

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #5 - 2008

Survey Period: Sun May 04 - Sat June 07, 2008 and Sun June 22 - Sat July 26, 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	8.1	8.5	-0.4	1.8	1.8	0.0	0.4	*	0.4	2.1	2.1	0.0	6.1	6.4	-0.3	19.6	21.5	-1.9	9.9	10.7	-0.8
4BH-882	7.4	6.9	0.5	1.3	1.5	-0.2	0.2	0.1	0.1	0.5	0.9	-0.4	5.0	8.4	-3.4	20.0	15.3	4.7	8.4	7.8	0.6
4KQ	7.7	8.0	-0.3	2.3	2.1	0.2	2.7	1.1	1.6	4.0	5.0	-1.0	11.1	11.2	-0.1	11.2	12.5	-1.3	9.0	8.3	0.7
B105	9.8	9.0	0.8	23.5	23.2	0.3	15.7	14.8	0.9	14.4	12.0	2.4	8.3	6.9	1.4	1.9	2.1	-0.2	8.4	7.2	1.2
97.3 FM	10.6	11.5	-0.9	16.1	15.2	0.9	11.6	7.0	4.6	15.5	16.2	-0.7	11.7	14.5	-2.8	3.7	5.6	-1.9	12.0	12.4	-0.4
FM104 MMM	12.0	11.9	0.1	14.0	11.8	2.2	11.0	15.9	-4.9	17.0	16.5	0.5	18.8	16.0	2.8	1.6	2.2	-0.6	10.4	10.1	0.3
NOVA 106.9	15.7	15.1	0.6	25.8	29.3	-3.5	44.5	37.6	6.9	22.8	23.0	-0.2	9.9	7.9	2.0	0.5	0.5	0.0	9.7	9.9	-0.2
ABC612	9.9	9.8	0.1	2.2	2.1	0.1	1.1	1.2	-0.1	2.0	2.5	-0.5	9.8	9.1	0.7	21.9	22.8	-0.9	12.4	12.3	0.1
4RN	2.0	2.0	0.0	1.2	0.1	1.1	0.3	*	0.3	1.0	0.5	0.5	1.9	2.5	-0.6	4.0	4.2	-0.2	2.8	2.8	0.0
NEWSR	1.1	1.1	0.0	1.4	0.2	1.2	0.1	0.1	0.0	0.4	0.4	0.0	1.1	0.9	0.2	2.1	2.4	-0.3	1.1	1.3	-0.2
4JJJ	5.1	6.7	-1.6	3.5	3.0	0.5	8.0	17.0	-9.0	12.1	13.8	-1.7	3.0	2.7	0.3	0.3	*	0.3	4.9	6.5	-1.6
ABC CL-FM	2.1	2.1	0.0	0.2	0.9	-0.7	0.9	0.4	0.5	0.8	0.8	0.0	3.1	2.5	0.6	3.3	3.9	-0.6	2.7	2.9	-0.2

Brisbane Radio - Share Movement (%) by Session

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Survey #5 - 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	7.9	8.5	-0.6	8.9	9.8	-0.9	8.2	8.6	-0.4	6.2	6.9	-0.7	5.9	6.6	-0.7	12.5	11.2	1.3	8.6	8.4	0.2
4BH-882	6.7	6.4	0.3	7.9	7.5	0.4	6.8	6.3	0.5	7.3	6.0	1.3	4.9	5.3	-0.4	3.5	5.7	-2.2	10.0	8.5	1.5
4KQ	7.1	7.5	-0.4	8.7	9.7	-1.0	7.8	8.2	-0.4	6.8	7.1	-0.3	4.6	4.4	0.2	4.4	3.9	0.5	9.9	9.8	0.1
B105	10.2	9.2	1.0	8.0	7.2	0.8	9.5	7.7	1.8	11.2	9.4	1.8	16.1	15.8	0.3	8.4	9.3	-0.9	8.3	8.1	0.2
97.3 FM	10.7	11.4	-0.7	8.8	8.8	0.0	10.8	12.0	-1.2	11.4	13.7	-2.3	12.7	13.3	-0.6	12.4	10.0	2.4	10.1	11.7	-1.6
FM104 MMM	13.1	12.7	0.4	10.8	11.1	-0.3	14.4	13.7	0.7	16.2	15.1	1.1	13.3	12.2	1.1	7.9	9.9	-2.0	8.0	8.9	-0.9
NOVA 106.9	16.7	16.0	0.7	15.9	14.7	1.2	16.3	16.1	0.2	18.3	18.0	0.3	16.1	15.8	0.3	17.0	15.3	1.7	11.8	11.6	0.2
ABC612	9.7	9.6	0.1	12.8	13.5	-0.7	9.1	9.0	0.1	6.4	6.3	0.1	7.6	6.6	1.0	12.4	11.3	1.1	10.6	10.5	0.1
4RN	2.0	2.0	0.0	2.6	2.5	0.1	1.3	1.2	0.1	0.8	1.0	-0.2	2.6	2.3	0.3	3.8	4.2	-0.4	2.4	2.1	0.3
NEWSR	1.0	1.0	0.0	1.5	1.7	-0.2	0.9	1.0	-0.1	0.4	0.4	0.0	0.6	0.4	0.2	1.8	0.7	1.1	1.4	1.3	0.1
4JJJ	5.2	7.0	-1.8	4.5	5.4	-0.9	5.5	7.6	-2.1	5.4	7.7	-2.3	6.6	8.1	-1.5	4.4	7.4	-3.0	4.9	5.7	-0.8
ABC CL-FM	2.0	1.8	0.2	2.4	1.6	0.8	1.8	1.6	0.2	1.4	1.3	0.1	2.0	2.6	-0.6	2.8	3.5	-0.7	2.6	3.0	-0.4