

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	9.1	10.7	-1.6	2.4	1.1	1.3	0.6	0.3	0.3	1.3	1.8	-0.5	9.5	8.4	1.1	19.2	24.1	-4.9	10.9	12.8	-1.9
4BH-882	10.5	9.2	1.3	1.2	0.2	1.0	0.4	1.0	-0.6	0.6	1.0	-0.4	6.5	5.2	1.3	27.2	22.6	4.6	12.9	11.3	1.6
4KQ	7.1	5.9	1.2	2.0	1.3	0.7	2.4	0.9	1.5	3.8	1.5	2.3	9.9	10.1	-0.2	10.1	8.1	2.0	7.6	6.8	0.8
B105	8.0	8.7	-0.7	22.5	29.2	-6.7	15.0	15.9	-0.9	9.7	8.4	1.3	7.6	9.9	-2.3	1.7	1.9	-0.2	7.2	7.5	-0.3
97.3 FM	10.3	9.6	0.7	12.2	10.4	1.8	10.1	10.0	0.1	16.0	12.5	3.5	13.9	16.4	-2.5	2.5	1.7	0.8	9.7	8.9	0.8
FM104 MMM	11.3	12.2	-0.9	7.2	10.1	-2.9	19.0	15.3	3.7	18.5	20.1	-1.6	12.4	16.3	-3.9	2.6	2.5	0.1	8.6	10.2	-1.6
NOVA 106.9	16.2	15.2	1.0	39.6	34.2	5.4	37.0	41.0	-4.0	25.7	25.3	0.4	11.7	9.3	2.4	0.5	0.6	-0.1	13.6	11.4	2.2
ABC612	8.4	8.2	0.2	4.9	4.3	0.6	1.0	0.7	0.3	3.7	4.1	-0.4	9.9	8.8	1.1	14.3	13.7	0.6	8.9	9.5	-0.6
4RN	2.2	2.3	-0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.5	0.6	-0.1	2.5	1.8	0.7	4.5	5.0	-0.5	2.9	3.0	-0.1
NEWSR	0.8	1.8	-1.0	0.2	0.4	-0.2	0.3	0.1	0.2	0.5	1.3	-0.8	0.9	1.4	-0.5	1.2	3.2	-2.0	0.9	2.1	-1.2
4JJJ	6.5	6.6	-0.1	4.3	6.0	-1.7	10.8	12.8	-2.0	13.0	15.3	-2.3	5.2	2.4	2.8	1.3	1.6	-0.3	7.4	6.1	1.3
ABC CL-FM	2.3	2.0	0.3	*	0.1	-0.1	0.2	*	0.2	0.8	1.2	-0.4	2.6	1.7	0.9	4.3	3.9	0.4	2.6	2.4	0.2

Brisbane Radio - Share Movement (%) by Session

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Survey #3 - 2007

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	9.3	11.1	-1.8	10.1	11.9	-1.8	11.6	13.6	-2.0	6.9	8.4	-1.5	6.4	6.9	-0.5	13.2	17.0	-3.8	8.3	9.3	-1.0
4BH-882	9.6	8.6	1.0	9.6	7.2	2.4	10.6	10.1	0.5	9.3	9.1	0.2	9.0	8.7	0.3	9.1	8.5	0.6	13.8	11.1	2.7
4KQ	7.2	5.6	1.6	9.4	7.7	1.7	7.1	4.8	2.3	6.5	5.0	1.5	5.2	4.5	0.7	4.0	3.4	0.6	7.1	6.8	0.3
B105	8.4	8.9	-0.5	8.8	9.5	-0.7	6.3	6.9	-0.6	7.5	8.0	-0.5	10.9	11.3	-0.4	10.9	10.9	0.0	6.6	7.8	-1.2
97.3 FM	10.6	10.3	0.3	8.8	8.6	0.2	11.7	11.1	0.6	13.7	13.3	0.4	9.8	9.6	0.2	6.3	5.8	0.5	9.1	7.3	1.8
FM104 MMM	11.7	12.2	-0.5	11.7	11.9	-0.2	11.5	11.7	-0.2	12.5	13.8	-1.3	11.0	12.5	-1.5	11.1	9.1	2.0	9.8	12.2	-2.4
NOVA 106.9	16.9	15.7	1.2	14.7	14.0	0.7	16.9	16.1	0.8	19.6	17.8	1.8	18.0	16.3	1.7	14.9	13.4	1.5	14.0	13.5	0.5
ABC612	7.9	7.7	0.2	10.6	10.1	0.5	7.0	6.1	0.9	5.5	5.0	0.5	7.3	8.1	-0.8	8.8	9.9	-1.1	10.2	9.8	0.4
4RN	2.3	2.2	0.1	2.9	3.2	-0.3	1.7	1.3	0.4	1.5	1.3	0.2	3.4	3.2	0.2	2.0	2.3	-0.3	2.0	2.4	-0.4
NEWSR	0.7	1.5	-0.8	0.8	1.9	-1.1	0.3	0.6	-0.3	0.4	0.9	-0.5	1.3	1.5	-0.2	1.0	5.0	-4.0	1.1	2.5	-1.4
4JJJ	6.3	6.6	-0.3	4.9	5.5	-0.6	5.5	6.5	-1.0	6.2	6.9	-0.7	8.5	8.8	-0.3	11.1	6.2	4.9	7.0	6.5	0.5
ABC CL-FM	2.2	2.0	0.2	1.8	1.6	0.2	2.4	2.3	0.1	2.4	2.0	0.4	2.6	2.0	0.6	2.4	2.2	0.2	2.3	2.3	0.0