

Sydney Radio - Survey #2 2010



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	5.6	5.8	-0.2	1.1	0.1	1.0	*	2.0	-2.0	1.2	0.5	0.7	2.8	3.0	-0.2	12.2	12.6	-0.4	6.9	7.5	-0.6
2GB	14.7	15.7	-1.0	1.4	3.0	-1.6	1.5	1.6	-0.1	5.3	5.7	-0.4	13.6	13.7	-0.1	26.3	28.2	-1.9	15.6	16.2	-0.6
2UE	5.3	6.5	-1.2	0.5	0.5	0.0	1.2	1.7	-0.5	2.1	2.4	-0.3	5.0	6.7	-1.7	9.2	10.8	-1.6	6.6	8.6	-2.0
2DAY	10.3	10.0	0.3	30.4	26.5	3.9	20.3	22.2	-1.9	18.0	17.0	1.0	8.8	9.6	-0.8	1.2	0.7	0.5	8.6	8.3	0.3
MIX106.5	4.7	4.1	0.6	7.8	7.6	0.2	10.2	4.8	5.4	8.3	6.8	1.5	4.6	5.5	-0.9	0.8	0.9	-0.1	3.6	3.9	-0.3
2MMM	5.3	5.0	0.3	6.5	6.5	0.0	6.7	5.4	1.3	11.3	9.9	1.4	6.1	6.7	-0.6	0.7	0.5	0.2	3.7	3.2	0.5
NOVA96.9	6.5	6.6	-0.1	11.7	15.8	-4.1	15.2	20.2	-5.0	12.1	11.2	0.9	6.0	4.3	1.7	0.8	0.8	0.0	4.6	4.1	0.5
Classic Rock*	3.2	3.4	-0.2	4.0	4.7	-0.7	3.9	2.7	1.2	3.0	2.4	0.6	7.1	8.3	-1.2	0.5	0.8	-0.3	3.2	3.0	0.2
WSFM	6.6	6.4	0.2	2.0	2.0	0.0	2.3	4.1	-1.8	4.1	5.6	-1.5	9.6	9.3	0.3	7.8	6.2	1.6	8.8	8.6	0.2
ABC702	11.1	10.5	0.6	1.7	2.6	-0.9	2.4	2.9	-0.5	5.5	5.7	-0.2	10.3	10.1	0.2	18.5	16.7	1.8	13.2	12.4	0.8
2RN	2.7	1.9	0.8	0.4	0.2	0.2	0.4	*	0.4	0.6	0.2	3.0	1.7	1.3	4.6	3.8	0.8	3.5	2.7	0.8	
NEWSR	2.3	2.1	0.2	4.1	4.2	-0.1	1.0	0.4	0.6	1.5	1.5	0.0	3.3	1.7	1.6	2.1	2.7	-0.6	1.8	1.8	0.0
2JJJ	5.4	5.8	-0.4	3.7	3.8	-0.1	14.8	13.3	1.5	11.9	13.5	-1.6	4.0	4.4	-0.4	0.4	0.5	-0.1	3.6	4.0	-0.4
ABCFM	3.0	3.3	-0.3	0.1	0.1	0.0	1.7	2.4	-0.7	1.2	1.3	-0.1	2.1	2.0	0.1	5.4	6.1	-0.7	4.0	4.8	-0.8

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	5.3	5.6	-0.3	4.3	4.4	-0.1	6.6	7.0	-0.4	6.0	6.5	-0.5	3.7	4.4	-0.7	6.8	6.1	0.7	6.8	6.5	0.3
2GB	15.5	16.6	-1.1	17.2	20.0	-2.8	18.5	19.5	-1.0	13.5	14.3	-0.8	11.2	11.1	0.1	15.8	14.6	1.2	12.0	12.6	-0.6
2UE	4.7	5.8	-1.1	4.9	6.7	-1.8	4.4	5.4	-1.0	5.0	5.0	0.0	4.2	4.8	-0.6	4.7	7.3	-2.6	7.6	8.6	-1.0
2DAY	11.0	10.8	0.2	12.2	11.4	0.8	8.2	9.2	-1.0	10.5	10.2	0.3	14.2	14.6	-0.4	8.3	7.7	0.6	8.0	7.5	0.5
MIX106.5	4.7	4.3	0.4	3.3	3.1	0.2	5.5	4.3	1.2	5.2	4.6	0.6	4.6	5.0	-0.4	7.0	6.3	0.7	4.5	3.5	1.0
2MMM	5.5	5.2	0.3	4.5	4.5	0.0	5.8	5.6	0.2	6.0	6.1	-0.1	5.7	5.4	0.3	6.7	4.5	2.2	4.6	4.2	0.4
NOVA96.9	6.7	6.7	0.0	7.6	6.5	1.1	5.6	6.0	-0.4	6.4	6.7	-0.3	7.1	7.9	-0.8	5.9	7.2	-1.3	6.0	6.2	-0.2
Classic Rock*	3.2	3.1	0.1	2.8	2.1	0.7	3.3	3.7	-0.4	4.0	4.1	-0.1	3.6	3.5	0.1	2.2	2.1	0.1	3.2	4.3	-1.1
WSFM	6.3	6.2	0.1	6.6	6.5	0.1	6.7	6.1	0.6	7.2	6.6	0.6	5.1	5.3	-0.2	4.5	5.6	-1.1	7.6	7.1	0.5
ABC702	11.2	10.5	0.7	12.4	12.4	0.0	10.1	8.7	1.4	10.3	9.5	0.8	11.5	10.7	0.8	11.0	10.8	0.2	10.8	10.5	0.3
2RN	2.7	2.0	0.7	3.3	3.0	0.3	2.7	1.7	1.0	1.7	1.0	0.7	2.3	1.6	0.7	4.0	2.2	1.8	2.6	1.9	0.7
NEWSR	2.0	1.9	0.1	2.5	2.3	0.2	1.7	1.4	0.3	1.2	1.4	-0.2	2.1	1.8	0.3	2.9	2.7	0.2	3.1	2.7	0.4
2JJJ	5.6	6.0	-0.4	4.1	4.2	-0.1	6.2	6.5	-0.3	6.8	8.1	-1.3	6.6	6.6	0.0	4.5	4.9	-0.4	4.7	4.9	-0.2
ABCFM	2.7	3.1	-0.4	2.5	2.6	-0.1	2.9	3.6	-0.7	2.5	3.4	-0.9	3.0	3.1	-0.1	2.8	2.4	0.4	3.9	4.1	-0.2

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

* Please note: Classic Rock 95.3 commenced broadcasting on March 12 replacing vega 95.3. All listening for Survey #2 reflects listening to vega from Jan 31 to Mar 11 and Classic Rock from Mar 12 to Mar 20. LAST (#1) survey results reflect listening to vega only.

Melbourne Radio - Survey #2 2010



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	3.7	2.8	0.9	2.0	1.3	0.7	2.3	1.1	1.2	4.5	3.0	1.5	4.8	4.0	0.8	3.1	2.5	0.6	3.1	1.9	1.2
3AW	14.6	14.1	0.5	1.9	2.0	-0.1	0.6	1.3	-0.7	4.3	4.2	0.1	10.0	12.2	-2.2	30.2	27.4	2.8	18.4	17.3	1.1
MAGIC	3.8	4.3	-0.5	0.1	*	0.1	0.6	1.0	-0.4	0.3	0.1	0.2	1.1	1.7	-0.6	9.3	10.6	-1.3	4.2	4.9	-0.7
3MP	2.2	2.4	-0.2	0.1	0.1	0.0	0.3	0.3	0.0	0.4	0.2	0.2	1.8	1.1	0.7	4.5	5.8	-1.3	2.7	2.5	0.2
FOXF	13.6	13.2	0.4	40.1	47.9	-7.8	29.7	31.8	-2.1	17.4	17.3	0.1	13.6	11.8	1.8	2.5	1.4	1.1	12.5	11.1	1.4
GOLD	8.0	9.0	-1.0	5.8	5.8	0.0	6.3	6.7	-0.4	7.3	7.4	-0.1	14.4	14.8	-0.4	4.9	7.0	-2.1	8.5	9.5	-1.0
MIX101.1	5.0	5.1	-0.1	9.9	11.5	-1.6	10.7	7.3	3.4	8.2	9.0	-0.8	5.0	5.4	-0.4	0.6	0.7	-0.1	3.9	4.7	-0.8
3MMM	5.4	5.5	-0.1	6.1	4.3	1.8	6.1	5.2	0.9	11.1	10.2	0.9	6.2	7.8	-1.6	0.8	0.9	-0.1	3.9	4.1	-0.2
NOVA 100	8.3	7.3	1.0	15.5	12.9	2.6	26.2	25.4	0.8	14.4	13.5	0.9	4.5	3.5	1.0	0.9	0.2	0.7	5.8	5.0	0.8
Classic Rock*	3.4	3.7	-0.3	6.3	2.2	4.1	2.2	3.1	-0.9	2.9	3.7	-0.8	6.5	7.0	-0.5	1.4	1.7	-0.3	3.4	4.6	-1.2
ABC774	12.5	12.2	0.3	1.3	4.5	-3.2	0.5	0.6	-0.1	4.3	3.8	0.5	14.0	14.4	-0.4	21.8	20.5	1.3	15.2	14.5	0.7
3RN	2.7	3.0	-0.3	0.4	0.4	0.0	0.3	0.2	0.1	1.9	1.8	0.1	3.0	3.0	0.0	4.0	4.9	-0.9	2.9	3.8	-0.9
NEWSR	1.7	1.8	-0.1	0.9	0.7	0.2	0.7	0.5	0.2	2.1	2.2	-0.1	1.9	2.0	-0.1	1.8	2.0	-0.2	1.6	1.7	-0.1
3JJJ	4.3	4.2	0.1	4.7	1.2	3.5	10.0	11.5	-1.5	10.9	10.6	0.3	1.3	1.7	-0.4	0.4	0.1	0.3	2.7	2.3	0.4
ABCFM	2.8	2.9	-0.1	0.2	0.1	0.1	0.2	0.7	-0.5	1.1	1.9	-0.8	2.5	1.4	1.1	5.3	5.7	-0.4	3.1	3.0	0.1

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	4.0	3.1	0.9	3.9	3.2	0.7	4.0	3.2	0.8	3.3	2.8	0.5	4.6	3.3	1.3	4.3	2.7	1.6	2.9	1.9	1.0
3AW	14.5	14.1	0.4	17.6	19.0	-1.4	16.2	14.0	2.2	11.0	9.9	1.1	10.7	10.7	0.0	16.5	16.6	-0.1	14.8	14.3	0.5
MAGIC	3.4	3.9	-0.5	3.3	3.8	-0.5	3.9	4.6	-0.7	4.0	4.1	-0.1	2.6	2.6	0.0	2.9	4.2	-1.3	5.0	5.7	-0.7
3MP	2.0	2.4	-0.4	1.8	2.0	-0.2	2.3	2.8	-0.5	2.3	2.7	-0.4	1.8	1.9	-0.1	1.7	2.2	-0.5	2.8	2.7	0.1
FOXF	14.1	13.7	0.4	12.7	11.5	1.2	11.2	11.2	0.0	13.9	13.9	0.0	21.7	21.0	0.7	11.6	12.2	-0.6	11.7	11.3	0.4
GOLD	7.9	8.9	-1.0	6.3	7.4	-1.1	8.8	9.8	-1.0	10.0	10.6	-0.6	7.6	8.6	-1.0	6.0	7.7	-1.7	8.3	9.1	-0.8
MIX101.1	5.0	5.0	0.0	4.4	3.7	0.7	3.7	4.3	-0.6	5.3	5.3	0.0	5.8	6.1	-0.3	7.7	7.5	0.2	5.1	5.4	-0.3
3MMM	5.7	5.9	-0.2	5.5	5.8	-0.3	6.2	6.0	0.2	7.7	7.6	0.1	4.6	5.2	-0.6	2.6	3.4	-0.8	4.3	4.0	0.3
NOVA 100	8.7	7.5	1.2	9.1	7.4	1.7	8.0	7.8	0.2	10.0	9.0	1.0	7.9	6.5	1.4	6.9	5.1	1.8	6.9	6.4	0.5
Classic Rock*	3.5	3.7	-0.2	2.8	2.6	0.2	3.9	4.1	-0.2	4.5	4.5	0.0	3.1	4.0	-0.9	2.6	3.2	-0.6	3.1	3.8	-0.7
ABC774	12.7	12.3	0.4	16.3	16.2	0.1	14.0	13.6	0.4	9.6	8.8	0.8	9.7	10.0	-0.3	11.4	11.2	0.2	11.6	11.9	-0.3
3RN	2.6	2.8	-0.2	3.4	3.6	-0.2	2.7	2.3	0.4	1.6	2.0	-0.4	2.6	3.0	-0.4	2.5	3.2	-0.7	2.8	3.7	-0.9
NEWSR	1.7	1.7	0.0	1.9	2.0	-0.1	1.1	1.2	-0.1	1.2	1.2	0.0	1.5	1.7	-0.2	3.8	3.7	0.1	2.0	2.1	-0.1
3JJJ	4.2	4.5	-0.3	3.4	2.8	0.6	3.6	4.8	-1.2	4.6	5.9	-1.3	5.7	5.6	0.1	4.6	3.3	1.3	4.6	3.2	1.4
ABCFM	2.7	2.7	0.0	2.2	2.6	-0.4	2.9	2.6	0.3	2.6	2.7	-0.1	3.0	2.7	0.3	3.4	3.3	0.1	3.3	3.6	-0.3

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

* Please note: Classic Rock 91.5 commenced broadcasting on March 12 replacing vega 91.5. All listening for Survey #2 reflects listening to vega from Jan 31 to Mar 11 and Classic Rock from Mar 12 to Mar 20. LAST (#1) survey results reflect listening to vega only.

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Brisbane Radio - Survey #2 2010



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	6.9	7.2	-0.3	0.6	0.5	0.1	*	*	0.0	1.6	1.1	0.5	5.3	5.4	-0.1	16.4	17.5	-1.1	7.8	9.7	-1.9
4BH	6.6	5.9	0.7	0.6	3.2	-2.6	0.5	0.1	0.4	0.6	0.5	0.1	4.7	5.7	-1.0	16.4	13.4	3.0	8.3	8.0	0.3
4KQ	6.9	6.9	0.0	0.8	0.7	0.1	1.1	0.4	0.7	1.6	1.7	-0.1	10.4	9.2	1.2	12.2	13.4	-1.2	7.4	8.1	-0.7
B105	13.0	12.8	0.2	34.4	32.1	2.3	20.9	20.0	0.9	18.0	19.3	-1.3	11.9	10.4	1.5	2.0	2.3	-0.3	10.8	10.3	0.5
97.3FM	10.8	10.6	0.2	8.8	11.1	-2.3	9.4	7.4	2.0	16.8	14.5	2.3	15.6	18.6	-3.0	3.4	3.2	0.2	11.0	11.4	-0.4
4MMM	11.8	11.4	0.4	6.7	8.6	-1.9	8.9	14.0	-5.1	19.9	18.5	1.4	17.4	15.7	1.7	3.2	2.3	0.9	11.8	9.2	2.6
NOVA106.9	12.5	12.2	0.3	33.8	29.8	4.0	30.6	33.4	-2.8	17.8	16.7	1.1	7.3	6.0	1.3	0.5	0.7	-0.2	9.4	8.6	0.8
ABC612	10.1	9.9	0.2	2.5	1.7	0.8	0.8	0.8	0.0	4.3	4.0	0.3	8.7	8.3	0.4	20.8	21.0	-0.2	11.5	11.1	0.4
4RN	2.2	1.9	0.3	*	*	0.0	0.1	*	0.1	1.0	0.7	0.3	2.1	1.7	0.4	4.5	4.1	0.4	3.3	3.2	0.1
NEWSR	1.5	1.6	-0.1	*	*	0.0	0.3	0.4	-0.1	0.9	0.7	0.2	0.3	0.7	-0.4	3.7	3.8	-0.1	1.6	2.0	-0.4
4JJJ	6.4	7.7	-1.3	2.7	3.2	-0.5	18.4	14.9	3.5	10.4	15.7	-5.3	5.0	6.3	-1.3	0.8	0.4	0.4	4.4	5.3	-0.9
ABCFM	2.2	2.5	-0.3	0.7	0.0	0.7	0.4	1.1	-0.7	0.5	0.4	0.1	1.0	1.2	-0.2	5.4	6.0	-0.6	3.0	3.7	-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	7.2	7.4	-0.2	7.0	6.7	0.3	7.2	7.2	0.0	7.5	7.3	0.2	7.1	8.4	-1.3	7.5	8.9	-1.4	5.8	6.4	-0.6
4BH	6.2	5.6	0.6	5.4	5.3	0.1	8.0	6.2	1.8	6.8	5.5	1.3	4.7	4.8	-0.1	5.5	7.0	-1.5	7.9	7.1	0.8
4KQ	6.5	6.6	-0.1	7.8	8.8	-1.0	8.0	7.4	0.6	5.4	5.2	0.2	4.5	4.4	0.1	5.1	5.2	-0.1	8.5	8.0	0.5
B105	13.5	13.4	0.1	12.8	12.9	-0.1	12.0	13.0	-1.0	13.6	13.2	0.4	18.3	17.7	0.6	11.2	9.2	2.0	11.1	10.7	0.4
97.3FM	11.2	10.6	0.6	9.7	9.3	0.4	11.1	11.2	-0.1	12.3	10.8	1.5	12.3	11.3	1.0	11.2	12.1	-0.9	9.6	10.5	-0.9
4MMM	12.2	11.8	0.4	10.6	10.9	-0.3	14.9	13.4	1.5	15.6	14.5	1.1	8.5	8.9	-0.4	8.0	7.8	0.2	10.1	9.8	0.3
NOVA106.9	12.7	12.5	0.2	12.2	12.2	0.0	12.6	12.0	0.6	12.8	13.5	-0.7	12.9	12.9	0.0	14.0	10.8	3.2	11.7	11.3	0.4
ABC612	9.9	9.7	0.2	12.6	12.9	-0.3	8.3	8.5	-0.2	7.3	7.5	-0.2	9.0	8.3	0.7	13.3	10.7	2.6	10.6	10.6	0.0
4RN	2.2	1.9	0.3	3.4	2.9	0.5	1.7	1.4	0.3	0.9	0.9	0.0	2.7	1.7	1.0	2.1	3.2	-1.1	2.2	1.9	0.3
NEWSR	1.4	1.5	-0.1	2.3	2.7	-0.4	0.8	0.8	0.0	0.8	0.7	0.1	0.8	0.8	0.0	2.7	3.2	-0.5	1.9	2.0	-0.1
4JJJ	6.2	7.8	-1.6	5.3	5.2	0.1	5.5	7.4	-1.9	6.5	9.8	-3.3	8.1	9.5	-1.4	7.1	8.9	-1.8	7.1	7.2	-0.1
ABCFM	1.9	2.3	-0.4	1.8	2.2	-0.4	1.9	2.5	-0.6	1.7	2.0	-0.3	2.2	2.8	-0.6	2.7	2.7	0.0	2.9	2.8	0.1

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

Adelaide Radio - Survey #2 2010



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	14.0	14.3	-0.3	1.1	2.5	-1.4	1.5	0.2	1.3	5.7	5.1	0.6	9.6	10.5	-0.9	25.9	27.6	-1.7	13.9	15.0	-1.1
CRUISE1323	7.4	7.2	0.2	1.8	0.7	1.1	0.6	0.8	-0.2	0.6	1.2	-0.6	8.1	7.5	0.6	13.0	13.1	-0.1	8.3	8.0	0.3
MIX102.3	12.0	11.5	0.5	10.0	6.5	3.5	7.5	6.7	0.8	10.3	9.9	0.4	18.9	17.7	1.2	9.9	10.3	-0.4	13.6	13.1	0.5
5MMM	10.0	9.4	0.6	13.5	7.9	5.6	9.9	8.9	1.0	11.7	12.0	-0.3	18.4	17.4	1.0	3.4	2.8	0.6	9.3	8.5	0.8
NOVA91.9	10.3	10.6	-0.3	24.4	29.0	-4.6	26.6	19.8	6.8	19.9	21.9	-2.0	9.3	8.2	1.1	0.2	0.4	-0.2	8.2	8.6	-0.4
SAFM	12.0	12.7	-0.7	32.7	39.5	-6.8	24.7	26.7	-2.0	19.6	18.3	1.3	13.3	13.9	-0.6	1.4	1.3	0.1	11.4	11.6	-0.2
ABC891	11.6	11.1	0.5	3.2	1.8	1.4	0.4	3.6	-3.2	5.1	4.4	0.7	6.8	6.4	0.4	21.7	21.6	0.1	12.8	12.2	0.6
5RN	2.6	2.9	-0.3	0.1	0.1	0.0	0.4	0.4	0.0	0.9	0.5	0.4	1.6	2.9	-1.3	4.9	5.4	-0.5	3.6	4.1	-0.5
NEWSR	1.5	1.6	-0.1	0.6	1.2	-0.6	0.7	0.6	0.1	1.0	0.7	0.3	1.1	1.3	-0.2	2.3	2.8	-0.5	1.2	1.9	-0.7
5JJJ	4.7	6.6	-1.9	5.9	7.5	-1.6	10.7	19.7	-9.0	10.5	13.9	-3.4	4.4	4.7	-0.3	0.2	0.1	0.1	3.3	4.8	-1.5
ABCFM	4.0	3.4	0.6	0.5	0.2	0.3	0.4	0.5	-0.1	1.2	1.3	-0.1	0.9	1.5	-0.6	8.7	7.1	1.6	5.5	4.0	1.5

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	+/-
5AA	14.3	14.4	-0.1	17.6	18.8	-1.2	13.6	14.2	-0.6	8.8	8.7	0.1	14.5	13.7	0.8	20.1	19.3	0.8	13.3	13.9	-0.6
CRUISE1323	6.8	6.7	0.1	5.3	5.1	0.2	7.7	8.1	-0.4	7.6	7.3	0.3	6.7	6.8	-0.1	7.1	6.2	0.9	9.5	8.7	0.8
MIX102.3	11.7	11.6	0.1	10.9	10.7	0.2	12.4	12.5	-0.1	13.7	13.4	0.3	11.2	10.9	0.3	8.1	8.1	0.0	13.0	11.5	1.5
5MMM	10.5	9.6	0.9	9.3	7.8	1.5	11.0	10.9	0.1	12.8	11.9	0.9	9.0	9.3	-0.3	8.7	6.3	2.4	8.4	8.6	-0.2
NOVA91.9	10.7	10.8	-0.1	11.2	11.7	-0.5	9.4	9.6	-0.2	11.2	11.5	-0.3	10.9	10.8	0.1	11.0	9.4	1.6	8.9	9.7	-0.8
SAFM	12.4	13.1	-0.7	11.6	12.6	-1.0	10.0	10.9	-0.9	13.0	13.6	-0.6	18.1	17.2	0.9	9.4	12.1	-2.7	10.5	11.2	-0.7
ABC891	11.3	10.9	0.4	13.7	13.4	0.3	12.9	11.6	1.3	8.4	8.3	0.1	8.5	8.0	0.5	13.3	13.7	-0.4	12.3	12.0	0.3
5RN	2.5	2.7	-0.2	3.5	4.1	-0.6	2.1	2.4	-0.3	1.7	1.9	-0.2	2.6	2.5	0.1	2.1	2.5	-0.4	2.9	3.4	-0.5
NEWSR	1.4	1.5	-0.1	1.7	2.3	-0.6	0.6	1.0	-0.4	1.0	1.0	0.0	1.0	1.3	-0.3	3.7	2.4	1.3	1.9	2.0	-0.1
5JJJ	4.9	7.2	-2.3	4.4	4.8	-0.4	4.6	6.3	-1.7	6.0	8.8	-2.8	5.4	9.3	-3.9	3.3	8.3	-5.0	3.9	4.6	-0.7
ABCFM	3.7	3.1	0.6	3.3	2.9	0.4	4.3	3.7	0.6	3.4	3.0	0.4	3.7	3.0	0.7	4.4	3.0	1.4	4.9	4.3	0.6

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

Perth Radio - Survey #2 2010



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	5.4	5.9	-0.5	0.9	0.8	0.1	2.1	1.0	1.1	1.4	1.8	-0.4	8.5	11.2	-2.7	8.1	7.5	0.6	5.5	6.4	-0.9
6PR	7.9	7.8	0.1	1.1	1.1	0.0	0.4	0.3	0.1	2.9	2.7	0.2	7.5	8.6	-1.1	15.8	14.8	1.0	7.9	8.2	-0.3
MIX 94.5	15.8	16.0	-0.2	14.9	19.1	-4.2	8.9	10.6	-1.7	18.3	16.1	2.2	26.5	23.5	3.0	8.7	11.6	-2.9	19.7	17.2	2.5
92.9	12.5	12.4	0.1	45.6	43.7	1.9	28.1	25.0	3.1	14.9	15.9	-1.0	8.8	10.1	-1.3	0.8	0.9	-0.1	8.1	9.7	-1.6
96FM	11.1	9.6	1.5	5.3	5.9	-0.6	11.8	12.7	-0.9	14.5	14.2	0.3	15.6	11.9	3.7	6.3	4.4	1.9	9.3	7.8	1.5
NOVA93.7	9.7	8.8	0.9	23.8	20.6	3.2	14.5	18.9	-4.4	18.5	13.9	4.6	7.5	6.8	0.7	0.5	0.7	-0.2	9.7	8.6	1.1
ABC720	11.3	11.8	-0.5	0.6	0.7	-0.1	1.5	3.2	-1.7	4.4	4.9	-0.5	8.6	8.6	0.0	24.0	24.4	-0.4	13.5	14.4	-0.9
6RN	2.7	2.6	0.1	*	*	0.0	1.0	*	1.0	0.7	0.8	-0.1	2.5	2.8	-0.3	5.3	5.2	0.1	4.2	4.3	-0.1
NEWSR	1.6	1.4	0.2	0.5	0.2	0.3	0.1	0.1	0.0	1.4	1.4	0.0	2.0	1.5	0.5	2.1	1.9	0.2	1.3	1.5	-0.2
6JJJ	8.3	9.5	-1.2	3.8	4.6	-0.8	26.9	24.3	2.6	15.8	18.9	-3.1	3.8	5.6	-1.8	0.6	1.5	-0.9	4.6	6.8	-2.2
ABCFM	3.2	3.2	0.0	*	0.1	-0.1	1.3	0.1	1.2	2.0	2.6	-0.6	1.6	1.2	0.4	6.5	6.8	-0.3	3.3	3.4	-0.1

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdn			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdn			Saturday & Sunday 5.30am-12.00Mdn		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6IX	5.4	5.5	-0.1	4.9	5.5	-0.6	6.1	5.7	0.4	6.0	5.7	0.3	4.6	5.1	-0.5	4.1	4.6	-0.5	5.8	7.3	-1.5
6PR	8.1	7.8	0.3	7.7	8.4	-0.7	8.8	8.0	0.8	8.2	6.8	1.4	7.3	6.8	0.5	9.1	11.0	-1.9	7.2	7.7	-0.5
MIX 94.5	15.9	16.5	-0.6	15.4	16.0	-0.6	16.7	16.8	-0.1	18.0	18.9	-0.9	14.4	15.5	-1.1	10.8	11.5	-0.7	15.4	14.3	1.1
92.9	12.6	12.4	0.2	11.5	10.9	0.6	9.9	10.7	-0.8	11.7	12.1	-0.4	19.5	17.6	1.9	12.7	12.5	0.2	12.1	12.3	-0.2
96FM	11.7	10.2	1.5	9.7	9.2	0.5	13.3	11.0	2.3	14.1	11.4	2.7	10.1	9.3	0.8	9.5	9.6	-0.1	9.1	7.7	1.4
NOVA93.7	10.1	9.1	1.0	10.6	8.4	2.2	9.6	9.0	0.6	10.5	10.8	-0.3	9.4	8.5	0.9	10.0	6.7	3.3	8.1	7.8	0.3
ABC720	11.3	11.7	-0.4	15.7	17.4	-1.7	10.4	10.3	0.1	7.7	7.6	0.1	9.1	9.1	0.0	14.8	14.5	0.3	11.2	12.3	-1.1
6RN	2.5	2.5	0.0	3.6	3.2	0.4	1.7	2.0	-0.3	1.4	1.8	-0.4	2.0	2.1	-0.1	5.0	4.9	0.1	3.4	2.8	0.6
NEWSR	1.4	1.3	0.1	2.0	2.0	0.0	0.6	0.8	-0.2	0.8	0.6	0.2	1.3	1.3	0.0	3.5	2.3	1.2	2.2	1.7	0.5
6JJJ	8.6	10.0	-1.4	7.3	7.7	-0.4	9.0	10.9	-1.9	9.6	11.6	-2.0	9.6	11.9	-2.3	6.3	6.4	-0.1	7.3	7.9	-0.6
ABCFM	2.9	2.9	0.0	2.7	2.5	0.2	3.1	3.0	0.1	2.5	2.7	-0.2	3.6	3.3	0.3	3.8	4.0	-0.2	4.0	4.1	-0.1

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

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