

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	8.6	0.5	0.2	1.3	-1.1	1.3	0.5	0.8	1.1	1.3	-0.2	7.8	9.3	-1.5	21.9	18.7	3.2	10.6	10.7	-0.1
4BH-882	7.5	8.0	-0.5	1.0	1.4	-0.4	0.3	0.4	-0.1	1.6	1.5	0.1	4.2	5.2	-1.0	19.5	20.2	-0.7	9.5	10.3	-0.8
4KQ	7.5	7.3	0.2	1.3	1.6	-0.3	2.6	1.9	0.7	2.6	3.2	-0.6	13.5	10.7	2.8	9.7	10.9	-1.2	6.6	7.5	-0.9
B105	10.6	9.2	1.4	30.0	24.5	5.5	21.0	19.1	1.9	14.3	12.6	1.7	8.7	7.3	1.4	1.3	0.9	0.4	9.8	7.3	2.5
97.3 FM	10.7	11.1	-0.4	11.7	12.8	-1.1	9.9	7.4	2.5	15.5	17.6	-2.1	14.6	13.6	1.0	3.4	4.7	-1.3	12.0	11.8	0.2
FM104 MMM	11.6	11.8	-0.2	7.1	7.6	-0.5	15.5	16.8	-1.3	17.8	18.2	-0.4	16.0	15.5	0.5	1.7	1.9	-0.2	10.3	9.8	0.5
NOVA 106.9	14.3	15.1	-0.8	34.9	38.8	-3.9	31.9	34.1	-2.2	21.8	21.2	0.6	10.2	11.8	-1.6	0.6	0.5	0.1	11.1	11.9	-0.8
ABC612	8.8	8.9	-0.1	1.5	1.7	-0.2	1.2	1.5	-0.3	3.0	3.2	-0.2	7.5	8.7	-1.2	19.4	18.4	1.0	10.4	10.0	0.4
4RN	2.3	2.4	-0.1	1.6	0.5	1.1	2.2	1.6	0.6	1.0	0.9	0.1	3.2	3.1	0.1	2.9	3.8	-0.9	2.9	2.9	0.0
NEWSR	1.3	1.0	0.3	0.1	*	0.1	*	0.1	-0.1	0.7	0.4	0.3	0.7	0.9	-0.2	3.0	2.3	0.7	1.2	1.1	0.1
4JJJ	5.4	6.0	-0.6	2.5	3.7	-1.2	10.1	10.8	-0.7	11.5	11.7	-0.2	4.0	5.0	-1.0	0.1	0.5	-0.4	4.2	6.0	-1.8
ABC CL-FM	2.4	2.4	0.0	1.7	1.3	0.4	0.5	0.4	0.1	0.9	0.6	0.3	2.0	2.7	-0.7	4.8	4.5	0.3	2.3	2.4	-0.1

# Brisbane Radio - Share Movement (%) by Session

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Survey #5 - 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	9.5	9.0	0.5	10.6	9.3	1.3	12.2	11.9	0.3	6.1	6.4	-0.3	6.2	6.7	-0.5	14.1	12.7	1.4	7.9	7.1	0.8
4BH-882	7.1	7.4	-0.3	7.6	7.8	-0.2	8.8	8.1	0.7	7.0	7.2	-0.2	3.8	5.6	-1.8	6.9	7.8	-0.9	8.7	10.1	-1.4
4KQ	7.2	7.2	0.0	7.3	8.3	-1.0	7.6	7.7	-0.1	7.0	7.0	0.0	7.9	6.4	1.5	4.6	3.3	1.3	8.8	7.6	1.2
B105	10.8	9.3	1.5	9.7	8.6	1.1	9.8	8.0	1.8	11.0	9.3	1.7	15.4	12.5	2.9	8.9	10.1	-1.2	10.0	8.7	1.3
97.3 FM	11.0	11.2	-0.2	9.6	10.2	-0.6	11.2	11.6	-0.4	13.3	13.4	-0.1	11.2	10.9	0.3	7.9	7.7	0.2	9.7	10.6	-0.9
FM104 MMM	12.3	12.4	-0.1	11.6	12.2	-0.6	12.5	12.6	-0.1	14.8	13.7	1.1	11.3	11.8	-0.5	7.8	9.8	-2.0	8.9	9.5	-0.6
NOVA 106.9	14.9	15.6	-0.7	13.7	14.5	-0.8	13.6	14.3	-0.7	16.5	17.4	-0.9	17.8	17.7	0.1	12.8	14.0	-1.2	12.2	13.2	-1.0
ABC612	8.3	8.5	-0.2	11.5	11.6	-0.1	7.3	7.6	-0.3	5.2	6.4	-1.2	5.8	6.1	-0.3	13.7	10.1	3.6	10.6	10.4	0.2
4RN	2.4	2.6	-0.2	2.9	2.9	0.0	1.9	2.2	-0.3	1.6	1.7	-0.1	2.7	3.8	-1.1	3.9	2.5	1.4	2.1	1.9	0.2
NEWSR	1.1	0.9	0.2	1.8	1.5	0.3	0.4	0.5	-0.1	0.5	0.4	0.1	0.7	0.9	-0.2	3.2	2.0	1.2	1.9	1.5	0.4
4JJJ	5.6	6.0	-0.4	4.7	4.2	0.5	5.0	5.7	-0.7	6.2	6.4	-0.2	6.9	7.3	-0.4	6.8	11.0	-4.2	4.6	5.7	-1.1
ABC CL-FM	2.2	2.2	0.0	1.7	1.8	-0.1	2.2	2.2	0.0	2.3	2.2	0.1	3.2	3.1	0.1	1.9	2.2	-0.3	3.0	2.9	0.1