

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #2 - 2006

Survey Period: Sun January 29 - Sat March 18, 2006

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	10.4	9.9	0.5	0.7	1.4	-0.7	0.2	0.3	-0.1	1.4	1.6	-0.2	6.4	7.9	-1.5	26.8	24.3	2.5	12.7	11.9	0.8
4BH-882	7.2	8.2	-1.0	1.2	1.9	-0.7	0.2	1.4	-1.2	0.6	1.5	-0.9	7.0	6.2	0.8	16.7	19.6	-2.9	9.0	9.8	-0.8
4KQ	7.6	7.9	-0.3	2.2	1.8	0.4	0.1	0.2	-0.1	1.5	2.8	-1.3	13.8	16.4	-2.6	11.9	9.8	2.1	9.3	10.1	-0.8
B105	8.1	8.3	-0.2	29.2	25.6	3.6	12.3	11.8	0.5	10.5	11.1	-0.6	7.6	7.7	-0.1	0.7	1.4	-0.7	7.0	7.1	-0.1
97.3 FM	9.8	10.6	-0.8	13.3	17.8	-4.5	9.7	7.7	2.0	15.4	16.8	-1.4	12.2	12.5	-0.3	2.7	3.4	-0.7	10.8	11.4	-0.6
FM104 MMM	16.5	16.5	0.0	12.6	15.9	-3.3	21.3	23.0	-1.7	28.7	28.2	0.5	20.3	18.5	1.8	2.5	2.4	0.1	14.8	13.2	1.6
NOVA 106.9	14.4	13.1	1.3	27.2	24.7	2.5	43.6	38.3	5.3	20.5	19.5	1.0	7.6	6.3	1.3	0.4	0.5	-0.1	10.4	10.0	0.4
ABC612	8.3	6.9	1.4	1.6	1.5	0.1	1.0	0.3	0.7	2.7	2.3	0.4	7.2	7.8	-0.6	17.8	13.9	3.9	7.7	7.5	0.2
4RN	2.4	2.7	-0.3	0.2	0.2	0.0	*	0.1	-0.1	1.6	1.6	0.0	3.3	3.6	-0.3	3.8	4.5	-0.7	3.1	3.8	-0.7
NEWSR	1.2	1.2	0.0	0.3	0.3	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.9	1.0	-0.1	2.8	2.9	-0.1	1.4	1.4	0.0
4JJJ	4.9	5.1	-0.2	4.4	3.2	1.2	8.4	13.0	-4.6	9.2	8.6	0.6	4.4	3.8	0.6	0.4	0.3	0.1	4.2	4.0	0.2
ABC CL-FM	2.1	2.1	0.0	0.2	0.3	-0.1	0.9	0.4	0.5	0.9	0.4	0.5	1.5	1.6	-0.1	4.6	5.1	-0.5	2.1	2.7	-0.6

# Brisbane Radio - Share Movement (%) by Session

10+

Survey #2 - 2006

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	10.5	10.2	0.3	12.3	13.4	-1.1	11.8	10.7	1.1	8.3	7.2	1.1	7.7	6.7	1.0	12.0	12.7	-0.7	10.0	8.8	1.2
4BH-882	7.1	7.8	-0.7	7.1	8.1	-1.0	8.4	8.4	0.0	7.7	8.4	-0.7	6.0	6.7	-0.7	3.6	5.3	-1.7	7.7	9.5	-1.8
4KQ	7.2	7.6	-0.4	8.6	8.8	-0.2	7.8	8.0	-0.2	6.4	7.2	-0.8	6.0	6.9	-0.9	4.9	4.5	0.4	9.2	8.7	0.5
B105	8.2	8.4	-0.2	8.6	8.6	0.0	6.7	7.3	-0.6	8.2	8.1	0.1	9.4	9.7	-0.3	8.5	9.3	-0.8	7.8	8.1	-0.3
97.3 FM	9.7	10.5	-0.8	7.8	8.8	-1.0	10.2	10.8	-0.6	10.8	11.9	-1.1	10.7	11.4	-0.7	10.5	10.5	0.0	10.1	10.9	-0.8
FM104 MMM	18.0	17.9	0.1	15.5	14.9	0.6	19.3	19.4	-0.1	21.7	21.3	0.4	18.5	18.4	0.1	11.7	13.2	-1.5	11.1	12.0	-0.9
NOVA 106.9	14.8	13.5	1.3	12.3	11.1	1.2	14.1	13.3	0.8	17.1	15.9	1.2	16.1	15.4	0.7	16.4	12.7	3.7	12.8	11.8	1.0
ABC612	7.7	6.4	1.3	10.3	9.2	1.1	6.3	5.2	1.1	5.8	4.5	1.3	5.8	5.2	0.6	10.6	6.8	3.8	10.3	8.6	1.7
4RN	2.4	2.7	-0.3	3.5	3.5	0.0	1.6	1.9	-0.3	1.3	1.3	0.0	3.4	3.7	-0.3	1.5	4.1	-2.6	2.6	2.9	-0.3
NEWSR	1.1	1.2	-0.1	1.2	1.5	-0.3	0.9	0.6	0.3	0.7	0.7	0.0	0.7	0.7	0.0	2.9	3.9	-1.0	1.7	1.4	0.3
4JJJ	4.8	5.2	-0.4	4.2	4.1	0.1	4.9	5.1	-0.2	5.1	5.5	-0.4	5.6	6.8	-1.2	4.8	5.3	-0.5	5.0	4.9	0.1
ABC CL-FM	2.1	2.0	0.1	2.0	2.0	0.0	2.2	1.9	0.3	1.6	1.8	-0.2	2.8	2.4	0.4	2.3	2.4	-0.1	2.2	2.5	-0.3