

Brisbane Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	9.2	9.1	0.1	0.6	0.2	0.4	1.4	1.3	0.1	1.4	1.1	0.3	6.7	7.8	-1.1	24.0	21.9	2.1	10.7	10.6	0.1
4BH-882	6.7	7.5	-0.8	0.5	1.0	-0.5	0.3	0.3	0.0	1.0	1.6	-0.6	4.1	4.2	-0.1	18.3	19.5	-1.2	8.0	9.5	-1.5
4KQ	8.5	7.5	1.0	0.4	1.3	-0.9	3.2	2.6	0.6	4.6	2.6	2.0	14.4	13.5	0.9	11.1	9.7	1.4	6.9	6.6	0.3
B105	11.1	10.6	0.5	31.5	30.0	1.5	17.9	21.0	-3.1	15.6	14.3	1.3	8.8	8.7	0.1	1.7	1.3	0.4	11.0	9.8	1.2
97.3 FM	11.0	10.7	0.3	10.8	11.7	-0.9	12.4	9.9	2.5	14.1	15.5	-1.4	15.6	14.6	1.0	3.4	3.4	0.0	12.0	12.0	0.0
FM104 MMM	10.3	11.6	-1.3	6.2	7.1	-0.9	11.6	15.5	-3.9	17.0	17.8	-0.8	13.9	16.0	-2.1	1.2	1.7	-0.5	8.2	10.3	-2.1
NOVA 106.9	14.8	14.3	0.5	32.9	34.9	-2.0	37.1	31.9	5.2	21.5	21.8	-0.3	7.8	10.2	-2.4	1.5	0.6	0.9	11.8	11.1	0.7
ABC612	8.9	8.8	0.1	1.2	1.5	-0.3	0.2	1.2	-1.0	2.1	3.0	-0.9	8.4	7.5	0.9	21.0	19.4	1.6	11.2	10.4	0.8
4RN	2.5	2.3	0.2	1.9	1.6	0.3	0.2	2.2	-2.0	0.8	1.0	-0.2	2.5	3.2	-0.7	5.1	2.9	2.2	3.1	2.9	0.2
NEWSR	0.9	1.3	-0.4	0.1	0.1	0.0	0.2	*	0.2	0.6	0.7	-0.1	0.3	0.7	-0.4	2.2	3.0	-0.8	0.8	1.2	-0.4
4JJJ	6.0	5.4	0.6	2.8	2.5	0.3	11.4	10.1	1.3	13.0	11.5	1.5	3.4	4.0	-0.6	0.1	0.1	0.0	4.6	4.2	0.4
ABC CL-FM	1.8	2.4	-0.6	0.9	1.7	-0.8	0.2	0.5	-0.3	0.6	0.9	-0.3	1.6	2.0	-0.4	3.8	4.8	-1.0	2.0	2.3	-0.3

Brisbane Radio - Share Movement (%) by Session

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Survey #6 - 2007

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	9.3	9.5	-0.2	10.5	10.6	-0.1	11.6	12.2	-0.6	6.6	6.1	0.5	6.1	6.2	-0.1	13.1	14.1	-1.0	8.9	7.9	1.0
4BH-882	6.3	7.1	-0.8	7.1	7.6	-0.5	7.0	8.8	-1.8	6.1	7.0	-0.9	3.9	3.8	0.1	5.8	6.9	-1.1	8.2	8.7	-0.5
4KQ	8.1	7.2	0.9	8.4	7.3	1.1	8.4	7.6	0.8	8.3	7.0	1.3	7.5	7.9	-0.4	6.6	4.6	2.0	10.1	8.8	1.3
B105	11.4	10.8	0.6	10.5	9.7	0.8	10.8	9.8	1.0	11.4	11.0	0.4	15.5	15.4	0.1	9.5	8.9	0.6	10.1	10.0	0.1
97.3 FM	11.1	11.0	0.1	8.7	9.6	-0.9	11.6	11.2	0.4	13.6	13.3	0.3	11.8	11.2	0.6	9.4	7.9	1.5	10.4	9.7	0.7
FM104 MMM	10.8	12.3	-1.5	9.3	11.6	-2.3	11.7	12.5	-0.8	13.3	14.8	-1.5	9.2	11.3	-2.1	8.3	7.8	0.5	8.7	8.9	-0.2
NOVA 106.9	15.8	14.9	0.9	14.8	13.7	1.1	14.3	13.6	0.7	17.2	16.5	0.7	17.6	17.8	-0.2	15.5	12.8	2.7	11.0	12.2	-1.2
ABC612	8.4	8.3	0.1	12.1	11.5	0.6	7.3	7.3	0.0	5.0	5.2	-0.2	7.0	5.8	1.2	11.4	13.7	-2.3	10.7	10.6	0.1
4RN	2.4	2.4	0.0	3.0	2.9	0.1	1.7	1.9	-0.2	1.9	1.6	0.3	2.6	2.7	-0.1	3.6	3.9	-0.3	2.5	2.1	0.4
NEWSR	0.8	1.1	-0.3	1.6	1.8	-0.2	0.2	0.4	-0.2	0.4	0.5	-0.1	0.4	0.7	-0.3	1.8	3.2	-1.4	1.3	1.9	-0.6
4JJJ	6.1	5.6	0.5	5.0	4.7	0.3	5.8	5.0	0.8	6.6	6.2	0.4	7.7	6.9	0.8	6.7	6.8	-0.1	5.5	4.6	0.9
ABC CL-FM	1.6	2.2	-0.6	1.4	1.7	-0.3	1.7	2.2	-0.5	1.1	2.3	-1.2	2.7	3.2	-0.5	1.8	1.9	-0.1	2.2	3.0	-0.8