

Sydney Radio - Survey #3 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	5.0	4.9	0.1	3.6	3.4	0.2	0.2	0.1	0.1	1.3	1.2	0.1	2.0	0.8	1.2	8.8	8.8	0.0	12.2	13.0	-0.8
2GB	16.2	15.6	0.6	2.8	1.9	0.9	2.2	1.9	0.3	8.2	10.5	-2.3	14.1	10.8	3.3	20.5	21.1	-0.6	34.1	32.3	1.8
2UE	6.1	6.0	0.1	2.1	2.2	-0.1	0.4	0.3	0.1	2.1	1.9	0.2	7.0	6.1	0.9	7.5	7.9	-0.4	11.9	12.3	-0.4
2DAY	10.1	10.3	-0.2	23.4	29.1	-5.7	24.5	24.4	0.1	16.0	15.6	0.4	9.1	9.8	-0.7	2.0	1.8	0.2	0.4	0.2	0.2
MIX106.5	5.7	5.4	0.3	6.9	4.7	2.2	5.1	7.0	-1.9	8.8	8.1	0.7	9.2	8.7	0.5	2.8	2.3	0.5	0.5	0.4	0.1
2MMM	4.1	3.8	0.3	6.3	4.8	1.5	4.0	4.9	-0.9	5.9	7.1	-1.2	7.0	5.3	1.7	1.8	0.7	1.1	*	0.1	-0.1
NOVA96.9	7.1	6.9	0.2	16.8	18.4	-1.6	24.7	21.2	3.5	12.5	12.8	-0.3	2.7	3.1	-0.4	0.6	0.4	0.2	0.1	0.1	0.0
Classic Rock 95.3	2.6	2.6	0.0	1.2	1.5	-0.3	2.7	3.4	-0.7	3.0	3.0	0.0	3.8	4.3	-0.5	4.2	2.8	1.4	0.1	0.1	0.0
WSFM	6.8	7.1	-0.3	5.3	6.1	-0.8	4.1	3.5	0.6	5.3	5.5	-0.2	11.6	11.9	-0.3	10.8	10.3	0.5	1.9	2.6	-0.7
ABC702	10.4	10.8	-0.4	2.4	3.7	-1.3	1.9	1.1	0.8	4.3	3.9	0.4	11.9	12.6	-0.7	18.5	20.0	-1.5	15.7	15.8	-0.1
2RN	2.0	2.4	-0.4	0.5	0.4	0.1	0.3	0.2	0.1	0.8	0.4	0.4	2.3	2.9	-0.6	3.5	3.9	-0.4	3.2	4.2	-1.0
NEWSR	1.8	1.9	-0.1	0.2	0.1	0.1	0.6	1.1	-0.5	2.1	2.5	-0.4	1.5	1.6	-0.1	2.8	1.7	1.1	1.9	2.7	-0.8
2JJJ	4.8	5.5	-0.7	5.4	3.5	1.9	10.7	10.0	0.7	11.2	12.4	-1.2	3.0	5.7	-2.7	1.0	1.1	-0.1	*	*	0.0
ABCFM	3.0	3.3	-0.3	0.5	0.4	0.1	0.3	2.1	-1.8	1.1	0.8	0.3	1.4	2.4	-1.0	3.5	4.7	-1.2	8.5	7.3	1.2

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	4.8	4.5	0.3	4.3	3.9	0.4	5.9	5.3	0.6	5.1	5.5	-0.4	3.7	3.9	-0.2	5.2	3.7	1.5	5.8	6.0	-0.2
2GB	16.7	16.5	0.2	18.3	18.3	0.0	20.1	19.3	0.8	15.1	14.8	0.3	11.6	11.2	0.4	16.2	17.6	-1.4	14.8	12.6	2.2
2UE	5.3	5.1	0.2	5.6	5.4	0.2	5.3	5.2	0.1	5.6	4.5	1.1	4.5	4.6	-0.1	5.6	5.9	-0.3	8.6	8.9	-0.3
2DAY	10.7	10.9	-0.2	11.3	11.7	-0.4	9.5	9.4	0.1	10.9	11.1	-0.2	12.2	12.5	-0.3	8.3	8.3	0.0	8.1	8.5	-0.4
MIX106.5	5.8	5.6	0.2	4.7	5.0	-0.3	5.6	5.6	0.0	6.1	6.3	-0.2	6.5	5.4	1.1	7.7	5.9	1.8	5.3	4.8	0.5
2MMM	4.2	3.9	0.3	4.3	3.7	0.6	3.6	3.0	0.6	5.0	4.0	1.0	3.8	4.8	-1.0	4.3	4.9	-0.6	3.6	3.4	0.2
NOVA96.9	7.2	7.0	0.2	6.4	6.5	-0.1	6.5	6.4	0.1	8.1	8.1	0.0	8.3	7.8	0.5	7.8	6.5	1.3	6.6	6.3	0.3
Classic Rock 95.3	2.6	2.5	0.1	2.0	2.1	-0.1	2.8	2.3	0.5	3.1	2.9	0.2	2.7	2.9	-0.2	3.3	2.8	0.5	2.5	2.9	-0.4
WSFM	6.5	7.0	-0.5	6.8	7.0	-0.2	5.4	6.6	-1.2	6.4	7.2	-0.8	7.4	7.2	0.2	6.2	6.6	-0.4	7.9	7.4	0.5
ABC702	10.8	11.2	-0.4	13.1	13.0	0.1	9.1	9.2	-0.1	9.3	9.6	-0.3	12.4	13.1	-0.7	8.1	9.6	-1.5	9.0	9.8	-0.8
2RN	1.9	2.2	-0.3	3.3	3.3	0.0	1.6	1.7	-0.1	0.5	1.4	-0.9	1.9	2.0	-0.1	1.7	2.0	-0.3	2.3	2.8	-0.5
NEWSR	1.6	1.7	-0.1	2.5	2.3	0.2	0.9	1.5	-0.6	1.0	1.0	0.0	1.3	1.4	-0.1	2.6	2.5	0.1	2.2	2.6	-0.4
2JJJ	5.1	5.8	-0.7	4.2	4.3	-0.1	5.1	6.2	-1.1	6.1	7.8	-1.7	5.5	6.4	-0.9	5.0	4.4	0.6	3.8	4.6	-0.8
ABCFM	2.9	3.1	-0.2	2.4	2.6	-0.2	3.3	3.8	-0.5	3.4	3.3	0.1	3.2	3.4	-0.2	2.0	2.2	-0.2	3.6	4.0	-0.4

Survey Period: Sun Feb 13 - Sat Mar 19 and Sun Mar 27 - Sat Apr 30, 2011

Melbourne Radio - Survey #3 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	5.4	4.6	0.8	1.9	1.9	0.0	3.4	2.6	0.8	7.6	5.9	1.7	6.9	6.7	0.2	3.3	2.2	1.1	4.5	4.0	0.5
3AW	16.4	17.3	-0.9	2.6	5.9	-3.3	0.6	0.4	0.2	5.3	6.3	-1.0	13.2	15.7	-2.5	21.5	25.4	-3.9	37.8	35.9	1.9
MAGIC	5.9	5.6	0.3	*	0.1	-0.1	0.1	0.3	-0.2	0.3	0.2	0.1	1.9	1.1	0.8	12.3	11.5	0.8	15.3	16.5	-1.2
MTR 1377	1.8	2.0	-0.2	*	*	0.0	0.2	0.1	0.1	1.7	1.7	0.0	1.5	1.3	0.2	2.0	4.6	-2.6	3.5	2.8	0.7
FOXFM	11.6	12.4	-0.8	41.2	40.8	0.4	24.0	24.9	-0.9	15.2	16.9	-1.7	12.7	12.4	0.3	2.0	3.7	-1.7	0.4	0.4	0.0
GOLD	7.2	6.4	0.8	2.7	2.3	0.4	5.1	4.8	0.3	6.7	5.4	1.3	10.3	10.4	-0.1	11.9	10.6	1.3	2.7	2.0	0.7
MIX101.1	5.0	5.1	-0.1	12.3	10.5	1.8	7.6	8.9	-1.3	6.8	6.3	0.5	7.2	7.0	0.2	1.3	2.4	-1.1	0.3	0.4	-0.1
3MMM	5.7	5.1	0.6	5.2	5.1	0.1	9.3	10.0	-0.7	11.7	8.1	3.6	6.8	6.8	0.0	1.0	1.3	-0.3	0.2	0.3	-0.1
NOVA 100	6.2	6.5	-0.3	16.5	19.0	-2.5	17.4	13.4	4.0	11.7	13.7	-2.0	3.7	3.1	0.6	1.2	1.1	0.1	0.1	0.1	0.0
Classic Rock 91.5	3.9	2.9	1.0	2.2	1.2	1.0	4.3	1.1	3.2	5.2	3.9	1.3	6.0	5.2	0.8	4.1	3.2	0.9	0.3	*	0.3
ABC774	11.7	11.1	0.6	2.0	2.0	0.0	1.2	2.3	-1.1	3.8	4.4	-0.6	12.7	12.1	0.6	19.4	15.7	3.7	19.7	20.5	-0.8
3RN	2.5	2.6	-0.1	0.6	*	0.6	1.5	1.5	0.0	1.0	1.5	-0.5	2.6	2.6	0.0	5.3	4.7	0.6	2.7	3.3	-0.6
NEWSR	1.5	1.9	-0.4	0.2	0.2	0.0	0.7	1.0	-0.3	1.3	2.5	-1.2	1.8	2.3	-0.5	2.0	1.7	0.3	1.4	1.6	-0.2
3JJJ	4.2	5.1	-0.9	5.4	3.8	1.6	14.1	17.3	-3.2	9.2	10.5	-1.3	2.1	3.1	-1.0	0.3	0.4	-0.1	*	*	0.0
ABCFM	2.5	2.4	0.1	0.8	0.8	0.0	0.4	0.5	-0.1	1.0	0.8	0.2	2.0	1.6	0.4	4.5	3.7	0.8	4.3	5.2	-0.9

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	5.4	4.7	0.7	5.1	4.5	0.6	5.4	5.0	0.4	4.8	4.5	0.3	6.4	4.3	2.1	6.3	5.0	1.3	5.2	4.3	0.9
3AW	16.3	17.3	-1.0	20.6	21.0	-0.4	16.8	19.9	-3.1	12.9	13.3	-0.4	13.1	13.2	-0.1	16.9	17.5	-0.6	16.9	17.4	-0.5
MAGIC	5.5	5.1	0.4	4.9	4.3	0.6	6.6	6.2	0.4	6.5	6.2	0.3	4.1	3.8	0.3	4.3	5.0	-0.7	7.2	7.3	-0.1
MTR 1377	2.1	2.3	-0.2	2.2	2.3	-0.1	1.7	2.1	-0.4	2.3	2.8	-0.5	2.0	1.9	0.1	1.8	2.1	-0.3	1.1	1.2	-0.1
FOXFM	11.9	12.8	-0.9	11.3	12.5	-1.2	9.6	9.9	-0.3	12.2	12.9	-0.7	15.1	17.1	-2.0	12.8	12.6	0.2	10.4	10.8	-0.4
GOLD	7.2	6.3	0.9	5.2	4.8	0.4	8.8	6.9	1.9	9.2	8.0	1.2	6.9	6.2	0.7	5.2	5.2	0.0	7.1	6.8	0.3
MIX101.1	4.9	4.9	0.0	3.7	3.5	0.2	4.4	4.1	0.3	5.7	5.5	0.2	5.5	5.5	0.0	6.8	7.9	-1.1	5.3	5.9	-0.6
3MMM	5.9	5.5	0.4	5.9	5.9	0.0	5.9	5.6	0.3	6.9	6.4	0.5	5.3	4.8	0.5	4.4	2.9	1.5	4.8	3.6	1.2
NOVA 100	6.3	6.6	-0.3	6.9	7.0	-0.1	4.5	5.1	-0.6	6.4	7.0	-0.6	8.0	8.0	0.0	5.6	5.8	-0.2	6.0	6.2	-0.2
Classic Rock 91.5	4.0	2.8	1.2	2.9	1.6	1.3	4.4	3.0	1.4	4.9	3.4	1.5	4.3	3.4	0.9	3.6	3.6	0.0	3.4	3.0	0.4
ABC774	11.9	11.3	0.6	14.3	13.7	0.6	13.7	11.9	1.8	9.2	8.5	0.7	9.4	9.6	-0.2	11.8	12.2	-0.4	11.0	10.7	0.3
3RN	2.5	2.5	0.0	3.7	3.8	-0.1	1.7	2.0	-0.3	1.5	1.4	0.1	2.5	2.8	-0.3	3.0	2.4	0.6	2.4	2.7	-0.3
NEWSR	1.4	1.8	-0.4	1.9	2.4	-0.5	1.1	1.5	-0.4	1.0	1.3	-0.3	1.1	1.5	-0.4	1.9	1.9	0.0	1.9	2.2	-0.3
3JJJ	4.4	5.5	-1.1	3.2	3.9	-0.7	4.5	6.0	-1.5	4.9	7.2	-2.3	5.3	6.3	-1.0	4.6	3.8	0.8	3.6	3.8	-0.2
ABCFM	2.2	2.1	0.1	2.1	2.3	-0.2	2.2	2.0	0.2	2.1	1.7	0.4	2.5	2.3	0.2	2.5	2.8	-0.3	3.3	3.1	0.2

Survey Period: Sun Feb 13 - Sat Mar 19 and Sun Mar 27 - Sat Apr 30, 2011

Brisbane Radio - Survey #3 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	8.5	8.1	0.4	0.3	1.3	-1.0	2.4	1.0	1.4	1.7	2.3	-0.6	7.2	5.3	1.9	11.2	11.0	0.2	24.2	23.6	0.6
4BH	6.7	7.0	-0.3	0.6	0.2	0.4	*	0.4	-0.4	1.1	1.2	-0.1	3.9	5.2	-1.3	13.6	12.1	1.5	18.7	19.3	-0.6
4KQ	5.9	6.1	-0.2	1.8	3.0	-1.2	*	2.2	-2.2	1.7	2.7	-1.0	8.9	7.3	1.6	11.3	12.7	-1.4	7.5	7.2	0.3
B105	12.7	11.8	0.9	40.9	38.1	2.8	28.1	25.8	2.3	15.6	12.6	3.0	9.3	11.3	-2.0	3.0	2.0	1.0	0.7	0.9	-0.2
97.3FM	11.3	10.6	0.7	10.5	12.4	-1.9	12.6	11.2	1.4	15.5	13.4	2.1	15.0	15.9	-0.9	8.8	7.3	1.5	2.2	1.6	0.6
4MMM	10.0	10.4	-0.4	8.2	7.6	0.6	8.0	12.8	-4.8	15.4	14.2	1.2	16.4	18.3	-1.9	4.3	3.4	0.9	0.7	0.5	0.2
NOVA106.9	10.9	11.7	-0.8	25.1	22.3	2.8	21.1	23.2	-2.1	20.4	22.2	-1.8	6.6	8.2	-1.6	1.6	0.7	0.9	0.2	0.2	0.0
ABC612	10.1	11.4	-1.3	1.1	3.0	-1.9	0.1	0.6	-0.5	5.7	3.9	1.8	6.0	5.8	0.2	20.7	25.7	-5.0	21.9	26.7	-4.8
4RN	2.6	2.3	0.3	0.1	0.5	-0.4	0.1	0.4	-0.3	0.5	0.4	0.1	1.9	3.3	-1.4	5.9	5.1	0.8	6.1	3.2	2.9
NEWSR	1.3	1.6	-0.3	0.3	0.5	-0.2	0.8	0.6	0.2	0.5	1.0	-0.5	1.7	2.3	-0.6	2.4	2.2	0.2	1.8	1.9	-0.1
4JJJ	6.3	7.1	-0.8	4.7	4.4	0.3	18.3	14.2	4.1	11.5	17.0	-5.5	4.4	3.8	0.6	0.3	1.2	-0.9	0.8	*	0.8
ABCFM	2.8	2.4	0.4	0.4	1.4	-1.0	1.5	0.7	0.8	2.8	2.3	0.5	1.8	1.1	0.7	4.2	3.6	0.6	4.8	4.6	0.2

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	+/-
4BC	8.8	8.5	0.3	8.4	8.5	-0.1	10.2	9.7	0.5	7.9	8.2	-0.3	8.9	7.6	1.3	10.0	8.6	1.4	7.1	6.6	0.5
4BH	6.1	6.3	-0.2	5.9	6.4	-0.5	7.5	7.1	0.4	6.4	6.8	-0.4	4.9	5.3	-0.4	4.6	4.4	0.2	8.9	9.3	-0.4
4KQ	5.8	5.9	-0.1	6.6	6.6	0.0	6.3	6.2	0.1	5.9	5.7	0.2	4.1	4.6	-0.5	4.8	5.6	-0.8	6.0	6.9	-0.9
B105	12.8	11.9	0.9	12.2	11.3	0.9	9.9	8.8	1.1	12.2	11.6	0.6	16.9	16.2	0.7	16.4	14.4	2.0	12.2	11.4	0.8
97.3FM	11.0	10.3	0.7	10.3	9.1	1.2	11.9	10.7	1.2	12.8	11.6	1.2	10.0	10.6	-0.6	7.4	9.6	-2.2	12.3	11.6	0.7
4MMM	10.4	11.3	-0.9	9.9	10.7	-0.8	11.4	13.5	-2.1	12.1	13.1	-1.0	9.2	8.9	0.3	7.2	6.3	0.9	8.4	7.5	0.9
NOVA106.9	11.3	12.3	-1.0	10.1	11.0	-0.9	10.9	12.5	-1.6	12.6	13.6	-1.0	12.7	12.5	0.2	10.4	11.7	-1.3	9.3	9.7	-0.4
ABC612	9.7	11.3	-1.6	12.9	14.7	-1.8	8.0	10.0	-2.0	6.9	8.8	-1.9	8.5	10.0	-1.5	13.4	12.3	1.1	11.3	11.7	-0.4
4RN	2.5	2.3	0.2	3.6	3.2	0.4	1.9	1.5	0.4	1.5	1.4	0.1	2.5	2.6	-0.1	3.8	3.6	0.2	2.8	2.4	0.4
NEWSR	1.3	1.5	-0.2	1.9	2.3	-0.4	0.8	0.9	-0.1	0.8	0.9	-0.1	0.7	0.8	-0.1	3.6	3.1	0.5	1.4	2.0	-0.6
4JJJ	6.5	7.3	-0.8	5.9	6.0	-0.1	7.4	8.4	-1.0	7.2	7.9	-0.7	6.3	8.0	-1.7	5.1	6.6	-1.5	5.3	6.3	-1.0
ABCFM	2.6	2.2	0.4	2.3	2.1	0.2	2.8	2.1	0.7	2.1	1.5	0.6	3.8	2.9	0.9	2.7	3.5	-0.8	3.3	3.2	0.1

Survey Period: Sun Mar 6 - Sat Mar 19 and Sun Mar 27 - Sat Apr 30, 2011

Adelaide Radio - Survey #3 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	12.7	13.4	-0.7	2.6	3.7	-1.1	2.3	0.9	1.4	3.0	3.8	-0.8	10.6	11.1	-0.5	13.8	17.0	-3.2	29.4	32.3	-2.9
CRUISE1323	7.7	6.3	1.4	3.9	2.3	1.6	1.5	0.4	1.1	3.8	0.6	3.2	8.2	7.7	0.5	12.3	12.5	-0.2	11.1	10.3	0.8
MIX102.3	13.7	14.7	-1.0	11.6	10.6	1.0	12.6	10.0	2.6	12.0	14.6	-2.6	23.1	24.2	-1.1	17.8	17.7	0.1	3.5	5.4	-1.9
5MMM	7.4	8.5	-1.1	6.9	15.2	-8.3	9.0	6.5	2.5	11.0	12.3	-1.3	14.1	14.0	0.1	2.5	3.9	-1.4	0.4	0.9	-0.5
NOVA91.9	8.9	10.6	-1.7	24.6	25.7	-1.1	23.6	27.6	-4.0	15.7	20.2	-4.5	6.8	5.8	1.0	0.8	1.6	-0.8	0.2	0.1	0.1
SAFM	12.9	13.9	-1.0	31.6	28.3	3.3	25.0	27.1	-2.1	22.0	21.3	0.7	14.5	14.2	0.3	1.8	5.0	-3.2	0.9	1.9	-1.0
ABC891	13.7	10.8	2.9	1.6	*	1.6	1.2	1.5	-0.3	3.6	2.2	1.4	8.7	9.0	-0.3	23.0	16.1	6.9	29.6	25.2	4.4
5RN	2.8	2.8	0.0	0.7	0.1	0.6	0.9	1.1	-0.2	2.1	1.9	0.2	1.3	1.9	-0.6	6.3	4.9	1.4	4.1	4.9	-0.8
NEWSR	2.2	2.1	0.1	0.9	*	0.9	0.3	0.6	-0.3	3.8	1.8	2.0	1.7	2.0	-0.3	2.8	2.8	0.0	2.2	3.3	-1.1
5JJJ	5.1	4.9	0.2	7.4	5.5	1.9	13.3	11.2	2.1	12.0	10.9	1.1	3.5	3.4	0.1	0.5	1.2	-0.7	*	0.1	-0.1
ABCFM	3.8	3.3	0.5	0.7	1.3	-0.6	1.8	2.7	-0.9	1.1	0.9	0.2	1.4	1.3	0.1	7.5	7.8	-0.3	7.9	5.5	2.4

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	+/-
5AA	12.9	13.8	-0.9	15.7	16.5	-0.8	13.9	15.2	-1.3	7.4	8.3	-0.9	13.4	14.8	-1.4	16.1	15.8	0.3	11.8	12.2	-0.4
CRUISE1323	7.3	5.8	1.5	6.2	4.8	1.4	7.2	5.9	1.3	8.7	7.2	1.5	6.8	5.1	1.7	7.2	6.2	1.0	9.2	8.1	1.1
MIX102.3	13.7	14.8	-1.1	12.0	13.0	-1.0	14.7	16.9	-2.2	17.2	18.0	-0.8	13.9	12.8	1.1	7.7	10.5	-2.8	13.5	14.2	-0.7
5MMM	8.0	9.1	-1.1	7.2	8.4	-1.2	9.0	10.2	-1.2	9.4	11.2	-1.8	8.1	8.3	-0.2	4.6	5.1	-0.5	5.5	6.5	-1.0
NOVA91.9	9.1	10.9	-1.8	8.0	9.3	-1.3	8.7	10.9	-2.2	9.0	11.7	-2.7	10.3	11.8	-1.5	11.0	12.4	-1.4	8.4	9.5	-1.1
SAFM	13.0	14.0	-1.0	10.4	11.8	-1.4	11.9	12.6	-0.7	15.8	16.4	-0.6	14.1	16.9	-2.8	14.2	12.2	2.0	12.6	13.7	-1.1
ABC891	13.5	10.8	2.7	18.0	16.4	1.6	13.3	9.6	3.7	10.8	7.0	3.8	9.5	7.2	2.3	15.3	13.7	1.6	14.1	10.6	3.5
5RN	2.8	2.8	0.0	3.8	3.9	-0.1	2.3	2.3	0.0	1.9	1.9	0.0	2.9	2.9	0.0	3.1	3.4	-0.3	3.0	2.8	0.2
NEWSR	2.1	2.0	0.1	3.1	3.0	0.1	1.8	1.7	0.1	1.4	1.4	0.0	1.6	1.7	-0.1	2.7	2.3	0.4	2.6	2.4	0.2
5JJJ	5.3	5.3	0.0	4.7	4.1	0.6	5.3	5.0	0.3	6.1	6.4	-0.3	5.6	6.0	-0.4	4.2	5.2	-1.0	4.5	3.8	0.7
ABCFM	3.7	3.0	0.7	3.9	3.1	0.8	4.0	2.9	1.1	2.9	2.6	0.3	4.3	3.5	0.8	3.3	3.4	-0.1	4.3	4.1	0.2

Survey Period: Sun Feb 13 - Sat Mar 19 and Sun Mar 27 - Sat Apr 30, 2011

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Perth Radio - Survey #3 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	5.3	0.0	0.4	0.4	0.0	0.6	0.6	0.0	0.6	1.7	-1.1	8.3	8.6	-0.3	10.5	10.8	-0.3	6.2	4.8	1.4
6PR	9.1	9.1	0.0	0.9	0.7	0.2	0.5	0.6	-0.1	3.8	3.7	0.1	8.4	10.3	-1.9	13.8	11.3	2.5	19.1	20.7	-1.6
MIX 94.5	15.4	14.1	1.3	10.4	9.6	0.8	8.6	9.5	-0.9	15.1	11.8	3.3	25.7	24.1	1.6	16.2	17.3	-1.1	6.7	4.3	2.4
92.9	11.6	11.6	0.0	34.4	37.0	-2.6	25.3	22.1	3.2	16.0	16.3	-0.3	11.2	9.2	2.0	1.7	2.8	-1.1	0.8	0.8	0.0
96FM	7.7	10.0	-2.3	5.9	7.3	-1.4	9.5	14.6	-5.1	13.6	14.8	-1.2	10.3	13.6	-3.3	4.3	6.1	-1.8	0.3	0.5	-0.2
NOVA93.7	9.9	10.5	-0.6	27.3	31.2	-3.9	20.7	20.1	0.6	16.2	16.7	-0.5	7.2	7.4	-0.2	2.9	2.4	0.5	0.4	0.3	0.1
ABC720	11.6	11.9	-0.3	2.2	1.8	0.4	0.2	0.4	-0.2	5.5	4.9	0.6	10.0	10.8	-0.8	16.9	16.1	0.8	25.4	29.3	-3.9
6RN	2.3	1.9	0.4	0.3	0.3	0.0	*	*	0.0	0.2	1.2	-1.0	2.5	1.8	0.7	3.5	2.5	1.0	5.1	4.5	0.6
NEWSR	1.3	1.3	0.0	0.7	*	0.7	0.2	0.7	-0.5	0.6	1.4	-0.8	1.3	1.1	0.2	2.5	2.0	0.5	1.8	1.9	-0.1
6JJJ	8.8	8.8	0.0	8.7	4.7	4.0	26.8	26.1	0.7	21.4	19.7	1.7	3.2	3.5	-0.3	1.0	1.7	-0.7	*	0.1	-0.1
ABCFM	3.2	2.9	0.3	0.8	0.2	0.6	0.4	0.5	-0.1	1.0	1.5	-0.5	2.2	1.3	0.9	4.2	4.4	-0.2	8.2	8.0	0.2

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	+/-
6IX	4.9	4.7	0.2	4.8	4.6	0.2	5.7	4.9	0.8	5.2	5.2	0.0	4.3	4.1	0.2	3.8	4.4	-0.6	6.6	7.0	-0.4
6PR	9.3	9.4	-0.1	10.3	10.3	0.0	10.0	10.0	0.0	7.5	8.0	-0.5	8.7	8.3	0.4	10.3	10.4	-0.1	8.4	8.5	-0.1
MIX 94.5	15.8	14.3	1.5	14.7	14.4	0.3	16.4	14.7	1.7	17.1	15.1	2.0	16.3	14.5	1.8	12.7	10.6	2.1	14.3	13.2	1.1
92.9	11.8	11.9	-0.1	9.9	10.3	-0.4	10.3	9.6	0.7	12.7	12.2	0.5	14.3	15.4	-1.1	14.1	15.4	-1.3	11.3	10.8	0.5
96FM	8.0	10.6	-2.6	6.7	8.8	-2.1	8.9	13.5	-4.6	10.2	13.7	-3.5	7.4	8.8	-1.4	4.8	3.7	1.1	6.6	8.1	-1.5
NOVA93.7	9.9	10.7	-0.8	10.9	11.4	-0.5	8.6	9.3	-0.7	10.1	11.1	-1.0	10.5	11.2	-0.7	8.2	9.5	-1.3	9.6	9.9	-0.3
ABC720	11.9	11.9	0.0	16.2	16.3	-0.1	10.6	10.4	0.2	9.2	8.1	1.1	9.0	9.7	-0.7	14.7	15.7	-1.0	10.7	11.9	-1.2
6RN	2.2	1.9	0.3	2.8	2.3	0.5	1.8	1.5	0.3	1.5	1.5	0.0	2.2	2.0	0.2	3.6	3.3	0.3	2.5	2.0	0.5
NEWSR	1.2	1.2	0.0	1.5	1.5	0.0	0.7	0.6	0.1	0.9	0.8	0.1	1.1	0.9	0.2	2.2	3.6	-1.4	1.7	1.7	0.0
6JJJ	9.1	8.9	0.2	7.7	7.1	0.6	8.9	9.7	-0.8	10.0	10.2	-0.2	10.6	10.0	0.6	8.7	7.3	1.4	8.0	8.3	-0.3
ABCFM	2.9	2.7	0.2	3.4	3.1	0.3	3.0	2.7	0.3	2.6	1.9	0.7	2.7	2.9	-0.2	2.5	3.1	-0.6	4.0	3.5	0.5

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