

Brisbane Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

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	9.0	6.3	2.7	0.7	0.6	0.1	0.6	0.2	0.4	1.4	2.9	-1.5	5.8	4.5	1.3	23.0	13.6	9.4	10.8	6.4	4.4
4BH-882	7.4	8.8	-1.4	0.4	0.9	-0.5	0.8	1.6	-0.8	1.3	0.7	0.6	5.2	8.5	-3.3	18.4	19.6	-1.2	10.1	10.7	-0.6
4KQ	6.7	6.7	0.0	3.8	2.1	1.7	1.4	2.5	-1.1	1.8	1.7	0.1	11.9	12.1	-0.2	8.9	8.5	0.4	7.8	8.1	-0.3
B105	8.3	8.0	0.3	31.6	27.5	4.1	10.1	13.0	-2.9	10.2	12.0	-1.8	8.1	5.4	2.7	1.4	1.5	-0.1	7.3	6.9	0.4
97.3 FM	10.3	10.1	0.2	10.0	14.3	-4.3	12.5	11.4	1.1	12.1	13.4	-1.3	15.8	15.3	0.5	3.2	2.1	1.1	10.9	11.4	-0.5
FM104 MMM	12.4	13.0	-0.6	11.2	10.3	0.9	11.5	10.3	1.2	20.2	20.5	-0.3	18.0	19.8	-1.8	1.9	3.0	-1.1	11.2	11.3	-0.1
NOVA 106.9	13.6	14.4	-0.8	31.7	30.5	1.2	37.9	38.4	-0.5	21.0	24.5	-3.5	6.6	7.7	-1.1	0.4	0.5	-0.1	7.7	10.8	-3.1
ABC612	9.2	11.8	-2.6	1.1	3.2	-2.1	1.2	1.1	0.1	3.4	3.3	0.1	8.2	10.1	-1.9	19.4	25.3	-5.9	10.4	12.3	-1.9
4RN	2.1	2.1	0.0	0.3	0.7	-0.4	*	1.3	-1.3	0.6	0.8	-0.2	1.6	3.4	-1.8	5.0	2.7	2.3	3.0	2.8	0.2
NEWSR	2.1	1.1	1.0	0.3	0.1	0.2	0.1	0.1	0.0	1.0	0.6	0.4	2.0	0.9	1.1	4.4	2.3	2.1	2.6	1.5	1.1
4JJB	7.7	5.7	2.0	5.1	3.6	1.5	19.3	15.1	4.2	17.1	11.7	5.4	2.3	3.4	-1.1	1.0	*	1.0	7.1	4.3	2.8
ABC CL-FM	1.8	3.0	-1.2	*	0.2	-0.2	0.1	1.4	-1.3	0.8	0.9	-0.1	1.6	2.2	-0.6	3.7	6.3	-2.6	2.1	3.9	-1.8

Brisbane Radio - Share Movement (%) by Session

10+

Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	9.4	6.6	2.8	10.1	8.4	1.7	10.5	7.7	2.8	7.4	5.4	2.0	6.8	4.8	2.0	14.4	3.5	10.9	8.0	5.1	2.9
4BH-882	7.0	8.4	-1.4	6.2	8.1	-1.9	8.1	9.0	-0.9	7.1	8.4	-1.3	7.2	7.1	0.1	6.2	10.2	-4.0	8.9	10.5	-1.6
4KQ	6.4	6.3	0.1	8.0	6.8	1.2	6.7	6.3	0.4	6.0	6.5	-0.5	5.2	5.7	-0.5	3.8	4.6	-0.8	7.8	8.0	-0.2
B105	8.4	8.1	0.3	7.6	8.0	-0.4	7.8	6.5	1.3	8.1	8.0	0.1	10.6	10.1	0.5	9.9	10.3	-0.4	8.1	7.6	0.5
97.3 FM	10.6	10.1	0.5	9.5	8.7	0.8	10.9	10.6	0.3	12.3	11.3	1.0	11.4	10.6	0.8	7.3	9.2	-1.9	9.0	10.2	-1.2
FM104 MMM	12.9	13.7	-0.8	11.7	11.7	0.0	13.2	15.7	-2.5	15.2	16.1	-0.9	12.5	13.6	-1.1	9.9	7.7	2.2	10.8	10.6	0.2
NOVA 106.9	14.0	15.0	-1.0	13.2	13.2	0.0	14.7	15.3	-0.6	15.6	17.1	-1.5	13.1	15.4	-2.3	11.6	13.9	-2.3	12.1	12.5	-0.4
ABC612	8.7	11.6	-2.9	12.3	15.9	-3.6	6.6	10.0	-3.4	5.8	8.5	-2.7	7.9	9.5	-1.6	11.0	13.0	-2.0	10.9	12.7	-1.8
4RN	2.1	2.2	-0.1	2.6	3.0	-0.4	1.4	1.6	-0.2	1.3	1.2	0.1	2.6	2.4	0.2	2.8	3.3	-0.5	2.3	1.9	0.4
NEWSR	1.9	1.1	0.8	3.0	1.3	1.7	0.9	0.7	0.2	0.7	0.9	-0.2	1.4	1.0	0.4	5.5	1.8	3.7	2.9	1.4	1.5
4JJB	8.3	6.0	2.3	5.8	5.2	0.6	8.6	6.2	2.4	10.3	6.4	3.9	10.6	6.8	3.8	6.0	6.1	-0.1	5.8	4.7	1.1
ABC CL-FM	1.6	2.7	-1.1	1.9	2.4	-0.5	1.7	2.4	-0.7	1.3	2.2	-0.9	1.7	4.3	-2.6	1.8	4.1	-2.3	2.3	3.8	-1.5