

Brisbane Radio - Survey #1 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	7.2	8.0	-0.8	0.5	1.4	-0.9	*	0.9	-0.9	1.1	1.2	-0.1	5.4	8.3	-2.9	17.5	17.4	0.1	9.7	10.0	-0.3
4BH	5.9	7.4	-1.5	3.2	0.4	2.8	0.1	0.2	-0.1	0.5	0.8	-0.3	5.7	6.3	-0.6	13.4	17.9	-4.5	8.0	10.4	-2.4
4KQ	6.9	7.8	-0.9	0.7	1.3	-0.6	0.4	2.7	-2.3	1.7	1.6	0.1	9.2	14.3	-5.1	13.4	11.0	2.4	8.1	8.7	-0.6
B105	12.8	11.2	1.6	32.1	36.7	-4.6	20.0	16.4	3.6	19.3	16.1	3.2	10.4	9.3	1.1	2.3	1.3	1.0	10.3	10.2	0.1
97.3FM	10.6	10.8	-0.2	11.1	13.9	-2.8	7.4	6.7	0.7	14.5	16.7	-2.2	18.6	14.9	3.7	3.2	3.7	-0.5	11.4	12.7	-1.3
4MMM	11.4	9.7	1.7	8.6	7.3	1.3	14.0	10.4	3.6	18.5	13.3	5.2	15.7	16.2	-0.5	2.3	1.7	0.6	9.2	9.9	-0.7
NOVA106.9	12.2	13.5	-1.3	29.8	22.8	7.0	33.4	37.5	-4.1	16.7	24.5	-7.8	6.0	4.1	1.9	0.7	0.9	-0.2	8.6	8.3	0.3
ABC612	9.9	8.4	1.5	1.7	2.7	-1.0	0.8	2.3	-1.5	4.0	1.9	2.1	8.3	7.1	1.2	21.0	18.3	2.7	11.1	8.8	2.3
4RN	1.9	2.9	-1.0	*	0.1	0.1	*	1.2	-1.2	0.7	0.9	-0.2	1.7	3.1	-1.4	4.1	5.5	-1.4	3.2	3.5	-0.3
NEWSR	1.6	1.6	0.0	*	0.5	-0.5	0.4	1.0	-0.6	0.7	0.7	0.0	0.7	1.7	-1.0	3.8	2.8	1.0	2.0	1.5	0.5
4JJJ	7.7	5.7	2.0	3.2	4.0	-0.8	14.9	13.0	1.9	15.7	12.4	3.3	6.3	2.9	3.4	0.4	0.1	0.3	5.3	4.1	1.2
ABCFM	2.5	2.7	-0.2	0.0	0.3	-0.3	1.1	0.1	1.0	0.4	1.2	-0.8	1.2	1.5	-0.3	6.0	6.3	-0.3	3.7	2.6	1.1

Share Movement (%) by Session, P10+

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	7.4	8.4	-1.0	6.7	8.4	-1.7	7.2	9.2	-2.0	7.3	7.7	-0.4	8.4	6.5	1.9	8.9	11.8	-2.9	6.4	6.8	-0.4
4BH	5.6	7.3	-1.7	5.3	7.4	-2.1	6.2	8.1	-1.9	5.5	7.6	-2.1	4.8	5.8	-1.0	7.0	7.5	-0.5	7.1	7.6	-0.5
4KQ	6.6	7.6	-1.0	8.8	9.2	-0.4	7.4	7.3	0.1	5.2	7.4	-2.2	4.4	5.9	-1.5	5.2	6.3	-1.1	8.0	8.2	-0.2
B105	13.4	11.5	1.9	12.9	10.4	2.5	13.0	9.0	4.0	13.2	10.7	2.5	17.7	18.3	-0.6	9.2	11.6	-2.4	10.7	10.4	0.3
97.3FM	10.6	10.6	0.0	9.3	9.2	0.1	11.2	11.0	0.2	10.8	12.1	-1.3	11.3	11.1	0.2	12.1	8.7	3.4	10.5	11.6	-1.1
4MMM	11.8	9.9	1.9	10.9	9.8	1.1	13.4	11.1	2.3	14.5	10.8	3.7	8.9	8.6	0.3	7.8	6.9	0.9	9.8	8.8	1.0
NOVA106.9	12.5	13.9	-1.4	12.2	13.2	-1.0	12.0	13.9	-1.9	13.5	15.7	-2.2	12.9	13.4	-0.5	10.8	11.8	-1.0	11.3	12.2	-0.9
ABC612	9.7	8.4	1.3	12.9	10.6	2.3	8.5	8.7	-0.2	7.5	6.5	1.0	8.3	6.5	1.8	10.7	9.0	1.7	10.6	8.5	2.1
4RN	1.9	3.0	-1.1	2.9	4.3	-1.4	1.4	2.5	-1.1	0.9	1.5	-0.6	1.7	3.4	-1.7	3.2	3.6	-0.4	1.9	2.5	-0.6
NEWSR	1.5	1.5	0.0	2.7	2.1	0.6	0.8	1.2	-0.4	0.7	0.8	-0.1	0.8	1.3	-0.5	3.2	2.4	0.8	2.0	2.1	-0.1
4JJJ	7.8	6.0	1.8	5.2	5.1	0.1	7.4	6.1	1.3	9.8	6.1	3.7	9.5	7.4	2.1	8.9	6.1	2.8	7.2	4.7	2.5
ABCFM	2.3	2.5	-0.2	2.2	2.3	-0.1	2.5	2.7	-0.2	2.0	2.2	-0.2	2.8	2.7	0.1	2.7	3.3	-0.6	2.8	3.0	-0.2

Survey Period: Sun Jan 17 - Sat Feb 13, 2010

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Average Audience (000's) 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	+/-
Potential	1765	1714	51	212	214	-2	225	219	6	467	456	11	412	404	8	449	421	28	775	746	29
4BC	17	19	-2	*	*	0	*	*	0	1	1	0	3	5	-2	13	13	0	11	11	0
4BH	14	18	-4	1	*	1	*	*	0	*	*	0	3	4	-1	10	14	-4	9	12	-3
4KQ	16	19	-3	*	*	0	*	1	-1	1	1	0	5	9	-4	10	8	2	9	10	-1
B105	30	27	3	5	6	-1	6	5	1	12	10	2	5	6	-1	2	1	1	11	11	0
97.3FM	25	26	-1	2	2	0	2	2	0	9	10	-1	10	9	1	2	3	-1	12	14	-2
4MMM	27	23	4	1	1	0	4	3	1	11	8	3	8	10	-2	2	1	1	10	11	-1
NOVA106.9	29	33	-4	5	4	1	10	11	-1	10	15	-5	3	2	1	1	1	0	9	9	0
ABC612	23	20	3	*	*	0	*	1	-1	2	1	1	4	4	0	16	14	2	12	10	2
4RN	4	7	-3	*	*	0	*	*	0	*	1	-1	1	2	-1	3	4	-1	3	4	-1
NEWSR	4	4	0	*	*	0	*	*	0	*	*	0	*	1	-1	3	2	1	2	2	0
4JJJ	18	14	4	1	1	0	4	4	0	10	8	2	3	2	1	*	*	0	6	5	1
ABCFM	6	6	0	*	*	0	*	*	0	*	1	-1	1	1	0	5	5	0	4	3	1
ALL	237	241	-4	17	16	1	30	29	1	62	61	1	52	60	-8	77	76	1	108	112	-4

Average Audience (000's) by Session, P10+ [Potential: 1765]

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	19	21	-2	26	34	-8	26	31	-5	22	23	-1	20	16	4	7	8	-1	12	14	-2
4BH	14	19	-5	20	30	-10	22	27	-5	17	23	-6	11	14	-3	5	5	0	13	16	-3
4KQ	17	20	-3	34	38	-4	26	25	1	16	22	-6	10	15	-5	4	5	-1	15	17	-2
B105	34	30	4	50	43	7	46	31	15	41	32	9	42	45	-3	7	8	-1	20	21	-1
97.3FM	27	27	0	36	38	-2	40	37	3	33	36	-3	27	27	0	9	6	3	20	24	-4
4MMM	30	25	5	42	40	2	48	38	10	44	33	11	21	21	0	6	5	1	19	18	1
NOVA106.9	32	36	-4	47	54	-7	43	47	-4	41	47	-6	31	33	-2	8	8	0	21	25	-4
ABC612	25	22	3	50	43	7	30	29	1	23	20	3	20	16	4	8	6	2	20	17	3
4RN	5	8	-3	11	17	-6	5	8	-3	3	5	-2	4	8	-4	2	3	-1	4	5	-1
NEWSR	4	4	0	10	9	1	3	4	-1	2	2	0	2	3	-1	2	2	0	4	4	0
4JJJ	20	15	5	20	21	-1	26	21	5	30	18	12	23	18	5	7	4	3	14	10	4
ABCFM	6	7	-1	9	10	-1	9	9	0	6	7	-1	7	7	0	2	2	0	5	6	-1
ALL	256	257	-1	387	409	-22	355	340	15	307	301	6	237	246	-9	75	72	3	189	203	-14

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Cumulative Audience (000's) 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	+/-
Potential	1765	1714	51	212	214	-2	225	219	6	467	456	11	412	404	8	449	421	28	775	746	29
4BC	140	154	-14	4	8	-4	*	2	-2	17	19	-2	29	40	-11	89	84	5	73	83	-10
4BH	182	194	-12	19	4	15	1	5	-4	6	9	-3	34	51	-17	123	126	-3	93	119	-26
4KQ	190	188	2	7	6	1	4	8	-4	15	13	2	60	63	-3	105	98	7	92	103	-11
B105	521	519	2	118	124	-6	102	86	16	177	171	6	98	113	-15	25	25	0	191	207	-16
97.3FM	421	407	14	70	70	0	45	37	8	150	142	8	122	122	0	33	35	-2	192	175	17
4MMM	394	336	58	52	50	2	54	31	23	154	120	34	111	112	-1	23	23	0	158	143	15
NOVA106.9	470	440	30	112	82	30	124	120	4	156	175	-19	66	55	11	12	8	4	162	143	19
ABC612	302	255	47	12	14	-2	8	13	-5	52	34	18	81	66	15	148	128	20	129	118	11
4RN	80	91	-11	*	1	-1	1	7	-6	8	14	-6	31	31	0	39	38	1	54	44	10
NEWSR	81	69	12	*	5	-5	4	8	-4	12	11	1	15	17	-2	49	29	20	40	29	11
4JJJ	272	213	59	25	21	4	69	61	8	123	95	28	50	34	16	6	3	3	91	70	21
ABCFM	84	95	-11	1	3	-2	4	3	1	14	18	-4	16	27	-11	49	44	5	52	47	5
ALL	1676	1625	51	204	200	4	210	202	8	449	437	12	394	389	5	420	397	23	732	708	24

Cumulative Audience (000's) by Session, P10+ [Potential: 1765]

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	128	142	-14	86	103	-17	86	93	-7	90	91	-1	80	83	-3	41	44	-3	101	102	-1
4BH	161	174	-13	101	110	-9	87	101	-14	104	101	3	78	86	-8	51	45	6	131	135	-4
4KQ	175	174	1	126	124	2	95	87	8	99	96	3	70	77	-7	39	43	-4	133	132	1
B105	493	493	0	305	294	11	240	195	45	283	277	6	319	345	-26	139	149	-10	302	331	-29
97.3FM	388	364	24	235	235	0	197	173	24	230	215	15	217	219	-2	116	102	14	254	278	-24
4MMM	358	299	59	238	193	45	191	148	43	217	169	48	174	170	4	80	85	-5	243	214	29
NOVA106.9	450	417	33	288	307	-19	233	197	36	278	247	31	256	255	1	147	136	11	304	292	12
ABC612	278	229	49	198	177	21	145	129	16	156	133	23	147	115	32	77	73	4	209	178	31
4RN	78	88	-10	53	65	-12	29	45	-16	24	40	-16	35	47	-12	32	27	5	48	63	-15
NEWSR	74	60	14	55	41	14	20	23	-3	23	21	2	20	26	-6	27	18	9	58	52	6
4JJJ	245	198	47	133	127	6	130	93	37	165	109	56	147	123	24	94	69	25	163	129	34
ABCFM	78	90	-12	44	50	-6	41	50	-9	39	43	-4	48	43	5	28	27	1	52	56	-4
ALL	1655	1597	58	1391	1391	0	1143	1015	128	1274	1186	88	1225	1233	-8	732	703	29	1414	1398	16

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