

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #4 - 2008

Survey Period: Sun March 23 - Sat April 26, 2008 and Sun May 04 - Sat June 07, 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	8.5	8.0	0.5	1.8	0.9	0.9	*	1.1	-1.1	2.1	0.9	1.2	6.4	6.6	-0.2	21.5	20.7	0.8	10.7	9.5	1.2
4BH-882	6.9	7.5	-0.6	1.5	1.7	-0.2	0.1	0.1	0.0	0.9	1.9	-1.0	8.4	8.1	0.3	15.3	16.8	-1.5	7.8	9.6	-1.8
4KQ	8.0	8.0	0.0	2.1	1.3	0.8	1.1	3.1	-2.0	5.0	3.0	2.0	11.2	12.0	-0.8	12.5	13.0	-0.5	8.3	9.0	-0.7
B105	9.0	9.7	-0.7	23.2	22.4	0.8	14.8	21.3	-6.5	12.0	13.4	-1.4	6.9	6.5	0.4	2.1	1.3	0.8	7.2	7.5	-0.3
97.3 FM	11.5	11.9	-0.4	15.2	16.4	-1.2	7.0	7.9	-0.9	16.2	15.6	0.6	14.5	15.7	-1.2	5.6	5.4	0.2	12.4	12.8	-0.4
FM104 MMM	11.9	12.4	-0.5	11.8	12.1	-0.3	15.9	16.4	-0.5	16.5	17.1	-0.6	16.0	17.6	-1.6	2.2	1.5	0.7	10.1	10.0	0.1
NOVA 106.9	15.1	13.9	1.2	29.3	32.9	-3.6	37.6	29.7	7.9	23.0	21.6	1.4	7.9	8.2	-0.3	0.5	0.4	0.1	9.9	10.4	-0.5
ABC612	9.8	8.4	1.4	2.1	1.1	1.0	1.2	0.8	0.4	2.5	3.6	-1.1	9.1	7.6	1.5	22.8	18.6	4.2	12.3	10.4	1.9
4RN	2.0	2.9	-0.9	0.1	0.1	0.0	*	0.1	-0.1	0.5	1.3	-0.8	2.5	3.5	-1.0	4.2	5.5	-1.3	2.8	4.0	-1.2
NEWSR	1.1	1.1	0.0	0.2	*	0.2	0.1	*	0.1	0.4	0.7	-0.3	0.9	1.3	-0.4	2.4	2.1	0.3	1.3	1.0	0.3
4JJJ	6.7	6.4	0.3	3.0	2.4	0.6	17.0	13.2	3.8	13.8	14.4	-0.6	2.7	2.5	0.2	*	0.2	-0.2	6.5	5.7	0.8
ABC CL-FM	2.1	2.5	-0.4	0.9	2.0	-1.1	0.4	0.8	-0.4	0.8	1.0	-0.2	2.5	1.7	0.8	3.9	5.3	-1.4	2.9	2.7	0.2

# Brisbane Radio - Share Movement (%) by Session

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Survey #4 - 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	8.5	8.0	0.5	9.8	9.5	0.3	8.6	8.1	0.5	6.9	6.2	0.7	6.6	6.4	0.2	11.2	11.2	0.0	8.4	7.9	0.5
4BH-882	6.4	6.9	-0.5	7.5	7.0	0.5	6.3	7.8	-1.5	6.0	6.2	-0.2	5.3	6.5	-1.2	5.7	7.3	-1.6	8.5	9.4	-0.9
4KQ	7.5	7.7	-0.2	9.7	9.4	0.3	8.2	8.3	-0.1	7.1	8.1	-1.0	4.4	4.9	-0.5	3.9	2.7	1.2	9.8	9.2	0.6
B105	9.2	10.1	-0.9	7.2	8.9	-1.7	7.7	8.1	-0.4	9.4	10.1	-0.7	15.8	16.0	-0.2	9.3	9.0	0.3	8.1	8.3	-0.2
97.3 FM	11.4	12.0	-0.6	8.8	10.6	-1.8	12.0	12.4	-0.4	13.7	13.9	-0.2	13.3	12.0	1.3	10.0	9.9	0.1	11.7	11.8	-0.1
FM104 MMM	12.7	13.6	-0.9	11.1	12.8	-1.7	13.7	15.8	-2.1	15.1	15.8	-0.7	12.2	10.2	2.0	9.9	9.7	0.2	8.9	8.3	0.6
NOVA 106.9	16.0	14.8	1.2	14.7	14.0	0.7	16.1	14.6	1.5	18.0	15.3	2.7	15.8	16.2	-0.4	15.3	13.1	2.2	11.6	11.0	0.6
ABC612	9.6	8.0	1.6	13.5	10.3	3.2	9.0	6.7	2.3	6.3	5.8	0.5	6.6	6.5	0.1	11.3	13.1	-1.8	10.5	9.8	0.7
4RN	2.0	2.9	-0.9	2.5	3.8	-1.3	1.2	1.7	-0.5	1.0	2.0	-1.0	2.3	3.6	-1.3	4.2	3.8	0.4	2.1	2.9	-0.8
NEWSR	1.0	1.1	-0.1	1.7	1.7	0.0	1.0	0.5	0.5	0.4	0.7	-0.3	0.4	0.9	-0.5	0.7	1.6	-0.9	1.3	1.3	0.0
4JJJ	7.0	6.5	0.5	5.4	5.0	0.4	7.6	6.9	0.7	7.7	7.4	0.3	8.1	7.4	0.7	7.4	6.9	0.5	5.7	6.0	-0.3
ABC CL-FM	1.8	2.0	-0.2	1.6	1.4	0.2	1.6	2.4	-0.8	1.3	1.9	-0.6	2.6	2.5	0.1	3.5	2.8	0.7	3.0	4.0	-1.0