

# Brisbane Radio - Share Movement (%) by Demographic

The Nielsen Company

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2008

Survey Period: Sun September 14 - Sat November 22, 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	9.4	6.4	3.0	4.0	2.5	1.5	0.3	*	0.3	2.0	1.9	0.1	7.1	5.9	1.2	22.3	13.9	8.4	12.0	8.7	3.3
4BH-882	7.0	7.7	-0.7	0.5	0.4	0.1	0.1	2.1	-2.0	1.0	1.3	-0.3	6.6	5.8	0.8	16.5	18.4	-1.9	9.0	8.5	0.5
4KQ	5.8	7.0	-1.2	2.9	1.7	1.2	1.1	1.4	-0.3	2.9	2.5	0.4	6.5	10.7	-4.2	10.3	11.3	-1.0	6.5	8.7	-2.2
B105	12.0	13.0	-1.0	30.0	33.0	-3.0	19.5	21.6	-2.1	18.1	19.3	-1.2	10.0	8.6	1.4	1.4	3.5	-2.1	9.6	9.0	0.6
97.3 FM	10.8	11.0	-0.2	11.5	10.8	0.7	8.2	11.7	-3.5	13.4	14.5	-1.1	17.9	15.5	2.4	4.0	4.4	-0.4	11.7	13.0	-1.3
FM104 MMM	10.9	11.4	-0.5	10.2	9.1	1.1	14.3	14.0	0.3	16.4	18.7	-2.3	15.2	14.4	0.8	1.8	2.6	-0.8	9.0	9.7	-0.7
NOVA 106.9	14.9	13.8	1.1	18.6	25.8	-7.2	38.6	32.5	6.1	25.0	23.3	1.7	8.6	7.3	1.3	0.6	0.6	0.0	10.5	8.9	1.6
ABC612	9.2	9.9	-0.7	1.3	1.7	-0.4	0.9	1.8	-0.9	2.9	1.8	1.1	9.5	9.6	-0.1	19.3	22.0	-2.7	10.6	11.5	-0.9
4RN	2.9	2.5	0.4	0.9	0.1	0.8	0.2	0.9	-0.7	1.4	0.4	1.0	3.0	3.6	-0.6	5.6	4.5	1.1	3.8	3.6	0.2
NEWSR	1.9	1.3	0.6	0.1	0.2	-0.1	0.2	0.3	-0.1	0.8	0.5	0.3	2.2	1.6	0.6	3.7	2.5	1.2	1.5	1.4	0.1
4JJJ	4.9	4.9	0.0	3.4	6.4	-3.0	12.9	8.8	4.1	8.7	9.2	-0.5	2.8	3.9	-1.1	0.2	0.3	-0.1	4.9	4.5	0.4
ABC CL-FM	2.2	2.2	0.0	3.8	0.6	3.2	0.1	*	0.1	0.5	0.7	-0.2	1.8	1.8	0.0	4.3	5.1	-0.8	2.8	2.9	-0.1

# Brisbane Radio - Share Movement (%) by Session

10+

Survey #8 - 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	9.8	6.4	3.4	11.9	8.1	3.8	9.6	4.9	4.7	7.8	4.4	3.4	7.6	6.0	1.6	12.6	10.7	1.9	8.0	6.3	1.7
4BH-882	5.9	6.9	-1.0	6.6	7.5	-0.9	6.6	7.6	-1.0	5.3	6.4	-1.1	4.5	5.6	-1.1	5.7	7.0	-1.3	10.9	10.3	0.6
4KQ	5.6	7.1	-1.5	6.3	7.7	-1.4	4.8	6.9	-2.1	5.8	8.0	-2.2	4.7	5.6	-0.9	5.9	4.6	1.3	6.7	6.8	-0.1
B105	12.5	13.4	-0.9	10.0	10.9	-0.9	9.2	11.6	-2.4	11.8	13.2	-1.4	22.7	20.6	2.1	15.3	16.3	-1.0	10.0	11.8	-1.8
97.3 FM	11.1	11.0	0.1	9.9	10.6	-0.7	13.1	12.1	1.0	13.1	11.6	1.5	9.0	9.8	-0.8	8.1	9.5	-1.4	9.5	11.1	-1.6
FM104 MMM	11.2	12.3	-1.1	10.8	11.9	-1.1	11.3	13.5	-2.2	12.1	13.8	-1.7	10.4	10.8	-0.4	10.8	8.5	2.3	10.0	8.2	1.8
NOVA 106.9	15.8	14.7	1.1	13.8	13.3	0.5	17.2	15.0	2.2	19.6	17.5	2.1	14.4	14.4	0.0	9.2	10.6	-1.4	11.8	10.5	1.3
ABC612	8.8	9.5	-0.7	10.9	11.1	-0.2	7.7	8.3	-0.6	6.9	8.6	-1.7	8.2	8.3	-0.1	10.8	11.4	-0.6	10.6	11.5	-0.9
4RN	2.8	2.4	0.4	4.2	3.5	0.7	3.0	2.4	0.6	1.0	1.2	-0.2	2.5	2.8	-0.3	2.4	1.5	0.9	3.4	2.7	0.7
NEWSR	1.8	1.2	0.6	2.7	1.8	0.9	1.7	0.8	0.9	0.9	0.5	0.4	1.0	1.0	0.0	3.0	2.1	0.9	2.2	1.9	0.3
4JJJ	5.1	5.1	0.0	3.8	4.3	-0.5	5.8	5.7	0.1	5.9	5.8	0.1	5.0	5.1	-0.1	5.7	4.9	0.8	4.1	4.1	0.0
ABC CL-FM	2.1	2.1	0.0	2.1	2.2	-0.1	2.0	2.3	-0.3	2.1	1.7	0.4	2.2	1.9	0.3	2.8	2.7	0.1	2.3	2.6	-0.3