

Sydney Radio - Survey #1 2009



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	+/-
2CH	6.7	5.7	1.0	0.8	0.8	0.0	*	0.4	-0.4	0.7	1.0	-0.3	3.9	3.3	0.6	15.1	12.6	2.5	8.1	7.6	0.5
2GB	13.3	12.3	1.0	0.9	1.6	-0.7	1.0	3.7	-2.7	5.1	2.5	2.6	13.0	9.1	3.9	23.6	25.3	-1.7	14.9	13.9	1.0
2UE	6.7	7.2	-0.5	0.1	1.5	-1.4	1.5	1.3	0.2	3.0	2.0	1.0	6.3	4.9	1.4	11.5	14.7	-3.2	7.5	8.6	-1.1
2DAY	9.8	9.9	-0.1	24.9	20.7	4.2	18.3	18.5	-0.2	15.4	16.4	-1.0	10.6	9.4	1.2	1.1	1.5	-0.4	7.7	9.2	-1.5
MIX106.5	5.1	6.9	-1.8	3.0	13.2	-10.2	9.2	7.6	1.6	8.3	11.0	-2.7	6.2	8.5	-2.3	1.7	1.9	-0.2	5.2	6.6	-1.4
2MMM	3.8	4.6	-0.8	4.2	3.5	0.7	4.8	11.2	-6.4	7.9	7.7	0.2	4.4	5.1	-0.7	0.5	0.5	0.0	2.3	3.2	-0.9
NOVA96.9	7.8	8.2	-0.4	30.9	20.5	10.4	18.3	23.9	-5.6	14.3	12.9	1.4	3.6	5.0	-1.4	0.5	0.9	-0.4	5.8	6.0	-0.2
vega 95.3	3.8	5.5	-1.7	1.9	9.7	-7.8	3.0	3.5	-0.5	5.0	7.9	-2.9	7.3	8.6	-1.3	1.1	1.7	-0.6	3.6	4.8	-1.2
WSFM	5.9	8.2	-2.3	2.3	6.9	-4.6	8.7	3.6	5.1	4.0	7.1	-3.1	9.3	14.6	-5.3	4.6	6.2	-1.6	4.7	7.5	-2.8
ABC702	11.4	9.1	2.3	2.6	0.9	1.7	3.1	0.7	2.4	7.4	7.0	0.4	14.6	10.3	4.3	15.2	13.4	1.8	15.0	10.8	4.2
2RN	2.6	1.8	0.8	0.2	0.1	0.1	0.1	0.2	-0.1	1.6	1.3	0.3	1.9	1.9	0.0	4.7	2.9	1.8	3.9	2.4	1.5
NEWSR	2.3	1.5	0.8	0.1	0.9	-0.8	0.2	0.5	-0.3	2.5	1.2	1.3	2.3	1.9	0.4	3.0	1.7	1.3	2.7	1.6	1.1
2JJJ	4.2	4.3	-0.1	2.3	4.1	-1.8	17.0	10.1	6.9	8.7	9.2	-0.5	2.4	2.2	0.2	0.2	0.6	-0.4	3.5	3.1	0.4
ABCFM	3.3	2.6	0.7	2.1	0.8	1.3	0.4	0.4	0.0	1.6	0.6	1.0	2.2	1.4	0.8	6.1	5.7	0.4	4.3	3.4	0.9

Share Movement (%) by Session, P10+

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	+/-
2CH	6.4	5.4	1.0	5.1	4.5	0.6	7.8	6.6	1.2	7.8	5.9	1.9	4.7	4.1	0.6	6.9	6.1	0.8	7.8	6.7	1.1
2GB	13.8	12.6	1.2	17.6	16.1	1.5	15.6	13.4	2.2	11.0	9.7	1.3	9.3	7.0	2.3	12.5	14.4	-1.9	11.8	11.5	0.3
2UE	6.4	6.7	-0.3	6.5	6.7	-0.2	7.3	7.1	0.2	5.2	5.6	-0.4	6.0	6.8	-0.8	7.3	7.8	-0.5	7.5	8.8	-1.3
2DAY	10.0	10.6	-0.6	10.1	10.2	-0.1	8.2	10.0	-1.8	9.6	11.1	-1.5	12.6	14.4	-1.8	9.8	5.9	3.9	9.1	7.5	1.6
MIX106.5	5.0	6.9	-1.9	4.0	4.9	-0.9	5.2	7.0	-1.8	5.4	7.7	-2.3	4.7	7.8	-3.1	6.7	9.7	-3.0	5.5	7.1	-1.6
2MMM	4.1	4.7	-0.6	3.6	3.9	-0.3	4.1	5.0	-0.9	4.8	5.7	-0.9	4.2	4.3	-0.1	3.4	5.2	-1.8	3.0	4.2	-1.2
NOVA96.9	8.1	8.5	-0.4	7.7	9.0	-1.3	7.7	7.1	0.6	8.5	8.8	-0.3	8.6	9.2	-0.6	8.3	8.4	-0.1	6.9	7.1	-0.2
vega 95.3	3.7	5.7	-2.0	2.8	4.5	-1.7	3.5	5.9	-2.4	5.1	7.4	-2.3	4.2	5.7	-1.5	2.9	4.9	-2.0	4.2	4.9	-0.7
WSFM	5.9	8.2	-2.3	6.1	8.2	-2.1	6.3	9.4	-3.1	6.5	9.7	-3.2	5.3	7.1	-1.8	4.2	3.6	0.6	5.7	8.1	-2.4
ABC702	11.7	9.2	2.5	13.0	11.1	1.9	9.4	7.7	1.7	10.9	7.1	3.8	13.7	10.1	3.6	11.0	9.9	1.1	10.8	9.0	1.8
2RN	2.6	1.8	0.8	3.0	2.3	0.7	2.9	1.5	1.4	1.7	0.8	0.9	2.3	2.3	0.0	2.8	2.2	0.6	2.8	2.0	0.8
NEWSR	2.0	1.4	0.6	2.8	2.2	0.6	1.2	0.8	0.4	1.0	0.9	0.1	1.8	0.9	0.9	3.9	2.1	1.8	3.1	1.7	1.4
2JJJ	4.6	4.3	0.3	3.2	3.7	-0.5	4.4	4.3	0.1	5.7	5.0	0.7	5.9	5.1	0.8	4.7	4.0	0.7	3.2	4.0	-0.8
ABCFM	3.2	2.4	0.8	3.2	2.4	0.8	3.2	2.6	0.6	3.0	2.6	0.4	3.8	2.2	1.6	2.7	2.3	0.4	3.8	3.2	0.6

Survey Period: Sun January 18 - Sat February 14, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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Melbourne Radio - Survey #1 2009



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	+/-
SEN	2.7	4.2	-1.5	0.8	1.9	-1.1	1.2	1.7	-0.5	4.4	4.4	0.0	2.9	6.7	-3.8	2.0	3.3	-1.3	2.1	3.8	-1.7
3AW	15.9	14.4	1.5	3.6	3.0	0.6	0.9	0.5	0.4	5.5	4.1	1.4	14.6	12.0	2.6	29.7	29.7	0.0	18.4	17.6	0.8
MAGIC	4.7	4.3	0.4	0.2	0.1	0.1	0.3	*	0.3	0.1	0.3	-0.2	3.6	1.2	2.4	10.4	11.6	-1.2	5.3	5.1	0.2
3MP	2.8	2.7	0.1	0.0	1.0	-1.0	0.1	0.3	-0.2	1.0	0.4	0.6	3.2	2.7	0.5	4.9	5.3	-0.4	3.6	3.3	0.3
FOXFM	11.9	15.6	-3.7	41.2	39.3	1.9	25.5	32.1	-6.6	17.7	22.7	-5.0	9.2	15.4	-6.2	1.3	1.5	-0.2	8.4	11.4	-3.0
GOLD	7.2	7.3	-0.1	7.0	5.4	1.6	6.0	6.4	-0.4	7.3	7.3	0.0	10.9	11.3	-0.4	4.9	4.8	0.1	7.5	6.8	0.7
MIX101.1	4.6	5.5	-0.9	6.5	9.4	-2.9	6.8	5.8	1.0	6.1	7.4	-1.3	6.5	6.6	-0.1	1.3	2.7	-1.4	4.8	5.7	-0.9
3MMM	4.6	5.0	-0.4	6.5	15.3	-8.8	5.9	3.6	2.3	8.8	9.1	-0.3	4.8	5.6	-0.8	0.9	0.6	0.3	3.6	3.4	0.2
NOVA 100	8.3	8.9	-0.6	20.9	13.5	7.4	22.5	26.1	-3.6	13.3	13.8	-0.5	6.1	6.9	-0.8	0.7	0.6	0.1	6.9	6.1	0.8
vega 91.5	3.7	3.8	-0.1	4.3	3.4	0.9	3.0	5.2	-2.2	5.7	5.0	0.7	6.2	5.7	0.5	0.7	1.1	-0.4	3.3	3.9	-0.6
ABC774	14.8	11.4	3.4	2.8	1.3	1.5	1.6	1.0	0.6	9.0	6.0	3.0	15.0	11.0	4.0	24.0	20.5	3.5	17.5	14.7	2.8
3RN	2.5	2.0	0.5	*	0.1	-0.1	0.8	0.2	0.6	1.2	1.3	-0.1	2.6	2.2	0.4	4.3	3.4	0.9	3.4	2.9	0.5
NEWSR	1.6	1.4	0.2	0.7	0.1	0.6	0.7	0.3	0.4	1.9	1.8	0.1	1.5	1.2	0.3	1.8	1.7	0.1	1.4	1.6	-0.2
3JJJ	4.2	3.3	0.9	2.1	3.2	-1.1	14.6	9.6	5.0	9.6	6.4	3.2	1.9	2.0	-0.1	0.1	0.1	0.0	3.0	2.6	0.4
ABCFM	2.0	2.3	-0.3	0.4	0.2	0.2	2.4	1.0	1.4	0.7	0.8	-0.1	1.2	1.7	-0.5	3.6	4.7	-1.1	1.8	3.1	-1.3

Share Movement (%) by Session, P10+

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	+/-
SEN	2.9	4.5	-1.6	2.9	4.7	-1.8	3.5	4.1	-0.6	2.9	4.1	-1.2	2.8	4.9	-2.1	2.2	4.9	-2.7	1.8	2.9	-1.1
3AW	15.7	14.4	1.3	20.9	17.7	3.2	16.2	16.1	0.1	11.0	10.6	0.4	13.5	11.2	2.3	14.8	15.4	-0.6	16.4	14.3	2.1
MAGIC	4.5	3.9	0.6	4.2	3.4	0.8	5.3	4.9	0.4	4.7	4.6	0.1	3.2	2.7	0.5	4.9	3.0	1.9	5.4	6.1	-0.7
3MP	2.7	2.5	0.2	3.0	2.5	0.5	2.9	2.8	0.1	2.8	2.7	0.1	2.3	1.9	0.4	2.4	1.9	0.5	3.0	3.5	-0.5
FOXFM	12.5	16.2	-3.7	10.5	13.9	-3.4	10.2	14.2	-4.0	13.1	17.2	-4.1	19.0	23.4	-4.4	11.3	13.3	-2.0	10.0	13.2	-3.2
GOLD	7.5	7.1	0.4	6.2	5.5	0.7	7.9	7.6	0.3	9.9	8.7	1.2	6.6	6.7	-0.1	6.1	7.3	-1.2	6.4	7.9	-1.5
MIX101.1	4.9	5.4	-0.5	4.1	4.4	-0.3	5.2	5.3	-0.1	5.5	6.0	-0.5	4.0	4.9	-0.9	6.5	7.4	-0.9	3.7	6.0	-2.3
3MMM	4.9	5.2	-0.3	5.4	4.7	0.7	5.1	4.7	0.4	5.3	5.8	-0.5	4.9	5.2	-0.3	2.8	6.1	-3.3	3.4	4.5	-1.1
NOVA 100	8.3	9.4	-1.1	8.1	9.8	-1.7	8.1	9.5	-1.4	9.0	10.7	-1.7	8.0	8.8	-0.8	7.9	5.9	2.0	8.3	7.1	1.2
vega 91.5	3.9	3.9	0.0	3.5	2.8	0.7	4.4	4.3	0.1	5.0	5.0	0.0	3.7	4.2	-0.5	1.9	3.6	-1.7	3.2	3.0	0.2
ABC774	14.0	11.0	3.0	14.6	14.7	-0.1	14.6	10.5	4.1	12.7	8.2	4.5	12.1	8.7	3.4	17.4	11.4	6.0	17.3	13.0	4.3
3RN	2.6	2.0	0.6	3.6	2.9	0.7	2.1	1.2	0.9	1.5	0.9	0.6	2.7	2.5	0.2	3.0	2.9	0.1	2.5	2.3	0.2
NEWSR	1.5	1.2	0.3	2.1	1.9	0.2	0.9	1.0	-0.1	1.1	0.8	0.3	0.9	0.9	0.0	2.7	1.5	1.2	1.8	1.8	0.0
3JJJ	4.4	3.4	1.0	3.1	2.8	0.3	4.1	3.3	0.8	5.0	3.6	1.4	5.7	4.0	1.7	4.9	3.5	1.4	3.7	3.0	0.7
ABCFM	1.9	2.4	-0.5	1.6	2.4	-0.8	1.9	2.6	-0.7	1.7	2.3	-0.6	2.0	2.3	-0.3	3.0	2.3	0.7	2.4	2.2	0.2

Survey Period: Sun January 18 - Sat February 14, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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Brisbane Radio - Survey #1 2009



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	8.1	9.4	-1.3	0.9	4.0	-3.1	0.6	0.3	0.3	2.9	2.0	0.9	3.1	7.1	-4.0	20.2	22.3	-2.1	9.1	12.0	-2.9
4BH	7.5	7.0	0.5	0.6	0.5	0.1	3.5	0.1	3.4	0.5	1.0	-0.5	7.6	6.6	1.0	16.0	16.5	-0.5	8.2	9.0	-0.8
4KQ	7.2	5.8	1.4	1.3	2.9	-1.6	1.0	1.1	-0.1	1.5	2.9	-1.4	10.5	6.5	4.0	13.0	10.3	2.7	6.7	6.5	0.2
B105	11.4	12.0	-0.6	37.9	30.0	7.9	19.7	19.5	0.2	15.6	18.1	-2.5	8.8	10.0	-1.2	1.5	1.4	0.1	10.0	9.6	0.4
97.3FM	9.5	10.8	-1.3	9.1	11.5	-2.4	6.9	8.2	-1.3	10.4	13.4	-3.0	18.3	17.9	0.4	3.4	4.0	-0.6	10.3	11.7	-1.4
4MMM	10.6	10.9	-0.3	11.0	10.2	0.8	7.7	14.3	-6.6	21.3	16.4	4.9	12.5	15.2	-2.7	1.7	1.8	-0.1	11.2	9.0	2.2
NOVA106.9	13.6	14.9	-1.3	19.3	18.6	0.7	35.4	38.6	-3.2	23.8	25.0	-1.2	6.1	8.6	-2.5	1.5	0.6	0.9	10.5	10.5	0.0
ABC612	10.9	9.2	1.7	5.2	1.3	3.9	1.0	0.9	0.1	4.6	2.9	1.7	10.9	9.5	1.4	20.8	19.3	1.5	13.7	10.6	3.1
4RN	2.2	2.9	-0.7	0.0	0.9	-0.9	*	0.2	-0.2	0.8	1.4	-0.6	2.4	3.0	-0.6	4.4	5.6	-1.2	3.4	3.8	-0.4
NEWSR	1.5	1.9	-0.4	0.2	0.1	0.1	0.1	0.2	-0.1	0.9	0.8	0.1	2.1	2.2	-0.1	2.3	3.7	-1.4	1.6	1.5	0.1
4JJJ	6.5	4.9	1.6	2.6	3.4	-0.8	17.9	12.9	5.0	11.1	8.7	2.4	4.8	2.8	2.0	0.6	0.2	0.4	4.5	4.9	-0.4
ABCFM	2.8	2.2	0.6	0.1	3.8	-3.7	1.0	0.1	0.9	1.1	0.5	0.6	2.7	1.8	0.9	5.5	4.3	1.2	3.5	2.8	0.7

Share Movement (%) by Session, P10+

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	8.2	9.8	-1.6	8.1	11.9	-3.8	9.8	9.6	0.2	8.7	7.8	0.9	6.0	7.6	-1.6	7.9	12.6	-4.7	7.6	8.0	-0.4
4BH	7.0	5.9	1.1	8.6	6.6	2.0	7.4	6.6	0.8	6.0	5.3	0.7	5.6	4.5	1.1	5.7	5.7	0.0	9.3	10.9	-1.6
4KQ	7.0	5.6	1.4	8.1	6.3	1.8	7.8	4.8	3.0	7.1	5.8	1.3	5.2	4.7	0.5	4.9	5.9	-1.0	7.9	6.7	1.2
B105	11.4	12.5	-1.1	9.9	10.0	-0.1	9.0	9.2	-0.2	10.4	11.8	-1.4	17.5	22.7	-5.2	14.5	15.3	-0.8	11.5	10.0	1.5
97.3FM	9.7	11.1	-1.4	9.1	9.9	-0.8	9.7	13.1	-3.4	10.9	13.1	-2.2	9.3	9.0	0.3	9.3	8.1	1.2	8.7	9.5	-0.8
4MMM	11.3	11.2	0.1	10.6	10.8	-0.2	12.4	11.3	1.1	12.9	12.1	0.8	9.4	10.4	-1.0	9.7	10.8	-1.1	8.4	10.0	-1.6
NOVA106.9	14.1	15.8	-1.7	13.7	13.8	-0.1	14.2	17.2	-3.0	15.5	19.6	-4.1	14.8	14.4	0.4	9.6	9.2	0.4	12.0	11.8	0.2
ABC612	10.6	8.8	1.8	13.7	10.9	2.8	9.2	7.7	1.5	8.8	6.9	1.9	8.9	8.2	0.7	12.2	10.8	1.4	11.6	10.6	1.0
4RN	2.1	2.8	-0.7	3.0	4.2	-1.2	1.8	3.0	-1.2	0.9	1.0	-0.1	2.4	2.5	-0.1	2.8	2.4	0.4	2.4	3.4	-1.0
NEWSR	1.4	1.8	-0.4	2.0	2.7	-0.7	1.0	1.7	-0.7	1.0	0.9	0.1	1.1	1.0	0.1	2.2	3.0	-0.8	1.8	2.2	-0.4
4JJJ	7.0	5.1	1.9	4.8	3.8	1.0	7.1	5.8	1.3	8.3	5.9	2.4	8.1	5.0	3.1	8.3	5.7	2.6	4.9	4.1	0.8
ABCFM	2.6	2.1	0.5	2.4	2.1	0.3	2.6	2.0	0.6	2.3	2.1	0.2	3.5	2.2	1.3	3.3	2.8	0.5	3.4	2.3	1.1

Survey Period: Sun January 18 - Sat February 14, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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Adelaide Radio - Survey #1 2009



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	+/-
5AA	14.7	14.8	-0.1	0.2	1.5	-1.3	0.4	0.6	-0.2	5.9	3.5	2.4	13.8	12.4	1.4	25.9	27.8	-1.9	18.5	17.2	1.3
CRUISE1323	8.1	8.1	0.0	1.3	0.2	1.1	3.8	4.3	-0.5	1.5	2.1	-0.6	5.9	6.3	-0.4	14.8	14.4	0.4	10.0	9.9	0.1
MIX102.3	11.2	12.7	-1.5	15.1	8.9	6.2	11.1	5.6	5.5	11.1	11.2	-0.1	17.5	20.6	-3.1	6.4	10.6	-4.2	10.1	14.5	-4.4
5MMM	10.8	9.5	1.3	9.4	9.4	0.0	11.4	8.8	2.6	15.4	10.6	4.8	19.7	15.4	4.3	3.0	5.2	-2.2	10.6	7.8	2.8
NOVA91.9	8.5	12.1	-3.6	20.3	32.4	-12.1	18.7	34.5	-15.8	15.4	24.1	-8.7	8.1	7.4	0.7	0.8	0.5	0.3	6.1	7.4	-1.3
SAFM	11.3	12.5	-1.2	34.8	40.2	-5.4	21.1	26.6	-5.5	18.2	17.5	0.7	10.9	14.9	-4.0	1.8	1.1	0.7	8.6	10.8	-2.2
ABC891	12.9	11.0	1.9	7.4	0.4	7.0	0.4	1.7	-1.3	3.1	3.7	-0.6	9.9	8.1	1.8	23.9	20.4	3.5	15.4	13.2	2.2
5RN	2.0	2.3	-0.3	1.6	0.8	0.8	0.4	*	0.4	0.5	1.2	-0.7	1.2	1.7	-0.5	3.6	4.0	-0.4	2.6	2.6	0.0
NEWSR	2.3	1.4	0.9	0.4	0.2	0.2	0.5	0.1	0.4	1.4	1.9	-0.5	1.9	1.3	0.6	3.9	1.8	2.1	2.9	1.5	1.4
5JJJ	5.6	5.5	0.1	1.8	1.7	0.1	13.3	8.6	4.7	15.6	15.9	-0.3	3.8	4.9	-1.1	0.4	0.2	0.2	3.8	3.7	0.1
ABCFM	3.5	3.5	0.0	1.8	1.0	0.8	0.4	0.1	0.3	1.1	1.4	-0.3	1.6	2.7	-1.1	6.9	6.3	0.6	4.2	4.6	-0.4

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	15.2	14.8	0.4	18.5	18.9	-0.4	15.0	14.9	0.1	9.8	9.8	0.0	13.7	16.1	-2.4	21.8	14.6	7.2	13.3	15.0	-1.7
CRUISE1323	7.6	7.5	0.1	6.6	6.1	0.5	9.7	8.9	0.8	8.6	8.1	0.5	6.1	6.1	0.0	5.0	9.4	-4.4	9.6	10.1	-0.5
MIX102.3	11.0	12.8	-1.8	10.6	10.2	0.4	10.5	14.6	-4.1	12.6	15.7	-3.1	11.2	12.3	-1.1	8.9	8.7	0.2	11.7	12.3	-0.6
5MMM	11.4	10.1	1.3	10.8	9.5	1.3	12.1	11.0	1.1	12.5	12.5	0.0	11.2	7.3	3.9	9.6	7.3	2.3	8.8	7.3	1.5
NOVA91.9	8.8	12.7	-3.9	7.9	12.9	-5.0	8.8	12.3	-3.5	10.0	14.1	-4.1	9.4	11.5	-2.1	7.2	11.1	-3.9	7.6	9.9	-2.3
SAFM	11.3	12.9	-1.6	10.0	11.7	-1.7	10.3	11.0	-0.7	11.9	13.2	-1.3	14.6	17.8	-3.2	10.3	12.4	-2.1	11.5	11.1	0.4
ABC891	12.9	10.4	2.5	14.5	12.8	1.7	13.7	10.3	3.4	11.4	8.3	3.1	9.9	8.5	1.4	14.4	12.7	1.7	13.2	13.0	0.2
5RN	1.9	2.1	-0.2	3.0	3.4	-0.4	0.9	1.3	-0.4	1.0	1.4	-0.4	2.4	2.4	0.0	2.6	2.2	0.4	2.2	2.8	-0.6
NEWSR	2.1	1.4	0.7	2.6	1.6	1.0	1.4	0.8	0.6	1.7	1.1	0.6	1.8	1.3	0.5	3.3	3.4	-0.1	3.2	1.6	1.6
5JJJ	6.0	5.6	0.4	4.4	4.5	-0.1	6.0	5.9	0.1	7.3	6.0	1.3	7.9	7.0	0.9	4.0	4.9	-0.9	4.2	5.1	-0.9
ABCFM	3.2	3.3	-0.1	3.5	3.3	0.2	3.4	3.8	-0.4	2.8	2.8	0.0	3.0	3.0	0.0	3.4	3.4	0.0	4.3	4.2	0.1

Survey Period: Sun January 18 - Sat February 14, 2009

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Perth Radio - Survey #1 2009



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	+/-
6IX	5.3	5.3	0.0	0.4	2.2	-1.8	1.2	2.0	-0.8	2.2	1.2	1.0	8.7	10.1	-1.4	7.9	6.0	1.9	6.2	6.2	0.0
6PR	9.2	9.8	-0.6	0.5	0.8	-0.3	0.4	0.3	0.1	4.2	3.2	1.0	7.5	10.7	-3.2	20.1	19.0	1.1	11.8	11.5	0.3
MIX 94.5	15.4	16.5	-1.1	8.1	12.3	-4.2	12.9	15.5	-2.6	17.2	21.1	-3.9	24.5	24.8	-0.3	9.6	7.5	2.1	17.1	18.9	-1.8
92.9	13.2	13.6	-0.4	49.0	37.4	11.6	26.4	24.1	2.3	15.6	23.5	-7.9	8.7	9.9	-1.2	1.4	1.6	-0.2	9.4	9.2	0.2
96FM	10.4	10.3	0.1	11.9	14.1	-2.2	11.2	11.9	-0.7	17.8	18.5	-0.7	13.3	10.8	2.5	1.7	2.7	-1.0	7.9	8.4	-0.5
NOVA93.7	8.9	9.5	-0.6	20.8	21.3	-0.5	18.5	28.4	-9.9	14.2	13.4	0.8	5.8	5.0	0.8	0.5	1.5	-1.0	6.3	6.2	0.1
ABC720	12.1	11.8	0.3	1.8	2.6	-0.8	1.0	1.0	0.0	6.5	3.3	3.2	12.9	11.7	1.2	22.8	23.5	-0.7	14.0	14.1	-0.1
6RN	1.9	2.3	-0.4	0.2	0.2	0.0	0.6	0.7	-0.1	0.8	0.7	0.1	2.1	4.0	-1.9	3.6	2.9	0.7	2.5	3.1	-0.6
NEWSR	1.4	1.1	0.3	1.1	0.3	0.8	0.2	0.7	-0.5	1.0	0.4	0.6	2.0	1.3	0.7	1.9	1.6	0.3	1.6	1.2	0.4
6JJJ	8.4	5.2	3.2	2.3	6.0	-3.7	24.3	13.0	11.3	15.8	10.4	5.4	4.2	2.9	1.3	0.1	0.4	-0.3	4.8	2.9	1.9
ABCFM	2.7	3.3	-0.6	0.2	0.4	-0.2	1.1	1.5	-0.4	1.2	1.4	-0.2	1.7	1.7	0.0	5.9	7.2	-1.3	3.8	4.2	-0.4

Share Movement (%) by Session, P10+

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	+/-
6IX	5.2	5.1	0.1	5.0	4.8	0.2	6.0	5.8	0.2	4.9	5.1	-0.2	4.6	4.8	-0.2	6.0	5.4	0.6	5.6	5.8	-0.2
6PR	9.4	10.0	-0.6	10.5	10.0	0.5	9.6	9.9	-0.3	9.2	9.3	-0.1	6.8	9.4	-2.6	10.7	13.6	-2.9	8.5	9.2	-0.7
MIX 94.5	15.6	16.6	-1.0	15.0	15.9	-0.9	16.1	17.7	-1.6	17.8	19.2	-1.4	13.5	14.2	-0.7	13.1	12.0	1.1	14.9	16.4	-1.5
92.9	13.4	13.8	-0.4	11.7	12.3	-0.6	10.3	12.1	-1.8	12.9	14.5	-1.6	21.8	19.0	2.8	12.7	12.1	0.6	12.5	12.9	-0.4
96FM	11.1	10.9	0.2	9.1	9.1	0.0	12.2	12.1	0.1	13.4	13.4	0.0	9.8	9.5	0.3	8.8	8.4	0.4	8.1	8.3	-0.2
NOVA93.7	9.0	9.8	-0.8	10.0	10.4	-0.4	8.5	9.0	-0.5	8.0	10.9	-2.9	9.5	9.6	-0.1	9.7	6.7	3.0	8.5	8.6	-0.1
ABC720	11.7	11.6	0.1	16.2	16.3	-0.1	10.0	11.0	-1.0	8.6	7.6	1.0	10.5	9.1	1.4	14.0	13.4	0.6	13.6	12.3	1.3
6RN	1.9	2.2	-0.3	2.5	2.9	-0.4	1.9	1.1	0.8	1.2	1.0	0.2	2.1	3.4	-1.3	1.9	3.7	-1.8	2.1	2.8	-0.7
NEWSR	1.3	0.9	0.4	1.8	1.3	0.5	0.9	0.9	0.0	0.9	0.3	0.6	1.2	0.7	0.5	2.6	2.0	0.6	1.8	1.5	0.3
6JJJ	8.8	5.5	3.3	6.6	4.8	1.8	10.0	5.1	4.9	10.8	6.1	4.7	8.7	7.4	1.3	6.1	3.8	2.3	6.9	4.2	2.7
ABCFM	2.5	3.2	-0.7	2.6	2.7	-0.1	2.6	2.8	-0.2	1.8	2.6	-0.8	2.5	4.6	-2.1	3.6	5.0	-1.4	3.5	3.8	-0.3

Survey Period: Sun January 18 - Sat February 14, 2009

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