

Brisbane Radio - Survey #4 2010



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

| Station | P10+ | | | P10-17 | | | P18-24 | | | P25-39 | | | P40-54 | | | P55-64 | | | P65+ | | |
|-----------|------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|------|------|------|
| | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- |
| 4BC | 8.7 | 7.5 | 1.2 | 0.4 | 0.6 | -0.2 | 2.0 | 1.6 | 0.4 | 2.3 | 2.8 | -0.5 | 6.4 | 6.9 | -0.5 | 13.7 | 11.4 | 2.3 | 24.4 | 18.5 | 5.9 |
| 4BH | 8.1 | 7.7 | 0.4 | 0.9 | 1.3 | -0.4 | 1.2 | 1.5 | -0.3 | 0.1 | 0.5 | -0.4 | 5.7 | 4.7 | 1.0 | 16.9 | 16.1 | 0.8 | 22.6 | 22.5 | 0.1 |
| 4KQ | 6.8 | 7.1 | -0.3 | 0.5 | 1.4 | -0.9 | 0.8 | 0.8 | 0.0 | 2.0 | 1.8 | 0.2 | 8.2 | 10.4 | -2.2 | 17.8 | 17.5 | 0.3 | 9.4 | 7.5 | 1.9 |
| B105 | 12.3 | 12.1 | 0.2 | 33.9 | 31.1 | 2.8 | 23.7 | 24.2 | -0.5 | 18.0 | 16.8 | 1.2 | 8.8 | 9.7 | -0.9 | 3.3 | 3.1 | 0.2 | 0.4 | 0.6 | -0.2 |
| 97.3FM | 11.7 | 11.2 | 0.5 | 14.7 | 13.1 | 1.6 | 12.4 | 7.3 | 5.1 | 13.5 | 15.3 | -1.8 | 19.0 | 17.3 | 1.7 | 8.0 | 8.1 | -0.1 | 0.7 | 0.6 | 0.1 |
| 4MMM | 10.9 | 12.3 | -1.4 | 7.4 | 7.5 | -0.1 | 11.8 | 11.3 | 0.5 | 17.2 | 20.6 | -3.4 | 18.2 | 18.7 | -0.5 | 2.3 | 3.8 | -1.5 | 0.6 | 0.5 | 0.1 |
| NOVA106.9 | 11.1 | 11.7 | -0.6 | 26.0 | 27.5 | -1.5 | 21.8 | 23.2 | -1.4 | 19.3 | 20.2 | -0.9 | 7.5 | 7.8 | -0.3 | 0.9 | 1.0 | -0.1 | 0.2 | * | 0.2 |
| ABC612 | 9.7 | 10.1 | -0.4 | 2.5 | 2.7 | -0.2 | 0.9 | 0.9 | 0.0 | 4.1 | 3.0 | 1.1 | 8.1 | 7.9 | 0.2 | 18.2 | 18.5 | -0.3 | 21.4 | 25.7 | -4.3 |
| 4RN | 2.2 | 2.3 | -0.1 | * | * | 0.0 | * | 0.1 | -0.1 | 0.8 | 0.9 | -0.1 | 2.9 | 2.9 | 0.0 | 5.1 | 4.3 | 0.8 | 2.9 | 4.3 | -1.4 |
| NEWSR | 1.2 | 1.5 | -0.3 | * | * | 0.0 | 0.2 | * | 0.2 | 1.0 | 1.2 | -0.2 | 1.0 | 0.7 | 0.3 | 1.3 | 2.7 | -1.4 | 3.1 | 3.7 | -0.6 |
| 4JJJ | 6.1 | 6.1 | 0.0 | 7.9 | 8.3 | -0.4 | 14.3 | 18.2 | -3.9 | 12.2 | 9.7 | 2.5 | 3.3 | 3.4 | -0.1 | 0.4 | 1.0 | -0.6 | 0.2 | * | 0.2 |
| ABCFM | 2.2 | 2.0 | 0.2 | 0.3 | 0.9 | -0.6 | 0.4 | 0.3 | 0.1 | 1.1 | 0.5 | 0.6 | 1.3 | 1.0 | 0.3 | 1.8 | 2.7 | -0.9 | 7.0 | 7.0 | 0.0 |

Share Movement (%) by Session, P10+

| Station | Mon-Fri 5.30am-12.00Mdn | | | Breakfast 5.30am-9.00am | | | Morning 9.00am-12.00Noon | | | Afternoon 12.00Noon-4.00pm | | | Drive 4.00pm-7.00pm | | | Evening 7.00pm-12.00Mdn | | | Saturday & Sunday 5.30am-12.00Mdn | | |
|-----------|----------------------------|------|------|----------------------------|------|------|-----------------------------|------|------|-------------------------------|------|------|------------------------|------|------|----------------------------|------|------|--------------------------------------|------|------|
| | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- | THIS | LAST | +/- |
| 4BC | 9.1 | 7.9 | 1.2 | 9.0 | 8.6 | 0.4 | 9.3 | 7.9 | 1.4 | 8.7 | 7.5 | 1.2 | 7.6 | 6.4 | 1.2 | 13.3 | 8.9 | 4.4 | 7.6 | 6.0 | 1.6 |
| 4BH | 7.6 | 7.3 | 0.3 | 7.8 | 6.2 | 1.6 | 8.8 | 9.5 | -0.7 | 8.3 | 8.4 | -0.1 | 6.0 | 5.6 | 0.4 | 4.6 | 5.2 | -0.6 | 9.8 | 9.3 | 0.5 |
| 4KQ | 6.4 | 6.4 | 0.0 | 7.6 | 7.8 | -0.2 | 7.4 | 7.5 | -0.1 | 6.1 | 5.8 | 0.3 | 4.9 | 4.7 | 0.2 | 2.3 | 3.8 | -1.5 | 8.4 | 9.3 | -0.9 |
| B105 | 12.8 | 12.6 | 0.2 | 12.2 | 11.8 | 0.4 | 10.0 | 10.4 | -0.4 | 11.8 | 11.6 | 0.2 | 19.1 | 18.4 | 0.7 | 13.2 | 12.5 | 0.7 | 10.6 | 10.3 | 0.3 |
| 97.3FM | 12.0 | 11.5 | 0.5 | 10.1 | 9.9 | 0.2 | 13.4 | 11.1 | 2.3 | 14.0 | 13.7 | 0.3 | 11.3 | 11.8 | -0.5 | 11.0 | 11.4 | -0.4 | 10.5 | 9.9 | 0.6 |
| 4MMM | 11.4 | 13.0 | -1.6 | 10.8 | 10.9 | -0.1 | 12.8 | 16.0 | -3.2 | 13.4 | 16.7 | -3.3 | 8.8 | 8.9 | -0.1 | 8.6 | 8.6 | 0.0 | 9.2 | 10.0 | -0.8 |
| NOVA106.9 | 11.3 | 11.8 | -0.5 | 10.7 | 11.4 | -0.7 | 9.8 | 10.8 | -1.0 | 12.0 | 11.2 | 0.8 | 12.6 | 13.5 | -0.9 | 12.5 | 14.9 | -2.4 | 10.7 | 11.5 | -0.8 |
| ABC612 | 9.5 | 9.8 | -0.3 | 12.4 | 12.5 | -0.1 | 8.0 | 8.8 | -0.8 | 6.9 | 7.5 | -0.6 | 8.5 | 8.4 | 0.1 | 12.9 | 12.7 | 0.2 | 10.5 | 11.0 | -0.5 |
| 4RN | 2.3 | 2.4 | -0.1 | 3.0 | 3.5 | -0.5 | 2.2 | 1.9 | 0.3 | 1.5 | 1.3 | 0.2 | 2.4 | 3.2 | -0.8 | 1.4 | 1.7 | -0.3 | 1.9 | 1.9 | 0.0 |
| NEWSR | 1.2 | 1.4 | -0.2 | 1.7 | 1.7 | 0.0 | 0.7 | 1.0 | -0.3 | 0.7 | 0.9 | -0.2 | 0.9 | 1.2 | -0.3 | 2.7 | 3.3 | -0.6 | 1.5 | 2.0 | -0.5 |
| 4JJJ | 6.1 | 6.2 | -0.1 | 5.3 | 5.6 | -0.3 | 5.8 | 5.8 | 0.0 | 5.8 | 6.2 | -0.4 | 7.8 | 7.4 | 0.4 | 8.0 | 7.6 | 0.4 | 6.1 | 5.8 | 0.3 |
| ABCFM | 2.1 | 1.9 | 0.2 | 2.2 | 1.9 | 0.3 | 2.2 | 1.8 | 0.4 | 1.4 | 1.4 | 0.0 | 2.8 | 2.4 | 0.4 | 2.9 | 2.7 | 0.2 | 2.3 | 2.5 | -0.2 |

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010