

Sydney Radio - Survey #5 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	4.8	4.9	-0.1	*	0.3	-0.3	0.7	0.5	0.2	0.1	0.6	-0.5	4.0	3.3	0.7	8.3	6.3	2.0	11.8	13.8	-2.0
2GB	14.3	14.7	-0.4	1.8	1.2	0.6	1.7	2.1	-0.4	7.9	8.3	-0.4	13.2	10.1	3.1	16.0	19.9	-3.9	30.7	33.3	-2.6
2UE	7.3	6.1	1.2	0.1	0.1	0.0	0.5	0.6	-0.1	3.1	1.9	1.2	8.8	8.6	0.2	9.0	8.8	0.2	14.5	10.2	4.3
2DAY	9.4	9.7	-0.3	25.5	22.9	2.6	19.6	17.6	2.0	16.3	18.4	-2.1	6.5	7.8	-1.3	2.8	2.0	0.8	0.4	0.3	0.1
MIX106.5	5.4	5.0	0.4	8.1	8.2	-0.1	12.5	9.4	3.1	6.9	7.6	-0.7	6.0	4.2	1.8	3.1	4.0	-0.9	0.9	1.1	-0.2
2MMM	4.8	5.3	-0.5	5.4	9.8	-4.4	6.1	4.3	1.8	9.6	10.1	-0.5	5.3	6.2	-0.9	2.0	1.8	0.2	0.1	0.1	0.0
NOVA96.9	6.5	6.1	0.4	18.3	17.3	1.0	18.6	18.4	0.2	10.9	9.6	1.3	3.0	3.9	-0.9	1.5	1.1	0.4	0.1	*	0.1
Classic Rock	4.3	4.5	-0.2	8.4	10.0	-1.6	3.3	3.7	-0.4	4.8	3.6	1.2	7.3	7.4	-0.1	3.7	5.0	-1.3	0.1	0.1	0.0
WSFM	6.6	6.6	0.0	5.4	4.3	1.1	2.6	3.0	-0.4	4.2	5.3	-1.1	13.5	12.0	1.5	8.9	8.6	0.3	2.1	2.3	-0.2
ABC702	10.3	11.5	-1.2	1.5	2.0	-0.5	1.3	0.5	0.8	4.8	6.3	-1.5	10.8	14.9	-4.1	18.9	16.1	2.8	16.4	17.4	-1.0
2RN	2.4	2.5	-0.1	0.3	0.3	0.0	0.8	1.1	-0.3	1.0	0.7	0.3	2.1	2.0	0.1	6.0	7.1	-1.1	2.9	3.1	-0.2
NEWSR	2.0	2.1	-0.1	1.3	1.2	0.1	1.5	1.3	0.2	1.8	1.5	0.3	2.2	2.3	-0.1	2.4	3.4	-1.0	2.1	2.4	-0.3
2JJJ	4.6	4.7	-0.1	4.6	2.5	2.1	12.1	18.7	-6.6	9.2	9.0	0.2	3.9	2.8	1.1	0.3	0.6	-0.3	0.1	0.1	0.0
ABCFM	3.1	2.8	0.3	0.6	0.1	0.5	0.2	0.6	-0.4	0.8	0.6	0.2	1.1	1.2	-0.1	6.3	6.1	0.2	7.7	6.5	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	4.5	4.4	0.1	4.1	3.5	0.6	5.8	5.9	-0.1	4.7	4.8	-0.1	2.8	2.8	0.0	5.2	5.7	-0.5	5.9	6.3	-0.4
2GB	14.5	15.1	-0.6	15.9	17.2	-1.3	17.7	17.5	0.2	13.3	14.0	-0.7	9.5	9.9	-0.4	14.8	15.0	-0.2	13.3	13.4	-0.1
2UE	6.9	5.6	1.3	7.0	5.9	1.1	5.9	4.7	1.2	6.6	4.7	1.9	7.1	5.9	1.2	9.1	7.9	1.2	8.7	8.0	0.7
2DAY	10.0	10.3	-0.3	10.5	10.2	0.3	7.4	7.9	-0.5	9.4	10.2	-0.8	14.7	14.8	-0.1	7.5	7.9	-0.4	7.6	7.7	-0.1
MIX106.5	5.5	5.0	0.5	4.0	3.9	0.1	5.7	5.3	0.4	5.9	5.8	0.1	4.8	4.5	0.3	9.3	7.2	2.1	5.3	5.0	0.3
2MMM	5.1	5.6	-0.5	4.6	4.9	-0.3	5.2	5.7	-0.5	5.9	6.5	-0.6	5.6	5.9	-0.3	4.1	5.1	-1.0	3.7	4.2	-0.5
NOVA96.9	6.8	6.4	0.4	6.3	6.3	0.0	6.3	6.0	0.3	7.6	6.8	0.8	7.8	6.9	0.9	5.8	5.9	-0.1	5.5	5.2	0.3
Classic Rock	4.4	4.5	-0.1	3.3	3.6	-0.3	5.1	5.4	-0.3	5.6	5.6	0.0	4.4	3.9	0.5	3.5	3.9	-0.4	4.0	4.3	-0.3
WSFM	6.7	6.5	0.2	8.1	7.1	1.0	6.8	6.5	0.3	6.6	6.8	-0.2	5.7	5.5	0.2	4.0	5.6	-1.6	6.5	7.0	-0.5
ABC702	10.4	11.8	-1.4	12.2	13.9	-1.7	9.7	10.6	-0.9	8.7	9.8	-1.1	10.9	13.5	-2.6	9.6	10.0	-0.4	10.0	10.4	-0.4
2RN	2.3	2.5	-0.2	2.9	3.4	-0.5	1.6	1.9	-0.3	1.6	1.6	0.0	2.3	2.7	-0.4	3.3	2.7	0.6	2.6	2.6	0.0
NEWSR	1.8	1.8	0.0	2.8	2.6	0.2	1.1	1.5	-0.4	0.9	1.3	-0.4	1.0	1.1	-0.1	3.2	2.4	0.8	2.7	3.2	-0.5
2JJJ	4.7	4.8	-0.1	3.5	3.2	0.3	4.9	4.8	0.1	5.8	6.4	-0.6	5.5	5.7	-0.2	4.2	4.4	-0.2	4.2	4.3	-0.1
ABCFM	2.8	2.6	0.2	2.4	2.1	0.3	3.4	3.2	0.2	2.9	2.4	0.5	3.1	2.9	0.2	2.6	2.7	-0.1	3.9	3.4	0.5

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

Melbourne Radio - Survey #5 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	5.2	4.2	1.0	1.9	0.8	1.1	1.3	1.3	0.0	6.7	5.1	1.6	8.1	6.9	1.2	4.6	3.5	1.1	3.1	2.6	0.5
3AW	15.2	14.8	0.4	1.6	1.4	0.2	1.0	1.2	-0.2	4.8	5.9	-1.1	14.2	14.7	-0.5	22.9	23.4	-0.5	31.1	27.1	4.0
MAGIC	7.4	6.8	0.6	0.2	*	0.2	0.1	0.4	-0.3	0.4	0.4	0.0	4.3	2.9	1.4	15.7	15.2	0.5	17.3	16.5	0.8
MTR 1377 *	1.3	1.7	-0.4	0.2	0.4	-0.2	0.1	0.3	-0.2	0.4	0.4	0.0	1.9	2.3	-0.4	2.1	3.0	-0.9	1.9	2.5	-0.6
FOXFM	12.5	13.2	-0.7	43.9	46.0	-2.1	28.3	31.0	-2.7	18.5	17.7	0.8	10.9	12.4	-1.5	2.5	2.5	0.0	0.9	1.4	-0.5
GOLD	7.3	7.2	0.1	5.8	3.9	1.9	2.9	6.5	-3.6	7.7	8.0	-0.3	9.4	10.0	-0.6	10.4	8.6	1.8	3.8	2.8	1.0
MIX101.1	4.7	5.3	-0.6	11.7	14.5	-2.8	5.5	4.8	0.7	9.1	10.8	-1.7	5.0	5.4	-0.4	1.4	1.0	0.4	0.1	0.1	0.0
3MMM	5.6	6.0	-0.4	6.1	7.2	-1.1	13.1	11.0	2.1	9.7	10.7	-1.0	6.2	7.6	-1.4	1.0	1.0	0.0	0.8	0.3	0.5
NOVA 100	7.0	6.8	0.2	13.5	12.1	1.4	23.3	16.4	6.9	11.6	13.0	-1.4	5.1	5.8	-0.7	1.1	0.8	0.3	0.4	0.5	-0.1
Classic Rock	3.3	3.3	0.0	3.3	2.2	1.1	1.4	2.3	-0.9	4.6	3.9	0.7	5.8	5.2	0.6	2.0	4.2	-2.2	0.6	*	0.6
ABC774	12.7	12.7	0.0	1.8	2.9	-1.1	2.3	2.1	0.2	5.4	5.3	0.1	13.8	9.8	4.0	19.2	22.5	-3.3	21.3	23.7	-2.4
3RN	2.1	2.4	-0.3	0.0	0.5	-0.5	0.6	0.6	0.0	0.8	1.1	-0.3	2.7	2.5	0.2	3.4	3.7	-0.3	3.1	3.9	-0.8
NEWSR	1.6	2.1	-0.5	0.9	1.3	-0.4	1.3	2.3	-1.0	1.6	1.5	0.1	1.8	2.4	-0.6	1.5	1.3	0.2	1.9	3.1	-1.2
3JJJ	3.6	3.9	-0.3	1.5	1.9	-0.4	12.8	14.3	-1.5	9.5	9.2	0.3	1.0	1.7	-0.7	0.1	0.1	0.0	0.1	0.3	-0.2
ABCFM	2.6	2.6	0.0	1.0	0.6	0.4	0.2	0.3	-0.1	0.9	0.9	0.0	1.3	1.4	-0.1	4.5	3.9	0.6	6.0	6.7	-0.7

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	5.2	4.1	1.1	5.5	3.6	1.9	4.8	4.2	0.6	4.7	3.7	1.0	5.6	5.0	0.6	6.4	5.1	1.3	5.1	4.6	0.5
3AW	15.4	15.1	0.3	19.2	19.4	-0.2	17.7	15.9	1.8	12.0	11.3	0.7	12.7	12.9	-0.2	12.0	13.2	-1.2	14.5	14.0	0.5
MAGIC	7.0	6.4	0.6	6.0	5.4	0.6	8.8	7.8	1.0	8.3	8.0	0.3	5.5	5.1	0.4	5.1	4.8	0.3	8.8	7.9	0.9
MTR 1377 *	1.4	1.7	-0.3	1.4	1.7	-0.3	1.5	1.8	-0.3	1.4	1.6	-0.2	1.2	1.6	-0.4	1.3	1.7	-0.4	1.2	2.0	-0.8
FOXFM	12.8	13.8	-1.0	11.9	12.6	-0.7	8.6	10.3	-1.7	12.6	13.8	-1.2	20.0	20.8	-0.8	12.4	12.0	0.4	11.7	11.4	0.3
GOLD	7.4	7.5	-0.1	6.2	6.9	-0.7	8.5	8.8	-0.3	9.7	9.3	0.4	6.4	5.6	0.8	4.7	5.1	-0.4	6.7	6.2	0.5
MIX101.1	4.9	5.3	-0.4	4.0	4.7	-0.7	4.5	4.9	-0.4	5.0	5.5	-0.5	4.8	5.0	-0.2	7.9	8.2	-0.3	4.4	5.1	-0.7
3MMM	5.5	5.9	-0.4	5.3	5.6	-0.3	5.2	5.6	-0.4	6.5	6.9	-0.4	5.8	5.8	0.0	4.1	5.2	-1.1	5.9	6.4	-0.5
NOVA 100	7.4	7.2	0.2	7.2	7.2	0.0	6.9	6.7	0.2	8.4	8.1	0.3	6.8	7.1	-0.3	7.3	6.6	0.7	5.7	5.2	0.5
Classic Rock	3.4	3.4	0.0	2.6	2.3	0.3	3.3	3.9	-0.6	4.7	4.9	-0.2	3.5	3.0	0.5	3.0	2.9	0.1	2.8	2.6	0.2
ABC774	12.7	12.6	0.1	14.9	14.6	0.3	14.7	13.6	1.1	10.3	9.9	0.4	9.6	9.7	-0.1	13.4	16.0	-2.6	12.4	13.0	-0.6
3RN	2.0	2.2	-0.2	2.7	2.6	0.1	1.4	2.2	-0.8	1.0	1.2	-0.2	2.4	2.7	-0.3	3.2	2.5	0.7	2.5	3.0	-0.5
NEWSR	1.4	1.9	-0.5	1.6	2.5	-0.9	0.7	1.1	-0.4	1.5	1.8	-0.3	1.1	1.8	-0.7	2.6	2.4	0.2	2.4	2.7	-0.3
3JJJ	3.9	4.1	-0.2	3.7	3.7	0.0	3.7	3.7	0.0	3.9	5.0	-1.1	4.1	4.4	-0.3	4.1	3.9	0.2	2.9	3.4	-0.5
ABCFM	2.5	2.6	-0.1	2.0	2.2	-0.2	2.7	3.1	-0.4	2.3	2.3	0.0	3.1	2.7	0.4	3.1	2.6	0.5	2.9	2.9	0.0

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

* Note: MTR 1377 - LAST (#4) survey results reflect listening to 3MP from Mar 28 to Apr 18 and MTR 1377 from Apr 19 to Jun 12.

Brisbane Radio - Survey #5 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	7.8	8.7	-0.9	1.3	0.4	0.9	0.3	2.0	-1.7	1.0	2.3	-1.3	4.8	6.4	-1.6	13.9	13.7	0.2	24.0	24.4	-0.4
4BH	7.0	8.1	-1.1	0.3	0.9	-0.6	0.1	1.2	-1.1	0.1	0.1	0.0	4.5	5.7	-1.2	15.6	16.9	-1.3	19.9	22.6	-2.7
4KQ	6.7	6.8	-0.1	0.3	0.5	-0.2	2.5	0.8	1.7	1.2	2.0	-0.8	12.5	8.2	4.3	12.7	17.8	-5.1	5.8	9.4	-3.6
B105	13.1	12.3	0.8	40.7	33.9	6.8	21.3	23.7	-2.4	19.8	18.0	1.8	9.9	8.8	1.1	2.9	3.3	-0.4	0.7	0.4	0.3
97.3FM	11.4	11.7	-0.3	15.4	14.7	0.7	13.4	12.4	1.0	13.1	13.5	-0.4	16.0	19.0	-3.0	9.7	8.0	1.7	0.7	0.7	0.0
4MMM	10.3	10.9	-0.6	6.3	7.4	-1.1	12.4	11.8	0.6	15.4	17.2	-1.8	15.2	18.2	-3.0	4.2	2.3	1.9	1.4	0.6	0.8
NOVA106.9	10.9	11.1	-0.2	20.7	26.0	-5.3	28.1	21.8	6.3	19.8	19.3	0.5	4.9	7.5	-2.6	1.9	0.9	1.0	0.3	0.2	0.1
ABC612	10.9	9.7	1.2	2.3	2.5	-0.2	0.1	0.9	-0.8	4.3	4.1	0.2	11.9	8.1	3.8	16.5	18.2	-1.7	23.9	21.4	2.5
4RN	3.0	2.2	0.8	*	*	0.0	0.1	*	0.1	1.4	0.8	0.6	3.0	2.9	0.1	6.4	5.1	1.3	5.3	2.9	2.4
NEWSR	1.3	1.2	0.1	0.1	*	0.1	0.2	0.2	0.0	1.8	1.0	0.8	0.6	1.0	-0.4	2.5	1.3	1.2	2.1	3.1	-1.0
4JJJ	6.2	6.1	0.1	5.0	7.9	-2.9	15.1	14.3	0.8	12.5	12.2	0.3	4.3	3.3	1.0	0.1	0.4	-0.3	0.2	0.2	0.0
ABCFM	2.5	2.2	0.3	0.3	0.3	0.0	0.4	0.4	0.0	1.4	1.1	0.3	2.1	1.3	0.8	3.4	1.8	1.6	6.2	7.0	-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	+/-
4BC	7.9	9.1	-1.2	8.3	9.0	-0.7	8.3	9.3	-1.0	6.9	8.7	-1.8	6.5	7.6	-1.1	11.6	13.3	-1.7	7.7	7.6	0.1
4BH	6.5	7.6	-1.1	7.1	7.8	-0.7	7.4	8.8	-1.4	7.0	8.3	-1.3	4.5	6.0	-1.5	3.9	4.6	-0.7	8.6	9.8	-1.2
4KQ	6.5	6.4	0.1	6.6	7.6	-1.0	7.9	7.4	0.5	7.1	6.1	1.0	5.0	4.9	0.1	2.6	2.3	0.3	7.4	8.4	-1.0
B105	13.7	12.8	0.9	12.5	12.2	0.3	10.7	10.0	0.7	12.9	11.8	1.1	20.3	19.1	1.2	15.6	13.2	2.4	11.1	10.6	0.5
97.3FM	11.8	12.0	-0.2	10.2	10.1	0.1	13.6	13.4	0.2	13.6	14.0	-0.4	11.3	11.3	0.0	8.0	11.0	-3.0	9.9	10.5	-0.6
4MMM	10.5	11.4	-0.9	9.9	10.8	-0.9	11.6	12.8	-1.2	12.5	13.4	-0.9	8.1	8.8	-0.7	8.0	8.6	-0.6	9.5	9.2	0.3
NOVA106.9	11.5	11.3	0.2	10.5	10.7	-0.2	11.2	9.8	1.4	12.9	12.0	0.9	11.5	12.6	-1.1	11.3	12.5	-1.2	9.0	10.7	-1.7
ABC612	10.8	9.5	1.3	14.0	12.4	1.6	10.2	8.0	2.2	8.3	6.9	1.4	8.8	8.5	0.3	13.4	12.9	0.5	10.9	10.5	0.4
4RN	3.0	2.3	0.7	3.9	3.0	0.9	3.0	2.2	0.8	1.9	1.5	0.4	3.3	2.4	0.9	2.4	1.4	1.0	3.0	1.9	1.1
NEWSR	1.3	1.2	0.1	2.1	1.7	0.4	0.5	0.7	-0.2	0.7	0.7	0.0	0.9	0.9	0.0	3.1	2.7	0.4	1.5	1.5	0.0
4JJJ	6.0	6.1	-0.1	5.8	5.3	0.5	4.4	5.8	-1.4	5.2	5.8	-0.6	8.8	7.8	1.0	8.3	8.0	0.3	6.6	6.1	0.5
ABCFM	2.3	2.1	0.2	2.2	2.2	0.0	2.4	2.2	0.2	1.5	1.4	0.1	3.0	2.8	0.2	3.5	2.9	0.6	3.2	2.3	0.9

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

Adelaide Radio - Survey #5 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	14.0	14.7	-0.7	4.4	5.8	-1.4	3.5	2.9	0.6	4.4	3.8	0.6	13.8	11.4	2.4	16.7	20.0	-3.3	28.4	31.2	-2.8
CRUISE1323	6.6	6.9	-0.3	1.0	1.9	-0.9	0.8	1.4	-0.6	1.2	0.8	0.4	5.0	7.2	-2.2	13.1	10.4	2.7	12.6	13.0	-0.4
MIX102.3	12.2	13.1	-0.9	13.4	13.2	0.2	8.9	8.8	0.1	9.3	9.0	0.3	19.7	25.2	-5.5	16.8	14.7	2.1	5.0	4.9	0.1
5MMM	9.6	9.1	0.5	15.3	9.7	5.6	4.6	7.5	-2.9	11.5	12.4	-0.9	16.2	13.9	2.3	9.3	9.6	-0.3	1.9	1.2	0.7
NOVA91.9	8.3	7.9	0.4	19.2	18.2	1.0	20.7	21.6	-0.9	14.8	16.0	-1.2	7.7	5.1	2.6	0.9	1.8	-0.9	0.1	0.1	0.0
SAFM	12.0	12.7	-0.7	30.3	33.6	-3.3	29.0	28.0	1.0	19.3	21.5	-2.2	10.8	12.0	-1.2	3.8	4.7	-0.9	0.3	0.2	0.1
ABC891	12.7	11.9	0.8	1.6	1.8	-0.2	0.2	2.7	-2.5	3.1	2.2	0.9	8.7	8.4	0.3	20.1	17.7	2.4	28.9	26.2	2.7
5RN	2.2	2.3	-0.1	0.1	0.6	-0.5	0.2	0.1	0.1	1.3	0.9	0.4	2.5	2.8	-0.3	3.0	3.5	-0.5	3.5	3.4	0.1
NEWSR	2.2	1.6	0.6	0.1	0.3	-0.2	1.5	0.9	0.6	1.8	0.5	1.3	1.3	1.1	0.2	3.2	2.9	0.3	3.5	2.8	0.7
5JJJ	6.6	5.6	1.0	4.1	4.6	-0.5	12.7	10.0	2.7	17.0	13.8	3.2	5.1	5.2	-0.1	0.7	0.9	-0.2	*	*	0.0
ABCFM	3.8	3.9	-0.1	1.3	0.8	0.5	0.8	1.4	-0.6	0.9	0.6	0.3	2.2	1.8	0.4	6.8	5.8	1.0	7.9	9.5	-1.6

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	13.9	14.2	-0.3	16.4	18.3	-1.9	12.2	12.7	-0.5	8.0	7.9	0.1	17.7	15.9	1.8	19.9	19.7	0.2	14.3	16.6	-2.3
CRUISE1323	6.0	6.3	-0.3	5.4	5.6	-0.2	6.9	7.6	-0.7	6.5	6.9	-0.4	4.9	5.2	-0.3	5.6	6.1	-0.5	8.7	8.6	0.1
MIX102.3	12.2	13.5	-1.3	10.3	11.4	-1.1	13.9	15.0	-1.1	15.2	16.9	-1.7	11.1	12.3	-1.2	7.3	8.3	-1.0	12.4	11.9	0.5
5MMM	10.1	9.6	0.5	10.7	10.6	0.1	10.5	10.0	0.5	11.3	10.8	0.5	7.9	7.3	0.6	7.8	6.4	1.4	8.0	7.4	0.6
NOVA91.9	8.8	8.5	0.3	8.2	8.1	0.1	8.4	8.1	0.3	10.6	10.1	0.5	8.1	8.6	-0.5	7.8	6.2	1.6	6.7	6.1	0.6
SAFM	12.7	13.3	-0.6	11.1	10.9	0.2	11.7	11.5	0.2	14.0	15.2	-1.2	16.3	17.7	-1.4	9.7	12.6	-2.9	9.9	10.7	-0.8
ABC891	12.5	11.6	0.9	15.8	14.9	0.9	13.5	13.2	0.3	10.3	9.0	1.3	8.9	8.0	0.9	13.2	11.1	2.1	13.2	12.8	0.4
5RN	2.1	2.2	-0.1	3.5	3.7	-0.2	1.4	1.6	-0.2	0.9	1.0	-0.1	1.7	1.7	0.0	3.4	3.6	-0.2	2.6	2.5	0.1
NEWSR	2.1	1.5	0.6	2.5	1.8	0.7	1.8	1.2	0.6	1.6	1.1	0.5	1.5	1.1	0.4	4.0	3.4	0.6	2.5	1.9	0.6
5JJJ	6.9	5.8	1.1	6.0	5.2	0.8	7.1	5.6	1.5	7.9	6.2	1.7	7.4	6.6	0.8	5.2	5.1	0.1	5.5	4.9	0.6
ABCFM	3.6	3.8	-0.2	3.4	3.1	0.3	3.5	4.2	-0.7	3.0	3.6	-0.6	4.9	4.5	0.4	4.2	4.4	-0.2	4.2	4.2	0.0

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

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Perth Radio - Survey #5 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	5.2	6.3	-1.1	1.2	1.5	-0.3	1.9	1.1	0.8	1.9	2.3	-0.4	6.0	6.5	-0.5	13.3	19.4	-6.1	4.9	4.2	0.7
6PR	8.8	9.3	-0.5	0.3	0.6	-0.3	2.3	0.7	1.6	5.7	3.8	1.9	7.3	7.4	-0.1	10.6	15.1	-4.5	20.1	22.5	-2.4
MIX 94.5	15.3	16.0	-0.7	14.1	19.4	-5.3	9.8	14.6	-4.8	11.5	14.0	-2.5	24.6	24.6	0.0	23.0	15.8	7.2	5.0	5.8	-0.8
92.9	13.5	11.6	1.9	46.7	40.0	6.7	26.2	25.3	0.9	18.1	15.0	3.1	11.0	9.4	1.6	2.8	1.7	1.1	0.1	0.3	-0.2
96FM	8.9	9.9	-1.0	4.5	8.5	-4.0	16.0	15.6	0.4	12.3	14.2	-1.9	13.4	15.9	-2.5	2.9	1.9	1.0	0.8	0.3	0.5
NOVA93.7	10.3	9.7	0.6	22.2	19.0	3.2	21.3	20.8	0.5	19.3	17.2	2.1	5.9	6.5	-0.6	1.4	2.3	-0.9	0.5	0.4	0.1
ABC720	11.6	11.8	-0.2	1.0	3.0	-2.0	0.9	0.9	0.0	4.5	6.8	-2.3	10.5	7.2	3.3	19.5	18.4	1.1	26.2	29.0	-2.8
6RN	2.5	2.4	0.1	0.1	*	0.1	*	0.1	-0.1	0.8	1.4	-0.6	2.5	2.5	0.0	4.6	3.8	0.8	5.5	4.7	0.8
NEWSR	1.7	1.7	0.0	*	0.2	-0.2	0.1	0.1	0.0	1.4	1.5	-0.1	2.1	1.1	1.0	2.2	2.7	-0.5	2.9	3.4	-0.5
6JJJ	7.6	7.6	0.0	6.1	5.7	0.4	17.7	16.8	0.9	18.0	18.5	-0.5	3.5	3.7	-0.2	0.2	0.7	-0.5	*	*	0.0
ABCFM	2.6	2.4	0.2	0.4	0.3	0.1	0.2	0.5	-0.3	1.8	0.9	0.9	1.8	2.4	-0.6	1.8	2.5	-0.7	7.8	6.3	1.5

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	5.1	6.2	-1.1	5.1	6.0	-0.9	5.8	6.8	-1.0	5.2	6.0	-0.8	3.9	5.2	-1.3	4.6	7.3	-2.7	5.7	6.9	-1.2
6PR	8.8	9.3	-0.5	10.0	9.9	0.1	9.4	10.2	-0.8	7.3	7.8	-0.5	6.9	7.8	-0.9	11.4	11.9	-0.5	8.6	9.4	-0.8
MIX 94.5	15.2	16.0	-0.8	15.2	15.9	-0.7	15.9	15.9	0.0	17.0	17.8	-0.8	14.5	16.0	-1.5	9.0	10.5	-1.5	15.7	15.9	-0.2
92.9	13.8	11.6	2.2	11.5	10.1	1.4	10.7	8.8	1.9	13.1	11.2	1.9	22.4	18.4	4.0	16.0	12.7	3.3	12.4	11.6	0.8
96FM	9.4	10.7	-1.3	8.6	9.5	-0.9	10.7	12.3	-1.6	11.6	13.3	-1.7	6.9	8.2	-1.3	6.0	6.5	-0.5	7.0	7.4	-0.4
NOVA93.7	10.6	10.2	0.4	11.2	10.3	0.9	10.1	10.8	-0.7	11.6	11.2	0.4	9.0	8.2	0.8	9.7	8.3	1.4	9.1	7.9	1.2
ABC720	11.7	11.6	0.1	16.3	15.4	0.9	10.6	10.6	0.0	7.8	7.8	0.0	9.7	9.7	0.0	16.4	17.0	-0.6	11.2	12.6	-1.4
6RN	2.4	2.3	0.1	3.9	3.4	0.5	1.7	1.7	0.0	1.2	1.3	-0.1	3.1	2.8	0.3	2.0	2.1	-0.1	3.0	3.0	0.0
NEWSR	1.5	1.5	0.0	2.0	2.0	0.0	0.8	0.9	-0.1	1.0	1.0	0.0	1.4	1.3	0.1	3.4	3.3	0.1	2.6	2.5	0.1
6JJJ	7.8	7.8	0.0	5.6	6.4	-0.8	8.1	7.4	0.7	9.7	9.4	0.3	8.5	8.9	-0.4	6.7	6.8	-0.1	7.1	7.0	0.1
ABCFM	2.5	2.3	0.2	2.4	2.1	0.3	2.8	2.5	0.3	2.2	1.7	0.5	2.5	3.0	-0.5	3.2	3.1	0.1	2.9	2.6	0.3

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