

Sydney Radio - Survey #4 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 | 5.4 | 5.0 | 0.4 | 0.4 | 3.6 | -3.2 | 0.1 | 0.2 | -0.1 | 0.3 | 1.3 | -1.0 | 2.2 | 2.0 | 0.2 | 10.2 | 8.8 | 1.4 | 13.8 | 12.2 | 1.6 |
| 2GB | 15.8 | 16.2 | -0.4 | 2.8 | 2.8 | 0.0 | 2.1 | 2.2 | -0.1 | 8.7 | 8.2 | 0.5 | 12.4 | 14.1 | -1.7 | 20.4 | 20.5 | -0.1 | 32.2 | 34.1 | -1.9 |
| 2UE | 6.7 | 6.1 | 0.6 | 1.7 | 2.1 | -0.4 | * | 0.4 | -0.4 | 2.7 | 2.1 | 0.6 | 6.7 | 7.0 | -0.3 | 9.6 | 7.5 | 2.1 | 12.5 | 11.9 | 0.6 |
| 2DAY | 9.4 | 10.1 | -0.7 | 20.9 | 23.4 | -2.5 | 21.2 | 24.5 | -3.3 | 16.5 | 16.0 | 0.5 | 8.9 | 9.1 | -0.2 | 1.8 | 2.0 | -0.2 | 0.5 | 0.4 | 0.1 |
| MIX106.5 | 5.8 | 5.7 | 0.1 | 6.5 | 6.9 | -0.4 | 8.0 | 5.1 | 2.9 | 10.3 | 8.8 | 1.5 | 8.2 | 9.2 | -1.0 | 2.0 | 2.8 | -0.8 | 0.3 | 0.5 | -0.2 |
| 2MMM | 4.7 | 4.1 | 0.6 | 7.7 | 6.3 | 1.4 | 6.1 | 4.0 | 2.1 | 8.5 | 5.9 | 2.6 | 6.1 | 7.0 | -0.9 | 1.6 | 1.8 | -0.2 | 0.1 | * | 0.1 |
| NOVA96.9 | 5.8 | 7.1 | -1.3 | 12.9 | 16.8 | -3.9 | 19.7 | 24.7 | -5.0 | 10.3 | 12.5 | -2.2 | 3.2 | 2.7 | 0.5 | 0.7 | 0.6 | 0.1 | 0.1 | 0.1 | 0.0 |
| Classic Rock 95.3 | 3.3 | 2.6 | 0.7 | 2.5 | 1.2 | 1.3 | 2.8 | 2.7 | 0.1 | 4.1 | 3.0 | 1.1 | 5.3 | 3.8 | 1.5 | 4.0 | 4.2 | -0.2 | 0.1 | 0.1 | 0.0 |
| WSFM | 6.8 | 6.8 | 0.0 | 3.1 | 5.3 | -2.2 | 2.8 | 4.1 | -1.3 | 5.7 | 5.3 | 0.4 | 11.5 | 11.6 | -0.1 | 11.5 | 10.8 | 0.7 | 2.2 | 1.9 | 0.3 |
| ABC702 | 10.2 | 10.4 | -0.2 | 2.5 | 2.4 | 0.1 | 3.1 | 1.9 | 1.2 | 4.2 | 4.3 | -0.1 | 13.6 | 11.9 | 1.7 | 12.7 | 18.5 | -5.8 | 16.0 | 15.7 | 0.3 |
| 2RN | 2.3 | 2.0 | 0.3 | 0.1 | 0.5 | -0.4 | 0.5 | 0.3 | 0.2 | 0.9 | 0.8 | 0.1 | 2.1 | 2.3 | -0.2 | 4.5 | 3.5 | 1.0 | 3.6 | 3.2 | 0.4 |
| NEWSR | 2.3 | 1.8 | 0.5 | 0.3 | 0.2 | 0.1 | 0.6 | 0.6 | 0.0 | 1.5 | 2.1 | -0.6 | 2.8 | 1.5 | 1.3 | 3.1 | 2.8 | 0.3 | 3.0 | 1.9 | 1.1 |
| 2JJJ | 4.1 | 4.8 | -0.7 | 4.8 | 5.4 | -0.6 | 10.2 | 10.7 | -0.5 | 7.8 | 11.2 | -3.4 | 4.3 | 3.0 | 1.3 | 0.4 | 1.0 | -0.6 | * | * | 0.0 |
| ABCFM | 3.1 | 3.0 | 0.1 | 0.3 | 0.5 | -0.2 | 0.3 | 0.3 | 0.0 | 1.2 | 1.1 | 0.1 | 1.1 | 1.4 | -0.3 | 4.9 | 3.5 | 1.4 | 7.6 | 8.5 | -0.9 |

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 | +/- |
| 2CH | 4.8 | 4.8 | 0.0 | 4.4 | 4.3 | 0.1 | 6.3 | 5.9 | 0.4 | 5.2 | 5.1 | 0.1 | 3.4 | 3.7 | -0.3 | 4.6 | 5.2 | -0.6 | 7.1 | 5.8 | 1.3 |
| 2GB | 16.4 | 16.7 | -0.3 | 18.0 | 18.3 | -0.3 | 20.7 | 20.1 | 0.6 | 15.2 | 15.1 | 0.1 | 10.4 | 11.6 | -1.2 | 15.2 | 16.2 | -1.0 | 13.7 | 14.8 | -1.1 |
| 2UE | 6.0 | 5.3 | 0.7 | 6.5 | 5.6 | 0.9 | 5.9 | 5.3 | 0.6 | 6.2 | 5.6 | 0.6 | 4.0 | 4.5 | -0.5 | 7.4 | 5.6 | 1.8 | 8.8 | 8.6 | 0.2 |
| 2DAY | 9.8 | 10.7 | -0.9 | 10.0 | 11.3 | -1.3 | 8.9 | 9.5 | -0.6 | 9.6 | 10.9 | -1.3 | 12.8 | 12.2 | 0.6 | 7.3 | 8.3 | -1.0 | 7.9 | 8.1 | -0.2 |
| MIX106.5 | 5.7 | 5.8 | -0.1 | 4.6 | 4.7 | -0.1 | 5.1 | 5.6 | -0.5 | 5.3 | 6.1 | -0.8 | 6.7 | 6.5 | 0.2 | 9.2 | 7.7 | 1.5 | 6.0 | 5.3 | 0.7 |
| 2MMM | 4.9 | 4.2 | 0.7 | 5.0 | 4.3 | 0.7 | 4.9 | 3.6 | 1.3 | 6.0 | 5.0 | 1.0 | 4.3 | 3.8 | 0.5 | 3.5 | 4.3 | -0.8 | 3.8 | 3.6 | 0.2 |
| NOVA96.9 | 5.7 | 7.2 | -1.5 | 5.3 | 6.4 | -1.1 | 4.5 | 6.5 | -2.0 | 5.3 | 8.1 | -2.8 | 7.0 | 8.3 | -1.3 | 7.9 | 7.8 | 0.1 | 6.1 | 6.6 | -0.5 |
| Classic Rock 95.3 | 3.3 | 2.6 | 0.7 | 2.5 | 2.0 | 0.5 | 3.4 | 2.8 | 0.6 | 3.7 | 3.1 | 0.6 | 4.0 | 2.7 | 1.3 | 3.3 | 3.3 | 0.0 | 3.2 | 2.5 | 0.7 |
| WSFM | 6.7 | 6.5 | 0.2 | 7.2 | 6.8 | 0.4 | 6.5 | 5.4 | 1.1 | 7.3 | 6.4 | 0.9 | 6.8 | 7.4 | -0.6 | 4.2 | 6.2 | -2.0 | 6.9 | 7.9 | -1.0 |
| ABC702 | 10.7 | 10.8 | -0.1 | 12.6 | 13.1 | -0.5 | 9.9 | 9.1 | 0.8 | 10.2 | 9.3 | 0.9 | 10.6 | 12.4 | -1.8 | 8.3 | 8.1 | 0.2 | 8.6 | 9.0 | -0.4 |
| 2RN | 2.2 | 1.9 | 0.3 | 2.8 | 3.3 | -0.5 | 2.3 | 1.6 | 0.7 | 1.4 | 0.5 | 0.9 | 2.0 | 1.9 | 0.1 | 2.4 | 1.7 | 0.7 | 2.5 | 2.3 | 0.2 |
| NEWSR | 2.1 | 1.6 | 0.5 | 3.1 | 2.5 | 0.6 | 1.0 | 0.9 | 0.1 | 1.1 | 1.0 | 0.1 | 2.0 | 1.3 | 0.7 | 4.0 | 2.6 | 1.4 | 2.7 | 2.2 | 0.5 |
| 2JJJ | 4.2 | 5.1 | -0.9 | 3.7 | 4.2 | -0.5 | 3.6 | 5.1 | -1.5 | 4.3 | 6.1 | -1.8 | 5.7 | 5.5 | 0.2 | 4.4 | 5.0 | -0.6 | 3.6 | 3.8 | -0.2 |
| ABCFM | 2.9 | 2.9 | 0.0 | 2.3 | 2.4 | -0.1 | 3.3 | 3.3 | 0.0 | 3.3 | 3.4 | -0.1 | 3.5 | 3.2 | 0.3 | 2.3 | 2.0 | 0.3 | 3.6 | 3.6 | 0.0 |

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

Melbourne Radio - Survey #4 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 | 5.7 | 5.4 | 0.3 | 2.8 | 1.9 | 0.9 | 2.6 | 3.4 | -0.8 | 8.1 | 7.6 | 0.5 | 7.9 | 6.9 | 1.0 | 4.2 | 3.3 | 0.9 | 3.6 | 4.5 | -0.9 |
| 3AW | 14.2 | 16.4 | -2.2 | 2.3 | 2.6 | -0.3 | 1.1 | 0.6 | 0.5 | 3.4 | 5.3 | -1.9 | 13.2 | 13.2 | 0.0 | 18.5 | 21.5 | -3.0 | 32.0 | 37.8 | -5.8 |
| MAGIC | 5.7 | 5.9 | -0.2 | * | * | 0.0 | 0.2 | 0.1 | 0.1 | 0.9 | 0.3 | 0.6 | 3.1 | 1.9 | 1.2 | 12.3 | 12.3 | 0.0 | 12.9 | 15.3 | -2.4 |
| MTR 1377 | 2.2 | 1.8 | 0.4 | * | * | 0.0 | 0.3 | 0.2 | 0.1 | 2.0 | 1.7 | 0.3 | 1.5 | 1.5 | 0.0 | 2.3 | 2.0 | 0.3 | 4.5 | 3.5 | 1.0 |
| FOXFM | 11.2 | 11.6 | -0.4 | 43.0 | 41.2 | 1.8 | 31.0 | 24.0 | 7.0 | 15.0 | 15.2 | -0.2 | 9.6 | 12.7 | -3.1 | 0.9 | 2.0 | -1.1 | 0.4 | 0.4 | 0.0 |
| GOLD | 7.9 | 7.2 | 0.7 | 3.9 | 2.7 | 1.2 | 5.9 | 5.1 | 0.8 | 8.0 | 6.7 | 1.3 | 10.6 | 10.3 | 0.3 | 11.5 | 11.9 | -0.4 | 3.4 | 2.7 | 0.7 |
| MIX101.1 | 5.0 | 5.0 | 0.0 | 14.0 | 12.3 | 1.7 | 6.8 | 7.6 | -0.8 | 7.7 | 6.8 | 0.9 | 5.8 | 7.2 | -1.4 | 1.8 | 1.3 | 0.5 | 0.3 | 0.3 | 0.0 |
| 3MMM | 5.8 | 5.7 | 0.1 | 5.9 | 5.2 | 0.7 | 7.5 | 9.3 | -1.8 | 12.0 | 11.7 | 0.3 | 6.7 | 6.8 | -0.1 | 2.1 | 1.0 | 1.1 | 0.2 | 0.2 | 0.0 |
| NOVA 100 | 6.7 | 6.2 | 0.5 | 14.7 | 16.5 | -1.8 | 23.4 | 17.4 | 6.0 | 13.7 | 11.7 | 2.0 | 3.3 | 3.7 | -0.4 | 0.6 | 1.2 | -0.6 | 0.1 | 0.1 | 0.0 |
| Classic Rock 91.5 | 4.2 | 3.9 | 0.3 | 1.9 | 2.2 | -0.3 | 5.8 | 4.3 | 1.5 | 4.5 | 5.2 | -0.7 | 7.0 | 6.0 | 1.0 | 4.1 | 4.1 | 0.0 | 0.4 | 0.3 | 0.1 |
| ABC774 | 13.1 | 11.7 | 1.4 | 2.5 | 2.0 | 0.5 | 2.1 | 1.2 | 0.9 | 3.9 | 3.8 | 0.1 | 12.5 | 12.7 | -0.2 | 23.2 | 19.4 | 3.8 | 23.0 | 19.7 | 3.3 |
| 3RN | 2.8 | 2.5 | 0.3 | 0.5 | 0.6 | -0.1 | 0.6 | 1.5 | -0.9 | 0.9 | 1.0 | -0.1 | 3.5 | 2.6 | 0.9 | 5.3 | 5.3 | 0.0 | 3.4 | 2.7 | 0.7 |
| NEWSR | 1.5 | 1.5 | 0.0 | 0.2 | 0.2 | 0.0 | 0.9 | 0.7 | 0.2 | 1.5 | 1.3 | 0.2 | 2.1 | 1.8 | 0.3 | 1.5 | 2.0 | -0.5 | 1.2 | 1.4 | -0.2 |
| 3JJJ | 3.3 | 4.2 | -0.9 | 4.2 | 5.4 | -1.2 | 8.2 | 14.1 | -5.9 | 9.1 | 9.2 | -0.1 | 1.2 | 2.1 | -0.9 | 0.7 | 0.3 | 0.4 | 0.1 | * | 0.1 |
| ABCFM | 2.9 | 2.5 | 0.4 | 0.6 | 0.8 | -0.2 | 0.4 | 0.4 | 0.0 | 1.3 | 1.0 | 0.3 | 1.7 | 2.0 | -0.3 | 3.5 | 4.5 | -1.0 | 7.1 | 4.3 | 2.8 |

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 | 5.7 | 5.4 | 0.3 | 5.4 | 5.1 | 0.3 | 5.5 | 5.4 | 0.1 | 5.2 | 4.8 | 0.4 | 7.0 | 6.4 | 0.6 | 5.8 | 6.3 | -0.5 | 5.7 | 5.2 | 0.5 |
| 3AW | 14.3 | 16.3 | -2.0 | 18.9 | 20.6 | -1.7 | 13.9 | 16.8 | -2.9 | 10.6 | 12.9 | -2.3 | 12.2 | 13.1 | -0.9 | 15.2 | 16.9 | -1.7 | 13.9 | 16.9 | -3.0 |
| MAGIC | 5.4 | 5.5 | -0.1 | 4.8 | 4.9 | -0.1 | 6.7 | 6.6 | 0.1 | 6.2 | 6.5 | -0.3 | 4.5 | 4.1 | 0.4 | 3.8 | 4.3 | -0.5 | 7.0 | 7.2 | -0.2 |
| MTR 1377 | 2.5 | 2.1 | 0.4 | 2.2 | 2.2 | 0.0 | 2.2 | 1.7 | 0.5 | 3.0 | 2.3 | 0.7 | 1.9 | 2.0 | -0.1 | 3.7 | 1.8 | 1.9 | 1.2 | 1.1 | 0.1 |
| FOXFM | 11.3 | 11.9 | -0.6 | 10.2 | 11.3 | -1.1 | 8.6 | 9.6 | -1.0 | 11.7 | 12.2 | -0.5 | 14.4 | 15.1 | -0.7 | 13.4 | 12.8 | 0.6 | 11.1 | 10.4 | 0.7 |
| GOLD | 8.1 | 7.2 | 0.9 | 5.4 | 5.2 | 0.2 | 10.5 | 8.8 | 1.7 | 11.0 | 9.2 | 1.8 | 7.5 | 6.9 | 0.6 | 4.8 | 5.2 | -0.4 | 7.1 | 7.1 | 0.0 |
| MIX101.1 | 5.0 | 4.9 | 0.1 | 3.9 | 3.7 | 0.2 | 4.8 | 4.4 | 0.4 | 5.9 | 5.7 | 0.2 | 5.4 | 5.5 | -0.1 | 6.2 | 6.8 | -0.6 | 4.8 | 5.3 | -0.5 |
| 3MMM | 5.7 | 5.9 | -0.2 | 6.2 | 5.9 | 0.3 | 5.0 | 5.9 | -0.9 | 6.1 | 6.9 | -0.8 | 5.1 | 5.3 | -0.2 | 5.1 | 4.4 | 0.7 | 6.1 | 4.8 | 1.3 |
| NOVA 100 | 6.9 | 6.3 | 0.6 | 7.0 | 6.9 | 0.1 | 5.5 | 4.5 | 1.0 | 7.4 | 6.4 | 1.0 | 7.8 | 8.0 | -0.2 | 7.1 | 5.6 | 1.5 | 6.1 | 6.0 | 0.1 |
| Classic Rock 91.5 | 4.4 | 4.0 | 0.4 | 3.2 | 2.9 | 0.3 | 5.1 | 4.4 | 0.7 | 5.8 | 4.9 | 0.9 | 4.3 | 4.3 | 0.0 | 3.0 | 3.6 | -0.6 | 3.5 | 3.4 | 0.1 |
| ABC774 | 13.2 | 11.9 | 1.3 | 15.9 | 14.3 | 1.6 | 15.8 | 13.7 | 2.1 | 9.6 | 9.2 | 0.4 | 10.7 | 9.4 | 1.3 | 13.0 | 11.8 | 1.2 | 12.9 | 11.0 | 1.9 |
| 3RN | 2.9 | 2.5 | 0.4 | 4.2 | 3.7 | 0.5 | 1.9 | 1.7 | 0.2 | 2.1 | 1.5 | 0.6 | 3.1 | 2.5 | 0.6 | 2.9 | 3.0 | -0.1 | 2.5 | 2.4 | 0.1 |
| NEWSR | 1.4 | 1.4 | 0.0 | 1.9 | 1.9 | 0.0 | 0.8 | 1.1 | -0.3 | 0.8 | 1.0 | -0.2 | 1.5 | 1.1 | 0.4 | 2.4 | 1.9 | 0.5 | 1.7 | 1.9 | -0.2 |
| 3JJJ | 3.3 | 4.4 | -1.1 | 2.8 | 3.2 | -0.4 | 3.3 | 4.5 | -1.2 | 3.7 | 4.9 | -1.2 | 3.7 | 5.3 | -1.6 | 3.5 | 4.6 | -1.1 | 3.3 | 3.6 | -0.3 |
| ABCFM | 2.6 | 2.2 | 0.4 | 2.5 | 2.1 | 0.4 | 2.9 | 2.2 | 0.7 | 2.4 | 2.1 | 0.3 | 3.0 | 2.5 | 0.5 | 2.3 | 2.5 | -0.2 | 3.6 | 3.3 | 0.3 |

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

Brisbane Radio - Survey #4 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 | 7.5 | 8.5 | -1.0 | 0.8 | 0.3 | 0.5 | 1.2 | 2.4 | -1.2 | 2.3 | 1.7 | 0.6 | 4.5 | 7.2 | -2.7 | 10.9 | 11.2 | -0.3 | 22.0 | 24.2 | -2.2 |
| 4BH | 6.7 | 6.7 | 0.0 | 2.3 | 0.6 | 1.7 | 0.5 | * | 0.5 | 0.2 | 1.1 | -0.9 | 3.4 | 3.9 | -0.5 | 12.7 | 13.6 | -0.9 | 20.0 | 18.7 | 1.3 |
| 4KQ | 6.9 | 5.9 | 1.0 | 2.8 | 1.8 | 1.0 | 0.3 | * | 0.3 | 0.9 | 1.7 | -0.8 | 8.9 | 8.9 | 0.0 | 17.7 | 11.3 | 6.4 | 8.4 | 7.5 | 0.9 |
| B105 | 12.5 | 12.7 | -0.2 | 38.0 | 40.9 | -2.9 | 27.9 | 28.1 | -0.2 | 17.1 | 15.6 | 1.5 | 8.2 | 9.3 | -1.1 | 3.4 | 3.0 | 0.4 | 1.2 | 0.7 | 0.5 |
| 97.3FM | 12.2 | 11.3 | 0.9 | 12.4 | 10.5 | 1.9 | 9.6 | 12.6 | -3.0 | 18.9 | 15.5 | 3.4 | 16.9 | 15.0 | 1.9 | 8.4 | 8.8 | -0.4 | 1.3 | 2.2 | -0.9 |
| 4MMM | 10.4 | 10.0 | 0.4 | 10.6 | 8.2 | 2.4 | 9.1 | 8.0 | 1.1 | 13.1 | 15.4 | -2.3 | 18.2 | 16.4 | 1.8 | 5.3 | 4.3 | 1.0 | 0.6 | 0.7 | -0.1 |
| NOVA106.9 | 10.8 | 10.9 | -0.1 | 23.1 | 25.1 | -2.0 | 24.7 | 21.1 | 3.6 | 20.3 | 20.4 | -0.1 | 5.6 | 6.6 | -1.0 | 2.1 | 1.6 | 0.5 | 0.1 | 0.2 | -0.1 |
| ABC612 | 9.7 | 10.1 | -0.4 | 0.8 | 1.1 | -0.3 | 1.0 | 0.1 | 0.9 | 4.7 | 5.7 | -1.0 | 6.8 | 6.0 | 0.8 | 17.1 | 20.7 | -3.6 | 23.0 | 21.9 | 1.1 |
| 4RN | 3.0 | 2.6 | 0.4 | 0.3 | 0.1 | 0.2 | * | 0.1 | -0.1 | 1.2 | 0.5 | 0.7 | 3.3 | 1.9 | 1.4 | 5.2 | 5.9 | -0.7 | 6.1 | 6.1 | 0.0 |
| NEWSR | 1.6 | 1.3 | 0.3 | * | 0.3 | -0.3 | 0.7 | 0.8 | -0.1 | 1.0 | 0.5 | 0.5 | 1.6 | 1.7 | -0.1 | 2.6 | 2.4 | 0.2 | 2.4 | 1.8 | 0.6 |
| 4JJJ | 5.4 | 6.3 | -0.9 | 2.9 | 4.7 | -1.8 | 16.2 | 18.3 | -2.1 | 10.6 | 11.5 | -0.9 | 3.7 | 4.4 | -0.7 | 0.3 | 0.3 | 0.0 | 0.5 | 0.8 | -0.3 |
| ABCFM | 2.2 | 2.8 | -0.6 | 1.3 | 0.4 | 0.9 | 1.4 | 1.5 | -0.1 | 1.6 | 2.8 | -1.2 | 1.1 | 1.8 | -0.7 | 3.2 | 4.2 | -1.0 | 4.3 | 4.8 | -0.5 |

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 | 7.9 | 8.8 | -0.9 | 7.8 | 8.4 | -0.6 | 9.3 | 10.2 | -0.9 | 6.6 | 7.9 | -1.3 | 7.8 | 8.9 | -1.1 | 9.0 | 10.0 | -1.0 | 6.1 | 7.1 | -1.0 |
| 4BH | 5.9 | 6.1 | -0.2 | 4.9 | 5.9 | -1.0 | 7.2 | 7.5 | -0.3 | 6.2 | 6.4 | -0.2 | 5.0 | 4.9 | 0.1 | 7.3 | 4.6 | 2.7 | 9.2 | 8.9 | 0.3 |
| 4KQ | 6.7 | 5.8 | 0.9 | 7.9 | 6.6 | 1.3 | 7.1 | 6.3 | 0.8 | 6.9 | 5.9 | 1.0 | 4.5 | 4.1 | 0.4 | 5.0 | 4.8 | 0.2 | 7.6 | 6.0 | 1.6 |
| B105 | 12.6 | 12.8 | -0.2 | 12.3 | 12.2 | 0.1 | 10.2 | 9.9 | 0.3 | 12.3 | 12.2 | 0.1 | 15.6 | 16.9 | -1.3 | 15.2 | 16.4 | -1.2 | 12.3 | 12.2 | 0.1 |
| 97.3FM | 12.0 | 11.0 | 1.0 | 12.0 | 10.3 | 1.7 | 12.6 | 11.9 | 0.7 | 13.4 | 12.8 | 0.6 | 11.6 | 10.0 | 1.6 | 6.9 | 7.4 | -0.5 | 12.8 | 12.3 | 0.5 |
| 4MMM | 10.7 | 10.4 | 0.3 | 9.1 | 9.9 | -0.8 | 11.6 | 11.4 | 0.2 | 13.2 | 12.1 | 1.1 | 10.5 | 9.2 | 1.3 | 6.8 | 7.2 | -0.4 | 9.5 | 8.4 | 1.1 |
| NOVA106.9 | 11.2 | 11.3 | -0.1 | 10.7 | 10.1 | 0.6 | 10.4 | 10.9 | -0.5 | 11.6 | 12.6 | -1.0 | 13.6 | 12.7 | 0.9 | 9.1 | 10.4 | -1.3 | 9.4 | 9.3 | 0.1 |
| ABC612 | 9.7 | 9.7 | 0.0 | 12.5 | 12.9 | -0.4 | 8.1 | 8.0 | 0.1 | 7.4 | 6.9 | 0.5 | 8.6 | 8.5 | 0.1 | 13.3 | 13.4 | -0.1 | 9.7 | 11.3 | -1.6 |
| 4RN | 2.9 | 2.5 | 0.4 | 4.3 | 3.6 | 0.7 | 2.1 | 1.9 | 0.2 | 1.4 | 1.5 | -0.1 | 3.0 | 2.5 | 0.5 | 4.5 | 3.8 | 0.7 | 3.4 | 2.8 | 0.6 |
| NEWSR | 1.5 | 1.3 | 0.2 | 1.6 | 1.9 | -0.3 | 1.0 | 0.8 | 0.2 | 0.9 | 0.8 | 0.1 | 1.1 | 0.7 | 0.4 | 4.9 | 3.6 | 1.3 | 1.9 | 1.4 | 0.5 |
| 4JJJ | 5.8 | 6.5 | -0.7 | 4.9 | 5.9 | -1.0 | 7.0 | 7.4 | -0.4 | 6.9 | 7.2 | -0.3 | 5.1 | 6.3 | -1.2 | 4.3 | 5.1 | -0.8 | 4.1 | 5.3 | -1.2 |
| ABCFM | 2.1 | 2.6 | -0.5 | 1.9 | 2.3 | -0.4 | 2.6 | 2.8 | -0.2 | 1.5 | 2.1 | -0.6 | 2.5 | 3.8 | -1.3 | 2.6 | 2.7 | -0.1 | 2.4 | 3.3 | -0.9 |

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

Adelaide Radio - Survey #4 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 | 14.5 | 12.7 | 1.8 | 2.9 | 2.6 | 0.3 | 5.5 | 2.3 | 3.2 | 4.5 | 3.0 | 1.5 | 11.3 | 10.6 | 0.7 | 19.4 | 13.8 | 5.6 | 30.6 | 29.4 | 1.2 |
| CRUISE1323 | 7.7 | 7.7 | 0.0 | 2.9 | 3.9 | -1.0 | 1.3 | 1.5 | -0.2 | 4.0 | 3.8 | 0.2 | 6.3 | 8.2 | -1.9 | 14.3 | 12.3 | 2.0 | 11.6 | 11.1 | 0.5 |
| MIX102.3 | 13.4 | 13.7 | -0.3 | 10.5 | 11.6 | -1.1 | 15.7 | 12.6 | 3.1 | 14.5 | 12.0 | 2.5 | 17.0 | 23.1 | -6.1 | 17.3 | 17.8 | -0.5 | 5.5 | 3.5 | 2.0 |
| 5MMM | 9.3 | 7.4 | 1.9 | 9.9 | 6.9 | 3.0 | 10.3 | 9.0 | 1.3 | 9.6 | 11.0 | -1.4 | 18.7 | 14.1 | 4.6 | 5.7 | 2.5 | 3.2 | 1.0 | 0.4 | 0.6 |
| NOVA91.9 | 8.4 | 8.9 | -0.5 | 23.4 | 24.6 | -1.2 | 18.1 | 23.6 | -5.5 | 15.7 | 15.7 | 0.0 | 7.3 | 6.8 | 0.5 | 0.9 | 0.8 | 0.1 | 0.1 | 0.2 | -0.1 |
| SAFM | 10.9 | 12.9 | -2.0 | 35.1 | 31.6 | 3.5 | 25.3 | 25.0 | 0.3 | 14.5 | 22.0 | -7.5 | 11.2 | 14.5 | -3.3 | 1.8 | 1.8 | 0.0 | 0.6 | 0.9 | -0.3 |
| ABC891 | 12.5 | 13.7 | -1.2 | 3.9 | 1.6 | 2.3 | 0.8 | 1.2 | -0.4 | 3.6 | 3.6 | 0.0 | 7.4 | 8.7 | -1.3 | 18.2 | 23.0 | -4.8 | 29.1 | 29.6 | -0.5 |
| 5RN | 2.4 | 2.8 | -0.4 | 0.8 | 0.7 | 0.1 | * | 0.9 | -0.9 | 1.3 | 2.1 | -0.8 | 2.1 | 1.3 | 0.8 | 4.4 | 6.3 | -1.9 | 3.8 | 4.1 | -0.3 |
| NEWSR | 2.2 | 2.2 | 0.0 | 1.0 | 0.9 | 0.1 | 0.6 | 0.3 | 0.3 | 3.3 | 3.8 | -0.5 | 2.5 | 1.7 | 0.8 | 2.5 | 2.8 | -0.3 | 1.8 | 2.2 | -0.4 |
| 5JJJ | 5.9 | 5.1 | 0.8 | 5.0 | 7.4 | -2.4 | 10.8 | 13.3 | -2.5 | 15.1 | 12.0 | 3.1 | 4.7 | 3.5 | 1.2 | 2.3 | 0.5 | 1.8 | 0.1 | * | 0.1 |
| ABCFM | 4.1 | 3.8 | 0.3 | 0.4 | 0.7 | -0.3 | 0.7 | 1.8 | -1.1 | 1.4 | 1.1 | 0.3 | 4.3 | 1.4 | 2.9 | 5.1 | 7.5 | -2.4 | 7.9 | 7.9 | 0.0 |

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 | 14.7 | 12.9 | 1.8 | 17.6 | 15.7 | 1.9 | 14.8 | 13.9 | 0.9 | 9.6 | 7.4 | 2.2 | 15.7 | 13.4 | 2.3 | 17.7 | 16.1 | 1.6 | 13.9 | 11.8 | 2.1 |
| CRUISE1323 | 7.1 | 7.3 | -0.2 | 6.6 | 6.2 | 0.4 | 7.2 | 7.2 | 0.0 | 8.3 | 8.7 | -0.4 | 5.8 | 6.8 | -1.0 | 7.1 | 7.2 | -0.1 | 9.5 | 9.2 | 0.3 |
| MIX102.3 | 13.4 | 13.7 | -0.3 | 11.8 | 12.0 | -0.2 | 13.8 | 14.7 | -0.9 | 16.0 | 17.2 | -1.2 | 14.9 | 13.9 | 1.0 | 8.3 | 7.7 | 0.6 | 13.2 | 13.5 | -0.3 |
| 5MMM | 9.9 | 8.0 | 1.9 | 9.2 | 7.2 | 2.0 | 11.5 | 9.0 | 2.5 | 11.8 | 9.4 | 2.4 | 8.9 | 8.1 | 0.8 | 5.5 | 4.6 | 0.9 | 7.1 | 5.5 | 1.6 |
| NOVA91.9 | 8.5 | 9.1 | -0.6 | 7.5 | 8.0 | -0.5 | 8.8 | 8.7 | 0.1 | 9.3 | 9.0 | 0.3 | 9.2 | 10.3 | -1.1 | 8.1 | 11.0 | -2.9 | 8.0 | 8.4 | -0.4 |
| SAFM | 11.0 | 13.0 | -2.0 | 9.7 | 10.4 | -0.7 | 9.6 | 11.9 | -2.3 | 12.5 | 15.8 | -3.3 | 11.8 | 14.1 | -2.3 | 13.1 | 14.2 | -1.1 | 10.5 | 12.6 | -2.1 |
| ABC891 | 12.3 | 13.5 | -1.2 | 15.1 | 18.0 | -2.9 | 12.6 | 13.3 | -0.7 | 10.7 | 10.8 | -0.1 | 8.7 | 9.5 | -0.8 | 14.1 | 15.3 | -1.2 | 12.9 | 14.1 | -1.2 |
| 5RN | 2.4 | 2.8 | -0.4 | 3.7 | 3.8 | -0.1 | 1.9 | 2.3 | -0.4 | 1.4 | 1.9 | -0.5 | 2.4 | 2.9 | -0.5 | 2.5 | 3.1 | -0.6 | 2.5 | 3.0 | -0.5 |
| NEWSR | 2.1 | 2.1 | 0.0 | 3.1 | 3.1 | 0.0 | 1.4 | 1.8 | -0.4 | 1.2 | 1.4 | -0.2 | 1.6 | 1.6 | 0.0 | 4.1 | 2.7 | 1.4 | 2.5 | 2.6 | -0.1 |
| 5JJJ | 6.0 | 5.3 | 0.7 | 5.5 | 4.7 | 0.8 | 5.8 | 5.3 | 0.5 | 6.3 | 6.1 | 0.2 | 7.3 | 5.6 | 1.7 | 5.3 | 4.2 | 1.1 | 5.6 | 4.5 | 1.1 |
| ABCFM | 4.1 | 3.7 | 0.4 | 3.8 | 3.9 | -0.1 | 4.4 | 4.0 | 0.4 | 3.5 | 2.9 | 0.6 | 5.0 | 4.3 | 0.7 | 4.0 | 3.3 | 0.7 | 4.1 | 4.3 | -0.2 |

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

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Perth Radio - Survey #4 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 | 6.0 | 5.3 | 0.7 | * | 0.4 | -0.4 | 0.3 | 0.6 | -0.3 | 1.1 | 0.6 | 0.5 | 8.2 | 8.3 | -0.1 | 13.4 | 10.5 | 2.9 | 6.7 | 6.2 | 0.5 |
| 6PR | 8.6 | 9.1 | -0.5 | 0.6 | 0.9 | -0.3 | 1.3 | 0.5 | 0.8 | 4.2 | 3.8 | 0.4 | 5.7 | 8.4 | -2.7 | 14.5 | 13.8 | 0.7 | 18.5 | 19.1 | -0.6 |
| MIX 94.5 | 17.1 | 15.4 | 1.7 | 17.1 | 10.4 | 6.7 | 8.6 | 8.6 | 0.0 | 19.3 | 15.1 | 4.2 | 28.4 | 25.7 | 2.7 | 13.5 | 16.2 | -2.7 | 7.4 | 6.7 | 0.7 |
| 92.9 | 11.5 | 11.6 | -0.1 | 32.9 | 34.4 | -1.5 | 28.6 | 25.3 | 3.3 | 15.3 | 16.0 | -0.7 | 11.1 | 11.2 | -0.1 | 1.1 | 1.7 | -0.6 | 1.2 | 0.8 | 0.4 |
| 96FM | 7.5 | 7.7 | -0.2 | 7.2 | 5.9 | 1.3 | 7.4 | 9.5 | -2.1 | 14.7 | 13.6 | 1.1 | 10.3 | 10.3 | 0.0 | 2.6 | 4.3 | -1.7 | 0.3 | 0.3 | 0.0 |
| NOVA93.7 | 9.7 | 9.9 | -0.2 | 19.6 | 27.3 | -7.7 | 21.5 | 20.7 | 0.8 | 18.4 | 16.2 | 2.2 | 7.8 | 7.2 | 0.6 | 2.1 | 2.9 | -0.8 | 0.3 | 0.4 | -0.1 |
| ABC720 | 11.9 | 11.6 | 0.3 | 2.3 | 2.2 | 0.1 | 0.5 | 0.2 | 0.3 | 5.3 | 5.5 | -0.2 | 7.9 | 10.0 | -2.1 | 20.3 | 16.9 | 3.4 | 26.0 | 25.4 | 0.6 |
| 6RN | 2.3 | 2.3 | 0.0 | 0.6 | 0.3 | 0.3 | * | * | 0.0 | 0.2 | 0.2 | 0.0 | 3.3 | 2.5 | 0.8 | 3.9 | 3.5 | 0.4 | 3.4 | 5.1 | -1.7 |
| NEWSR | 1.2 | 1.3 | -0.1 | 1.4 | 0.7 | 0.7 | * | 0.2 | -0.2 | 0.7 | 0.6 | 0.1 | 1.1 | 1.3 | -0.2 | 1.9 | 2.5 | -0.6 | 1.6 | 1.8 | -0.2 |
| 6JJJ | 7.2 | 8.8 | -1.6 | 8.3 | 8.7 | -0.4 | 25.0 | 26.8 | -1.8 | 13.5 | 21.4 | -7.9 | 3.4 | 3.2 | 0.2 | 2.6 | 1.0 | 1.6 | * | * | 0.0 |
| ABCFM | 3.3 | 3.2 | 0.1 | 0.8 | 0.8 | 0.0 | 0.3 | 0.4 | -0.1 | 1.7 | 1.0 | 0.7 | 2.1 | 2.2 | -0.1 | 4.2 | 4.2 | 0.0 | 8.2 | 8.2 | 0.0 |

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 | 5.8 | 4.9 | 0.9 | 5.5 | 4.8 | 0.7 | 6.7 | 5.7 | 1.0 | 6.2 | 5.2 | 1.0 | 4.8 | 4.3 | 0.5 | 5.8 | 3.8 | 2.0 | 6.6 | 6.6 | 0.0 |
| 6PR | 8.4 | 9.3 | -0.9 | 9.1 | 10.3 | -1.2 | 9.0 | 10.0 | -1.0 | 7.4 | 7.5 | -0.1 | 7.5 | 8.7 | -1.2 | 9.5 | 10.3 | -0.8 | 9.2 | 8.4 | 0.8 |
| MIX 94.5 | 17.9 | 15.8 | 2.1 | 16.2 | 14.7 | 1.5 | 19.6 | 16.4 | 3.2 | 20.2 | 17.1 | 3.1 | 17.8 | 16.3 | 1.5 | 12.4 | 12.7 | -0.3 | 14.6 | 14.3 | 0.3 |
| 92.9 | 11.3 | 11.8 | -0.5 | 9.6 | 9.9 | -0.3 | 8.9 | 10.3 | -1.4 | 10.9 | 12.7 | -1.8 | 15.5 | 14.3 | 1.2 | 16.1 | 14.1 | 2.0 | 12.2 | 11.3 | 0.9 |
| 96FM | 8.0 | 8.0 | 0.0 | 6.6 | 6.7 | -0.1 | 8.0 | 8.9 | -0.9 | 10.1 | 10.2 | -0.1 | 7.5 | 7.4 | 0.1 | 6.7 | 4.8 | 1.9 | 5.8 | 6.6 | -0.8 |
| NOVA93.7 | 10.1 | 9.9 | 0.2 | 10.8 | 10.9 | -0.1 | 9.0 | 8.6 | 0.4 | 10.4 | 10.1 | 0.3 | 10.6 | 10.5 | 0.1 | 8.4 | 8.2 | 0.2 | 8.6 | 9.6 | -1.0 |
| ABC720 | 12.0 | 11.9 | 0.1 | 16.6 | 16.2 | 0.4 | 11.6 | 10.6 | 1.0 | 9.0 | 9.2 | -0.2 | 8.6 | 9.0 | -0.4 | 13.0 | 14.7 | -1.7 | 11.6 | 10.7 | 0.9 |
| 6RN | 2.2 | 2.2 | 0.0 | 3.1 | 2.8 | 0.3 | 1.8 | 1.8 | 0.0 | 1.5 | 1.5 | 0.0 | 1.8 | 2.2 | -0.4 | 2.2 | 3.6 | -1.4 | 2.6 | 2.5 | 0.1 |
| NEWSR | 1.0 | 1.2 | -0.2 | 1.6 | 1.5 | 0.1 | 0.6 | 0.7 | -0.1 | 0.8 | 0.9 | -0.1 | 0.7 | 1.1 | -0.4 | 1.6 | 2.2 | -0.6 | 1.7 | 1.7 | 0.0 |
| 6JJJ | 7.4 | 9.1 | -1.7 | 6.9 | 7.7 | -0.8 | 6.8 | 8.9 | -2.1 | 7.7 | 10.0 | -2.3 | 8.5 | 10.6 | -2.1 | 7.8 | 8.7 | -0.9 | 6.3 | 8.0 | -1.7 |
| ABCFM | 3.1 | 2.9 | 0.2 | 2.9 | 3.4 | -0.5 | 3.4 | 3.0 | 0.4 | 3.0 | 2.6 | 0.4 | 2.9 | 2.7 | 0.2 | 3.6 | 2.5 | 1.1 | 3.9 | 4.0 | -0.1 |

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