

Sydney Radio - Survey #2 2011



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CH	4.9	5.5	-0.6	3.4	0.3	3.1	0.1	4.2	-4.1	1.2	0.3	0.9	0.8	1.2	-0.4	8.8	8.7	0.1	13.0	15.2	-2.2
2GB	15.6	15.1	0.5	1.9	0.7	1.2	1.9	5.0	-3.1	10.5	8.9	1.6	10.8	8.8	2.0	21.1	22.8	-1.7	32.3	31.1	1.2
2UE	6.0	6.0	0.0	2.2	0.8	1.4	0.3	0.7	-0.4	1.9	1.4	0.5	6.1	3.9	2.2	7.9	10.6	-2.7	12.3	13.5	-1.2
2DAY	10.3	10.4	-0.1	29.1	33.6	-4.5	24.4	17.7	6.7	15.6	18.2	-2.6	9.8	9.4	0.4	1.8	2.0	-0.2	0.2	0.1	0.1
MIX106.5	5.4	5.2	0.2	4.7	6.3	-1.6	7.0	6.1	0.9	8.1	7.8	0.3	8.7	8.0	0.7	2.3	2.9	-0.6	0.4	0.5	-0.1
2MMM	3.8	4.7	-0.9	4.8	3.6	1.2	4.9	7.4	-2.5	7.1	10.0	-2.9	5.3	4.8	0.5	0.7	2.1	-1.4	0.1	0.1	0.0
NOVA96.9	6.9	6.3	0.6	18.4	17.1	1.3	21.2	14.1	7.1	12.8	11.2	1.6	3.1	5.3	-2.2	0.4	1.0	-0.6	0.1	0.1	0.0
Classic Rock 95.3	2.6	3.0	-0.4	1.5	1.2	0.3	3.4	3.6	-0.2	3.0	3.3	-0.3	4.3	6.9	-2.6	2.8	1.4	1.4	0.1	*	0.1
WSFM	7.1	6.9	0.2	6.1	4.5	1.6	3.5	4.6	-1.1	5.5	6.2	-0.7	11.9	11.4	0.5	10.3	9.1	1.2	2.6	2.9	-0.3
ABC702	10.8	10.6	0.2	3.7	3.5	0.2	1.1	2.5	-1.4	3.9	5.5	-1.6	12.6	11.1	1.5	20.0	14.4	5.6	15.8	17.8	-2.0
2RN	2.4	2.3	0.1	0.4	*	0.4	0.2	0.6	-0.4	0.4	0.7	-0.3	2.9	3.3	-0.4	3.9	3.7	0.2	4.2	3.1	1.1
NEWSR	1.9	2.4	-0.5	0.1	0.4	-0.3	1.1	1.6	-0.5	2.5	1.8	0.7	1.6	2.3	-0.7	1.7	3.5	-1.8	2.7	3.2	-0.5
2JJJ	5.5	4.6	0.9	3.5	2.3	1.2	10.0	9.4	0.6	12.4	9.0	3.4	5.7	6.0	-0.3	1.1	0.3	0.8	*	*	0.0
ABCFM	3.3	3.4	-0.1	0.4	1.3	-0.9	2.1	2.6	-0.5	0.8	1.9	-1.1	2.4	2.3	0.1	4.7	5.4	-0.7	7.3	5.5	1.8

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	4.5	5.1	-0.6	3.9	3.7	0.2	5.3	6.5	-1.2	5.5	6.3	-0.8	3.9	4.4	-0.5	3.7	4.5	-0.8	6.0	6.8	-0.8
2GB	16.5	16.2	0.3	18.3	18.8	-0.5	19.3	18.6	0.7	14.8	13.3	1.5	11.2	10.5	0.7	17.6	18.7	-1.1	12.6	11.5	1.1
2UE	5.1	5.0	0.1	5.4	5.3	0.1	5.2	5.0	0.2	4.5	4.4	0.1	4.6	5.0	-0.4	5.9	5.8	0.1	8.9	9.3	-0.4
2DAY	10.9	10.9	0.0	11.7	11.3	0.4	9.4	9.8	-0.4	11.1	11.7	-0.6	12.5	12.4	0.1	8.3	8.2	0.1	8.5	8.7	-0.2
MIX106.5	5.6	5.4	0.2	5.0	4.6	0.4	5.6	5.5	0.1	6.3	6.0	0.3	5.4	5.1	0.3	5.9	6.0	-0.1	4.8	4.8	0.0
2MMM	3.9	4.9	-1.0	3.7	4.1	-0.4	3.0	4.5	-1.5	4.0	6.0	-2.0	4.8	5.5	-0.7	4.9	5.1	-0.2	3.4	4.1	-0.7
NOVA96.9	7.0	6.4	0.6	6.5	6.0	0.5	6.4	5.9	0.5	8.1	6.7	1.4	7.8	7.3	0.5	6.5	6.8	-0.3	6.3	6.0	0.3
Classic Rock 95.3	2.5	2.8	-0.3	2.1	2.2	-0.1	2.3	2.6	-0.3	2.9	3.2	-0.3	2.9	3.8	-0.9	2.8	3.1	-0.3	2.9	3.7	-0.8
WSFM	7.0	7.2	-0.2	7.0	6.9	0.1	6.6	7.6	-1.0	7.2	7.8	-0.6	7.2	7.3	-0.1	6.6	5.6	1.0	7.4	6.2	1.2
ABC702	11.2	10.7	0.5	13.0	13.6	-0.6	9.2	9.1	0.1	9.6	8.9	0.7	13.1	11.4	1.7	9.6	8.8	0.8	9.8	10.1	-0.3
2RN	2.2	2.2	0.0	3.3	3.2	0.1	1.7	1.7	0.0	1.4	1.5	-0.1	2.0	2.0	0.0	2.0	2.2	-0.2	2.8	2.5	0.3
NEWSR	1.7	2.2	-0.5	2.3	3.1	-0.8	1.5	1.6	-0.1	1.0	1.5	-0.5	1.4	1.9	-0.5	2.5	3.1	-0.6	2.6	3.0	-0.4
2JJJ	5.8	4.7	1.1	4.3	3.0	1.3	6.2	4.4	1.8	7.8	6.0	1.8	6.4	6.8	-0.4	4.4	4.2	0.2	4.6	4.1	0.5
ABCFM	3.1	3.1	0.0	2.6	3.2	-0.6	3.8	3.2	0.6	3.3	2.6	0.7	3.4	3.3	0.1	2.2	3.6	-1.4	4.0	4.3	-0.3

Survey Period: Sun Jan 30 - Sat Mar 19, 2011

Melbourne Radio - Survey #2 2011



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	4.6	3.9	0.7	1.9	2.6	-0.7	2.6	1.4	1.2	5.9	4.7	1.2	6.7	6.6	0.1	2.2	2.3	-0.1	4.0	2.3	1.7
3AW	17.3	15.0	2.3	5.9	4.6	1.3	0.4	0.2	0.2	6.3	5.0	1.3	15.7	12.1	3.6	25.4	25.0	0.4	35.9	32.7	3.2
MAGIC	5.6	6.2	-0.6	0.1	0.2	-0.1	0.3	0.3	0.0	0.2	0.8	-0.6	1.1	1.7	-0.6	11.5	12.0	-0.5	16.5	18.1	-1.6
MTR 1377	2.0	2.1	-0.1	*	0.5	-0.5	0.1	0.1	0.0	1.7	1.1	0.6	1.3	0.9	0.4	4.6	4.1	0.5	2.8	4.4	-1.6
FOXFM	12.4	12.4	0.0	40.8	39.3	1.5	24.9	30.9	-6.0	16.9	17.0	-0.1	12.4	10.1	2.3	3.7	2.6	1.1	0.4	0.4	0.0
GOLD	6.4	6.3	0.1	2.3	2.3	0.0	4.8	7.0	-2.2	5.4	4.7	0.7	10.4	9.9	0.5	10.6	10.2	0.4	2.0	2.2	-0.2
MIX101.1	5.1	5.6	-0.5	10.5	15.1	-4.6	8.9	8.3	0.6	6.3	6.5	-0.2	7.0	7.4	-0.4	2.4	2.6	-0.2	0.4	0.8	-0.4
3MMM	5.1	5.4	-0.3	5.1	3.0	2.1	10.0	9.5	0.5	8.1	8.0	0.1	6.8	8.7	-1.9	1.3	1.1	0.2	0.3	0.3	0.0
NOVA 100	6.5	6.6	-0.1	19.0	15.3	3.7	13.4	11.0	2.4	13.7	14.0	-0.3	3.1	4.9	-1.8	1.1	0.2	0.9	0.1	0.1	0.0
Classic Rock 91.5	2.9	3.0	-0.1	1.2	1.6	-0.4	1.1	1.2	-0.1	3.9	3.3	0.6	5.2	6.0	-0.8	3.2	3.5	-0.3	*	0.1	-0.1
ABC774	11.1	11.3	-0.2	2.0	4.3	-2.3	2.3	3.6	-1.3	4.4	4.9	-0.5	12.1	11.7	0.4	15.7	16.8	-1.1	20.5	19.7	0.8
3RN	2.6	2.5	0.1	*	*	0.0	1.5	0.6	0.9	1.5	0.9	0.6	2.6	3.3	-0.7	4.7	4.9	-0.2	3.3	3.3	0.0
NEWSR	1.9	1.8	0.1	0.2	*	0.2	1.0	0.6	0.4	2.5	2.7	-0.2	2.3	2.4	-0.1	1.7	1.6	0.1	1.6	1.1	0.5
3JJJ	5.1	6.7	-1.6	3.8	5.2	-1.4	17.3	17.5	-0.2	10.5	17.2	-6.7	3.1	2.2	0.9	0.4	0.3	0.1	*	*	0.0
ABCFM	2.4	2.9	-0.5	0.8	*	0.8	0.5	0.4	0.1	0.8	1.3	-0.5	1.6	1.7	-0.1	3.7	4.2	-0.5	5.2	7.3	-2.1

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	+/-
SEN	4.7	4.0	0.7	4.5	4.6	-0.1	5.0	4.1	0.9	4.5	3.6	0.9	4.3	4.0	0.3	5.0	3.1	1.9	4.3	3.5	0.8
3AW	17.3	15.2	2.1	21.0	20.0	1.0	19.9	17.1	2.8	13.3	10.9	2.4	13.2	11.6	1.6	17.5	15.1	2.4	17.4	14.4	3.0
MAGIC	5.1	5.7	-0.6	4.3	5.1	-0.8	6.2	6.9	-0.7	6.2	6.5	-0.3	3.8	4.7	-0.9	5.0	4.9	0.1	7.3	7.9	-0.6
MTR 1377	2.3	2.2	0.1	2.3	2.6	-0.3	2.1	2.0	0.1	2.8	2.2	0.6	1.9	1.4	0.5	2.1	3.2	-1.1	1.2	1.4	-0.2
FOXFM	12.8	12.6	0.2	12.5	10.9	1.6	9.9	11.5	-1.6	12.9	14.1	-1.2	17.1	15.1	2.0	12.6	11.9	0.7	10.8	11.6	-0.8
GOLD	6.3	6.3	0.0	4.8	5.4	-0.6	6.9	6.9	0.0	8.0	7.7	0.3	6.2	5.5	0.7	5.2	5.3	-0.1	6.8	6.6	0.2
MIX101.1	4.9	5.3	-0.4	3.5	4.0	-0.5	4.1	4.4	-0.3	5.5	5.5	0.0	5.5	6.7	-1.2	7.9	8.3	-0.4	5.9	6.7	-0.8
3MMM	5.5	5.9	-0.4	5.9	5.9	0.0	5.6	6.1	-0.5	6.4	7.1	-0.7	4.8	5.1	-0.3	2.9	3.8	-0.9	3.6	3.6	0.0
NOVA 100	6.6	6.9	-0.3	7.0	7.0	0.0	5.1	6.2	-1.1	7.0	7.2	-0.2	8.0	8.0	0.0	5.8	5.6	0.2	6.2	5.6	0.6
Classic Rock 91.5	2.8	3.0	-0.2	1.6	1.7	-0.1	3.0	3.1	-0.1	3.4	3.9	-0.5	3.4	3.2	0.2	3.6	3.9	-0.3	3.0	3.1	-0.1
ABC774	11.3	11.2	0.1	13.7	13.8	-0.1	11.9	11.6	0.3	8.5	8.7	-0.2	9.6	9.9	-0.3	12.2	11.5	0.7	10.7	11.6	-0.9
3RN	2.5	2.5	0.0	3.8	3.6	0.2	2.0	2.0	0.0	1.4	1.3	0.1	2.8	2.8	0.0	2.4	2.5	-0.1	2.7	2.7	0.0
NEWSR	1.8	1.7	0.1	2.4	2.3	0.1	1.5	1.5	0.0	1.3	1.3	0.0	1.5	1.7	-0.2	1.9	2.1	-0.2	2.2	1.9	0.3
3JJJ	5.5	7.2	-1.7	3.9	4.6	-0.7	6.0	6.5	-0.5	7.2	9.8	-2.6	6.3	9.0	-2.7	3.8	6.3	-2.5	3.8	5.2	-1.4
ABCFM	2.1	2.7	-0.6	2.3	2.6	-0.3	2.0	2.3	-0.3	1.7	2.2	-0.5	2.3	3.2	-0.9	2.8	4.3	-1.5	3.1	3.6	-0.5

Survey Period: Sun Jan 30 - Sat Mar 19, 2011

Brisbane Radio - Survey #2 2011



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	8.1	7.0	1.1	1.3	0.2	1.1	1.0	0.9	0.1	2.3	1.1	1.2	5.3	4.7	0.6	11.0	10.5	0.5	23.6	21.1	2.5
4BH	7.0	7.4	-0.4	0.2	1.3	-1.1	0.4	0.5	-0.1	1.2	0.6	0.6	5.2	4.6	0.6	12.1	16.4	-4.3	19.3	19.0	0.3
4KQ	6.1	7.9	-1.8	3.0	4.1	-1.1	2.2	1.5	0.7	2.7	2.1	0.6	7.3	10.3	-3.0	12.7	20.1	-7.4	7.2	7.6	-0.4
B105	11.8	12.1	-0.3	38.1	35.8	2.3	25.8	20.5	5.3	12.6	17.4	-4.8	11.3	10.9	0.4	2.0	2.5	-0.5	0.9	0.9	0.0
97.3FM	10.6	10.9	-0.3	12.4	18.1	-5.7	11.2	6.3	4.9	13.4	12.7	0.7	15.9	17.4	-1.5	7.3	9.4	-2.1	1.6	0.7	0.9
4MMM	10.4	9.6	0.8	7.6	7.2	0.4	12.8	10.6	2.2	14.2	15.0	-0.8	18.3	15.3	3.0	3.4	3.1	0.3	0.5	0.4	0.1
NOVA106.9	11.7	11.6	0.1	22.3	15.3	7.0	23.2	25.6	-2.4	22.2	22.1	0.1	8.2	9.3	-1.1	0.7	1.2	-0.5	0.2	0.1	0.1
ABC612	11.4	10.8	0.6	3.0	4.0	-1.0	0.6	0.6	0.0	3.9	4.0	-0.1	5.8	8.0	-2.2	25.7	16.8	8.9	26.7	26.9	-0.2
4RN	2.3	1.7	0.6	0.5	0.5	0.0	0.4	0.1	0.3	0.4	0.6	-0.2	3.3	0.9	2.4	5.1	3.4	1.7	3.2	4.3	-1.1
NEWSR	1.6	1.2	0.4	0.5	0.4	0.1	0.6	0.5	0.1	1.0	0.8	0.2	2.3	1.1	1.2	2.2	1.3	0.9	1.9	2.2	-0.3
4JJJ	7.1	7.0	0.1	4.4	2.9	1.5	14.2	23.4	-9.2	17.0	14.2	2.8	3.8	3.6	0.2	1.2	0.7	0.5	*	*	0.0
ABCFM	2.4	2.6	-0.2	1.4	0.3	1.1	0.7	0.3	0.4	2.3	1.2	1.1	1.1	2.4	-1.3	3.6	2.8	0.8	4.6	6.7	-2.1

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	+/-
4BC	8.5	7.2	1.3	8.5	7.5	1.0	9.7	7.9	1.8	8.2	6.6	1.6	7.6	6.2	1.4	8.6	8.5	0.1	6.6	6.1	0.5
4BH	6.3	6.8	-0.5	6.4	7.1	-0.7	7.1	8.0	-0.9	6.8	6.6	0.2	5.3	5.0	0.3	4.4	6.5	-2.1	9.3	9.5	-0.2
4KQ	5.9	7.8	-1.9	6.6	8.6	-2.0	6.2	8.3	-2.1	5.7	7.7	-2.0	4.6	6.2	-1.6	5.6	6.1	-0.5	6.9	8.4	-1.5
B105	11.9	12.2	-0.3	11.3	11.7	-0.4	8.8	9.2	-0.4	11.6	11.7	-0.1	16.2	18.6	-2.4	14.4	12.1	2.3	11.4	11.5	-0.1
97.3FM	10.3	11.3	-1.0	9.1	10.5	-1.4	10.7	11.0	-0.3	11.6	13.0	-1.4	10.6	10.8	-0.2	9.6	9.8	-0.2	11.6	9.9	1.7
4MMM	11.3	10.2	1.1	10.7	9.4	1.3	13.5	11.4	2.1	13.1	12.1	1.0	8.9	8.2	0.7	6.3	7.8	-1.5	7.5	7.6	-0.1
NOVA106.9	12.3	12.1	0.2	11.0	11.9	-0.9	12.5	12.3	0.2	13.6	12.6	1.0	12.5	11.9	0.6	11.7	10.5	1.2	9.7	9.8	-0.1
ABC612	11.3	10.4	0.9	14.7	12.5	2.2	10.0	10.0	0.0	8.8	8.2	0.6	10.0	8.4	1.6	12.3	14.9	-2.6	11.7	12.4	-0.7
4RN	2.3	1.7	0.6	3.2	2.4	0.8	1.5	1.1	0.4	1.4	0.9	0.5	2.6	1.9	0.7	3.6	2.5	1.1	2.4	1.9	0.5
NEWSR	1.5	1.1	0.4	2.3	1.5	0.8	0.9	0.6	0.3	0.9	0.6	0.3	0.8	1.3	-0.5	3.1	2.7	0.4	2.0	1.2	0.8
4JJJ	7.3	7.1	0.2	6.0	6.4	-0.4	8.4	7.5	0.9	7.9	7.8	0.1	8.0	7.4	0.6	6.6	6.0	0.6	6.3	6.4	-0.1
ABCFM	2.2	2.5	-0.3	2.1	2.6	-0.5	2.1	2.8	-0.7	1.5	1.8	-0.3	2.9	3.1	-0.2	3.5	2.9	0.6	3.2	2.8	0.4

Survey Period: Sun Feb 20 - Sat Mar 19, 2011

Note: 'LAST' figures are Survey 8, 2010 -
Survey 1, 2011 was cancelled due to extreme weather conditions.

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Adelaide Radio - Survey #2 2011



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	13.4	12.5	0.9	3.7	3.3	0.4	0.9	0.7	0.2	3.8	3.8	0.0	11.1	8.1	3.0	17.0	16.3	0.7	32.3	33.8	-1.5
CRUISE1323	6.3	6.5	-0.2	2.3	1.2	1.1	0.4	0.4	0.0	0.6	1.5	-0.9	7.7	5.0	2.7	12.5	15.2	-2.7	10.3	11.9	-1.6
MIX102.3	14.7	15.6	-0.9	10.6	11.7	-1.1	10.0	10.9	-0.9	14.6	14.5	0.1	24.2	27.0	-2.8	17.7	19.2	-1.5	5.4	5.3	0.1
5MMM	8.5	8.8	-0.3	15.2	12.9	2.3	6.5	3.2	3.3	12.3	12.9	-0.6	14.0	14.8	-0.8	3.9	4.7	-0.8	0.9	1.6	-0.7
NOVA91.9	10.6	10.4	0.2	25.7	23.4	2.3	27.6	28.5	-0.9	20.2	18.0	2.2	5.8	5.6	0.2	1.6	1.3	0.3	0.1	0.1	0.0
SAFM	13.9	13.4	0.5	28.3	33.3	-5.0	27.1	29.3	-2.2	21.3	16.4	4.9	14.2	13.0	1.2	5.0	5.5	-0.5	1.9	1.7	0.2
ABC891	10.8	10.1	0.7	*	0.6	-0.6	1.5	1.5	0.0	2.2	3.0	-0.8	9.0	8.5	0.5	16.1	17.0	-0.9	25.2	22.7	2.5
5RN	2.8	2.6	0.2	0.1	0.1	0.0	1.1	0.2	0.9	1.9	1.0	0.9	1.9	3.4	-1.5	4.9	4.4	0.5	4.9	4.1	0.8
NEWSR	2.1	1.6	0.5	*	*	0.0	0.6	0.6	0.0	1.8	1.2	0.6	2.0	1.7	0.3	2.8	2.7	0.1	3.3	2.1	1.2
5JJJ	4.9	6.7	-1.8	5.5	7.2	-1.7	11.2	12.0	-0.8	10.9	15.6	-4.7	3.4	4.6	-1.2	1.2	1.3	-0.1	0.1	0.1	0.0
ABCFM	3.3	3.1	0.2	1.3	0.5	0.8	2.7	2.3	0.4	0.9	0.5	0.4	1.3	1.4	-0.1	7.8	5.1	2.7	5.5	7.7	-2.2

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	13.8	12.7	1.1	16.5	15.8	0.7	15.2	12.4	2.8	8.3	7.4	0.9	14.8	13.1	1.7	15.8	17.8	-2.0	12.2	11.6	0.6
CRUISE1323	5.8	6.0	-0.2	4.8	6.0	-1.2	5.9	6.9	-1.0	7.2	6.4	0.8	5.1	4.6	0.5	6.2	5.4	0.8	8.1	8.0	0.1
MIX102.3	14.8	15.9	-1.1	13.0	14.9	-1.9	16.9	17.2	-0.3	18.0	18.7	-0.7	12.8	14.6	-1.8	10.5	11.2	-0.7	14.2	14.6	-0.4
5MMM	9.1	9.3	-0.2	8.4	8.3	0.1	10.2	10.2	0.0	11.2	12.0	-0.8	8.3	7.8	0.5	5.1	5.1	0.0	6.5	7.2	-0.7
NOVA91.9	10.9	10.8	0.1	9.3	9.2	0.1	10.9	11.5	-0.6	11.7	12.3	-0.6	11.8	10.9	0.9	12.4	9.2	3.2	9.5	9.0	0.5
SAFM	14.0	13.3	0.7	11.8	11.7	0.1	12.6	12.6	0.0	16.4	13.3	3.1	16.9	16.3	0.6	12.2	14.2	-2.0	13.7	14.0	-0.3
ABC891	10.8	10.1	0.7	16.4	14.8	1.6	9.6	8.7	0.9	7.0	7.5	-0.5	7.2	7.4	-0.2	13.7	11.0	2.7	10.6	10.3	0.3
5RN	2.8	2.6	0.2	3.9	3.7	0.2	2.3	2.4	-0.1	1.9	1.6	0.3	2.9	2.5	0.4	3.4	2.3	1.1	2.8	2.7	0.1
NEWSR	2.0	1.5	0.5	3.0	2.1	0.9	1.7	1.1	0.6	1.4	0.8	0.6	1.7	1.4	0.3	2.3	2.6	-0.3	2.4	1.9	0.5
5JJJ	5.3	7.3	-2.0	4.1	5.1	-1.0	5.0	7.3	-2.3	6.4	8.9	-2.5	6.0	9.2	-3.2	5.2	6.5	-1.3	3.8	4.7	-0.9
ABCFM	3.0	2.8	0.2	3.1	2.8	0.3	2.9	2.8	0.1	2.6	2.4	0.2	3.5	2.8	0.7	3.4	3.6	-0.2	4.1	4.1	0.0

Survey Period: Sun Jan 30 - Sat Mar 19, 2011

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Perth Radio - Survey #2 2011



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6IX	5.3	5.8	-0.5	0.4	0.3	0.1	0.6	*	0.6	1.7	3.8	-2.1	8.6	8.4	0.2	10.8	14.5	-3.7	4.8	3.2	1.6
6PR	9.1	8.5	0.6	0.7	1.1	-0.4	0.6	1.3	-0.7	3.7	2.7	1.0	10.3	8.5	1.8	11.3	10.4	0.9	20.7	21.8	-1.1
MIX 94.5	14.1	15.2	-1.1	9.6	17.4	-7.8	9.5	12.6	-3.1	11.8	13.1	-1.3	24.1	24.9	-0.8	17.3	18.6	-1.3	4.3	2.1	2.2
92.9	11.6	12.2	-0.6	37.0	42.0	-5.0	22.1	21.9	0.2	16.3	16.5	-0.2	9.2	9.5	-0.3	2.8	3.0	-0.2	0.8	0.2	0.6
96FM	10.0	9.5	0.5	7.3	7.5	-0.2	14.6	12.5	2.1	14.8	14.6	0.2	13.6	13.4	0.2	6.1	4.0	2.1	0.5	0.8	-0.3
NOVA93.7	10.5	9.3	1.2	31.2	18.2	13.0	20.1	21.6	-1.5	16.7	15.1	1.6	7.4	7.2	0.2	2.4	1.4	1.0	0.3	0.3	0.0
ABC720	11.9	12.3	-0.4	1.8	0.7	1.1	0.4	0.3	0.1	4.9	3.9	1.0	10.8	10.7	0.1	16.1	17.9	-1.8	29.3	32.8	-3.5
6RN	1.9	2.0	-0.1	0.3	*	0.3	*	*	0.0	1.2	2.2	-1.0	1.8	1.9	-0.1	2.5	2.5	0.0	4.5	3.3	1.2
NEWSR	1.3	1.1	0.2	*	0.1	-0.1	0.7	0.6	0.1	1.4	1.6	-0.2	1.1	0.8	0.3	2.0	1.3	0.7	1.9	1.4	0.5
6JJJ	8.8	9.4	-0.6	4.7	9.3	-4.6	26.1	22.8	3.3	19.7	18.7	1.0	3.5	5.2	-1.7	1.7	3.3	-1.6	0.1	*	0.1
ABCFM	2.9	2.8	0.1	0.2	0.7	-0.5	0.5	0.3	0.2	1.5	2.1	-0.6	1.3	0.5	0.8	4.4	3.9	0.5	8.0	8.4	-0.4

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	+/-
6IX	4.7	5.6	-0.9	4.6	6.1	-1.5	4.9	5.9	-1.0	5.2	6.2	-1.0	4.1	4.3	-0.2	4.4	4.1	0.3	7.0	6.3	0.7
6PR	9.4	8.8	0.6	10.3	9.7	0.6	10.0	9.4	0.6	8.0	8.2	-0.2	8.3	7.3	1.0	10.4	8.8	1.6	8.5	7.6	0.9
MIX 94.5	14.3	15.2	-0.9	14.4	15.3	-0.9	14.7	14.9	-0.2	15.1	15.7	-0.6	14.5	15.9	-1.4	10.6	12.8	-2.2	13.2	15.1	-1.9
92.9	11.9	12.0	-0.1	10.3	10.1	0.2	9.6	9.7	-0.1	12.2	11.9	0.3	15.4	16.0	-0.6	15.4	16.9	-1.5	10.8	12.6	-1.8
96FM	10.6	9.8	0.8	8.8	8.8	0.0	13.5	12.2	1.3	13.7	11.6	2.1	8.8	7.9	0.9	3.7	5.6	-1.9	8.1	8.3	-0.2
NOVA93.7	10.7	9.7	1.0	11.4	9.6	1.8	9.3	9.1	0.2	11.1	10.3	0.8	11.2	9.5	1.7	9.5	9.9	-0.4	9.9	8.2	1.7
ABC720	11.9	12.0	-0.1	16.3	16.8	-0.5	10.4	11.0	-0.6	8.1	7.9	0.2	9.7	10.3	-0.6	15.7	14.5	1.2	11.9	13.4	-1.5
6RN	1.9	1.9	0.0	2.3	2.1	0.2	1.5	1.3	0.2	1.5	1.9	-0.4	2.0	2.0	0.0	3.3	2.2	1.1	2.0	2.4	-0.4
NEWSR	1.2	1.0	0.2	1.5	1.3	0.2	0.6	0.4	0.2	0.8	0.7	0.1	0.9	0.6	0.3	3.6	3.3	0.3	1.7	1.4	0.3
6JJJ	8.9	9.8	-0.9	7.1	7.2	-0.1	9.7	11.2	-1.5	10.2	11.8	-1.6	10.0	10.1	-0.1	7.3	7.7	-0.4	8.3	8.2	0.1
ABCFM	2.7	2.7	0.0	3.1	3.1	0.0	2.7	2.4	0.3	1.9	2.1	-0.2	2.9	3.1	-0.2	3.1	3.1	0.0	3.5	3.3	0.2

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