

Brisbane Radio - Survey #2 2010



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	6.9	7.2	-0.3	0.6	0.5	0.1	*	*	0.0	1.6	1.1	0.5	5.3	5.4	-0.1	16.4	17.5	-1.1	7.8	9.7	-1.9
4BH	6.6	5.9	0.7	0.6	3.2	-2.6	0.5	0.1	0.4	0.6	0.5	0.1	4.7	5.7	-1.0	16.4	13.4	3.0	8.3	8.0	0.3
4KQ	6.9	6.9	0.0	0.8	0.7	0.1	1.1	0.4	0.7	1.6	1.7	-0.1	10.4	9.2	1.2	12.2	13.4	-1.2	7.4	8.1	-0.7
B105	13.0	12.8	0.2	34.4	32.1	2.3	20.9	20.0	0.9	18.0	19.3	-1.3	11.9	10.4	1.5	2.0	2.3	-0.3	10.8	10.3	0.5
97.3FM	10.8	10.6	0.2	8.8	11.1	-2.3	9.4	7.4	2.0	16.8	14.5	2.3	15.6	18.6	-3.0	3.4	3.2	0.2	11.0	11.4	-0.4
4MMM	11.8	11.4	0.4	6.7	8.6	-1.9	8.9	14.0	-5.1	19.9	18.5	1.4	17.4	15.7	1.7	3.2	2.3	0.9	11.8	9.2	2.6
NOVA106.9	12.5	12.2	0.3	33.8	29.8	4.0	30.6	33.4	-2.8	17.8	16.7	1.1	7.3	6.0	1.3	0.5	0.7	-0.2	9.4	8.6	0.8
ABC612	10.1	9.9	0.2	2.5	1.7	0.8	0.8	0.8	0.0	4.3	4.0	0.3	8.7	8.3	0.4	20.8	21.0	-0.2	11.5	11.1	0.4
4RN	2.2	1.9	0.3	*	*	0.0	0.1	*	0.1	1.0	0.7	0.3	2.1	1.7	0.4	4.5	4.1	0.4	3.3	3.2	0.1
NEWSR	1.5	1.6	-0.1	*	*	0.0	0.3	0.4	-0.1	0.9	0.7	0.2	0.3	0.7	-0.4	3.7	3.8	-0.1	1.6	2.0	-0.4
4JJJ	6.4	7.7	-1.3	2.7	3.2	-0.5	18.4	14.9	3.5	10.4	15.7	-5.3	5.0	6.3	-1.3	0.8	0.4	0.4	4.4	5.3	-0.9
ABCFM	2.2	2.5	-0.3	0.7	0.0	0.7	0.4	1.1	-0.7	0.5	0.4	0.1	1.0	1.2	-0.2	5.4	6.0	-0.6	3.0	3.7	-0.7

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	7.2	7.4	-0.2	7.0	6.7	0.3	7.2	7.2	0.0	7.5	7.3	0.2	7.1	8.4	-1.3	7.5	8.9	-1.4	5.8	6.4	-0.6
4BH	6.2	5.6	0.6	5.4	5.3	0.1	8.0	6.2	1.8	6.8	5.5	1.3	4.7	4.8	-0.1	5.5	7.0	-1.5	7.9	7.1	0.8
4KQ	6.5	6.6	-0.1	7.8	8.8	-1.0	8.0	7.4	0.6	5.4	5.2	0.2	4.5	4.4	0.1	5.1	5.2	-0.1	8.5	8.0	0.5
B105	13.5	13.4	0.1	12.8	12.9	-0.1	12.0	13.0	-1.0	13.6	13.2	0.4	18.3	17.7	0.6	11.2	9.2	2.0	11.1	10.7	0.4
97.3FM	11.2	10.6	0.6	9.7	9.3	0.4	11.1	11.2	-0.1	12.3	10.8	1.5	12.3	11.3	1.0	11.2	12.1	-0.9	9.6	10.5	-0.9
4MMM	12.2	11.8	0.4	10.6	10.9	-0.3	14.9	13.4	1.5	15.6	14.5	1.1	8.5	8.9	-0.4	8.0	7.8	0.2	10.1	9.8	0.3
NOVA106.9	12.7	12.5	0.2	12.2	12.2	0.0	12.6	12.0	0.6	12.8	13.5	-0.7	12.9	12.9	0.0	14.0	10.8	3.2	11.7	11.3	0.4
ABC612	9.9	9.7	0.2	12.6	12.9	-0.3	8.3	8.5	-0.2	7.3	7.5	-0.2	9.0	8.3	0.7	13.3	10.7	2.6	10.6	10.6	0.0
4RN	2.2	1.9	0.3	3.4	2.9	0.5	1.7	1.4	0.3	0.9	0.9	0.0	2.7	1.7	1.0	2.1	3.2	-1.1	2.2	1.9	0.3
NEWSR	1.4	1.5	-0.1	2.3	2.7	-0.4	0.8	0.8	0.0	0.8	0.7	0.1	0.8	0.8	0.0	2.7	3.2	-0.5	1.9	2.0	-0.1
4JJJ	6.2	7.8	-1.6	5.3	5.2	0.1	5.5	7.4	-1.9	6.5	9.8	-3.3	8.1	9.5	-1.4	7.1	8.9	-1.8	7.1	7.2	-0.1
ABCFM	1.9	2.3	-0.4	1.8	2.2	-0.4	1.9	2.5	-0.6	1.7	2.0	-0.3	2.2	2.8	-0.6	2.7	2.7	0.0	2.9	2.8	0.1

Survey Period: Sun Jan 31 - Sat Mar 20, 2010