

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 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	7.8	9.4	-1.6	1.5	0.6	0.9	1.6	0.4	1.2	1.1	0.9	0.2	7.8	7.3	0.5	17.8	23.1	-5.3	9.2	11.6	-2.4
4BH-882	5.9	7.0	-1.1	0.5	2.7	-2.2	0.5	0.1	0.4	0.4	1.0	-0.6	5.0	7.5	-2.5	14.9	14.9	0.0	7.1	8.8	-1.7
4KQ	7.1	8.1	-1.0	0.8	0.4	0.4	1.5	1.3	0.2	2.2	5.3	-3.1	9.7	11.2	-1.5	12.9	11.7	1.2	8.1	8.8	-0.7
B105	10.9	9.9	1.0	33.0	28.2	4.8	19.1	18.1	1.0	15.9	14.9	1.0	7.6	7.7	-0.1	1.1	1.2	-0.1	9.6	7.1	2.5
97.3 FM	10.2	10.4	-0.2	11.5	13.4	-1.9	8.7	10.8	-2.1	14.8	16.6	-1.8	13.4	12.1	1.3	3.8	3.1	0.7	10.4	11.5	-1.1
FM104 MMM	11.8	10.2	1.6	6.7	9.5	-2.8	18.1	11.3	6.8	18.2	16.7	1.5	14.1	13.9	0.2	2.9	1.4	1.5	8.4	8.8	-0.4
NOVA 106.9	14.6	15.6	-1.0	32.5	32.4	0.1	35.3	47.5	-12.2	20.5	20.7	-0.2	9.5	10.7	-1.2	1.2	1.1	0.1	9.7	11.3	-1.6
ABC612	10.7	11.4	-0.7	1.1	0.6	0.5	1.2	1.4	-0.2	5.8	4.3	1.5	10.1	10.7	-0.6	21.7	23.3	-1.6	13.7	11.9	1.8
4RN	2.3	2.7	-0.4	0.2	0.4	-0.2	1.8	0.1	1.7	0.5	0.7	-0.2	4.2	3.4	0.8	3.1	5.2	-2.1	3.0	3.6	-0.6
NEWSR	1.5	1.1	0.4	0.6	*	0.6	0.1	*	0.1	0.4	0.3	0.1	1.5	1.7	-0.2	3.4	1.8	1.6	1.6	1.4	0.2
4JJJ	6.1	4.9	1.2	4.5	3.8	0.7	9.3	6.6	2.7	12.9	10.8	2.1	4.8	3.8	1.0	0.2	0.2	0.0	6.3	5.1	1.2
ABC CL-FM	2.9	1.5	1.4	0.1	0.2	-0.1	0.2	0.1	0.1	1.9	0.3	1.6	2.6	2.0	0.6	5.9	2.9	3.0	3.7	2.0	1.7

Brisbane Radio - Share Movement (%) by Session

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Survey #1 - 2008

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	8.3	9.7	-1.4	10.9	10.5	0.4	8.6	11.7	-3.1	6.0	8.0	-2.0	5.6	7.5	-1.9	10.0	11.3	-1.3	6.4	8.2	-1.8
4BH-882	5.3	6.6	-1.3	4.9	7.2	-2.3	6.8	7.6	-0.8	6.0	6.6	-0.6	4.1	4.4	-0.3	3.2	4.9	-1.7	7.8	8.6	-0.8
4KQ	7.1	7.8	-0.7	8.9	8.7	0.2	7.5	8.2	-0.7	6.8	7.1	-0.3	5.4	7.1	-1.7	3.5	5.9	-2.4	7.2	9.2	-2.0
B105	11.3	10.5	0.8	9.5	9.4	0.1	10.9	7.8	3.1	11.5	9.9	1.6	15.4	15.8	-0.4	10.4	14.5	-4.1	9.7	7.8	1.9
97.3 FM	10.3	10.2	0.1	8.9	8.7	0.2	11.2	10.5	0.7	12.0	12.0	0.0	9.8	10.3	-0.5	8.9	8.9	0.0	9.7	11.3	-1.6
FM104 MMM	12.6	11.0	1.6	11.8	10.4	1.4	14.1	11.8	2.3	14.5	12.6	1.9	9.6	9.1	0.5	11.9	9.1	2.8	9.0	7.2	1.8
NOVA 106.9	15.0	16.1	-1.1	13.1	14.4	-1.3	14.5	16.5	-2.0	16.7	18.4	-1.7	17.9	16.5	1.4	12.8	13.7	-0.9	13.1	13.6	-0.5
ABC612	10.3	10.7	-0.4	12.8	12.6	0.2	8.9	10.6	-1.7	8.7	9.2	-0.5	9.0	9.2	-0.2	12.5	11.9	0.6	12.1	13.7	-1.6
4RN	2.3	2.8	-0.5	3.6	3.7	-0.1	1.6	1.9	-0.3	1.1	1.4	-0.3	2.0	3.7	-1.7	3.5	4.5	-1.0	2.5	2.6	-0.1
NEWSR	1.5	1.0	0.5	1.9	1.6	0.3	1.0	0.4	0.6	1.5	0.6	0.9	1.2	0.6	0.6	2.2	2.7	-0.5	1.6	1.3	0.3
4JJJ	5.7	5.1	0.6	4.8	4.5	0.3	5.3	4.3	1.0	5.4	5.5	-0.1	7.7	6.7	1.0	7.3	4.8	2.5	7.2	4.2	3.0
ABC CL-FM	2.9	1.3	1.6	3.2	1.3	1.9	2.8	1.5	1.3	2.3	0.9	1.4	3.7	1.8	1.9	1.8	1.5	0.3	3.1	2.1	1.0