

Brisbane Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2008

Survey Period: Sun January 27 - Sat March 15, 2008

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	8.6	7.8	0.8	1.5	1.5	0.0	2.5	1.6	0.9	0.8	1.1	-0.3	8.0	7.8	0.2	21.1	17.8	3.3	9.6	9.2	0.4
4BH-882	6.7	5.9	0.8	1.0	0.5	0.5	*	0.5	-0.5	1.5	0.4	1.1	5.1	5.0	0.1	17.5	14.9	2.6	9.4	7.1	2.3
4KQ	7.4	7.1	0.3	1.8	0.8	1.0	4.6	1.5	3.1	1.0	2.2	-1.2	13.1	9.7	3.4	11.1	12.9	-1.8	8.8	8.1	0.7
B105	11.3	10.9	0.4	29.1	33.0	-3.9	27.1	19.1	8.0	13.9	15.9	-2.0	7.4	7.6	-0.2	1.3	1.1	0.2	9.0	9.6	-0.6
97.3 FM	10.0	10.2	-0.2	12.2	11.5	0.7	9.9	8.7	1.2	12.7	14.8	-2.1	14.0	13.4	0.6	3.4	3.8	-0.4	10.9	10.4	0.5
FM104 MMM	12.0	11.8	0.2	8.3	6.7	1.6	15.1	18.1	-3.0	20.6	18.2	2.4	14.6	14.1	0.5	0.9	2.9	-2.0	8.5	8.4	0.1
NOVA 106.9	14.1	14.6	-0.5	36.1	32.5	3.6	28.3	35.3	-7.0	21.4	20.5	0.9	8.0	9.5	-1.5	1.1	1.2	-0.1	10.2	9.7	0.5
ABC612	8.3	10.7	-2.4	0.8	1.1	-0.3	0.8	1.2	-0.4	3.8	5.8	-2.0	8.6	10.1	-1.5	17.5	21.7	-4.2	10.2	13.7	-3.5
4RN	3.0	2.3	0.7	0.3	0.2	0.1	0.4	1.8	-1.4	1.6	0.5	1.1	4.4	4.2	0.2	5.0	3.1	1.9	3.9	3.0	0.9
NEWSR	1.5	1.5	0.0	0.1	0.6	-0.5	*	0.1	-0.1	0.7	0.4	0.3	2.0	1.5	0.5	3.0	3.4	-0.4	1.2	1.6	-0.4
4JJJ	5.5	6.1	-0.6	1.4	4.5	-3.1	6.6	9.3	-2.7	13.9	12.9	1.0	3.1	4.8	-1.7	0.2	0.2	0.0	5.8	6.3	-0.5
ABC CL-FM	3.0	2.9	0.1	1.3	0.1	1.2	0.9	0.2	0.7	1.2	1.9	-0.7	1.5	2.6	-1.1	7.2	5.9	1.3	3.2	3.7	-0.5

Brisbane Radio - Share Movement (%) by Session

10+

Survey #2 - 2008

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	8.8	8.3	0.5	11.0	10.9	0.1	9.2	8.6	0.6	6.3	6.0	0.3	6.6	5.6	1.0	12.1	10.0	2.1	8.0	6.4	1.6
4BH-882	6.2	5.3	0.9	6.0	4.9	1.1	8.1	6.8	1.3	6.6	6.0	0.6	4.9	4.1	0.8	3.0	3.2	-0.2	8.7	7.8	0.9
4KQ	7.5	7.1	0.4	8.7	8.9	-0.2	8.0	7.5	0.5	7.8	6.8	1.0	5.7	5.4	0.3	3.3	3.5	-0.2	7.2	7.2	0.0
B105	11.6	11.3	0.3	10.7	9.5	1.2	9.3	10.9	-1.6	11.6	11.5	0.1	16.7	15.4	1.3	11.0	10.4	0.6	10.3	9.7	0.6
97.3 FM	10.0	10.3	-0.3	9.2	8.9	0.3	9.9	11.2	-1.3	11.4	12.0	-0.6	9.9	9.8	0.1	9.6	8.9	0.7	9.9	9.7	0.2
FM104 MMM	13.0	12.6	0.4	12.7	11.8	0.9	15.5	14.1	1.4	15.4	14.5	0.9	8.4	9.6	-1.2	8.2	11.9	-3.7	8.2	9.0	-0.8
NOVA 106.9	14.6	15.0	-0.4	13.8	13.1	0.7	13.9	14.5	-0.6	15.3	16.7	-1.4	16.3	17.9	-1.6	13.9	12.8	1.1	12.2	13.1	-0.9
ABC612	7.8	10.3	-2.5	8.8	12.8	-4.0	7.1	8.9	-1.8	6.4	8.7	-2.3	7.5	9.0	-1.5	10.8	12.5	-1.7	10.2	12.1	-1.9
4RN	3.0	2.3	0.7	3.9	3.6	0.3	2.2	1.6	0.6	2.0	1.1	0.9	3.6	2.0	1.6	3.6	3.5	0.1	3.3	2.5	0.8
NEWSR	1.6	1.5	0.1	2.0	1.9	0.1	1.0	1.0	0.0	1.5	1.5	0.0	1.4	1.2	0.2	1.9	2.2	-0.3	1.4	1.6	-0.2
4JJJ	5.6	5.7	-0.1	4.9	4.8	0.1	5.4	5.3	0.1	5.5	5.4	0.1	7.2	7.7	-0.5	6.6	7.3	-0.7	5.0	7.2	-2.2
ABC CL-FM	2.6	2.9	-0.3	2.5	3.2	-0.7	2.9	2.8	0.1	2.2	2.3	-0.1	2.8	3.7	-0.9	2.7	1.8	0.9	4.4	3.1	1.3