

Brisbane Radio - Survey #3 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	7.5	6.9	0.6	0.6	0.6	0.0	1.6	*	1.6	2.8	1.6	1.2	6.9	5.3	1.6	15.1	16.4	-1.3	6.9	7.8	-0.9
4BH	7.7	6.6	1.1	1.3	0.6	0.7	1.5	0.5	1.0	0.5	0.6	-0.1	4.7	4.7	0.0	19.5	16.4	3.1	8.6	8.3	0.3
4KQ	7.1	6.9	0.2	1.4	0.8	0.6	0.8	1.1	-0.3	1.8	1.6	0.2	10.4	10.4	0.0	12.2	12.2	0.0	8.5	7.4	1.1
B105	12.1	13.0	-0.9	31.1	34.4	-3.3	24.2	20.9	3.3	16.8	18.0	-1.2	9.7	11.9	-2.2	1.8	2.0	-0.2	10.3	10.8	-0.5
97.3FM	11.2	10.8	0.4	13.1	8.8	4.3	7.3	9.4	-2.1	15.3	16.8	-1.5	17.3	15.6	1.7	4.1	3.4	0.7	11.7	11.0	0.7
4MMM	12.3	11.8	0.5	7.5	6.7	0.8	11.3	8.9	2.4	20.6	19.9	0.7	18.7	17.4	1.3	2.1	3.2	-1.1	11.6	11.8	-0.2
NOVA106.9	11.7	12.5	-0.8	27.5	33.8	-6.3	23.2	30.6	-7.4	20.2	17.8	2.4	7.8	7.3	0.5	0.5	0.5	0.0	9.3	9.4	-0.1
ABC612	10.1	10.1	0.0	2.7	2.5	0.2	0.9	0.8	0.1	3.0	4.3	-1.3	7.9	8.7	-0.8	22.3	20.8	1.5	12.9	11.5	1.4
4RN	2.3	2.2	0.1	*	*	0.0	0.1	0.1	0.0	0.9	1.0	-0.1	2.9	2.1	0.8	4.3	4.5	-0.2	3.1	3.3	-0.2
NEWSR	1.5	1.5	0.0	*	*	0.0	*	0.3	-0.3	1.2	0.9	0.3	0.7	0.3	0.4	3.2	3.7	-0.5	1.7	1.6	0.1
4JJJ	6.1	6.4	-0.3	8.3	2.7	5.6	18.2	18.4	-0.2	9.7	10.4	-0.7	3.4	5.0	-1.6	0.5	0.8	-0.3	4.1	4.4	-0.3
ABCFM	2.0	2.2	-0.2	0.9	0.7	0.2	0.3	0.4	-0.1	0.5	0.5	0.0	1.0	1.0	0.0	4.9	5.4	-0.5	2.8	3.0	-0.2

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	7.9	7.2	0.7	8.6	7.0	1.6	7.9	7.2	0.7	7.5	7.5	0.0	6.4	7.1	-0.7	8.9	7.5	1.4	6.0	5.8	0.2
4BH	7.3	6.2	1.1	6.2	5.4	0.8	9.5	8.0	1.5	8.4	6.8	1.6	5.6	4.7	0.9	5.2	5.5	-0.3	9.3	7.9	1.4
4KQ	6.4	6.5	-0.1	7.8	7.8	0.0	7.5	8.0	-0.5	5.8	5.4	0.4	4.7	4.5	0.2	3.8	5.1	-1.3	9.3	8.5	0.8
B105	12.6	13.5	-0.9	11.8	12.8	-1.0	10.4	12.0	-1.6	11.6	13.6	-2.0	18.4	18.3	0.1	12.5	11.2	1.3	10.3	11.1	-0.8
97.3FM	11.5	11.2	0.3	9.9	9.7	0.2	11.1	11.1	0.0	13.7	12.3	1.4	11.8	12.3	-0.5	11.4	11.2	0.2	9.9	9.6	0.3
4MMM	13.0	12.2	0.8	10.9	10.6	0.3	16.0	14.9	1.1	16.7	15.6	1.1	8.9	8.5	0.4	8.6	8.0	0.6	10.0	10.1	-0.1
NOVA106.9	11.8	12.7	-0.9	11.4	12.2	-0.8	10.8	12.6	-1.8	11.2	12.8	-1.6	13.5	12.9	0.6	14.9	14.0	0.9	11.5	11.7	-0.2
ABC612	9.8	9.9	-0.1	12.5	12.6	-0.1	8.8	8.3	0.5	7.5	7.3	0.2	8.4	9.0	-0.6	12.7	13.3	-0.6	11.0	10.6	0.4
4RN	2.4	2.2	0.2	3.5	3.4	0.1	1.9	1.7	0.2	1.3	0.9	0.4	3.2	2.7	0.5	1.7	2.1	-0.4	1.9	2.2	-0.3
NEWSR	1.4	1.4	0.0	1.7	2.3	-0.6	1.0	0.8	0.2	0.9	0.8	0.1	1.2	0.8	0.4	3.3	2.7	0.6	2.0	1.9	0.1
4JJJ	6.2	6.2	0.0	5.6	5.3	0.3	5.8	5.5	0.3	6.2	6.5	-0.3	7.4	8.1	-0.7	7.6	7.1	0.5	5.8	7.1	-1.3
ABCFM	1.9	1.9	0.0	1.9	1.8	0.1	1.8	1.9	-0.1	1.4	1.7	-0.3	2.4	2.2	0.2	2.7	2.7	0.0	2.5	2.9	-0.4

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010