

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 2007

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	10.7	9.0	1.7	1.1	0.7	0.4	0.3	0.6	-0.3	1.8	1.4	0.4	8.4	5.8	2.6	24.1	23.0	1.1	12.8	10.8	2.0
4BH-882	9.2	7.4	1.8	0.2	0.4	-0.2	1.0	0.8	0.2	1.0	1.3	-0.3	5.2	5.2	0.0	22.6	18.4	4.2	11.3	10.1	1.2
4KQ	5.9	6.7	-0.8	1.3	3.8	-2.5	0.9	1.4	-0.5	1.5	1.8	-0.3	10.1	11.9	-1.8	8.1	8.9	-0.8	6.8	7.8	-1.0
B105	8.7	8.3	0.4	29.2	31.6	-2.4	15.9	10.1	5.8	8.4	10.2	-1.8	9.9	8.1	1.8	1.9	1.4	0.5	7.5	7.3	0.2
97.3 FM	9.6	10.3	-0.7	10.4	10.0	0.4	10.0	12.5	-2.5	12.5	12.1	0.4	16.4	15.8	0.6	1.7	3.2	-1.5	8.9	10.9	-2.0
FM104 MMM	12.2	12.4	-0.2	10.1	11.2	-1.1	15.3	11.5	3.8	20.1	20.2	-0.1	16.3	18.0	-1.7	2.5	1.9	0.6	10.2	11.2	-1.0
NOVA 106.9	15.2	13.6	1.6	34.2	31.7	2.5	41.0	37.9	3.1	25.3	21.0	4.3	9.3	6.6	2.7	0.6	0.4	0.2	11.4	7.7	3.7
ABC612	8.2	9.2	-1.0	4.3	1.1	3.2	0.7	1.2	-0.5	4.1	3.4	0.7	8.8	8.2	0.6	13.7	19.4	-5.7	9.5	10.4	-0.9
4RN	2.3	2.1	0.2	0.1	0.3	-0.2	0.1	*	0.1	0.6	0.6	0.0	1.8	1.6	0.2	5.0	5.0	0.0	3.0	3.0	0.0
NEWSR	1.8	2.1	-0.3	0.4	0.3	0.1	0.1	0.1	0.0	1.3	1.0	0.3	1.4	2.0	-0.6	3.2	4.4	-1.2	2.1	2.6	-0.5
4JJJ	6.6	7.7	-1.1	6.0	5.1	0.9	12.8	19.3	-6.5	15.3	17.1	-1.8	2.4	2.3	0.1	1.6	1.0	0.6	6.1	7.1	-1.0
ABC CL-FM	2.0	1.8	0.2	0.1	*	0.1	*	0.1	-0.1	1.2	0.8	0.4	1.7	1.6	0.1	3.9	3.7	0.2	2.4	2.1	0.3

Brisbane Radio - Share Movement (%) by Session

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Survey #2 - 2007

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	11.1	9.4	1.7	11.9	10.1	1.8	13.6	10.5	3.1	8.4	7.4	1.0	6.9	6.8	0.1	17.0	14.4	2.6	9.3	8.0	1.3
4BH-882	8.6	7.0	1.6	7.2	6.2	1.0	10.1	8.1	2.0	9.1	7.1	2.0	8.7	7.2	1.5	8.5	6.2	2.3	11.1	8.9	2.2
4KQ	5.6	6.4	-0.8	7.7	8.0	-0.3	4.8	6.7	-1.9	5.0	6.0	-1.0	4.5	5.2	-0.7	3.4	3.8	-0.4	6.8	7.8	-1.0
B105	8.9	8.4	0.5	9.5	7.6	1.9	6.9	7.8	-0.9	8.0	8.1	-0.1	11.3	10.6	0.7	10.9	9.9	1.0	7.8	8.1	-0.3
97.3 FM	10.3	10.6	-0.3	8.6	9.5	-0.9	11.1	10.9	0.2	13.3	12.3	1.0	9.6	11.4	-1.8	5.8	7.3	-1.5	7.3	9.0	-1.7
FM104 MMM	12.2	12.9	-0.7	11.9	11.7	0.2	11.7	13.2	-1.5	13.8	15.2	-1.4	12.5	12.5	0.0	9.1	9.9	-0.8	12.2	10.8	1.4
NOVA 106.9	15.7	14.0	1.7	14.0	13.2	0.8	16.1	14.7	1.4	17.8	15.6	2.2	16.3	13.1	3.2	13.4	11.6	1.8	13.5	12.1	1.4
ABC612	7.7	8.7	-1.0	10.1	12.3	-2.2	6.1	6.6	-0.5	5.0	5.8	-0.8	8.1	7.9	0.2	9.9	11.0	-1.1	9.8	10.9	-1.1
4RN	2.2	2.1	0.1	3.2	2.6	0.6	1.3	1.4	-0.1	1.3	1.3	0.0	3.2	2.6	0.6	2.3	2.8	-0.5	2.4	2.3	0.1
NEWSR	1.5	1.9	-0.4	1.9	3.0	-1.1	0.6	0.9	-0.3	0.9	0.7	0.2	1.5	1.4	0.1	5.0	5.5	-0.5	2.5	2.9	-0.4
4JJJ	6.6	8.3	-1.7	5.5	5.8	-0.3	6.5	8.6	-2.1	6.9	10.3	-3.4	8.8	10.6	-1.8	6.2	6.0	0.2	6.5	5.8	0.7
ABC CL-FM	2.0	1.6	0.4	1.6	1.9	-0.3	2.3	1.7	0.6	2.0	1.3	0.7	2.0	1.7	0.3	2.2	1.8	0.4	2.3	2.3	0.0