

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	9.4	10.1	-0.7	0.6	0.9	-0.3	0.4	0.1	0.3	0.9	1.5	-0.6	7.3	6.5	0.8	23.1	26.9	-3.8	11.6	11.6	0.0
4BH-882	7.0	6.1	0.9	2.7	3.3	-0.6	0.1	0.1	0.0	1.0	1.1	-0.1	7.5	6.7	0.8	14.9	13.0	1.9	8.8	6.9	1.9
4KQ	8.1	8.5	-0.4	0.4	0.6	-0.2	1.3	2.1	-0.8	5.3	5.2	0.1	11.2	12.4	-1.2	11.7	12.2	-0.5	8.8	8.5	0.3
B105	9.9	11.5	-1.6	28.2	31.0	-2.8	18.1	17.0	1.1	14.9	18.0	-3.1	7.7	8.8	-1.1	1.2	1.8	-0.6	7.1	10.0	-2.9
97.3 FM	10.4	10.8	-0.4	13.4	12.4	1.0	10.8	7.5	3.3	16.6	14.4	2.2	12.1	15.7	-3.6	3.1	4.2	-1.1	11.5	12.3	-0.8
FM104 MMM	10.2	9.3	0.9	9.5	9.3	0.2	11.3	10.9	0.4	16.7	13.3	3.4	13.9	13.9	0.0	1.4	1.0	0.4	8.8	7.5	1.3
NOVA 106.9	15.6	15.4	0.2	32.4	30.6	1.8	47.5	49.1	-1.6	20.7	20.4	0.3	10.7	8.2	2.5	1.1	1.2	-0.1	11.3	11.9	-0.6
ABC612	11.4	9.2	2.2	0.6	0.8	-0.2	1.4	1.1	0.3	4.3	3.4	0.9	10.7	9.4	1.3	23.3	19.2	4.1	11.9	10.5	1.4
4RN	2.7	2.7	0.0	0.4	0.2	0.2	0.1	*	0.1	0.7	0.8	-0.1	3.4	2.3	1.1	5.2	6.3	-1.1	3.6	3.2	0.4
NEWSR	1.1	1.0	0.1	*	0.1	-0.1	*	0.2	-0.2	0.3	0.3	0.0	1.7	1.0	0.7	1.8	2.2	-0.4	1.4	1.3	0.1
4JJJ	4.9	5.8	-0.9	3.8	3.3	0.5	6.6	8.2	-1.6	10.8	14.1	-3.3	3.8	2.6	1.2	0.2	0.2	0.0	5.1	5.5	-0.4
ABC CL-FM	1.5	1.6	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	2.0	2.0	0.0	2.9	3.2	-0.3	2.0	2.0	0.0

Brisbane Radio - Share Movement (%) by Session

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Survey #8 - 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	9.7	10.2	-0.5	10.5	11.1	-0.6	11.7	13.1	-1.4	8.0	7.8	0.2	7.5	6.8	0.7	11.3	13.4	-2.1	8.2	9.8	-1.6
4BH-882	6.6	5.7	0.9	7.2	5.8	1.4	7.6	6.0	1.6	6.6	6.1	0.5	4.4	4.9	-0.5	4.9	5.0	-0.1	8.6	7.5	1.1
4KQ	7.8	8.0	-0.2	8.7	8.7	0.0	8.2	8.8	-0.6	7.1	8.1	-1.0	7.1	6.6	0.5	5.9	5.1	0.8	9.2	10.3	-1.1
B105	10.5	11.9	-1.4	9.4	10.9	-1.5	7.8	10.0	-2.2	9.9	11.8	-1.9	15.8	16.2	-0.4	14.5	13.5	1.0	7.8	10.1	-2.3
97.3 FM	10.2	10.8	-0.6	8.7	8.4	0.3	10.5	11.7	-1.2	12.0	13.3	-1.3	10.3	10.6	-0.3	8.9	10.2	-1.3	11.3	10.6	0.7
FM104 MMM	11.0	9.7	1.3	10.4	8.8	1.6	11.8	10.6	1.2	12.6	10.7	1.9	9.1	9.1	0.0	9.1	9.2	-0.1	7.2	7.6	-0.4
NOVA 106.9	16.1	16.3	-0.2	14.4	15.3	-0.9	16.5	15.4	1.1	18.4	18.1	0.3	16.5	17.2	-0.7	13.7	14.4	-0.7	13.6	12.4	1.2
ABC612	10.7	8.9	1.8	12.6	12.0	0.6	10.6	7.5	3.1	9.2	6.5	2.7	9.2	7.8	1.4	11.9	10.9	1.0	13.7	10.4	3.3
4RN	2.8	2.7	0.1	3.7	3.5	0.2	1.9	1.8	0.1	1.4	1.8	-0.4	3.7	3.5	0.2	4.5	3.2	1.3	2.6	2.7	-0.1
NEWSR	1.0	1.0	0.0	1.6	2.0	-0.4	0.4	0.3	0.1	0.6	0.5	0.1	0.6	0.4	0.2	2.7	1.8	0.9	1.3	1.3	0.0
4JJJ	5.1	6.0	-0.9	4.5	5.0	-0.5	4.3	5.7	-1.4	5.5	6.5	-1.0	6.7	7.8	-1.1	4.8	5.7	-0.9	4.2	4.9	-0.7
ABC CL-FM	1.3	1.4	-0.1	1.3	1.4	-0.1	1.5	1.4	0.1	0.9	0.8	0.1	1.8	2.3	-0.5	1.5	1.6	-0.1	2.1	2.2	-0.1