

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	10.1	9.2	0.9	0.9	0.6	0.3	0.1	1.4	-1.3	1.5	1.4	0.1	6.5	6.7	-0.2	26.9	24.0	2.9	11.6	10.7	0.9
4BH-882	6.1	6.7	-0.6	3.3	0.5	2.8	0.1	0.3	-0.2	1.1	1.0	0.1	6.7	4.1	2.6	13.0	18.3	-5.3	6.9	8.0	-1.1
4KQ	8.5	8.5	0.0	0.6	0.4	0.2	2.1	3.2	-1.1	5.2	4.6	0.6	12.4	14.4	-2.0	12.2	11.1	1.1	8.5	6.9	1.6
B105	11.5	11.1	0.4	31.0	31.5	-0.5	17.0	17.9	-0.9	18.0	15.6	2.4	8.8	8.8	0.0	1.8	1.7	0.1	10.0	11.0	-1.0
97.3 FM	10.8	11.0	-0.2	12.4	10.8	1.6	7.5	12.4	-4.9	14.4	14.1	0.3	15.7	15.6	0.1	4.2	3.4	0.8	12.3	12.0	0.3
FM104 MMM	9.3	10.3	-1.0	9.3	6.2	3.1	10.9	11.6	-0.7	13.3	17.0	-3.7	13.9	13.9	0.0	1.0	1.2	-0.2	7.5	8.2	-0.7
NOVA 106.9	15.4	14.8	0.6	30.6	32.9	-2.3	49.1	37.1	12.0	20.4	21.5	-1.1	8.2	7.8	0.4	1.2	1.5	-0.3	11.9	11.8	0.1
ABC612	9.2	8.9	0.3	0.8	1.2	-0.4	1.1	0.2	0.9	3.4	2.1	1.3	9.4	8.4	1.0	19.2	21.0	-1.8	10.5	11.2	-0.7
4RN	2.7	2.5	0.2	0.2	1.9	-1.7	*	0.2	-0.2	0.8	0.8	0.0	2.3	2.5	-0.2	6.3	5.1	1.2	3.2	3.1	0.1
NEWSR	1.0	0.9	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.6	-0.3	1.0	0.3	0.7	2.2	2.2	0.0	1.3	0.8	0.5
4JJJ	5.8	6.0	-0.2	3.3	2.8	0.5	8.2	11.4	-3.2	14.1	13.0	1.1	2.6	3.4	-0.8	0.2	0.1	0.1	5.5	4.6	0.9
ABC CL-FM	1.6	1.8	-0.2	0.2	0.9	-0.7	0.1	0.2	-0.1	0.3	0.6	-0.3	2.0	1.6	0.4	3.2	3.8	-0.6	2.0	2.0	0.0

# Brisbane Radio - Share Movement (%) by Session

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Survey #7 - 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	10.2	9.3	0.9	11.1	10.5	0.6	13.1	11.6	1.5	7.8	6.6	1.2	6.8	6.1	0.7	13.4	13.1	0.3	9.8	8.9	0.9
4BH-882	5.7	6.3	-0.6	5.8	7.1	-1.3	6.0	7.0	-1.0	6.1	6.1	0.0	4.9	3.9	1.0	5.0	5.8	-0.8	7.5	8.2	-0.7
4KQ	8.0	8.1	-0.1	8.7	8.4	0.3	8.8	8.4	0.4	8.1	8.3	-0.2	6.6	7.5	-0.9	5.1	6.6	-1.5	10.3	10.1	0.2
B105	11.9	11.4	0.5	10.9	10.5	0.4	10.0	10.8	-0.8	11.8	11.4	0.4	16.2	15.5	0.7	13.5	9.5	4.0	10.1	10.1	0.0
97.3 FM	10.8	11.1	-0.3	8.4	8.7	-0.3	11.7	11.6	0.1	13.3	13.6	-0.3	10.6	11.8	-1.2	10.2	9.4	0.8	10.6	10.4	0.2
FM104 MMM	9.7	10.8	-1.1	8.8	9.3	-0.5	10.6	11.7	-1.1	10.7	13.3	-2.6	9.1	9.2	-0.1	9.2	8.3	0.9	7.6	8.7	-1.1
NOVA 106.9	16.3	15.8	0.5	15.3	14.8	0.5	15.4	14.3	1.1	18.1	17.2	0.9	17.2	17.6	-0.4	14.4	15.5	-1.1	12.4	11.0	1.4
ABC612	8.9	8.4	0.5	12.0	12.1	-0.1	7.5	7.3	0.2	6.5	5.0	1.5	7.8	7.0	0.8	10.9	11.4	-0.5	10.4	10.7	-0.3
4RN	2.7	2.4	0.3	3.5	3.0	0.5	1.8	1.7	0.1	1.8	1.9	-0.1	3.5	2.6	0.9	3.2	3.6	-0.4	2.7	2.5	0.2
NEWSR	1.0	0.8	0.2	2.0	1.6	0.4	0.3	0.2	0.1	0.5	0.4	0.1	0.4	0.4	0.0	1.8	1.8	0.0	1.3	1.3	0.0
4JJJ	6.0	6.1	-0.1	5.0	5.0	0.0	5.7	5.8	-0.1	6.5	6.6	-0.1	7.8	7.7	0.1	5.7	6.7	-1.0	4.9	5.5	-0.6
ABC CL-FM	1.4	1.6	-0.2	1.4	1.4	0.0	1.4	1.7	-0.3	0.8	1.1	-0.3	2.3	2.7	-0.4	1.6	1.8	-0.2	2.2	2.2	0.0