

Sydney Radio - Survey #3 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	5.7	5.6	0.1	1.5	1.1	0.4	0.2	*	0.2	1.4	1.2	0.2	2.7	2.8	-0.1	12.3	12.2	0.1	5.7	6.9	-1.2
2GB	15.6	14.7	0.9	1.5	1.4	0.1	1.5	1.5	0.0	5.9	5.3	0.6	13.3	13.6	-0.3	28.6	26.3	2.3	18.3	15.6	2.7
2UE	4.9	5.3	-0.4	0.3	0.5	-0.2	0.2	1.2	-1.0	1.2	2.1	-0.9	5.0	5.0	0.0	8.9	9.2	-0.3	5.6	6.6	-1.0
2DAY	10.2	10.3	-0.1	27.2	30.4	-3.2	21.8	20.3	1.5	19.2	18.0	1.2	7.8	8.8	-1.0	1.2	1.2	0.0	9.8	8.6	1.2
MIX106.5	4.7	4.7	0.0	7.3	7.8	-0.5	10.1	10.2	-0.1	8.4	8.3	0.1	4.1	4.6	-0.5	1.3	0.8	0.5	4.0	3.6	0.4
2MMM	5.3	5.3	0.0	10.7	6.5	4.2	5.9	6.7	-0.8	9.9	11.3	-1.4	6.7	6.1	0.6	0.5	0.7	-0.2	4.3	3.7	0.6
NOVA96.9	6.5	6.5	0.0	13.6	11.7	1.9	16.4	15.2	1.2	11.1	12.1	-1.0	6.0	6.0	0.0	0.6	0.8	-0.2	4.8	4.6	0.2
Classic Rock*	3.5	3.2	0.3	3.7	4.0	-0.3	4.8	3.9	0.9	3.3	3.0	0.3	6.4	7.1	-0.7	1.4	0.5	0.9	3.5	3.2	0.3
WSFM	7.0	6.6	0.4	2.7	2.0	0.7	2.1	2.3	-0.2	6.2	4.1	2.1	10.5	9.6	0.9	6.7	7.8	-1.1	7.2	8.8	-1.6
ABC702	11.4	11.1	0.3	2.0	1.7	0.3	0.6	2.4	-1.8	5.8	5.5	0.3	13.2	10.3	2.9	17.5	18.5	-1.0	12.8	13.2	-0.4
2RN	2.5	2.7	-0.2	0.2	0.4	-0.2	0.5	0.4	0.1	0.8	0.6	0.2	2.4	3.0	-0.6	4.5	4.6	-0.1	3.1	3.5	-0.4
NEWSR	2.2	2.3	-0.1	1.0	4.1	-3.1	1.1	1.0	0.1	1.3	1.5	-0.2	3.6	3.3	0.3	2.3	2.1	0.2	2.2	1.8	0.4
2JJJ	4.5	5.4	-0.9	3.1	3.7	-0.6	16.7	14.8	1.9	9.1	11.9	-2.8	2.8	4.0	-1.2	0.4	0.4	0.0	2.9	3.6	-0.7
ABCFM	2.7	3.0	-0.3	0.1	0.1	0.0	1.8	1.7	0.1	0.8	1.2	-0.4	2.1	2.1	0.0	5.0	5.4	-0.4	3.4	4.0	-0.6

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	5.3	-0.1	4.5	4.3	0.2	6.9	6.6	0.3	5.8	6.0	-0.2	3.3	3.7	-0.4	5.8	6.8	-1.0	7.3	6.8	0.5
2GB	16.2	15.5	0.7	18.7	17.2	1.5	18.3	18.5	-0.2	14.1	13.5	0.6	11.4	11.2	0.2	17.0	15.8	1.2	13.7	12.0	1.7
2UE	4.4	4.7	-0.3	4.0	4.9	-0.9	4.3	4.4	-0.1	4.4	5.0	-0.6	4.9	4.2	0.7	5.2	4.7	0.5	6.6	7.6	-1.0
2DAY	10.8	11.0	-0.2	11.5	12.2	-0.7	8.5	8.2	0.3	10.4	10.5	-0.1	13.6	14.2	-0.6	8.9	8.3	0.6	8.5	8.0	0.5
MIX106.5	4.6	4.7	-0.1	3.2	3.3	-0.1	4.7	5.5	-0.8	4.8	5.2	-0.4	4.2	4.6	-0.4	8.1	7.0	1.1	5.2	4.5	0.7
2MMM	5.6	5.5	0.1	4.7	4.5	0.2	5.8	5.8	0.0	6.1	6.0	0.1	5.7	5.7	0.0	6.8	6.7	0.1	4.2	4.6	-0.4
NOVA96.9	6.7	6.7	0.0	7.5	7.6	-0.1	5.7	5.6	0.1	6.9	6.4	0.5	7.2	7.1	0.1	5.5	5.9	-0.4	5.6	6.0	-0.4
Classic Rock*	3.6	3.2	0.4	3.1	2.8	0.3	4.4	3.3	1.1	4.4	4.0	0.4	3.2	3.6	-0.4	2.5	2.2	0.3	3.3	3.2	0.1
WSFM	6.9	6.3	0.6	6.6	6.6	0.0	7.9	6.7	1.2	8.6	7.2	1.4	5.5	5.1	0.4	4.7	4.5	0.2	7.1	7.6	-0.5
ABC702	11.6	11.2	0.4	13.9	12.4	1.5	10.6	10.1	0.5	10.0	10.3	-0.3	12.7	11.5	1.2	9.0	11.0	-2.0	10.6	10.8	-0.2
2RN	2.5	2.7	-0.2	3.1	3.3	-0.2	2.2	2.7	-0.5	1.6	1.7	-0.1	2.5	2.3	0.2	3.8	4.0	-0.2	2.6	2.6	0.0
NEWSR	2.0	2.0	0.0	2.5	2.5	0.0	1.6	1.7	-0.1	1.4	1.2	0.2	1.8	2.1	-0.3	3.1	2.9	0.2	3.0	3.1	-0.1
2JJJ	4.5	5.6	-1.1	3.2	4.1	-0.9	4.5	6.2	-1.7	5.4	6.8	-1.4	6.0	6.6	-0.6	4.3	4.5	-0.2	4.3	4.7	-0.4
ABCFM	2.4	2.7	-0.3	2.4	2.5	-0.1	2.4	2.9	-0.5	1.9	2.5	-0.6	2.9	3.0	-0.1	3.2	2.8	0.4	3.7	3.9	-0.2

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

* Note: **Classic Rock 95.3** commenced broadcasting on **March 12** replacing **vega 95.3**. All listening for **Survey #3** reflects listening to **vega** from **Feb 14 to Mar 11** and **Classic Rock** from **Mar 12 to May 1**. **LAST (#2)** survey results reflect listening to **vega** from **Jan 31 to Mar 11** and **Classic Rock** from **Mar 12 to Mar 20**.

Melbourne Radio - Survey #3 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	4.2	3.7	0.5	1.8	2.0	-0.2	2.7	2.3	0.4	5.3	4.5	0.8	6.2	4.8	1.4	3.0	3.1	-0.1	3.8	3.1	0.7
3AW	15.0	14.6	0.4	1.4	1.9	-0.5	0.9	0.6	0.3	4.9	4.3	0.6	13.3	10.0	3.3	28.2	30.2	-2.0	18.3	18.4	-0.1
MAGIC	4.7	3.8	0.9	0.1	0.1	0.0	0.3	0.6	-0.3	0.4	0.3	0.1	1.3	1.1	0.2	11.5	9.3	2.2	5.0	4.2	0.8
3MP **	2.0	2.2	-0.2	0.5	0.1	0.4	0.3	0.3	0.0	0.4	0.4	0.0	1.9	1.8	0.1	3.8	4.5	-0.7	2.6	2.7	-0.1
FOXFM	13.5	13.6	-0.1	41.1	40.1	1.0	31.7	29.7	2.0	16.9	17.4	-0.5	13.1	13.6	-0.5	2.4	2.5	-0.1	11.5	12.5	-1.0
GOLD	7.1	8.0	-0.9	4.5	5.8	-1.3	7.1	6.3	0.8	6.4	7.3	-0.9	11.9	14.4	-2.5	4.7	4.9	-0.2	7.5	8.5	-1.0
MIX101.1	4.9	5.0	-0.1	10.0	9.9	0.1	8.1	10.7	-2.6	9.2	8.2	1.0	5.4	5.0	0.4	0.4	0.6	-0.2	4.6	3.9	0.7
3MMM	5.2	5.4	-0.2	5.3	6.1	-0.8	9.4	6.1	3.3	9.3	11.1	-1.8	6.5	6.2	0.3	0.5	0.8	-0.3	3.8	3.9	-0.1
NOVA 100	7.5	8.3	-0.8	15.5	15.5	0.0	18.6	26.2	-7.6	15.1	14.4	0.7	4.3	4.5	-0.2	1.0	0.9	0.1	6.4	5.8	0.6
Classic Rock*	3.4	3.4	0.0	6.6	6.3	0.3	2.3	2.2	0.1	3.2	2.9	0.3	5.7	6.5	-0.8	1.7	1.4	0.3	3.5	3.4	0.1
ABC774	12.9	12.5	0.4	1.7	1.3	0.4	0.7	0.5	0.2	4.9	4.3	0.6	11.6	14.0	-2.4	23.8	21.8	2.0	14.8	15.2	-0.4
3RN	2.6	2.7	-0.1	0.8	0.4	0.4	0.4	0.3	0.1	1.7	1.9	-0.2	2.8	3.0	-0.2	3.9	4.0	-0.1	2.3	2.9	-0.6
NEWSR	1.8	1.7	0.1	0.6	0.9	-0.3	1.4	0.7	0.7	1.2	2.1	-0.9	2.2	1.9	0.3	2.1	1.8	0.3	1.9	1.6	0.3
3JJJ	5.1	4.3	0.8	5.4	4.7	0.7	13.1	10.0	3.1	12.9	10.9	2.0	1.8	1.3	0.5	0.6	0.4	0.2	3.6	2.7	0.9
ABCFM	2.7	2.8	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	1.1	1.1	0.0	2.5	2.5	0.0	4.9	5.3	-0.4	3.4	3.1	0.3

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	4.3	4.0	0.3	3.7	3.9	-0.2	4.3	4.0	0.3	3.6	3.3	0.3	5.5	4.6	0.9	5.1	4.3	0.8	4.2	2.9	1.3
3AW	15.0	14.5	0.5	18.5	17.6	0.9	17.1	16.2	0.9	11.2	11.0	0.2	11.0	10.7	0.3	15.8	16.5	-0.7	15.0	14.8	0.2
MAGIC	4.5	3.4	1.1	4.1	3.3	0.8	4.8	3.9	0.9	5.6	4.0	1.6	3.7	2.6	1.1	3.5	2.9	0.6	5.4	5.0	0.4
3MP **	1.8	2.0	-0.2	1.9	1.8	0.1	1.8	2.3	-0.5	1.9	2.3	-0.4	1.9	1.8	0.1	1.4	1.7	-0.3	2.8	2.8	0.0
FOXFM	14.0	14.1	-0.1	12.2	12.7	-0.5	11.4	11.2	0.2	14.4	13.9	0.5	21.3	21.7	-0.4	11.7	11.6	0.1	11.6	11.7	-0.1
GOLD	7.3	7.9	-0.6	6.5	6.3	0.2	8.2	8.8	-0.6	8.9	10.0	-1.1	6.0	7.6	-1.6	5.6	6.0	-0.4	6.6	8.3	-1.7
MIX101.1	5.0	5.0	0.0	4.2	4.4	-0.2	4.5	3.7	0.8	5.6	5.3	0.3	5.3	5.8	-0.5	6.1	7.7	-1.6	4.8	5.1	-0.3
3MMM	5.2	5.7	-0.5	4.8	5.5	-0.7	5.5	6.2	-0.7	6.6	7.7	-1.1	4.3	4.6	-0.3	3.7	2.6	1.1	5.1	4.3	0.8
NOVA 100	8.1	8.7	-0.6	8.7	9.1	-0.4	7.0	8.0	-1.0	8.7	10.0	-1.3	8.3	7.9	0.4	7.3	6.9	0.4	5.5	6.9	-1.4
Classic Rock*	3.5	3.5	0.0	3.0	2.8	0.2	4.1	3.9	0.2	4.6	4.5	0.1	2.9	3.1	-0.2	2.1	2.6	-0.5	2.9	3.1	-0.2
ABC774	12.9	12.7	0.2	15.8	16.3	-0.5	13.6	14.0	-0.4	10.4	9.6	0.8	9.3	9.7	-0.4	15.1	11.4	3.7	12.9	11.6	1.3
3RN	2.5	2.6	-0.1	3.2	3.4	-0.2	2.7	2.7	0.0	1.6	1.6	0.0	2.8	2.6	0.2	2.3	2.5	-0.2	2.8	2.8	0.0
NEWSR	1.6	1.7	-0.1	2.2	1.9	0.3	1.0	1.1	-0.1	1.1	1.2	-0.1	1.6	1.5	0.1	2.7	3.8	-1.1	2.2	2.0	0.2
3JJJ	5.3	4.2	1.1	3.9	3.4	0.5	4.7	3.6	1.1	6.4	4.6	1.8	6.4	5.7	0.7	6.0	4.6	1.4	4.7	4.6	0.1
ABCFM	2.6	2.7	-0.1	2.4	2.2	0.2	3.0	2.9	0.1	2.1	2.6	-0.5	2.7	3.0	-0.3	3.1	3.4	-0.3	3.0	3.3	-0.3

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

* Note: **Classic Rock 91.5** commenced broadcasting on **March 12** replacing **vega 91.5**. All listening for **Survey #3** reflects listening to **vega** from **Feb 14 to Mar 11** and **Classic Rock** from **Mar 12 to May 1**. **LAST (#2)** survey results reflect listening to **vega** from **Jan 31 to Mar 11** and **Classic Rock** from **Mar 12 to Mar 20**.

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** Note: **3MP** ceased broadcasting on **April 18** replaced by **MTR 1377** from **April 19**. All listening for **Survey #3** reflects listening to **3MP** from **Feb 14 to Apr 18** and **MTR** from **Apr 19 to May 1**. **LAST (#2)** survey results reflect listening to **3MP** only.

Brisbane Radio - Survey #3 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	7.5	6.9	0.6	0.6	0.6	0.0	1.6	*	1.6	2.8	1.6	1.2	6.9	5.3	1.6	15.1	16.4	-1.3	6.9	7.8	-0.9
4BH	7.7	6.6	1.1	1.3	0.6	0.7	1.5	0.5	1.0	0.5	0.6	-0.1	4.7	4.7	0.0	19.5	16.4	3.1	8.6	8.3	0.3
4KQ	7.1	6.9	0.2	1.4	0.8	0.6	0.8	1.1	-0.3	1.8	1.6	0.2	10.4	10.4	0.0	12.2	12.2	0.0	8.5	7.4	1.1
B105	12.1	13.0	-0.9	31.1	34.4	-3.3	24.2	20.9	3.3	16.8	18.0	-1.2	9.7	11.9	-2.2	1.8	2.0	-0.2	10.3	10.8	-0.5
97.3FM	11.2	10.8	0.4	13.1	8.8	4.3	7.3	9.4	-2.1	15.3	16.8	-1.5	17.3	15.6	1.7	4.1	3.4	0.7	11.7	11.0	0.7
4MMM	12.3	11.8	0.5	7.5	6.7	0.8	11.3	8.9	2.4	20.6	19.9	0.7	18.7	17.4	1.3	2.1	3.2	-1.1	11.6	11.8	-0.2
NOVA106.9	11.7	12.5	-0.8	27.5	33.8	-6.3	23.2	30.6	-7.4	20.2	17.8	2.4	7.8	7.3	0.5	0.5	0.5	0.0	9.3	9.4	-0.1
ABC612	10.1	10.1	0.0	2.7	2.5	0.2	0.9	0.8	0.1	3.0	4.3	-1.3	7.9	8.7	-0.8	22.3	20.8	1.5	12.9	11.5	1.4
4RN	2.3	2.2	0.1	*	*	0.0	0.1	0.1	0.0	0.9	1.0	-0.1	2.9	2.1	0.8	4.3	4.5	-0.2	3.1	3.3	-0.2
NEWSR	1.5	1.5	0.0	*	*	0.0	*	0.3	-0.3	1.2	0.9	0.3	0.7	0.3	0.4	3.2	3.7	-0.5	1.7	1.6	0.1
4JJJ	6.1	6.4	-0.3	8.3	2.7	5.6	18.2	18.4	-0.2	9.7	10.4	-0.7	3.4	5.0	-1.6	0.5	0.8	-0.3	4.1	4.4	-0.3
ABCFM	2.0	2.2	-0.2	0.9	0.7	0.2	0.3	0.4	-0.1	0.5	0.5	0.0	1.0	1.0	0.0	4.9	5.4	-0.5	2.8	3.0	-0.2

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	+/-
4BC	7.9	7.2	0.7	8.6	7.0	1.6	7.9	7.2	0.7	7.5	7.5	0.0	6.4	7.1	-0.7	8.9	7.5	1.4	6.0	5.8	0.2
4BH	7.3	6.2	1.1	6.2	5.4	0.8	9.5	8.0	1.5	8.4	6.8	1.6	5.6	4.7	0.9	5.2	5.5	-0.3	9.3	7.9	1.4
4KQ	6.4	6.5	-0.1	7.8	7.8	0.0	7.5	8.0	-0.5	5.8	5.4	0.4	4.7	4.5	0.2	3.8	5.1	-1.3	9.3	8.5	0.8
B105	12.6	13.5	-0.9	11.8	12.8	-1.0	10.4	12.0	-1.6	11.6	13.6	-2.0	18.4	18.3	0.1	12.5	11.2	1.3	10.3	11.1	-0.8
97.3FM	11.5	11.2	0.3	9.9	9.7	0.2	11.1	11.1	0.0	13.7	12.3	1.4	11.8	12.3	-0.5	11.4	11.2	0.2	9.9	9.6	0.3
4MMM	13.0	12.2	0.8	10.9	10.6	0.3	16.0	14.9	1.1	16.7	15.6	1.1	8.9	8.5	0.4	8.6	8.0	0.6	10.0	10.1	-0.1
NOVA106.9	11.8	12.7	-0.9	11.4	12.2	-0.8	10.8	12.6	-1.8	11.2	12.8	-1.6	13.5	12.9	0.6	14.9	14.0	0.9	11.5	11.7	-0.2
ABC612	9.8	9.9	-0.1	12.5	12.6	-0.1	8.8	8.3	0.5	7.5	7.3	0.2	8.4	9.0	-0.6	12.7	13.3	-0.6	11.0	10.6	0.4
4RN	2.4	2.2	0.2	3.5	3.4	0.1	1.9	1.7	0.2	1.3	0.9	0.4	3.2	2.7	0.5	1.7	2.1	-0.4	1.9	2.2	-0.3
NEWSR	1.4	1.4	0.0	1.7	2.3	-0.6	1.0	0.8	0.2	0.9	0.8	0.1	1.2	0.8	0.4	3.3	2.7	0.6	2.0	1.9	0.1
4JJJ	6.2	6.2	0.0	5.6	5.3	0.3	5.8	5.5	0.3	6.2	6.5	-0.3	7.4	8.1	-0.7	7.6	7.1	0.5	5.8	7.1	-1.3
ABCFM	1.9	1.9	0.0	1.9	1.8	0.1	1.8	1.9	-0.1	1.4	1.7	-0.3	2.4	2.2	0.2	2.7	2.7	0.0	2.5	2.9	-0.4

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

Adelaide Radio - Survey #3 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	13.9	14.0	-0.1	3.9	1.1	2.8	1.0	1.5	-0.5	4.3	5.7	-1.4	9.0	9.6	-0.6	25.8	25.9	-0.1	16.8	13.9	2.9
CRUISE1323	7.4	7.4	0.0	3.0	1.8	1.2	1.0	0.6	0.4	0.5	0.6	-0.1	9.0	8.1	0.9	12.0	13.0	-1.0	9.9	8.3	1.6
MIX102.3	12.9	12.0	0.9	9.8	10.0	-0.2	9.7	7.5	2.2	10.3	10.3	0.0	23.6	18.9	4.7	9.1	9.9	-0.8	13.9	13.6	0.3
5MMM	9.6	10.0	-0.4	12.1	13.5	-1.4	11.8	9.9	1.9	12.7	11.7	1.0	13.6	18.4	-4.8	4.7	3.4	1.3	8.3	9.3	-1.0
NOVA91.9	8.7	10.3	-1.6	19.6	24.4	-4.8	26.7	26.6	0.1	16.1	19.9	-3.8	7.1	9.3	-2.2	0.5	0.2	0.3	6.5	8.2	-1.7
SAFM	12.1	12.0	0.1	32.6	32.7	-0.1	19.7	24.7	-5.0	22.6	19.6	3.0	13.2	13.3	-0.1	1.8	1.4	0.4	10.6	11.4	-0.8
ABC891	11.8	11.6	0.2	2.6	3.2	-0.6	3.0	0.4	2.6	3.7	5.1	-1.4	7.2	6.8	0.4	21.7	21.7	0.0	12.8	12.8	0.0
5RN	2.2	2.6	-0.4	0.5	0.1	0.4	*	0.4	-0.4	0.8	0.9	-0.1	2.1	1.6	0.5	3.6	4.9	-1.3	3.1	3.6	-0.5
NEWSR	1.5	1.5	0.0	0.5	0.6	-0.1	0.7	0.7	0.0	0.9	1.0	-0.1	1.3	1.1	0.2	2.3	2.3	0.0	1.4	1.2	0.2
5JJJ	4.9	4.7	0.2	6.1	5.9	0.2	10.2	10.7	-0.5	10.8	10.5	0.3	5.3	4.4	0.9	0.3	0.2	0.1	3.6	3.3	0.3
ABCFM	4.2	4.0	0.2	0.3	0.5	-0.2	0.7	0.4	0.3	1.0	1.2	-0.2	1.2	0.9	0.3	8.9	8.7	0.2	4.7	5.5	-0.8

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	13.6	14.3	-0.7	17.5	17.6	-0.1	12.7	13.6	-0.9	7.8	8.8	-1.0	14.3	14.5	-0.2	18.9	20.1	-1.2	14.9	13.3	1.6
CRUISE1323	6.8	6.8	0.0	6.0	5.3	0.7	7.3	7.7	-0.4	7.2	7.6	-0.4	6.7	6.7	0.0	6.8	7.1	-0.3	9.3	9.5	-0.2
MIX102.3	12.8	11.7	1.1	11.7	10.9	0.8	13.3	12.4	0.9	14.8	13.7	1.1	12.3	11.2	1.1	10.0	8.1	1.9	13.5	13.0	0.5
5MMM	10.1	10.5	-0.4	10.3	9.3	1.0	10.5	11.0	-0.5	12.1	12.8	-0.7	7.9	9.0	-1.1	6.8	8.7	-1.9	7.7	8.4	-0.7
NOVA91.9	9.2	10.7	-1.5	9.2	11.2	-2.0	8.4	9.4	-1.0	9.9	11.2	-1.3	9.5	10.9	-1.4	9.1	11.0	-1.9	7.1	8.9	-1.8
SAFM	12.7	12.4	0.3	10.3	11.6	-1.3	10.9	10.0	0.9	14.6	13.0	1.6	17.9	18.1	-0.2	9.9	9.4	0.5	10.4	10.5	-0.1
ABC891	11.6	11.3	0.3	14.2	13.7	0.5	13.7	12.9	0.8	8.9	8.4	0.5	8.4	8.5	-0.1	11.6	13.3	-1.7	12.4	12.3	0.1
5RN	2.1	2.5	-0.4	3.1	3.5	-0.4	1.7	2.1	-0.4	1.0	1.7	-0.7	2.3	2.6	-0.3	3.3	2.1	1.2	2.2	2.9	-0.7
NEWSR	1.5	1.4	0.1	1.8	1.7	0.1	0.9	0.6	0.3	0.9	1.0	-0.1	0.9	1.0	-0.1	4.7	3.7	1.0	1.6	1.9	-0.3
5JJJ	5.1	4.9	0.2	4.4	4.4	0.0	5.0	4.6	0.4	6.1	6.0	0.1	5.8	5.4	0.4	3.6	3.3	0.3	4.3	3.9	0.4
ABCFM	4.0	3.7	0.3	3.6	3.3	0.3	4.6	4.3	0.3	3.7	3.4	0.3	3.8	3.7	0.1	4.9	4.4	0.5	4.8	4.9	-0.1

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

Perth Radio - Survey #3 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	6.1	5.4	0.7	0.7	0.9	-0.2	2.1	2.1	0.0	2.4	1.4	1.0	8.5	8.5	0.0	9.1	8.1	1.0	6.9	5.5	1.4
6PR	9.0	7.9	1.1	1.0	1.1	-0.1	0.6	0.4	0.2	3.2	2.9	0.3	6.3	7.5	-1.2	19.4	15.8	3.6	10.1	7.9	2.2
MIX 94.5	17.0	15.8	1.2	18.2	14.9	3.3	13.1	8.9	4.2	16.7	18.3	-1.6	29.2	26.5	2.7	8.5	8.7	-0.2	19.9	19.7	0.2
92.9	11.4	12.5	-1.1	41.3	45.6	-4.3	26.7	28.1	-1.4	13.8	14.9	-1.1	8.8	8.8	0.0	0.8	0.8	0.0	7.6	8.1	-0.5
96FM	10.7	11.1	-0.4	8.1	5.3	2.8	11.5	11.8	-0.3	13.8	14.5	-0.7	17.1	15.6	1.5	3.7	6.3	-2.6	9.4	9.3	0.1
NOVA93.7	9.6	9.7	-0.1	21.1	23.8	-2.7	15.8	14.5	1.3	18.5	18.5	0.0	7.3	7.5	-0.2	0.8	0.5	0.3	9.2	9.7	-0.5
ABC720	11.0	11.3	-0.3	2.1	0.6	1.5	1.9	1.5	0.4	4.6	4.4	0.2	6.9	8.6	-1.7	23.4	24.0	-0.6	12.0	13.5	-1.5
6RN	2.3	2.7	-0.4	*	*	0.0	1.4	1.0	1.0	1.6	0.7	0.9	2.2	2.5	-0.3	3.6	5.3	-1.7	3.3	4.2	-0.9
NEWSR	1.7	1.6	0.1	0.4	0.5	-0.1	*	0.1	-0.1	1.5	1.4	0.1	1.0	2.0	-1.0	3.2	2.1	1.1	1.5	1.3	0.2
6JJJ	7.4	8.3	-0.9	4.4	3.8	0.6	20.2	26.9	-6.7	18.3	15.8	2.5	2.2	3.8	-1.6	0.6	0.6	0.0	4.2	4.6	-0.4
ABCFM	2.7	3.2	-0.5	0.3	*	0.3	2.0	1.3	0.7	1.0	2.0	-1.0	1.9	1.6	0.3	5.3	6.5	-1.2	3.6	3.3	0.3

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	6.0	5.4	0.6	5.3	4.9	0.4	6.5	6.1	0.4	6.8	6.0	0.8	5.3	4.6	0.7	6.1	4.1	2.0	6.3	5.8	0.5
6PR	9.2	8.1	1.1	9.0	7.7	1.3	10.2	8.8	1.4	8.4	8.2	0.2	8.6	7.3	1.3	10.2	9.1	1.1	8.5	7.2	1.3
MIX 94.5	17.1	15.9	1.2	16.2	15.4	0.8	18.3	16.7	1.6	19.2	18.0	1.2	16.1	14.4	1.7	12.0	10.8	1.2	16.5	15.4	1.1
92.9	11.5	12.6	-1.1	10.3	11.5	-1.2	9.7	9.9	-0.2	10.5	11.7	-1.2	17.2	19.5	-2.3	12.4	12.7	-0.3	11.2	12.1	-0.9
96FM	11.2	11.7	-0.5	9.7	9.7	0.0	12.6	13.3	-0.7	13.9	14.1	-0.2	9.4	10.1	-0.7	6.6	9.5	-2.9	9.0	9.1	-0.1
NOVA93.7	10.0	10.1	-0.1	11.0	10.6	0.4	9.4	9.6	-0.2	10.2	10.5	-0.3	8.7	9.4	-0.7	9.5	10.0	-0.5	8.2	8.1	0.1
ABC720	10.9	11.3	-0.4	14.6	15.7	-1.1	9.5	10.4	-0.9	7.8	7.7	0.1	9.5	9.1	0.4	15.5	14.8	0.7	11.3	11.2	0.1
6RN	2.1	2.5	-0.4	3.1	3.6	-0.5	1.6	1.7	-0.1	1.2	1.4	-0.2	2.0	2.0	0.0	3.3	5.0	-1.7	3.0	3.4	-0.4
NEWSR	1.5	1.4	0.1	2.0	2.0	0.0	1.0	0.6	0.4	1.0	0.8	0.2	1.0	1.3	-0.3	3.8	3.5	0.3	2.4	2.2	0.2
6JJJ	7.6	8.6	-1.0	6.9	7.3	-0.4	6.8	9.0	-2.2	8.3	9.6	-1.3	9.2	9.6	-0.4	6.7	6.3	0.4	6.8	7.3	-0.5
ABCFM	2.6	2.9	-0.3	2.2	2.7	-0.5	2.9	3.1	-0.2	1.9	2.5	-0.6	3.5	3.6	-0.1	3.2	3.8	-0.6	3.4	4.0	-0.6

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

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