

# Sydney Radio - Survey #4 2010



## 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	5.7	-0.8	0.3	1.5	-1.2	0.5	0.2	0.3	0.6	1.4	-0.8	3.3	2.7	0.6	6.3	9.2	-2.9	13.8	14.5	-0.7
2GB	14.7	15.6	-0.9	1.2	1.5	-0.3	2.1	1.5	0.6	8.3	5.9	2.4	10.1	13.3	-3.2	19.9	18.9	1.0	33.3	35.5	-2.2
2UE	6.1	4.9	1.2	0.1	0.3	-0.2	0.6	0.2	0.4	1.9	1.2	0.7	8.6	5.0	3.6	8.8	10.0	-1.2	10.2	8.1	2.1
2DAY	9.7	10.2	-0.5	22.9	27.2	-4.3	17.6	21.8	-4.2	18.4	19.2	-0.8	7.8	7.8	0.0	2.0	2.5	-0.5	0.3	0.3	0.0
MIX106.5	5.0	4.7	0.3	8.2	7.3	0.9	9.4	10.1	-0.7	7.6	8.4	-0.8	4.2	4.1	0.1	4.0	2.0	2.0	1.1	0.8	0.3
2MMM	5.3	5.3	0.0	9.8	10.7	-0.9	4.3	5.9	-1.6	10.1	9.9	0.2	6.2	6.7	-0.5	1.8	1.0	0.8	0.1	0.2	-0.1
NOVA96.9	6.1	6.5	-0.4	17.3	13.6	3.7	18.4	16.4	2.0	9.6	11.1	-1.5	3.9	6.0	-2.1	1.1	1.4	-0.3	*	*	0.0
Classic Rock*	4.5	3.5	1.0	10.0	3.7	6.3	3.7	4.8	-1.1	3.6	3.3	0.3	7.4	6.4	1.0	5.0	3.1	1.9	0.1	0.1	0.0
WSFM	6.6	7.0	-0.4	4.3	2.7	1.6	3.0	2.1	0.9	5.3	6.2	-0.9	12.0	10.5	1.5	8.6	11.4	-2.8	2.3	3.3	-1.0
ABC702	11.5	11.4	0.1	2.0	2.0	0.0	0.5	0.6	-0.1	6.3	5.8	0.5	14.9	13.2	1.7	16.1	13.9	2.2	17.4	20.0	-2.6
2RN	2.5	2.5	0.0	0.3	0.2	0.1	1.1	0.5	0.6	0.7	0.8	-0.1	2.0	2.4	-0.4	7.1	5.3	1.8	3.1	3.9	-0.8
NEWSR	2.1	2.2	-0.1	1.2	1.0	0.2	1.3	1.1	0.2	1.5	1.3	0.2	2.3	3.6	-1.3	3.4	2.6	0.8	2.4	2.0	0.4
2JJJ	4.7	4.5	0.2	2.5	3.1	-0.6	18.7	16.7	2.0	9.0	9.1	-0.1	2.8	2.8	0.0	0.6	0.9	-0.3	0.1	0.1	0.0
ABCFM	2.8	2.7	0.1	0.1	0.1	0.0	0.6	1.8	-1.2	0.6	0.8	-0.2	1.2	2.1	-0.9	6.1	5.7	0.4	6.5	4.5	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	4.4	5.2	-0.8	3.5	4.5	-1.0	5.9	6.9	-1.0	4.8	5.8	-1.0	2.8	3.3	-0.5	5.7	5.8	-0.1	6.3	7.3	-1.0
2GB	15.1	16.2	-1.1	17.2	18.7	-1.5	17.5	18.3	-0.8	14.0	14.1	-0.1	9.9	11.4	-1.5	15.0	17.0	-2.0	13.4	13.7	-0.3
2UE	5.6	4.4	1.2	5.9	4.0	1.9	4.7	4.3	0.4	4.7	4.4	0.3	5.9	4.9	1.0	7.9	5.2	2.7	8.0	6.6	1.4
2DAY	10.3	10.8	-0.5	10.2	11.5	-1.3	7.9	8.5	-0.6	10.2	10.4	-0.2	14.8	13.6	1.2	7.9	8.9	-1.0	7.7	8.5	-0.8
MIX106.5	5.0	4.6	0.4	3.9	3.2	0.7	5.3	4.7	0.6	5.8	4.8	1.0	4.5	4.2	0.3	7.2	8.1	-0.9	5.0	5.2	-0.2
2MMM	5.6	5.6	0.0	4.9	4.7	0.2	5.7	5.8	-0.1	6.5	6.1	0.4	5.9	5.7	0.2	5.1	6.8	-1.7	4.2	4.2	0.0
NOVA96.9	6.4	6.7	-0.3	6.3	7.5	-1.2	6.0	5.7	0.3	6.8	6.9	-0.1	6.9	7.2	-0.3	5.9	5.5	0.4	5.2	5.6	-0.4
Classic Rock*	4.5	3.6	0.9	3.6	3.1	0.5	5.4	4.4	1.0	5.6	4.4	1.2	3.9	3.2	0.7	3.9	2.5	1.4	4.3	3.3	1.0
WSFM	6.5	6.9	-0.4	7.1	6.6	0.5	6.5	7.9	-1.4	6.8	8.6	-1.8	5.5	5.5	0.0	5.6	4.7	0.9	7.0	7.1	-0.1
ABC702	11.8	11.6	0.2	13.9	13.9	0.0	10.6	10.6	0.0	9.8	10.0	-0.2	13.5	12.7	0.8	10.0	9.0	1.0	10.4	10.6	-0.2
2RN	2.5	2.5	0.0	3.4	3.1	0.3	1.9	2.2	-0.3	1.6	1.6	0.0	2.7	2.5	0.2	2.7	3.8	-1.1	2.6	2.6	0.0
NEWSR	1.8	2.0	-0.2	2.6	2.5	0.1	1.5	1.6	-0.1	1.3	1.4	-0.1	1.1	1.8	-0.7	2.4	3.1	-0.7	3.2	3.0	0.2
2JJJ	4.8	4.5	0.3	3.2	3.2	0.0	4.8	4.5	0.3	6.4	5.4	1.0	5.7	6.0	-0.3	4.4	4.3	0.1	4.3	4.3	0.0
ABCFM	2.6	2.4	0.2	2.1	2.4	-0.3	3.2	2.4	0.8	2.4	1.9	0.5	2.9	2.9	0.0	2.7	3.2	-0.5	3.4	3.7	-0.3

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

\* Note: Classic Rock 95.3 - LAST (#3) survey results reflect listening to vega from Feb 14 to Mar 11 and Classic Rock from Mar 12 to May 1.

# Melbourne Radio - Survey #4 2010



## 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	4.2	4.2	0.0	0.8	1.8	-1.0	1.3	2.7	-1.4	5.1	5.3	-0.2	6.9	6.2	0.7	3.5	4.1	-0.6	2.6	2.3	0.3
3AW	14.8	15.0	-0.2	1.4	1.4	0.0	1.2	0.9	0.3	5.9	4.9	1.0	14.7	13.3	1.4	23.4	24.3	-0.9	27.1	31.1	-4.0
MAGIC	6.8	4.7	2.1	*	0.1	-0.1	0.4	0.3	0.1	0.4	0.4	0.0	2.9	1.3	1.6	15.2	9.6	5.6	16.5	12.9	3.6
MTR 1377 **	1.7	2.0	-0.3	0.4	0.5	-0.1	0.3	0.3	0.0	0.4	0.4	0.0	2.3	1.9	0.4	3.0	4.3	-1.3	2.5	3.5	-1.0
FOXF	13.2	13.5	-0.3	46.0	41.1	4.9	31.0	31.7	-0.7	17.7	16.9	0.8	12.4	13.1	-0.7	2.5	3.1	-0.6	1.4	1.9	-0.5
GOLD	7.2	7.1	0.1	3.9	4.5	-0.6	6.5	7.1	-0.6	8.0	6.4	1.6	10.0	11.9	-1.9	8.6	8.9	-0.3	2.8	1.6	1.2
MIX101.1	5.3	4.9	0.4	14.5	10.0	4.5	4.8	8.1	-3.3	10.8	9.2	1.6	5.4	5.4	0.0	1.0	0.6	0.4	0.1	0.2	-0.1
3MMM	6.0	5.2	0.8	7.2	5.3	1.9	11.0	9.4	1.6	10.7	9.3	1.4	7.6	6.5	1.1	1.0	0.9	0.1	0.3	0.3	0.0
NOVA 100	6.8	7.5	-0.7	12.1	15.5	-3.4	16.4	18.6	-2.2	13.0	15.1	-2.1	5.8	4.3	1.5	0.8	2.0	-1.2	0.5	0.2	0.3
Classic Rock*	3.3	3.4	-0.1	2.2	6.6	-4.4	2.3	2.3	0.0	3.9	3.2	0.7	5.2	5.7	-0.5	4.2	4.0	0.2	*	*	0.0
ABC774	12.7	12.9	-0.2	2.9	1.7	1.2	2.1	0.7	1.4	5.3	4.9	0.4	9.8	11.6	-1.8	22.5	22.4	0.1	23.7	24.8	-1.1
3RN	2.4	2.6	-0.2	0.5	0.8	-0.3	0.6	0.4	0.2	1.1	1.7	-0.6	2.5	2.8	-0.3	3.7	3.5	0.2	3.9	4.1	-0.2
NEWSR	2.1	1.8	0.3	1.3	0.6	0.7	2.3	1.4	0.9	1.5	1.2	0.3	2.4	2.2	0.2	1.3	1.8	-0.5	3.1	2.2	0.9
3JJJ	3.9	5.1	-1.2	1.9	5.4	-3.5	14.3	13.1	1.2	9.2	12.9	-3.7	1.7	1.8	-0.1	0.1	0.8	-0.7	0.3	0.4	0.4
ABCFM	2.6	2.7	-0.1	0.6	0.2	0.4	0.3	0.2	0.1	0.9	1.1	-0.2	1.4	2.5	-1.1	3.9	3.2	0.7	6.7	6.2	0.5

## 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	4.1	4.3	-0.2	3.6	3.7	-0.1	4.2	4.3	-0.1	3.7	3.6	0.1	5.0	5.5	-0.5	5.1	5.1	0.0	4.6	4.2	0.4
3AW	15.1	15.0	0.1	19.4	18.5	0.9	15.9	17.1	-1.2	11.3	11.2	0.1	12.9	11.0	1.9	13.2	15.8	-2.6	14.0	15.0	-1.0
MAGIC	6.4	4.5	1.9	5.4	4.1	1.3	7.8	4.8	3.0	8.0	5.6	2.4	5.1	3.7	1.4	4.8	3.5	1.3	7.9	5.4	2.5
MTR 1377 **	1.7	1.8	-0.1	1.7	1.9	-0.2	1.8	1.8	0.0	1.6	1.9	-0.3	1.6	1.9	-0.3	1.7	1.4	0.3	2.0	2.8	-0.8
FOXF	13.8	14.0	-0.2	12.6	12.2	0.4	10.3	11.4	-1.1	13.8	14.4	-0.6	20.8	21.3	-0.5	12.0	11.7	0.3	11.4	11.6	-0.2
GOLD	7.5	7.3	0.2	6.9	6.5	0.4	8.8	8.2	0.6	9.3	8.9	0.4	5.6	6.0	-0.4	5.1	5.6	-0.5	6.2	6.6	-0.4
MIX101.1	5.3	5.0	0.3	4.7	4.2	0.5	4.9	4.5	0.4	5.5	5.6	-0.1	5.0	5.3	-0.3	8.2	6.1	2.1	5.1	4.8	0.3
3MMM	5.9	5.2	0.7	5.6	4.8	0.8	5.6	5.5	0.1	6.9	6.6	0.3	5.8	4.3	1.5	5.2	3.7	1.5	6.4	5.1	1.3
NOVA 100	7.2	8.1	-0.9	7.2	8.7	-1.5	6.7	7.0	-0.3	8.1	8.7	-0.6	7.1	8.3	-1.2	6.6	7.3	-0.7	5.2	5.5	-0.3
Classic Rock*	3.4	3.5	-0.1	2.3	3.0	-0.7	3.9	4.1	-0.2	4.9	4.6	0.3	3.0	2.9	0.1	2.9	2.1	0.8	2.6	2.9	-0.3
ABC774	12.6	12.9	-0.3	14.6	15.8	-1.2	13.6	13.6	0.0	9.9	10.4	-0.5	9.7	9.3	0.4	16.0	15.1	0.9	13.0	12.9	0.1
3RN	2.2	2.5	-0.3	2.6	3.2	-0.6	2.2	2.7	-0.5	1.2	1.6	-0.4	2.7	2.8	-0.1	2.5	2.3	0.2	3.0	2.8	0.2
NEWSR	1.9	1.6	0.3	2.5	2.2	0.3	1.1	1.0	0.1	1.8	1.1	0.7	1.8	1.6	0.2	2.4	2.7	-0.3	2.7	2.2	0.5
3JJJ	4.1	5.3	-1.2	3.7	3.9	-0.2	3.7	4.7	-1.0	5.0	6.4	-1.4	4.4	6.4	-2.0	3.9	6.0	-2.1	3.4	4.7	-1.3
ABCFM	2.6	2.6	0.0	2.2	2.4	-0.2	3.1	3.0	0.1	2.3	2.1	0.2	2.7	2.7	0.0	2.6	3.1	-0.5	2.9	3.0	-0.1

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

\* Note: Classic Rock 91.5 - LAST (#3) survey results reflect listening to vega from Feb 14 to Mar 11 and Classic Rock from Mar 12 to May 1.

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\*\* Note: MTR 1377 commenced broadcasting on April 19 replacing 3MP. All listening for Survey #4 reflects listening to 3MP from Mar 28 to Apr 18 and MTR from Apr 19 to Jun 12. LAST (#3) survey results reflect listening to 3MP from Feb 14 to Apr 18 and to MTR from April 19 to May 1.

# Brisbane Radio - Survey #4 2010



## 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	8.7	7.5	1.2	0.4	0.6	-0.2	2.0	1.6	0.4	2.3	2.8	-0.5	6.4	6.9	-0.5	13.7	11.4	2.3	24.4	18.5	5.9
4BH	8.1	7.7	0.4	0.9	1.3	-0.4	1.2	1.5	-0.3	0.1	0.5	-0.4	5.7	4.7	1.0	16.9	16.1	0.8	22.6	22.5	0.1
4KQ	6.8	7.1	-0.3	0.5	1.4	-0.9	0.8	0.8	0.0	2.0	1.8	0.2	8.2	10.4	-2.2	17.8	17.5	0.3	9.4	7.5	1.9
B105	12.3	12.1	0.2	33.9	31.1	2.8	23.7	24.2	-0.5	18.0	16.8	1.2	8.8	9.7	-0.9	3.3	3.1	0.2	0.4	0.6	-0.2
97.3FM	11.7	11.2	0.5	14.7	13.1	1.6	12.4	7.3	5.1	13.5	15.3	-1.8	19.0	17.3	1.7	8.0	8.1	-0.1	0.7	0.6	0.1
4MMM	10.9	12.3	-1.4	7.4	7.5	-0.1	11.8	11.3	0.5	17.2	20.6	-3.4	18.2	18.7	-0.5	2.3	3.8	-1.5	0.6	0.5	0.1
NOVA106.9	11.1	11.7	-0.6	26.0	27.5	-1.5	21.8	23.2	-1.4	19.3	20.2	-0.9	7.5	7.8	-0.3	0.9	1.0	-0.1	0.2	*	0.2
ABC612	9.7	10.1	-0.4	2.5	2.7	-0.2	0.9	0.9	0.0	4.1	3.0	1.1	8.1	7.9	0.2	18.2	18.5	-0.3	21.4	25.7	-4.3
4RN	2.2	2.3	-0.1	*	*	0.0	*	0.1	-0.1	0.8	0.9	-0.1	2.9	2.9	0.0	5.1	4.3	0.8	2.9	4.3	-1.4
NEWSR	1.2	1.5	-0.3	*	*	0.0	0.2	*	0.2	1.0	1.2	-0.2	1.0	0.7	0.3	1.3	2.7	-1.4	3.1	3.7	-0.6
4JJJ	6.1	6.1	0.0	7.9	8.3	-0.4	14.3	18.2	-3.9	12.2	9.7	2.5	3.3	3.4	-0.1	0.4	1.0	-0.6	0.2	*	0.2
ABCFM	2.2	2.0	0.2	0.3	0.9	-0.6	0.4	0.3	0.1	1.1	0.5	0.6	1.3	1.0	0.3	1.8	2.7	-0.9	7.0	7.0	0.0

## 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	9.1	7.9	1.2	9.0	8.6	0.4	9.3	7.9	1.4	8.7	7.5	1.2	7.6	6.4	1.2	13.3	8.9	4.4	7.6	6.0	1.6
4BH	7.6	7.3	0.3	7.8	6.2	1.6	8.8	9.5	-0.7	8.3	8.4	-0.1	6.0	5.6	0.4	4.6	5.2	-0.6	9.8	9.3	0.5
4KQ	6.4	6.4	0.0	7.6	7.8	-0.2	7.4	7.5	-0.1	6.1	5.8	0.3	4.9	4.7	0.2	2.3	3.8	-1.5	8.4	9.3	-0.9
B105	12.8	12.6	0.2	12.2	11.8	0.4	10.0	10.4	-0.4	11.8	11.6	0.2	19.1	18.4	0.7	13.2	12.5	0.7	10.6	10.3	0.3
97.3FM	12.0	11.5	0.5	10.1	9.9	0.2	13.4	11.1	2.3	14.0	13.7	0.3	11.3	11.8	-0.5	11.0	11.4	-0.4	10.5	9.9	0.6
4MMM	11.4	13.0	-1.6	10.8	10.9	-0.1	12.8	16.0	-3.2	13.4	16.7	-3.3	8.8	8.9	-0.1	8.6	8.6	0.0	9.2	10.0	-0.8
NOVA106.9	11.3	11.8	-0.5	10.7	11.4	-0.7	9.8	10.8	-1.0	12.0	11.2	0.8	12.6	13.5	-0.9	12.5	14.9	-2.4	10.7	11.5	-0.8
ABC612	9.5	9.8	-0.3	12.4	12.5	-0.1	8.0	8.8	-0.8	6.9	7.5	-0.6	8.5	8.4	0.1	12.9	12.7	0.2	10.5	11.0	-0.5
4RN	2.3	2.4	-0.1	3.0	3.5	-0.5	2.2	1.9	0.3	1.5	1.3	0.2	2.4	3.2	-0.8	1.4	1.7	-0.3	1.9	1.9	0.0
NEWSR	1.2	1.4	-0.2	1.7	1.7	0.0	0.7	1.0	-0.3	0.7	0.9	-0.2	0.9	1.2	-0.3	2.7	3.3	-0.6	1.5	2.0	-0.5
4JJJ	6.1	6.2	-0.1	5.3	5.6	-0.3	5.8	5.8	0.0	5.8	6.2	-0.4	7.8	7.4	0.4	8.0	7.6	0.4	6.1	5.8	0.3
ABCFM	2.1	1.9	0.2	2.2	1.9	0.3	2.2	1.8	0.4	1.4	1.4	0.0	2.8	2.4	0.4	2.9	2.7	0.2	2.3	2.5	-0.2

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

# Adelaide Radio - Survey #4 2010



## 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	14.7	13.9	0.8	5.8	3.9	1.9	2.9	1.0	1.9	3.8	4.3	-0.5	11.4	9.0	2.4	20.0	22.8	-2.8	31.2	28.0	3.2
CRUISE1323	6.9	7.4	-0.5	1.9	3.0	-1.1	1.4	1.0	0.4	0.8	0.5	0.3	7.2	9.0	-1.8	10.4	11.5	-1.1	13.0	12.4	0.6
MIX102.3	13.1	12.9	0.2	13.2	9.8	3.4	8.8	9.7	-0.9	9.0	10.3	-1.3	25.2	23.6	1.6	14.7	15.1	-0.4	4.9	4.9	0.0
5MMM	9.1	9.6	-0.5	9.7	12.1	-2.4	7.5	11.8	-4.3	12.4	12.7	-0.3	13.9	13.6	0.3	9.6	8.8	0.8	1.2	1.9	-0.7
NOVA91.9	7.9	8.7	-0.8	18.2	19.6	-1.4	21.6	26.7	-5.1	16.0	16.1	-0.1	5.1	7.1	-2.0	1.8	1.1	0.7	0.1	*	0.1
SAFM	12.7	12.1	0.6	33.6	32.6	1.0	28.0	19.7	8.3	21.5	22.6	-1.1	12.0	13.2	-1.2	4.7	3.3	1.4	0.2	0.7	-0.5
ABC891	11.9	11.8	0.1	1.8	2.6	-0.8	2.7	3.0	-0.3	2.2	3.7	-1.5	8.4	7.2	1.2	17.7	14.9	2.8	26.2	26.6	-0.4
5RN	2.3	2.2	0.1	0.6	0.5	0.1	0.1	*	0.1	0.9	0.8	0.1	2.8	2.1	0.7	3.5	4.8	-1.3	3.4	2.8	0.6
NEWSR	1.6	1.5	0.1	0.3	0.5	-0.2	0.9	0.7	0.2	0.5	0.9	-0.4	1.1	1.3	-0.2	2.9	2.5	0.4	2.8	2.2	0.6
5JJJ	5.6	4.9	0.7	4.6	6.1	-1.5	10.0	10.2	-0.2	13.8	10.8	3.0	5.2	5.3	-0.1	0.9	0.8	0.1	*	*	0.0
ABCFM	3.9	4.2	-0.3	0.8	0.3	0.5	1.4	0.7	0.7	0.6	1.0	-0.4	1.8	1.2	0.6	5.8	4.0	1.8	9.5	12.4	-2.9

## 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	14.2	13.6	0.6	18.3	17.5	0.8	12.7	12.7	0.0	7.9	7.8	0.1	15.9	14.3	1.6	19.7	18.9	0.8	16.6	14.9	1.7
CRUISE1323	6.3	6.8	-0.5	5.6	6.0	-0.4	7.6	7.3	0.3	6.9	7.2	-0.3	5.2	6.7	-1.5	6.1	6.8	-0.7	8.6	9.3	-0.7
MIX102.3	13.5	12.8	0.7	11.4	11.7	-0.3	15.0	13.3	1.7	16.9	14.8	2.1	12.3	12.3	0.0	8.3	10.0	-1.7	11.9	13.5	-1.6
5MMM	9.6	10.1	-0.5	10.6	10.3	0.3	10.0	10.5	-0.5	10.8	12.1	-1.3	7.3	7.9	-0.6	6.4	6.8	-0.4	7.4	7.7	-0.3
NOVA91.9	8.5	9.2	-0.7	8.1	9.2	-1.1	8.1	8.4	-0.3	10.1	9.9	0.2	8.6	9.5	-0.9	6.2	9.1	-2.9	6.1	7.1	-1.0
SAFM	13.3	12.7	0.6	10.9	10.3	0.6	11.5	10.9	0.6	15.2	14.6	0.6	17.7	17.9	-0.2	12.6	9.9	2.7	10.7	10.4	0.3
ABC891	11.6	11.6	0.0	14.9	14.2	0.7	13.2	13.7	-0.5	9.0	8.9	0.1	8.0	8.4	-0.4	11.1	11.6	-0.5	12.8	12.4	0.4
5RN	2.2	2.1	0.1	3.7	3.1	0.6	1.6	1.7	-0.1	1.0	1.0	0.0	1.7	2.3	-0.6	3.6	3.3	0.3	2.5	2.2	0.3
NEWSR	1.5	1.5	0.0	1.8	1.8	0.0	1.2	0.9	0.3	1.1	0.9	0.2	1.1	0.9	0.2	3.4	4.7	-1.3	1.9	1.6	0.3
5JJJ	5.8	5.1	0.7	5.2	4.4	0.8	5.6	5.0	0.6	6.2	6.1	0.1	6.6	5.8	0.8	5.1	3.6	1.5	4.9	4.3	0.6
ABCFM	3.8	4.0	-0.2	3.1	3.6	-0.5	4.2	4.6	-0.4	3.6	3.7	-0.1	4.5	3.8	0.7	4.4	4.9	-0.5	4.2	4.8	-0.6

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

# Perth Radio - Survey #4 2010



## 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	6.3	6.1	0.2	1.5	0.7	0.8	1.1	2.1	-1.0	2.3	2.4	-0.1	6.5	8.5	-2.0	19.4	16.0	3.4	4.2	2.8	1.4
6PR	9.3	9.0	0.3	0.6	1.0	-0.4	0.7	0.6	0.1	3.8	3.2	0.6	7.4	6.3	1.1	15.1	18.5	-3.4	22.5	20.2	2.3
MIX 94.5	16.0	17.0	-1.0	19.4	18.2	1.2	14.6	13.1	1.5	14.0	16.7	-2.7	24.6	29.2	-4.6	15.8	12.1	3.7	5.8	5.1	0.7
92.9	11.6	11.4	0.2	40.0	41.3	-1.3	25.3	26.7	-1.4	15.0	13.8	1.2	9.4	8.8	0.6	1.7	1.5	0.2	0.3	0.2	0.1
96FM	9.9	10.7	-0.8	8.5	8.1	0.4	15.6	11.5	4.1	14.2	13.8	0.4	15.9	17.1	-1.2	1.9	6.8	-4.9	0.3	0.9	-0.6
NOVA93.7	9.7	9.6	0.1	19.0	21.1	-2.1	20.8	15.8	5.0	17.2	18.5	-1.3	6.5	7.3	-0.8	2.3	1.6	0.7	0.4	*	0.4
ABC720	11.8	11.0	0.8	3.0	2.1	0.9	0.9	1.9	-1.0	6.8	4.6	2.2	7.2	6.9	0.3	18.4	18.3	0.1	29.0	28.1	0.9
6RN	2.4	2.3	0.1	*	*	0.0	0.1	1.4	-1.3	1.4	1.6	-0.2	2.5	2.2	0.3	3.8	3.0	0.8	4.7	4.2	0.5
NEWSR	1.7	1.7	0.0	0.2	0.4	-0.2	0.1	*	0.1	1.5	1.5	0.0	1.1	1.0	0.1	2.7	1.6	1.1	3.4	4.6	-1.2
6JJJ	7.6	7.4	0.2	5.7	4.4	1.3	16.8	20.2	-3.4	18.5	18.3	0.2	3.7	2.2	1.5	0.7	1.1	-0.4	*	*	0.0
ABCFM	2.4	2.7	-0.3	0.3	0.3	0.0	0.5	2.0	-1.5	0.9	1.0	-0.1	2.4	1.9	0.5	2.5	1.9	0.6	6.3	8.5	-2.2

## 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	+/-
6IX	6.2	6.0	0.2	6.0	5.3	0.7	6.8	6.5	0.3	6.0	6.8	-0.8	5.2	5.3	-0.1	7.3	6.1	1.2	6.9	6.3	0.6
6PR	9.3	9.2	0.1	9.9	9.0	0.9	10.2	10.2	0.0	7.8	8.4	-0.6	7.8	8.6	-0.8	11.9	10.2	1.7	9.4	8.5	0.9
MIX 94.5	16.0	17.1	-1.1	15.9	16.2	-0.3	15.9	18.3	-2.4	17.8	19.2	-1.4	16.0	16.1	-0.1	10.5	12.0	-1.5	15.9	16.5	-0.6
92.9	11.6	11.5	0.1	10.1	10.3	-0.2	8.8	9.7	-0.9	11.2	10.5	0.7	18.4	17.2	1.2	12.7	12.4	0.3	11.6	11.2	0.4
96FM	10.7	11.2	-0.5	9.5	9.7	-0.2	12.3	12.6	-0.3	13.3	13.9	-0.6	8.2	9.4	-1.2	6.5	6.6	-0.1	7.4	9.0	-1.6
NOVA93.7	10.2	10.0	0.2	10.3	11.0	-0.7	10.8	9.4	1.4	11.2	10.2	1.0	8.2	8.7	-0.5	8.3	9.5	-1.2	7.9	8.2	-0.3
ABC720	11.6	10.9	0.7	15.4	14.6	0.8	10.6	9.5	1.1	7.8	7.8	0.0	9.7	9.5	0.2	17.0	15.5	1.5	12.6	11.3	1.3
6RN	2.3	2.1	0.2	3.4	3.1	0.3	1.7	1.6	0.1	1.3	1.2	0.1	2.8	2.0	0.8	2.1	3.3	-1.2	3.0	3.0	0.0
NEWSR	1.5	1.5	0.0	2.0	2.0	0.0	0.9	1.0	-0.1	1.0	1.0	0.0	1.3	1.0	0.3	3.3	3.8	-0.5	2.5	2.4	0.1
6JJJ	7.8	7.6	0.2	6.4	6.9	-0.5	7.4	6.8	0.6	9.4	8.3	1.1	8.9	9.2	-0.3	6.8	6.7	0.1	7.0	6.8	0.2
ABCFM	2.3	2.6	-0.3	2.1	2.2	-0.1	2.5	2.9	-0.4	1.7	1.9	-0.2	3.0	3.5	-0.5	3.1	3.2	-0.1	2.6	3.4	-0.8

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

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