

# Sydney Radio - Survey #3 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	5.5	5.5	0.0	*	1.1	-1.1	0.1	0.1	0.0	0.6	0.3	0.3	2.2	2.7	-0.5	12.7	12.5	0.2	7.6	7.6	0.0
2GB	15.6	14.6	1.0	6.8	1.2	5.6	1.7	2.4	-0.7	5.4	4.9	0.5	14.8	12.5	2.3	26.8	27.0	-0.2	16.1	15.0	1.1
2UE	6.5	7.3	-0.8	0.2	0.1	0.1	2.1	1.1	1.0	2.0	2.6	-0.6	5.6	5.2	0.4	11.9	14.1	-2.2	7.2	8.1	-0.9
2DAY	10.2	10.3	-0.1	29.1	28.6	0.5	27.6	21.5	6.1	17.1	17.8	-0.7	7.2	8.8	-1.6	1.0	1.1	-0.1	7.7	7.1	0.6
MIX106.5	4.3	5.0	-0.7	3.5	2.7	0.8	5.7	6.4	-0.7	7.3	8.5	-1.2	5.5	6.9	-1.4	1.4	1.6	-0.2	3.8	5.2	-1.4
2MMM	3.7	3.2	0.5	8.4	4.9	3.5	5.9	3.7	2.2	7.2	6.8	0.4	3.9	3.4	0.5	0.2	0.6	-0.4	3.4	2.6	0.8
NOVA96.9	7.0	7.5	-0.5	15.7	16.9	-1.2	15.6	18.0	-2.4	14.2	15.6	-1.4	4.8	4.5	0.3	0.8	0.4	0.4	5.3	5.4	-0.1
vega 95.3	4.3	4.7	-0.4	2.8	2.1	0.7	3.6	4.4	-0.8	5.6	6.9	-1.3	7.2	8.1	-0.9	1.9	1.7	0.2	4.4	4.9	-0.5
WSFM	6.5	6.5	0.0	5.7	3.8	1.9	4.6	8.1	-3.5	5.1	4.5	0.6	11.4	11.8	-0.4	4.8	4.3	0.5	6.9	6.3	0.6
ABC702	11.1	11.3	-0.2	1.6	2.8	-1.2	1.3	3.4	-2.1	6.4	5.6	0.8	11.9	14.4	-2.5	17.2	16.0	1.2	11.2	14.0	-2.8
2RN	2.6	2.4	0.2	0.1	0.2	-0.1	0.5	0.5	0.0	2.1	1.2	0.9	3.1	2.5	0.6	3.5	3.8	-0.3	3.7	3.6	0.1
NEWSR	1.9	1.8	0.1	0.2	0.1	0.1	0.8	0.5	0.3	2.7	2.1	0.6	2.3	2.0	0.3	1.6	2.0	-0.4	2.0	2.1	-0.1
2JJJ	4.0	3.2	0.8	4.0	3.5	0.5	12.1	8.9	3.2	7.5	5.8	1.7	4.1	2.9	1.2	0.1	0.3	-0.2	3.6	3.1	0.5
ABCFM	4.5	3.3	1.2	1.3	1.9	-0.6	0.7	0.6	0.1	3.5	1.3	2.2	2.3	1.2	1.1	7.8	6.6	1.2	5.9	3.9	2.0

## 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	5.2	5.1	0.1	4.6	4.3	0.3	7.0	6.6	0.4	5.7	5.9	-0.2	3.7	3.5	0.2	5.0	5.8	-0.8	6.5	6.9	-0.4
2GB	15.7	15.1	0.6	17.7	17.3	0.4	19.1	17.5	1.6	13.6	13.5	0.1	10.6	11.0	-0.4	15.7	13.3	2.4	15.0	13.1	1.9
2UE	6.2	7.0	-0.8	6.6	6.8	-0.2	5.3	8.0	-2.7	6.0	6.3	-0.3	5.5	6.5	-1.0	7.8	8.3	-0.5	7.6	8.0	-0.4
2DAY	10.8	10.7	0.1	10.7	11.4	-0.7	9.0	7.7	1.3	10.2	9.6	0.6	15.3	15.0	0.3	9.0	9.5	-0.5	8.1	9.2	-1.1
MIX106.5	4.2	5.0	-0.8	3.4	3.8	-0.4	3.9	5.3	-1.4	4.7	6.1	-1.4	4.6	4.9	-0.3	5.6	6.5	-0.9	4.4	4.8	-0.4
2MMM	3.8	3.2	0.6	2.4	2.8	-0.4	3.7	2.9	0.8	4.6	3.2	1.4	4.9	3.7	1.2	4.3	4.3	0.0	3.4	3.3	0.1
NOVA96.9	7.4	7.8	-0.4	8.2	8.1	0.1	6.5	6.4	0.1	7.1	8.0	-0.9	8.3	9.4	-1.1	6.2	7.2	-1.0	5.7	6.4	-0.7
vega 95.3	4.4	4.7	-0.3	3.3	3.5	-0.2	4.8	5.1	-0.3	6.0	6.3	-0.3	5.0	5.5	-0.5	2.9	2.9	0.0	3.7	4.9	-1.2
WSFM	6.5	6.6	-0.1	6.3	6.6	-0.3	7.5	7.7	-0.2	7.7	6.9	0.8	5.2	5.7	-0.5	4.6	4.8	-0.2	6.6	6.1	0.5
ABC702	11.4	11.3	0.1	13.7	13.4	0.3	9.0	8.5	0.5	9.9	10.0	-0.1	11.4	11.9	-0.5	12.2	12.1	0.1	10.4	11.2	-0.8
2RN	2.6	2.4	0.2	3.4	2.9	0.5	1.7	2.0	-0.3	2.0	1.9	0.1	2.6	2.4	0.2	3.8	3.0	0.8	2.6	2.2	0.4
NEWSR	1.8	1.6	0.2	2.2	2.2	0.0	1.0	1.1	-0.1	1.0	0.8	0.2	1.7	1.5	0.2	3.6	2.7	0.9	2.3	2.3	0.0
2JJJ	4.1	3.2	0.9	2.7	2.2	0.5	4.5	3.0	1.5	5.3	4.2	1.1	5.0	4.0	1.0	3.9	3.1	0.8	3.8	3.2	0.6
ABCFM	4.1	3.0	1.1	3.7	2.6	1.1	4.4	3.3	1.1	3.7	3.0	0.7	4.2	3.3	0.9	5.5	3.4	2.1	5.6	3.9	1.7

Survey Period: Sun February 15 - Sat March 21 and Sun March 29 - Sat May 2, 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 #3 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	3.5	2.7	0.8	1.5	2.0	-0.5	1.2	0.8	0.4	5.4	3.8	1.6	5.4	4.1	1.3	1.9	1.6	0.3	3.6	2.4	1.2
3AW	13.3	13.8	-0.5	3.5	0.8	2.7	2.0	3.1	-1.1	4.4	4.8	-0.4	9.0	10.4	-1.4	27.0	26.7	0.3	14.5	13.9	0.6
MAGIC	4.8	4.9	-0.1	0.2	*	0.2	2.1	1.7	0.4	0.7	0.6	0.1	2.2	2.8	-0.6	11.0	10.7	0.3	5.4	5.1	0.3
3MP	3.0	2.7	0.3	*	*	0.0	0.4	0.4	0.0	0.5	0.8	-0.3	2.3	2.0	0.3	6.4	5.3	1.1	3.6	3.2	0.4
FOXFM	14.9	12.8	2.1	47.7	39.6	8.1	26.6	23.6	3.0	24.5	21.2	3.3	13.1	11.8	1.3	0.8	1.0	-0.2	11.7	11.3	0.4
GOLD	7.0	6.4	0.6	3.5	4.0	-0.5	7.7	6.6	1.1	5.6	6.0	-0.4	11.1	9.4	1.7	5.6	4.7	0.9	7.3	6.4	0.9
MIX101.1	4.8	4.7	0.1	6.7	10.6	-3.9	8.4	8.8	-0.4	7.6	6.7	0.9	5.9	5.6	0.3	0.8	0.9	-0.1	4.1	3.8	0.3
3MMM	4.9	4.6	0.3	3.6	4.3	-0.7	6.6	6.3	0.3	6.7	8.2	-1.5	9.0	6.7	2.3	0.5	0.5	0.0	4.5	3.8	0.7
NOVA 100	7.5	7.7	-0.2	16.1	23.1	-7.0	14.7	15.2	-0.5	14.0	13.8	0.2	6.6	6.3	0.3	0.3	0.4	-0.1	6.1	6.2	-0.1
vega 91.5	3.8	3.5	0.3	3.9	4.8	-0.9	2.0	4.0	-2.0	5.7	5.0	0.7	6.3	5.0	1.3	1.3	1.1	0.2	4.6	3.2	1.4
ABC774	13.0	16.3	-3.3	1.2	2.0	-0.8	1.5	1.7	-0.2	6.6	8.7	-2.1	12.4	17.8	-5.4	22.8	25.9	-3.1	14.7	19.9	-5.2
3RN	2.1	2.6	-0.5	0.4	*	0.4	0.2	0.6	-0.4	0.5	0.7	-0.2	2.2	3.1	-0.9	3.8	4.3	-0.5	3.0	3.8	-0.8
NEWSR	2.0	1.8	0.2	1.0	0.4	0.6	1.8	2.4	-0.6	1.7	2.1	-0.4	2.9	1.6	1.3	1.7	1.9	-0.2	1.9	1.7	0.2
3JJJ	4.0	4.5	-0.5	1.2	1.3	-0.1	14.1	17.1	-3.0	9.4	9.7	-0.3	1.8	2.5	-0.7	0.1	0.1	0.0	2.8	3.1	-0.3
ABCFM	4.3	3.3	1.0	0.9	0.6	0.3	4.2	2.0	2.2	1.0	0.7	0.3	3.8	3.6	0.2	7.6	5.4	2.2	5.4	3.6	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	+/-
SEN	3.5	3.0	0.5	4.0	3.5	0.5	3.3	2.7	0.6	2.3	2.2	0.1	4.7	3.9	0.8	3.6	2.2	1.4	3.6	2.1	1.5
3AW	13.5	13.7	-0.2	17.3	17.6	-0.3	14.3	15.1	-0.8	9.5	9.7	-0.2	11.8	11.8	0.0	13.7	12.4	1.3	12.5	13.9	-1.4
MAGIC	4.6	4.8	-0.2	3.1	3.9	-0.8	5.8	6.0	-0.2	6.1	5.4	0.7	3.9	3.8	0.1	3.9	4.8	-0.9	5.7	5.3	0.4
3MP	2.8	2.5	0.3	2.2	2.1	0.1	3.6	2.9	0.7	3.7	2.9	0.8	2.3	2.1	0.2	2.1	2.3	-0.2	3.5	3.3	0.2
FOXFM	15.5	13.4	2.1	14.2	12.8	1.4	13.0	10.1	2.9	16.1	13.1	3.0	22.0	21.1	0.9	11.7	9.5	2.2	12.8	10.7	2.1
GOLD	7.1	6.4	0.7	6.5	5.5	1.0	7.3	6.7	0.6	8.4	7.6	0.8	7.0	6.2	0.8	5.4	5.6	-0.2	6.9	6.3	0.6
MIX101.1	4.7	4.8	-0.1	3.7	3.8	-0.1	4.2	4.5	-0.3	4.9	5.0	-0.1	5.0	4.7	0.3	8.2	7.9	0.3	5.0	4.5	0.5
3MMM	4.8	4.9	-0.1	4.2	4.9	-0.7	5.2	5.3	-0.1	6.3	6.0	0.3	3.7	3.8	-0.1	4.4	2.8	1.6	5.0	3.9	1.1
NOVA 100	7.9	7.9	0.0	8.7	9.0	-0.3	7.1	6.8	0.3	8.0	7.9	0.1	7.5	7.7	-0.2	7.8	7.1	0.7	6.0	7.0	-1.0
vega 91.5	4.0	3.6	0.4	3.4	2.5	0.9	4.7	4.7	0.0	5.4	5.1	0.3	3.2	3.2	0.0	2.1	1.7	0.4	3.4	3.0	0.4
ABC774	13.0	15.5	-2.5	16.4	16.8	-0.4	13.0	15.5	-2.5	9.6	13.6	-4.0	10.2	13.1	-2.9	16.2	20.8	-4.6	13.0	18.7	-5.7
3RN	2.1	2.6	-0.5	2.8	3.4	-0.6	1.6	2.3	-0.7	1.1	1.5	-0.4	2.3	2.6	-0.3	2.7	3.4	-0.7	2.2	2.4	-0.2
NEWSR	1.8	1.7	0.1	2.4	2.6	-0.2	1.2	1.1	0.1	1.7	1.4	0.3	1.6	1.1	0.5	2.4	2.5	-0.1	2.3	2.1	0.2
3JJJ	4.2	4.8	-0.6	3.2	3.7	-0.5	4.5	5.1	-0.6	5.0	6.0	-1.0	4.5	4.8	-0.3	3.8	4.9	-1.1	3.5	3.6	-0.1
ABCFM	4.0	3.0	1.0	3.0	2.3	0.7	4.6	3.3	1.3	4.3	3.2	1.1	4.0	3.0	1.0	5.4	4.2	1.2	5.4	4.0	1.4

Survey Period: Sun February 15 - Sat March 21 and Sun March 29 - Sat May 2, 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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## 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	7.4	8.5	-1.1	0.7	1.5	-0.8	0.4	*	0.4	1.3	2.5	-1.2	7.3	6.5	0.8	16.9	19.9	-3.0	8.0	10.1	-2.1
4BH	7.2	7.2	0.0	1.0	0.3	0.7	0.2	4.1	-3.9	2.3	1.6	0.7	6.6	7.9	-1.3	15.9	14.0	1.9	8.5	7.9	0.6
4KQ	7.5	7.7	-0.2	1.8	2.2	-0.4	0.6	1.0	-0.4	2.3	1.8	0.5	11.3	12.0	-0.7	12.5	12.6	-0.1	7.7	7.2	0.5
B105	12.4	11.7	0.7	36.0	40.2	-4.2	25.2	20.8	4.4	15.0	13.9	1.1	10.5	9.4	1.1	1.9	2.0	-0.1	10.5	9.4	1.1
97.3FM	10.0	9.5	0.5	14.4	11.3	3.1	7.6	5.6	2.0	12.8	12.2	0.6	14.3	14.6	-0.3	3.9	3.6	0.3	10.5	10.6	-0.1
4MMM	9.1	9.8	-0.7	13.1	13.1	0.0	5.0	8.0	-3.0	14.0	17.1	-3.1	14.6	12.0	2.6	0.8	1.5	-0.7	7.4	9.0	-1.6
NOVA106.9	13.9	14.3	-0.4	19.9	16.3	3.6	35.1	36.7	-1.6	23.7	24.9	-1.2	8.7	9.4	-0.7	0.5	1.1	-0.6	11.6	11.8	-0.2
ABC612	10.8	10.4	0.4	2.1	2.6	-0.5	0.4	0.5	-0.1	4.1	3.7	0.4	7.7	8.9	-1.2	25.0	22.8	2.2	13.3	12.9	0.4
4RN	2.3	2.1	0.2	0.4	0.7	-0.3	0.1	*	0.1	1.9	1.6	0.3	2.7	2.0	0.7	3.5	3.8	-0.3	2.3	2.3	0.0
NEWSR	2.3	2.0	0.3	0.7	1.3	-0.6	0.3	0.3	0.0	1.6	1.7	-0.1	1.6	1.8	-0.2	4.7	3.0	1.7	2.7	1.8	0.9
4JJJ	5.9	5.5	0.4	5.4	1.1	4.3	14.4	16.6	-2.2	11.0	9.7	1.3	3.6	4.0	-0.4	0.2	0.3	-0.1	4.5	3.9	0.6
ABCFM	2.5	2.9	-0.4	0.1	0.1	0.0	0.7	1.0	-0.3	2.4	2.5	-0.1	1.0	1.6	-0.6	5.0	5.7	-0.7	3.4	3.5	-0.1

## 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	7.3	8.6	-1.3	7.7	8.2	-0.5	7.8	10.0	-2.2	7.2	9.5	-2.3	6.1	6.6	-0.5	8.1	8.4	-0.3	7.6	7.9	-0.3
4BH	6.8	6.6	0.2	6.3	6.8	-0.5	7.6	7.2	0.4	7.5	6.6	0.9	5.2	5.0	0.2	7.5	7.4	0.1	8.5	9.2	-0.7
4KQ	7.1	7.2	-0.1	8.1	8.5	-0.4	7.8	7.7	0.1	6.6	6.7	-0.1	5.7	5.9	-0.2	5.3	4.5	0.8	8.7	9.5	-0.8
B105	12.7	11.7	1.0	12.0	11.8	0.2	9.8	8.1	1.7	11.7	10.0	1.7	19.6	18.3	1.3	12.6	12.7	-0.1	11.2	11.8	-0.6
97.3FM	10.3	9.7	0.6	9.5	9.2	0.3	11.0	10.2	0.8	11.2	10.9	0.3	9.6	8.3	1.3	9.9	9.3	0.6	9.3	8.6	0.7
4MMM	9.5	10.4	-0.9	8.5	9.0	-0.5	10.3	11.6	-1.3	10.9	12.5	-1.6	8.8	9.0	-0.2	8.6	9.5	-0.9	7.9	7.5	0.4
NOVA106.9	14.6	15.0	-0.4	14.9	15.9	-1.0	14.5	15.1	-0.6	15.8	15.8	0.0	13.3	14.6	-1.3	12.9	9.9	3.0	11.3	11.7	-0.4
ABC612	10.7	10.3	0.4	13.1	12.0	1.1	9.6	9.3	0.3	8.6	8.4	0.2	9.4	9.8	-0.4	14.1	13.2	0.9	11.0	11.0	0.0
4RN	2.2	2.0	0.2	2.7	2.5	0.2	1.9	1.4	0.5	1.4	1.3	0.1	2.6	2.4	0.2	3.1	3.6	-0.5	2.5	2.5	0.0
NEWSR	2.3	1.9	0.4	3.1	2.6	0.5	1.5	1.5	0.0	1.5	1.3	0.2	2.0	1.7	0.3	4.1	3.0	1.1	2.5	2.0	0.5
4JJJ	5.8	5.7	0.1	5.1	4.8	0.3	6.2	5.8	0.4	6.0	5.9	0.1	6.7	6.4	0.3	5.5	7.0	-1.5	5.9	4.9	1.0
ABCFM	2.4	2.8	-0.4	2.6	2.5	0.1	2.7	3.0	-0.3	1.9	2.6	-0.7	2.3	3.5	-1.2	2.2	2.6	-0.4	2.9	3.5	-0.6

Survey Period: Sun February 15 - Sat March 21 and Sun March 29 - Sat May 2, 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 #3 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	12.8	13.1	-0.3	2.2	2.3	-0.1	2.3	0.4	1.9	6.1	5.3	0.8	10.6	13.2	-2.6	21.8	21.8	0.0	16.5	16.1	0.4
CRUISE1323	8.4	8.6	-0.2	0.8	*	0.8	1.4	3.7	-2.3	2.1	2.3	-0.2	8.3	9.1	-0.8	14.5	14.0	0.5	9.8	10.5	-0.7
MIX102.3	12.6	10.9	1.7	12.1	17.3	-5.2	10.0	7.4	2.6	12.4	11.4	1.0	19.3	16.0	3.3	8.8	7.3	1.5	13.1	10.5	2.6
5MMM	11.5	11.0	0.5	9.5	7.9	1.6	10.5	13.1	-2.6	17.0	15.4	1.6	18.0	19.3	-1.3	4.8	3.6	1.2	10.7	11.0	-0.3
NOVA91.9	9.5	8.7	0.8	34.5	26.2	8.3	26.8	24.1	2.7	13.7	13.6	0.1	7.8	6.7	1.1	0.7	0.7	0.0	6.7	5.4	1.3
SAFM	11.8	13.1	-1.3	31.4	29.7	1.7	29.2	28.6	0.6	17.5	20.5	-3.0	11.9	13.7	-1.8	1.8	2.5	-0.7	9.1	11.2	-2.1
ABC891	13.4	14.0	-0.6	1.1	3.3	-2.2	2.8	0.6	2.2	3.8	2.7	1.1	8.0	8.8	-0.8	26.5	27.9	-1.4	14.0	15.5	-1.5
5RN	2.3	2.4	-0.1	0.4	0.9	-0.5	*	0.2	-0.2	1.4	1.8	-0.4	1.6	1.6	0.0	3.9	4.0	-0.1	2.9	2.9	0.0
NEWSR	2.8	2.1	0.7	0.1	0.2	-0.1	1.0	0.9	0.1	1.5	1.3	0.2	3.6	2.4	1.2	3.8	3.0	0.8	2.5	2.4	0.1
5JJJ	5.1	5.1	0.0	3.2	3.8	-0.6	8.0	11.1	-3.1	15.7	15.1	0.6	3.5	2.6	0.9	0.3	0.4	-0.1	4.2	3.7	0.5
ABCFM	2.7	3.5	-0.8	*	3.1	-3.1	0.3	0.3	0.0	1.1	1.0	0.1	1.5	1.6	-0.1	5.3	6.9	-1.6	3.1	3.9	-0.8

## 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	12.9	13.3	-0.4	15.1	15.8	-0.7	11.3	13.0	-1.7	8.2	7.7	0.5	14.3	12.4	1.9	19.0	21.7	-2.7	12.4	12.3	0.1
CRUISE1323	8.2	8.2	0.0	6.0	6.2	-0.2	10.2	10.2	0.0	10.6	10.2	0.4	6.6	7.0	-0.4	6.4	6.5	-0.1	9.0	9.8	-0.8
MIX102.3	12.7	10.9	1.8	11.2	10.0	1.2	15.9	13.0	2.9	15.7	13.1	2.6	11.0	9.8	1.2	6.1	5.6	0.5	12.3	10.7	1.6
5MMM	12.1	11.6	0.5	12.4	10.8	1.6	12.2	11.8	0.4	13.1	13.5	-0.4	11.7	11.1	0.6	9.1	9.6	-0.5	9.8	8.9	0.9
NOVA91.9	9.9	9.1	0.8	10.5	9.6	0.9	8.2	7.9	0.3	10.7	9.6	1.1	10.5	9.5	1.0	9.4	8.9	0.5	8.2	7.2	1.0
SAFM	11.9	13.2	-1.3	11.6	13.2	-1.6	9.5	11.0	-1.5	11.2	13.5	-2.3	17.6	17.9	-0.3	10.8	10.0	0.8	11.3	12.7	-1.4
ABC891	13.4	13.9	-0.5	14.8	14.8	0.0	14.9	15.1	-0.2	11.3	12.7	-1.4	9.1	10.7	-1.6	17.8	17.1	0.7	13.4	14.0	-0.6
5RN	2.1	2.3	-0.2	3.6	3.5	0.1	1.4	1.5	-0.1	0.8	1.1	-0.3	2.1	2.4	-0.3	3.3	3.7	-0.4	2.6	2.6	0.0
NEWSR	2.6	1.9	0.7	3.2	2.2	1.0	1.9	1.2	0.7	2.2	1.4	0.8	1.6	1.5	0.1	4.7	4.2	0.5	3.6	3.1	0.5
5JJJ	5.0	5.2	-0.2	4.1	4.1	0.0	4.8	5.1	-0.3	5.6	5.8	-0.2	6.7	7.2	-0.5	4.2	3.5	0.7	5.4	4.9	0.5
ABCFM	2.6	3.3	-0.7	2.3	3.5	-1.2	3.0	3.4	-0.4	2.6	3.0	-0.4	2.7	3.1	-0.4	2.1	2.9	-0.8	3.0	4.4	-1.4

Survey Period: Sun February 15 - Sat March 21 and Sun March 29 - Sat May 2, 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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# Perth Radio - Survey #3 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	5.0	4.8	0.2	0.4	0.7	-0.3	0.7	0.3	0.4	1.4	1.1	0.3	7.6	7.7	-0.1	7.7	8.0	-0.3	6.0	5.3	0.7
6PR	10.4	9.0	1.4	1.4	0.4	1.0	0.7	0.2	0.5	6.5	4.9	1.6	9.5	7.0	2.5	18.9	19.2	-0.3	14.1	12.2	1.9
MIX 94.5	14.7	15.2	-0.5	11.3	11.1	0.2	7.3	13.0	-5.7	15.3	17.4	-2.1	24.4	22.8	1.6	9.6	9.4	0.2	15.7	16.3	-0.6
92.9	14.0	13.0	1.0	51.5	57.1	-5.6	30.9	21.4	9.5	21.1	17.7	3.4	8.6	8.4	0.2	0.6	1.4	-0.8	9.8	10.4	-0.6
96FM	11.0	11.3	-0.3	5.4	7.6	-2.2	15.4	16.3	-0.9	16.4	15.5	0.9	16.7	16.5	0.2	2.4	2.6	-0.2	10.9	9.3	1.6
NOVA93.7	9.4	9.4	0.0	18.7	10.8	7.9	21.3	23.2	-1.9	16.7	15.7	1.0	6.6	7.0	-0.4	0.8	0.2	0.6	7.2	6.6	0.6
ABC720	9.9	10.5	-0.6	3.5	2.8	0.7	0.2	0.3	-0.1	2.5	4.3	-1.8	8.1	10.6	-2.5	20.8	20.8	0.0	9.6	10.8	-1.2
6RN	2.1	1.7	0.4	0.1	*	0.1	0.4	0.1	0.3	0.7	0.6	0.1	2.5	2.1	0.4	3.6	3.3	0.3	3.0	2.5	0.5
NEWSR	1.6	1.2	0.4	0.1	0.2	-0.1	1.6	*	1.6	0.9	1.1	-0.2	1.9	1.7	0.2	2.1	1.7	0.4	1.7	1.6	0.1
6JJJ	5.7	8.5	-2.8	4.8	4.7	0.1	14.4	23.0	-8.6	11.3	16.0	-4.7	4.4	4.8	-0.4	0.2	*	0.2	4.1	4.4	-0.3
ABCFM	3.4	2.7	0.7	0.5	0.1	0.4	1.1	0.5	0.6	2.2	1.9	0.3	1.6	1.6	0.0	7.1	5.5	1.6	4.4	3.7	0.7

## 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	+/-
6IX	4.5	4.5	0.0	4.0	4.4	-0.4	5.0	4.8	0.2	5.5	4.7	0.8	3.6	4.0	-0.4	3.1	4.6	-1.5	6.9	5.5	1.4
6PR	11.1	9.3	1.8	11.0	10.3	0.7	11.9	9.9	2.0	11.0	9.1	1.9	8.4	6.8	1.6	14.3	10.0	4.3	8.3	8.1	0.2
MIX 94.5	15.0	15.6	-0.6	15.4	14.9	0.5	14.1	16.4	-2.3	16.2	17.9	-1.7	14.3	13.7	0.6	14.4	11.7	2.7	13.7	13.6	0.1
92.9	14.4	13.2	1.2	12.2	12.0	0.2	11.9	8.6	3.3	13.7	11.3	2.4	22.4	23.5	-1.1	15.5	16.2	-0.7	12.7	12.6	0.1
96FM	11.1	11.9	-0.8	10.4	10.4	0.0	12.3	13.6	-1.3	13.3	14.4	-1.1	9.6	9.9	-0.3	7.2	7.0	0.2	10.5	9.2	1.3
NOVA93.7	9.6	9.5	0.1	9.5	9.7	-0.2	9.9	9.3	0.6	10.1	9.2	0.9	9.8	9.4	0.4	7.2	10.2	-3.0	8.6	9.3	-0.7
ABC720	10.0	10.3	-0.3	14.3	14.4	-0.1	9.0	9.3	-0.3	6.2	7.1	-0.9	8.2	8.3	-0.1	13.3	14.0	-0.7	9.7	10.9	-1.2
6RN	2.1	1.7	0.4	3.1	2.4	0.7	1.2	1.5	-0.3	1.5	1.2	0.3	2.3	1.5	0.8	2.2	1.7	0.5	2.1	1.8	0.3
NEWSR	1.5	1.2	0.3	1.8	1.4	0.4	1.5	1.1	0.4	0.8	0.8	0.0	1.5	0.9	0.6	2.0	2.1	-0.1	2.0	1.5	0.5
6JJJ	5.7	8.7	-3.0	4.4	6.7	-2.3	6.1	9.8	-3.7	7.1	10.8	-3.7	6.0	8.5	-2.5	4.0	6.0	-2.0	5.5	7.8	-2.3
ABCFM	3.3	2.5	0.8	3.0	2.8	0.2	3.4	2.3	1.1	2.9	1.7	1.2	3.9	3.1	0.8	3.8	4.1	-0.3	3.9	3.2	0.7

Survey Period: Sun February 15 - Sat March 21 and Sun March 29 - Sat May 2, 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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