

Brisbane Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2006

Survey Period: Sun January 15 - Sat February 11, 2006

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	9.9	10.0	-0.1	1.4	0.3	1.1	0.3	0.4	-0.1	1.6	3.3	-1.7	7.9	8.0	-0.1	24.3	24.3	0.0	11.9	11.7	0.2
4BH-882	8.2	6.8	1.4	1.9	2.6	-0.7	1.4	0.9	0.5	1.5	1.2	0.3	6.2	5.8	0.4	19.6	16.2	3.4	9.8	7.0	2.8
4KQ	7.9	8.5	-0.6	1.8	3.5	-1.7	0.2	1.2	-1.0	2.8	1.8	1.0	16.4	16.1	0.3	9.8	12.1	-2.3	10.1	10.0	0.1
B105	8.3	10.5	-2.2	25.6	22.0	3.6	11.8	17.5	-5.7	11.1	12.9	-1.8	7.7	11.6	-3.9	1.4	1.6	-0.2	7.1	10.2	-3.1
97.3 FM	10.6	10.7	-0.1	17.8	12.8	5.0	7.7	8.8	-1.1	16.8	16.6	0.2	12.5	14.1	-1.6	3.4	2.7	0.7	11.4	12.2	-0.8
FM104 MMM	16.5	13.0	3.5	15.9	9.0	6.9	23.0	18.9	4.1	28.2	21.7	6.5	18.5	14.7	3.8	2.4	2.1	0.3	13.2	11.6	1.6
NOVA 106.9	13.1	14.8	-1.7	24.7	40.4	-15.7	38.3	37.3	1.0	19.5	22.5	-3.0	6.3	5.6	0.7	0.5	0.6	-0.1	10.0	11.3	-1.3
ABC612	6.9	8.3	-1.4	1.5	3.3	-1.8	0.3	0.8	-0.5	2.3	1.9	0.4	7.8	8.2	-0.4	13.9	18.7	-4.8	7.5	9.5	-2.0
4RN	2.7	2.4	0.3	0.2	*	0.2	0.1	0.5	-0.4	1.6	1.0	0.6	3.6	1.3	2.3	4.5	5.9	-1.4	3.8	2.7	1.1
NEWSR	1.2	1.5	-0.3	0.3	1.0	-0.7	0.2	*	0.2	0.2	1.0	-0.8	1.0	1.6	-0.6	2.9	2.6	0.3	1.4	1.0	0.4
4JJJ	5.1	5.5	-0.4	3.2	2.5	0.7	13.0	9.6	3.4	8.6	10.0	-1.4	3.8	5.1	-1.3	0.3	0.7	-0.4	4.0	4.6	-0.6
ABC CL-FM	2.1	1.8	0.3	0.3	0.2	0.1	0.4	0.4	0.0	0.4	1.5	-1.1	1.6	1.3	0.3	5.1	3.6	1.5	2.7	2.2	0.5

Brisbane Radio - Share Movement (%) by Session

10+

Survey #1 - 2006

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	10.2	10.5	-0.3	13.4	11.8	1.6	10.7	11.6	-0.9	7.2	8.6	-1.4	6.7	8.0	-1.3	12.7	13.0	-0.3	8.8	8.1	0.7
4BH-882	7.8	6.2	1.6	8.1	7.0	1.1	8.4	6.4	2.0	8.4	5.8	2.6	6.7	5.4	1.3	5.3	5.0	0.3	9.5	8.8	0.7
4KQ	7.6	8.5	-0.9	8.8	9.8	-1.0	8.0	9.1	-1.1	7.2	8.0	-0.8	6.9	7.4	-0.5	4.5	5.3	-0.8	8.7	8.7	0.0
B105	8.4	11.0	-2.6	8.6	11.4	-2.8	7.3	10.6	-3.3	8.1	11.4	-3.3	9.7	9.7	0.0	9.3	11.2	-1.9	8.1	8.9	-0.8
97.3 FM	10.5	10.6	-0.1	8.8	9.2	-0.4	10.8	10.8	0.0	11.9	12.3	-0.4	11.4	11.1	0.3	10.5	9.3	1.2	10.9	11.0	-0.1
FM104 MMM	17.9	13.9	4.0	14.9	12.6	2.3	19.4	14.4	5.0	21.3	15.4	5.9	18.4	14.5	3.9	13.2	11.4	1.8	12.0	10.1	1.9
NOVA 106.9	13.5	15.0	-1.5	11.1	12.9	-1.8	13.3	13.1	0.2	15.9	16.6	-0.7	15.4	18.7	-3.3	12.7	17.6	-4.9	11.8	14.2	-2.4
ABC612	6.4	8.0	-1.6	9.2	10.5	-1.3	5.2	8.5	-3.3	4.5	6.1	-1.6	5.2	5.3	-0.1	6.8	7.6	-0.8	8.6	9.4	-0.8
4RN	2.7	2.3	0.4	3.5	2.5	1.0	1.9	1.7	0.2	1.3	1.6	-0.3	3.7	4.2	-0.5	4.1	1.8	2.3	2.9	2.7	0.2
NEWSR	1.2	1.4	-0.2	1.5	2.1	-0.6	0.6	0.9	-0.3	0.7	0.6	0.1	0.7	1.1	-0.4	3.9	2.9	1.0	1.4	1.8	-0.4
4JJJ	5.2	5.7	-0.5	4.1	4.5	-0.4	5.1	6.0	-0.9	5.5	6.0	-0.5	6.8	6.7	0.1	5.3	6.4	-1.1	4.9	5.0	-0.1
ABC CL-FM	2.0	1.8	0.2	2.0	1.6	0.4	1.9	2.1	-0.2	1.8	1.4	0.4	2.4	1.8	0.6	2.4	2.8	-0.4	2.5	1.9	0.6