

Brisbane Radio - Survey #5 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	7.8	8.7	-0.9	1.3	0.4	0.9	0.3	2.0	-1.7	1.0	2.3	-1.3	4.8	6.4	-1.6	13.9	13.7	0.2	24.0	24.4	-0.4
4BH	7.0	8.1	-1.1	0.3	0.9	-0.6	0.1	1.2	-1.1	0.1	0.1	0.0	4.5	5.7	-1.2	15.6	16.9	-1.3	19.9	22.6	-2.7
4KQ	6.7	6.8	-0.1	0.3	0.5	-0.2	2.5	0.8	1.7	1.2	2.0	-0.8	12.5	8.2	4.3	12.7	17.8	-5.1	5.8	9.4	-3.6
B105	13.1	12.3	0.8	40.7	33.9	6.8	21.3	23.7	-2.4	19.8	18.0	1.8	9.9	8.8	1.1	2.9	3.3	-0.4	0.7	0.4	0.3
97.3FM	11.4	11.7	-0.3	15.4	14.7	0.7	13.4	12.4	1.0	13.1	13.5	-0.4	16.0	19.0	-3.0	9.7	8.0	1.7	0.7	0.7	0.0
4MMM	10.3	10.9	-0.6	6.3	7.4	-1.1	12.4	11.8	0.6	15.4	17.2	-1.8	15.2	18.2	-3.0	4.2	2.3	1.9	1.4	0.6	0.8
NOVA106.9	10.9	11.1	-0.2	20.7	26.0	-5.3	28.1	21.8	6.3	19.8	19.3	0.5	4.9	7.5	-2.6	1.9	0.9	1.0	0.3	0.2	0.1
ABC612	10.9	9.7	1.2	2.3	2.5	-0.2	0.1	0.9	-0.8	4.3	4.1	0.2	11.9	8.1	3.8	16.5	18.2	-1.7	23.9	21.4	2.5
4RN	3.0	2.2	0.8	*	*	0.0	0.1	*	0.1	1.4	0.8	0.6	3.0	2.9	0.1	6.4	5.1	1.3	5.3	2.9	2.4
NEWSR	1.3	1.2	0.1	0.1	*	0.1	0.2	0.2	0.0	1.8	1.0	0.8	0.6	1.0	-0.4	2.5	1.3	1.2	2.1	3.1	-1.0
4JJJ	6.2	6.1	0.1	5.0	7.9	-2.9	15.1	14.3	0.8	12.5	12.2	0.3	4.3	3.3	1.0	0.1	0.4	-0.3	0.2	0.2	0.0
ABCFM	2.5	2.2	0.3	0.3	0.3	0.0	0.4	0.4	0.0	1.4	1.1	0.3	2.1	1.3	0.8	3.4	1.8	1.6	6.2	7.0	-0.8

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	7.9	9.1	-1.2	8.3	9.0	-0.7	8.3	9.3	-1.0	6.9	8.7	-1.8	6.5	7.6	-1.1	11.6	13.3	-1.7	7.7	7.6	0.1
4BH	6.5	7.6	-1.1	7.1	7.8	-0.7	7.4	8.8	-1.4	7.0	8.3	-1.3	4.5	6.0	-1.5	3.9	4.6	-0.7	8.6	9.8	-1.2
4KQ	6.5	6.4	0.1	6.6	7.6	-1.0	7.9	7.4	0.5	7.1	6.1	1.0	5.0	4.9	0.1	2.6	2.3	0.3	7.4	8.4	-1.0
B105	13.7	12.8	0.9	12.5	12.2	0.3	10.7	10.0	0.7	12.9	11.8	1.1	20.3	19.1	1.2	15.6	13.2	2.4	11.1	10.6	0.5
97.3FM	11.8	12.0	-0.2	10.2	10.1	0.1	13.6	13.4	0.2	13.6	14.0	-0.4	11.3	11.3	0.0	8.0	11.0	-3.0	9.9	10.5	-0.6
4MMM	10.5	11.4	-0.9	9.9	10.8	-0.9	11.6	12.8	-1.2	12.5	13.4	-0.9	8.1	8.8	-0.7	8.0	8.6	-0.6	9.5	9.2	0.3
NOVA106.9	11.5	11.3	0.2	10.5	10.7	-0.2	11.2	9.8	1.4	12.9	12.0	0.9	11.5	12.6	-1.1	11.3	12.5	-1.2	9.0	10.7	-1.7
ABC612	10.8	9.5	1.3	14.0	12.4	1.6	10.2	8.0	2.2	8.3	6.9	1.4	8.8	8.5	0.3	13.4	12.9	0.5	10.9	10.5	0.4
4RN	3.0	2.3	0.7	3.9	3.0	0.9	3.0	2.2	0.8	1.9	1.5	0.4	3.3	2.4	0.9	2.4	1.4	1.0	3.0	1.9	1.1
NEWSR	1.3	1.2	0.1	2.1	1.7	0.4	0.5	0.7	-0.2	0.7	0.7	0.0	0.9	0.9	0.0	3.1	2.7	0.4	1.5	1.5	0.0
4JJJ	6.0	6.1	-0.1	5.8	5.3	0.5	4.4	5.8	-1.4	5.2	5.8	-0.6	8.8	7.8	1.0	8.3	8.0	0.3	6.6	6.1	0.5
ABCFM	2.3	2.1	0.2	2.2	2.2	0.0	2.4	2.2	0.2	1.5	1.4	0.1	3.0	2.8	0.2	3.5	2.9	0.6	3.2	2.3	0.9

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

Brisbane Radio - Survey #5 2010



Average Audience (000's) 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	+/-
Potential	1765			212			225			467			412			218			231		
4BC	18	21	-3	*	*	0	*	1	-1	1	1	0	3	4	-1	5	5	0	10	10	0
4BH	16	19	-3	*	*	0	*	*	0	*	*	0	3	3	0	5	6	-1	8	10	-2
4KQ	15	16	-1	*	*	0	1	*	1	1	1	0	7	5	2	4	6	-2	2	4	-2
B105	30	29	1	7	6	1	6	7	-1	11	10	1	6	5	1	1	1	0	*	*	0
97.3FM	26	28	-2	3	2	1	3	4	-1	7	8	-1	10	11	-1	3	3	0	*	*	0
4MMM	24	26	-2	1	1	0	3	4	-1	8	10	-2	9	10	-1	1	1	0	1	*	1
NOVA106.9	25	26	-1	4	4	0	7	7	0	11	11	0	3	4	-1	1	*	1	*	*	0
ABC612	25	23	2	*	*	0	*	*	0	2	2	0	7	5	2	6	6	0	10	9	1
4RN	7	5	2	*	*	0	*	*	0	1	*	1	2	2	0	2	2	0	2	1	1
NEWSR	3	3	0	*	*	0	*	*	0	1	1	0	*	1	-1	1	*	1	1	1	0
4JJJ	14	14	0	1	1	0	4	4	0	7	7	0	3	2	1	*	*	0	*	*	0
ABCFM	6	5	1	*	*	0	*	*	0	1	1	0	1	1	0	1	1	0	3	3	0
ALL	231	236	-5	17	17	0	26	30	-4	54	56	-2	60	58	2	34	34	0	40	42	-2

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	20	23	-3	32	37	-5	27	32	-5	20	26	-6	16	19	-3	7	8	-1	14	14	0
4BH	16	20	-4	28	32	-4	25	30	-5	20	25	-5	11	15	-4	2	3	-1	16	18	-2
4KQ	16	16	0	26	32	-6	26	25	1	20	18	2	12	12	0	2	1	1	14	16	-2
B105	34	33	1	49	51	-2	35	34	1	37	35	2	51	48	3	10	8	2	21	20	1
97.3FM	29	31	-2	40	42	-2	45	46	-1	39	41	-2	28	29	-1	5	7	-2	19	20	-1
4MMM	26	29	-3	39	45	-6	38	44	-6	36	40	-4	20	22	-2	5	5	0	18	17	1
NOVA106.9	28	29	-1	41	44	-3	37	34	3	37	35	2	29	32	-3	7	8	-1	17	20	-3
ABC612	27	24	3	55	52	3	34	28	6	24	20	4	22	21	1	9	8	1	21	19	2
4RN	7	6	1	15	13	2	10	8	2	5	4	1	8	6	2	2	1	1	6	3	3
NEWSR	3	3	0	8	7	1	2	3	-1	2	2	0	2	2	0	2	2	0	3	3	0
4JJJ	15	16	-1	23	22	1	15	20	-5	15	17	-2	22	20	2	5	5	0	12	11	1
ABCFM	6	5	1	9	9	0	8	8	0	4	4	0	7	7	0	2	2	0	6	4	2
ALL	248	256	-8	390	415	-25	329	344	-15	289	294	-5	251	253	-2	63	64	-1	188	186	2

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Ju1 31, 2010

Brisbane Radio - Survey #5 2010



Cumulative Audience (000's) 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	+/-
Potential	1765			212			225			467			412			218			231		
4BC	162	169	-7	7	2	5	8	7	1	15	20	-5	32	40	-8	37	35	2	61	65	-4
4BH	164	170	-6	4	4	0	2	5	-3	3	2	1	34	40	-6	54	51	3	68	69	-1
4KQ	175	174	1	3	4	-1	2	1	1	20	17	3	66	60	6	56	57	-1	28	34	-6
B105	558	558	0	128	126	2	104	119	-15	189	188	1	109	96	13	22	23	-1	6	6	0
97.3FM	423	422	1	57	60	-3	57	64	-7	135	127	8	127	133	-6	38	31	7	8	7	1
4MMM	367	354	13	41	43	-2	56	52	4	129	126	3	118	114	4	20	15	5	4	4	0
NOVA106.9	428	460	-32	79	99	-20	107	113	-6	175	173	2	51	67	-16	14	7	7	2	2	0
ABC612	284	280	4	9	11	-2	1	6	-5	46	34	12	76	80	-4	64	68	-4	88	81	7
4RN	86	73	13	2	2	0	2	*	2	13	12	1	26	22	4	21	19	2	22	19	3
NEWSR	71	66	5	2	*	2	2	2	0	22	16	6	14	17	-3	16	12	4	16	18	-2
4JJJ	228	236	-8	22	24	-2	61	68	-7	108	105	3	33	35	-2	3	4	-1	1	1	0
ABCFM	94	84	10	4	4	0	6	7	-1	16	16	0	23	16	7	17	11	6	29	30	-1
ALL	1673	1678	-5	195	201	-6	205	214	-9	450	444	6	393	393	0	208	209	-1	221	218	3

Cumulative 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	147	159	-12	107	114	-7	78	98	-20	86	101	-15	73	96	-23	42	48	-6	111	112	-1
4BH	142	151	-9	101	112	-11	85	102	-17	90	97	-7	68	87	-19	31	39	-8	125	139	-14
4KQ	152	155	-3	101	108	-7	92	89	3	96	96	0	88	93	-5	31	35	-4	123	128	-5
B105	529	528	1	337	343	-6	194	221	-27	293	274	19	332	316	16	148	149	-1	359	336	23
97.3FM	392	387	5	259	262	-3	202	191	11	227	224	3	219	222	-3	103	101	2	251	259	-8
4MMM	327	320	7	218	215	3	150	155	-5	186	186	0	166	175	-9	92	89	3	247	220	27
NOVA106.9	400	421	-21	265	278	-13	167	172	-5	219	234	-15	226	239	-13	120	140	-20	268	304	-36
ABC612	258	253	5	207	210	-3	142	117	25	138	127	11	127	127	0	87	87	0	211	198	13
4RN	75	64	11	61	51	10	36	31	5	39	32	7	40	33	7	24	15	9	61	49	12
NEWSR	64	58	6	45	38	7	19	18	1	26	20	6	27	21	6	19	20	-1	50	38	12
4JJJ	209	213	-4	130	131	-1	84	103	-19	116	115	1	148	141	7	85	87	-2	148	146	2
ABCFM	82	76	6	49	46	3	43	41	2	39	40	-1	44	45	-1	26	22	4	62	55	7
ALL	1640	1645	-5	1423	1429	-6	1045	1074	-29	1191	1192	-1	1199	1223	-24	679	688	-9	1447	1419	28

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