

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 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	6.4	6.1	0.3	2.5	0.3	2.2	*	0.4	-0.4	1.9	0.8	1.1	5.9	5.4	0.5	13.9	14.4	-0.5	8.7	7.6	1.1
4BH-882	7.7	7.4	0.3	0.4	0.6	-0.2	2.1	2.2	-0.1	1.3	0.4	0.9	5.8	5.3	0.5	18.4	18.2	0.2	8.5	7.7	0.8
4KQ	7.0	7.7	-0.7	1.7	0.8	0.9	1.4	2.7	-1.3	2.5	3.3	-0.8	10.7	11.2	-0.5	11.3	11.5	-0.2	8.7	9.9	-1.2
B105	13.0	11.7	1.3	33.0	27.7	5.3	21.6	21.2	0.4	19.3	18.0	1.3	8.6	7.4	1.2	3.5	3.2	0.3	9.0	8.6	0.4
97.3 FM	11.0	11.7	-0.7	10.8	15.4	-4.6	11.7	15.5	-3.8	14.5	15.7	-1.2	15.5	15.1	0.4	4.4	3.4	1.0	13.0	13.8	-0.8
FM104 MMM	11.4	11.6	-0.2	9.1	10.5	-1.4	14.0	12.0	2.0	18.7	18.1	0.6	14.4	16.9	-2.5	2.6	2.2	0.4	9.7	9.8	-0.1
NOVA 106.9	13.8	13.3	0.5	25.8	31.3	-5.5	32.5	29.3	3.2	23.3	21.9	1.4	7.3	8.5	-1.2	0.6	0.6	0.0	8.9	8.4	0.5
ABC612	9.9	11.0	-1.1	1.7	1.0	0.7	1.8	2.4	-0.6	1.8	2.1	-0.3	9.6	10.2	-0.6	22.0	24.1	-2.1	11.5	12.9	-1.4
4RN	2.5	2.4	0.1	0.1	1.1	-1.0	0.9	1.6	-0.7	0.4	1.3	-0.9	3.6	2.8	0.8	4.5	3.5	1.0	3.6	3.4	0.2
NEWSR	1.3	0.8	0.5	0.2	1.2	-1.0	0.3	0.1	0.2	0.5	0.5	0.0	1.6	0.7	0.9	2.5	1.4	1.1	1.4	0.7	0.7
4JJJ	4.9	4.4	0.5	6.4	6.0	0.4	8.8	5.3	3.5	9.2	10.1	-0.9	3.9	3.0	0.9	0.3	0.4	-0.1	4.5	3.9	0.6
ABC CL-FM	2.2	2.6	-0.4	0.6	0.3	0.3	*	0.7	-0.7	0.7	1.3	-0.6	1.8	2.4	-0.6	5.1	5.2	-0.1	2.9	3.4	-0.5

Brisbane Radio - Share Movement (%) by Session

10+

Survey #7 - 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	6.4	6.0	0.4	8.1	7.4	0.7	4.9	5.7	-0.8	4.4	3.8	0.6	6.0	5.2	0.8	10.7	9.8	0.9	6.3	6.6	-0.3
4BH-882	6.9	6.7	0.2	7.5	7.1	0.4	7.6	7.1	0.5	6.4	7.1	-0.7	5.6	5.5	0.1	7.0	5.2	1.8	10.3	9.8	0.5
4KQ	7.1	7.5	-0.4	7.7	8.7	-1.0	6.9	8.4	-1.5	8.0	8.1	-0.1	5.6	4.8	0.8	4.6	2.6	2.0	6.8	8.4	-1.6
B105	13.4	12.2	1.2	10.9	10.3	0.6	11.6	11.4	0.2	13.2	12.9	0.3	20.6	16.5	4.1	16.3	11.5	4.8	11.8	10.0	1.8
97.3 FM	11.0	11.7	-0.7	10.6	11.3	-0.7	12.1	12.0	0.1	11.6	11.3	0.3	9.8	12.6	-2.8	9.5	12.3	-2.8	11.1	11.7	-0.6
FM104 MMM	12.3	13.1	-0.8	11.9	11.0	0.9	13.5	15.1	-1.6	13.8	16.2	-2.4	10.8	12.4	-1.6	8.5	7.4	1.1	8.2	6.3	1.9
NOVA 106.9	14.7	14.2	0.5	13.3	13.9	-0.6	15.0	13.1	1.9	17.5	14.9	2.6	14.4	15.5	-1.1	10.6	14.1	-3.5	10.5	10.0	0.5
ABC612	9.5	10.4	-0.9	11.1	12.5	-1.4	8.3	9.1	-0.8	8.6	8.8	-0.2	8.3	8.3	0.0	11.4	14.8	-3.4	11.5	13.0	-1.5
4RN	2.4	2.4	0.0	3.5	3.3	0.2	2.4	1.7	0.7	1.2	1.3	-0.1	2.8	3.4	-0.6	1.5	2.1	-0.6	2.7	2.5	0.2
NEWSR	1.2	0.7	0.5	1.8	0.9	0.9	0.8	0.3	0.5	0.5	0.3	0.2	1.0	1.0	0.0	2.1	2.3	-0.2	1.9	1.3	0.6
4JJJ	5.1	4.3	0.8	4.3	3.6	0.7	5.7	4.0	1.7	5.8	4.5	1.3	5.1	5.6	-0.5	4.9	4.8	0.1	4.1	4.7	-0.6
ABC CL-FM	2.1	2.4	-0.3	2.2	2.8	-0.6	2.3	2.8	-0.5	1.7	2.1	-0.4	1.9	2.2	-0.3	2.7	1.9	0.8	2.6	3.3	-0.7