

Sydney Radio - Survey #6 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	6.4	4.8	1.6	*	*	0.0	0.3	0.7	-0.4	0.3	0.1	0.2	4.0	4.0	0.0	14.3	8.3	6.0	14.5	11.8	2.7
2GB	15.2	14.3	0.9	1.6	1.8	-0.2	5.4	1.7	3.7	6.1	7.9	-1.8	15.8	13.2	2.6	13.4	16.0	-2.6	33.3	30.7	2.6
2UE	6.4	7.3	-0.9	*	0.1	-0.1	0.6	0.5	0.1	2.6	3.1	-0.5	4.6	8.8	-4.2	9.4	9.0	0.4	14.4	14.5	-0.1
2DAY	10.6	9.4	1.2	28.7	25.5	3.2	22.9	19.6	3.3	16.7	16.3	0.4	8.5	6.5	2.0	3.5	2.8	0.7	1.2	0.4	0.8
MIX106.5	4.9	5.4	-0.5	8.5	8.1	0.4	10.3	12.5	-2.2	7.4	6.9	0.5	4.9	6.0	-1.1	3.1	3.1	0.0	0.2	0.9	-0.7
2MMM	4.3	4.8	-0.5	6.8	5.4	1.4	7.1	6.1	1.0	7.3	9.6	-2.3	5.2	5.3	-0.1	1.5	2.0	-0.5	0.1	0.1	0.0
NOVA96.9	7.1	6.5	0.6	20.1	18.3	1.8	17.7	18.6	-0.9	11.8	10.9	0.9	5.5	3.0	2.5	0.9	1.5	-0.6	0.2	0.1	0.1
Classic Rock	2.7	4.3	-1.6	2.1	8.4	-6.3	2.7	3.3	-0.6	3.7	4.8	-1.1	4.5	7.3	-2.8	2.3	3.7	-1.4	0.1	0.1	0.0
WSFM	7.5	6.6	0.9	2.9	5.4	-2.5	2.5	2.6	-0.1	6.0	4.2	1.8	13.3	13.5	-0.2	10.2	8.9	1.3	4.0	2.1	1.9
ABC702	9.1	10.3	-1.2	1.1	1.5	-0.4	1.2	1.3	-0.1	4.5	4.8	-0.3	9.9	10.8	-0.9	15.7	18.9	-3.2	13.9	16.4	-2.5
2RN	2.2	2.4	-0.2	*	0.3	-0.3	0.1	0.8	-0.7	1.1	1.0	0.1	1.8	2.1	-0.3	4.8	6.0	-1.2	3.5	2.9	0.6
NEWSR	2.3	2.0	0.3	0.7	1.3	-0.6	0.9	1.5	-0.6	3.2	1.8	1.4	3.0	2.2	0.8	2.5	2.4	0.1	1.7	2.1	-0.4
2JJJ	4.8	4.6	0.2	5.6	4.6	1.0	8.4	12.1	-3.7	10.2	9.2	1.0	4.8	3.9	0.9	0.9	0.3	0.6	*	0.1	-0.1
ABCFM	2.6	3.1	-0.5	1.0	0.6	0.4	0.5	0.2	0.3	1.2	0.8	0.4	1.5	1.1	0.4	3.5	6.3	-2.8	6.0	7.7	-1.7

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	+/-
2CH	6.3	4.5	1.8	5.5	4.1	1.4	8.6	5.8	2.8	7.5	4.7	2.8	4.2	2.8	1.4	4.6	5.2	-0.6	7.0	5.9	1.1
2GB	15.3	14.5	0.8	18.0	15.9	2.1	17.7	17.7	0.0	12.8	13.3	-0.5	9.6	9.5	0.1	17.2	14.8	2.4	14.9	13.3	1.6
2UE	6.2	6.9	-0.7	6.1	7.0	-0.9	5.8	5.9	-0.1	6.6	6.6	0.0	5.7	7.1	-1.4	6.9	9.1	-2.2	7.0	8.7	-1.7
2DAY	11.1	10.0	1.1	12.6	10.5	2.1	8.5	7.4	1.1	9.8	9.4	0.4	14.6	14.7	-0.1	9.0	7.5	1.5	8.9	7.6	1.3
MIX106.5	4.8	5.5	-0.7	3.0	4.0	-1.0	5.1	5.7	-0.6	5.4	5.9	-0.5	5.1	4.8	0.3	7.7	9.3	-1.6	5.2	5.3	-0.1
2MMM	4.4	5.1	-0.7	4.0	4.6	-0.6	4.3	5.2	-0.9	4.7	5.9	-1.2	4.7	5.6	-0.9	4.7	4.1	0.6	3.8	3.7	0.1
NOVA96.9	7.2	6.8	0.4	7.2	6.3	0.9	5.8	6.3	-0.5	7.5	7.6	-0.1	9.2	7.8	1.4	6.5	5.8	0.7	6.6	5.5	1.1
Classic Rock	2.6	4.4	-1.8	1.9	3.3	-1.4	2.7	5.1	-2.4	3.2	5.6	-2.4	3.2	4.4	-1.2	2.4	3.5	-1.1	3.0	4.0	-1.0
WSFM	7.8	6.7	1.1	8.5	8.1	0.4	8.3	6.8	1.5	8.7	6.6	2.1	6.4	5.7	0.7	5.1	4.0	1.1	6.4	6.5	-0.1
ABC702	9.0	10.4	-1.4	10.2	12.2	-2.0	8.8	9.7	-0.9	7.8	8.7	-0.9	9.3	10.9	-1.6	8.3	9.6	-1.3	9.2	10.0	-0.8
2RN	2.1	2.3	-0.2	2.8	2.9	-0.1	1.2	1.6	-0.4	1.2	1.6	-0.4	2.3	2.3	0.0	3.6	3.3	0.3	2.5	2.6	-0.1
NEWSR	2.3	1.8	0.5	3.2	2.8	0.4	1.4	1.1	0.3	1.5	0.9	0.6	1.8	1.0	0.8	4.0	3.2	0.8	2.5	2.7	-0.2
2JJJ	5.0	4.7	0.3	4.3	3.5	0.8	5.1	4.9	0.2	5.4	5.8	-0.4	5.8	5.5	0.3	4.1	4.2	-0.1	4.3	4.2	0.1
ABCFM	2.4	2.8	-0.4	2.3	2.4	-0.1	3.0	3.4	-0.4	2.1	2.9	-0.8	2.5	3.1	-0.6	1.9	2.6	-0.7	3.3	3.9	-0.6

Survey Period: Sun Jun 27 - Sat Sep 4, 2010

Melbourne Radio - Survey #6 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	5.4	5.2	0.2	2.4	1.9	0.5	1.9	1.3	0.6	7.9	6.7	1.2	8.1	8.1	0.0	4.4	4.6	-0.2	2.9	3.1	-0.2
3AW	14.6	15.2	-0.6	1.6	1.6	0.0	0.4	1.0	-0.6	5.0	4.8	0.2	13.8	14.2	-0.4	21.4	22.9	-1.5	30.5	31.1	-0.6
MAGIC	6.8	7.4	-0.6	0.2	0.2	0.0	0.7	0.1	0.6	1.0	0.4	0.6	2.8	4.3	-1.5	14.2	15.7	-1.5	16.7	17.3	-0.6
MTR 1377	1.1	1.3	-0.2	0.4	0.2	0.2	0.1	0.1	0.0	0.5	0.4	0.1	1.0	1.9	-0.9	2.2	2.1	0.1	1.9	1.9	0.0
FOXFM	11.5	12.5	-1.0	44.3	43.9	0.4	25.3	28.3	-3.0	18.0	18.5	-0.5	8.3	10.9	-2.6	2.0	2.5	-0.5	0.2	0.9	-0.7
GOLD	7.8	7.3	0.5	5.4	5.8	-0.4	6.6	2.9	3.7	6.2	7.7	-1.5	11.5	9.4	2.1	11.6	10.4	1.2	3.6	3.8	-0.2
MIX101.1	4.9	4.7	0.2	13.0	11.7	1.3	8.4	5.5	2.9	6.5	9.1	-2.6	6.0	5.0	1.0	1.5	1.4	0.1	0.6	0.1	0.5
3MMM	6.6	5.6	1.0	4.9	6.1	-1.2	15.5	13.1	2.4	9.8	9.7	0.1	9.1	6.2	2.9	1.3	1.0	0.3	0.9	0.8	0.1
NOVA 100	6.8	7.0	-0.2	12.6	13.5	-0.9	21.9	23.3	-1.4	12.1	11.6	0.5	3.6	5.1	-1.5	1.7	1.1	0.6	0.1	0.4	-0.3
Classic Rock	3.4	3.3	0.1	4.9	3.3	1.6	2.6	1.4	1.2	4.1	4.6	-0.5	6.2	5.8	0.4	1.8	2.0	-0.2	0.8	0.6	0.2
ABC774	13.2	12.7	0.5	1.4	1.8	-0.4	0.8	2.3	-1.5	6.2	5.4	0.8	15.2	13.8	1.4	18.9	19.2	-0.3	23.1	21.3	1.8
3RN	2.6	2.1	0.5	*	*	0.0	0.3	0.6	-0.3	1.4	0.8	0.6	2.3	2.7	-0.4	4.8	3.4	1.4	4.2	3.1	1.1
NEWSR	1.5	1.6	-0.1	0.1	0.9	-0.8	0.5	1.3	-0.8	2.0	1.6	0.4	1.8	1.8	0.0	1.5	1.5	0.0	1.2	1.9	-0.7
3JJJ	3.4	3.6	-0.2	1.5	1.5	0.0	10.2	12.8	-2.6	8.4	9.5	-1.1	1.2	1.0	0.2	0.5	0.1	0.4	0.1	0.1	0.0
ABCFM	2.9	2.6	0.3	0.4	1.0	-0.6	0.3	0.2	0.1	1.0	0.9	0.1	1.0	1.3	-0.3	4.4	4.5	-0.1	7.6	6.0	1.6

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	+/-
SEN	5.5	5.2	0.3	5.9	5.5	0.4	5.1	4.8	0.3	4.7	4.7	0.0	6.1	5.6	0.5	5.6	6.4	-0.8	5.3	5.1	0.2
3AW	14.6	15.4	-0.8	17.0	19.2	-2.2	18.1	17.7	0.4	11.3	12.0	-0.7	11.7	12.7	-1.0	13.5	12.0	1.5	14.3	14.5	-0.2
MAGIC	6.5	7.0	-0.5	5.4	6.0	-0.6	7.9	8.8	-0.9	8.3	8.3	0.0	5.3	5.5	-0.2	3.9	5.1	-1.2	7.9	8.8	-0.9
MTR 1377	1.1	1.4	-0.3	1.3	1.4	-0.1	1.1	1.5	-0.4	1.2	1.4	-0.2	0.9	1.2	-0.3	0.9	1.3	-0.4	1.0	1.2	-0.2
FOXFM	11.9	12.8	-0.9	10.5	11.9	-1.4	8.0	8.6	-0.6	11.3	12.6	-1.3	19.4	20.0	-0.6	12.3	12.4	-0.1	10.2	11.7	-1.5
GOLD	7.9	7.4	0.5	6.7	6.2	0.5	8.8	8.5	0.3	10.4	9.7	0.7	7.0	6.4	0.6	4.3	4.7	-0.4	7.4	6.7	0.7
MIX101.1	4.9	4.9	0.0	4.1	4.0	0.1	4.8	4.5	0.3	5.2	5.0	0.2	4.8	4.8	0.0	7.0	7.9	-0.9	4.8	4.4	0.4
3MMM	6.8	5.5	1.3	6.8	5.3	1.5	6.8	5.2	1.6	8.3	6.5	1.8	6.0	5.8	0.2	4.1	4.1	0.0	6.1	5.9	0.2
NOVA 100	7.2	7.4	-0.2	7.7	7.2	0.5	6.3	6.9	-0.6	7.8	8.4	-0.6	7.2	6.8	0.4	6.1	7.3	-1.2	5.6	5.7	-0.1
Classic Rock	3.5	3.4	0.1	3.1	2.6	0.5	3.1	3.3	-0.2	4.3	4.7	-0.4	3.7	3.5	0.2	3.2	3.0	0.2	3.2	2.8	0.4
ABC774	13.1	12.7	0.4	15.7	14.9	0.8	14.9	14.7	0.2	10.3	10.3	0.0	9.3	9.6	-0.3	14.7	13.4	1.3	13.7	12.4	1.3
3RN	2.5	2.0	0.5	3.2	2.7	0.5	1.5	1.4	0.1	1.6	1.0	0.6	3.1	2.4	0.7	4.5	3.2	1.3	2.7	2.5	0.2
NEWSR	1.3	1.4	-0.1	1.6	1.6	0.0	0.7	0.7	0.0	1.0	1.5	-0.5	1.2	1.1	0.1	3.1	2.6	0.5	1.9	2.4	-0.5
3JJJ	3.5	3.9	-0.4	3.0	3.7	-0.7	3.7	3.7	0.0	3.5	3.9	-0.4	3.8	4.1	-0.3	4.4	4.1	0.3	3.0	2.9	0.1
ABCFM	2.6	2.5	0.1	2.2	2.0	0.2	3.0	2.7	0.3	2.6	2.3	0.3	3.0	3.1	-0.1	2.5	3.1	-0.6	3.6	2.9	0.7

Survey Period: Sun Jun 27 - Sat Sep 4, 2010

Brisbane Radio - Survey #6 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	7.4	7.8	-0.4	0.8	1.3	-0.5	0.1	0.3	-0.2	2.4	1.0	1.4	4.8	4.8	0.0	14.3	13.9	0.4	19.6	24.0	-4.4
4BH	5.7	7.0	-1.3	2.1	0.3	1.8	0.2	0.1	0.1	0.3	0.1	0.2	2.7	4.5	-1.8	12.2	15.6	-3.4	16.8	19.9	-3.1
4KQ	6.4	6.7	-0.3	0.7	0.3	0.4	1.8	2.5	-0.7	1.9	1.2	0.7	12.3	12.5	-0.2	11.0	12.7	-1.7	4.6	5.8	-1.2
B105	13.3	13.1	0.2	39.7	40.7	-1.0	27.9	21.3	6.6	18.3	19.8	-1.5	9.4	9.9	-0.5	4.2	2.9	1.3	0.6	0.7	-0.1
97.3FM	11.2	11.4	-0.2	16.8	15.4	1.4	6.3	13.4	-7.1	13.9	13.1	0.8	17.7	16.0	1.7	7.6	9.7	-2.1	0.8	0.7	0.1
4MMM	10.9	10.3	0.6	6.0	6.3	-0.3	15.4	12.4	3.0	16.0	15.4	0.6	15.8	15.2	0.6	4.5	4.2	0.3	1.3	1.4	-0.1
NOVA106.9	10.8	10.9	-0.1	18.4	20.7	-2.3	26.9	28.1	-1.2	21.8	19.8	2.0	4.6	4.9	-0.3	1.7	1.9	-0.2	*	0.3	-0.3
ABC612	11.8	10.9	0.9	1.0	2.3	-1.3	*	0.1	-0.1	3.0	4.3	-1.3	10.8	11.9	-1.1	19.0	16.5	2.5	30.8	23.9	6.9
4RN	3.1	3.0	0.1	0.2	*	0.2	1.1	0.1	1.0	1.3	1.4	-0.1	2.6	3.0	-0.4	6.8	6.4	0.4	5.6	5.3	0.3
NEWSR	1.5	1.3	0.2	0.2	0.1	0.1	0.9	0.2	0.7	1.5	1.8	-0.3	0.6	0.6	0.0	3.0	2.5	0.5	2.7	2.1	0.6
4JJJ	6.3	6.2	0.1	5.7	5.0	0.7	16.2	15.1	1.1	12.6	12.5	0.1	4.3	4.3	0.0	0.1	0.1	0.0	0.3	0.2	0.1
ABCFM	2.9	2.5	0.4	0.7	0.3	0.4	0.1	0.4	-0.3	1.6	1.4	0.2	2.7	2.1	0.6	4.1	3.4	0.7	6.7	6.2	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	7.5	7.9	-0.4	7.8	8.3	-0.5	7.9	8.3	-0.4	6.7	6.9	-0.2	7.0	6.5	0.5	9.4	11.6	-2.2	7.2	7.7	-0.5
4BH	5.1	6.5	-1.4	5.2	7.1	-1.9	5.7	7.4	-1.7	5.6	7.0	-1.4	4.0	4.5	-0.5	4.2	3.9	0.3	7.5	8.6	-1.1
4KQ	6.1	6.5	-0.4	6.7	6.6	0.1	7.6	7.9	-0.3	6.2	7.1	-0.9	4.5	5.0	-0.5	1.9	2.6	-0.7	7.3	7.4	-0.1
B105	14.0	13.7	0.3	12.9	12.5	0.4	10.6	10.7	-0.1	12.8	12.9	-0.1	22.3	20.3	2.0	14.5	15.6	-1.1	10.8	11.1	-0.3
97.3FM	11.4	11.8	-0.4	10.4	10.2	0.2	12.6	13.6	-1.0	12.8	13.6	-0.8	10.3	11.3	-1.0	8.8	8.0	0.8	10.7	9.9	0.8
4MMM	11.5	10.5	1.0	10.1	9.9	0.2	13.6	11.6	2.0	14.4	12.5	1.9	8.2	8.1	0.1	7.8	8.0	-0.2	9.1	9.5	-0.4
NOVA106.9	11.4	11.5	-0.1	11.0	10.5	0.5	11.2	11.2	0.0	12.6	12.9	-0.3	10.5	11.5	-1.0	11.3	11.3	0.0	8.7	9.0	-0.3
ABC612	11.8	10.8	1.0	15.3	14.0	1.3	11.5	10.2	1.3	8.4	8.3	0.1	9.3	8.8	0.5	15.2	13.4	1.8	12.0	10.9	1.1
4RN	3.0	3.0	0.0	4.3	3.9	0.4	2.3	3.0	-0.7	1.6	1.9	-0.3	3.4	3.3	0.1	3.3	2.4	0.9	3.4	3.0	0.4
NEWSR	1.4	1.3	0.1	1.8	2.1	-0.3	0.9	0.5	0.4	1.0	0.7	0.3	1.4	0.9	0.5	3.3	3.1	0.2	1.9	1.5	0.4
4JJJ	6.4	6.0	0.4	5.6	5.8	-0.2	5.8	4.4	1.4	6.6	5.2	1.4	7.4	8.8	-1.4	8.3	8.3	0.0	6.0	6.6	-0.6
ABCFM	2.7	2.3	0.4	2.2	2.2	0.0	3.0	2.4	0.6	2.6	1.5	1.1	3.2	3.0	0.2	3.0	3.5	-0.5	3.7	3.2	0.5

Survey Period: Sun Jun 27 - Sat Sep 4, 2010

Adelaide Radio - Survey #6 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	13.0	14.0	-1.0	3.1	4.4	-1.3	2.2	3.5	-1.3	4.8	4.4	0.4	10.6	13.8	-3.2	18.6	16.7	1.9	26.8	28.4	-1.6
CRUISE1323	6.5	6.6	-0.1	2.0	1.0	1.0	1.2	0.8	0.4	1.3	1.2	0.1	5.1	5.0	0.1	13.6	13.1	0.5	11.3	12.6	-1.3
MIX102.3	13.6	12.2	1.4	10.2	13.4	-3.2	10.0	8.9	1.1	13.6	9.3	4.3	21.9	19.7	2.2	16.2	16.8	-0.6	5.2	5.0	0.2
5MMM	10.6	9.6	1.0	13.2	15.3	-2.1	4.9	4.6	0.3	14.2	11.5	2.7	17.7	16.2	1.5	9.1	9.3	-0.2	2.0	1.9	0.1
NOVA91.9	8.2	8.3	-0.1	20.8	19.2	1.6	21.6	20.7	0.9	15.0	14.8	0.2	6.3	7.7	-1.4	0.6	0.9	-0.3	0.1	0.1	0.0
SAFM	11.3	12.0	-0.7	37.6	30.3	7.3	21.5	29.0	-7.5	16.6	19.3	-2.7	11.5	10.8	0.7	3.4	3.8	-0.4	0.5	0.3	0.2
ABC891	13.1	12.7	0.4	0.9	1.6	-0.7	0.1	0.2	-0.1	3.6	3.1	0.5	7.9	8.7	-0.8	19.7	20.1	-0.4	32.3	28.9	3.4
5RN	2.3	2.2	0.1	*	0.1	-0.1	0.1	0.2	-0.1	1.0	1.3	-0.3	2.5	2.5	0.0	4.5	3.0	1.5	3.4	3.5	-0.1
NEWSR	2.3	2.2	0.1	0.8	0.1	0.7	2.2	1.5	0.7	2.5	1.8	0.7	1.6	1.3	0.3	1.9	3.2	-1.3	3.5	3.5	0.0
5JJJ	5.5	6.6	-1.1	3.5	4.1	-0.6	15.6	12.7	2.9	13.6	17.0	-3.4	3.3	5.1	-1.8	0.3	0.7	-0.4	*	*	0.0
ABCFM	2.8	3.8	-1.0	0.5	1.3	-0.8	0.3	0.8	-0.5	1.0	0.9	0.1	1.7	2.2	-0.5	4.6	6.8	-2.2	6.1	7.9	-1.8

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	13.0	13.9	-0.9	15.5	16.4	-0.9	12.6	12.2	0.4	7.5	8.0	-0.5	15.5	17.7	-2.2	16.9	19.9	-3.0	12.9	14.3	-1.4
CRUISE1323	5.8	6.0	-0.2	5.1	5.4	-0.3	6.4	6.9	-0.5	6.3	6.5	-0.2	5.3	4.9	0.4	5.9	5.6	0.3	8.7	8.7	0.0
MIX102.3	13.7	12.2	1.5	11.7	10.3	1.4	15.2	13.9	1.3	16.6	15.2	1.4	11.9	11.1	0.8	10.9	7.3	3.6	13.3	12.4	0.9
5MMM	11.4	10.1	1.3	11.7	10.7	1.0	12.3	10.5	1.8	12.8	11.3	1.5	9.3	7.9	1.4	8.4	7.8	0.6	7.8	8.0	-0.2
NOVA91.9	8.6	8.8	-0.2	8.3	8.2	0.1	7.8	8.4	-0.6	9.6	10.6	-1.0	9.2	8.1	1.1	7.8	7.8	0.0	7.0	6.7	0.3
SAFM	11.5	12.7	-1.2	10.8	11.1	-0.3	9.9	11.7	-1.8	12.8	14.0	-1.2	14.5	16.3	-1.8	9.0	9.7	-0.7	10.8	9.9	0.9
ABC891	13.1	12.5	0.6	15.6	15.8	-0.2	14.4	13.5	0.9	11.2	10.3	0.9	9.2	8.9	0.3	14.5	13.2	1.3	13.1	13.2	-0.1
5RN	2.3	2.1	0.2	3.4	3.5	-0.1	1.6	1.4	0.2	0.9	0.9	0.0	2.7	1.7	1.0	3.9	3.4	0.5	2.4	2.6	-0.2
NEWSR	2.1	2.1	0.0	2.8	2.5	0.3	1.2	1.8	-0.6	1.3	1.6	-0.3	2.0	1.5	0.5	4.7	4.0	0.7	2.9	2.5	0.4
5JJJ	5.6	6.9	-1.3	4.5	6.0	-1.5	5.4	7.1	-1.7	6.5	7.9	-1.4	7.0	7.4	-0.4	4.3	5.2	-0.9	5.2	5.5	-0.3
ABCFM	2.6	3.6	-1.0	2.7	3.4	-0.7	2.9	3.5	-0.6	2.3	3.0	-0.7	2.9	4.9	-2.0	2.4	4.2	-1.8	3.4	4.2	-0.8

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Perth Radio - Survey #6 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	4.9	5.2	-0.3	0.8	1.2	-0.4	1.6	1.9	-0.3	2.4	1.9	0.5	5.8	6.0	-0.2	12.0	13.3	-1.3	4.0	4.9	-0.9
6PR	8.4	8.8	-0.4	0.5	0.3	0.2	2.5	2.3	0.2	5.0	5.7	-0.7	8.9	7.3	1.6	11.0	10.6	0.4	16.3	20.1	-3.8
MIX 94.5	16.4	15.3	1.1	12.1	14.1	-2.0	9.0	9.8	-0.8	15.6	11.5	4.1	27.0	24.6	2.4	21.2	23.0	-1.8	4.0	5.0	-1.0
92.9	14.3	13.5	0.8	47.6	46.7	0.9	26.4	26.2	0.2	20.1	18.1	2.0	11.5	11.0	0.5	3.0	2.8	0.2	0.3	0.1	0.2
96FM	8.1	8.9	-0.8	6.6	4.5	2.1	16.2	16.0	0.2	9.5	12.3	-2.8	9.6	13.4	-3.8	7.1	2.9	4.2	0.9	0.8	0.1
NOVA93.7	9.8	10.3	-0.5	19.4	22.2	-2.8	14.7	21.3	-6.6	19.2	19.3	-0.1	8.0	5.9	2.1	1.2	1.4	-0.2	*	0.5	-0.5
ABC720	11.5	11.6	-0.1	1.9	1.0	0.9	2.3	0.9	1.4	2.1	4.5	-2.4	10.8	10.5	0.3	18.5	19.5	-1.0	28.6	26.2	2.4
6RN	2.5	2.5	0.0	0.1	0.1	0.0	*	*	0.0	0.5	0.8	-0.3	3.3	2.5	0.8	3.9	4.6	-0.7	5.2	5.5	-0.3
NEWSR	1.4	1.7	-0.3	*	*	0.0	0.1	0.1	0.0	0.8	1.4	-0.6	2.2	2.1	0.1	1.1	2.2	-1.1	2.5	2.9	-0.4
6JJJ	7.4	7.6	-0.2	4.7	6.1	-1.4	19.3	17.7	1.6	17.2	18.0	-0.8	3.0	3.5	-0.5	0.4	0.2	0.2	*	*	0.0
ABCFM	2.9	2.6	0.3	0.6	0.4	0.2	0.6	0.2	0.4	1.7	1.8	-0.1	1.0	1.8	-0.8	2.0	1.8	0.2	10.4	7.8	2.6

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	+/-
6IX	4.7	5.1	-0.4	4.3	5.1	-0.8	5.3	5.8	-0.5	5.4	5.2	0.2	4.1	3.9	0.2	3.6	4.6	-1.0	5.3	5.7	-0.4
6PR	8.3	8.8	-0.5	9.0	10.0	-1.0	8.4	9.4	-1.0	7.0	7.3	-0.3	8.3	6.9	1.4	9.6	11.4	-1.8	8.6	8.6	0.0
MIX 94.5	16.9	15.2	1.7	14.8	15.2	-0.4	18.9	15.9	3.0	19.6	17.0	2.6	15.8	14.5	1.3	11.2	9.0	2.2	14.8	15.7	-0.9
92.9	14.3	13.8	0.5	13.4	11.5	1.9	11.1	10.7	0.4	13.0	13.1	-0.1	21.0	22.4	-1.4	18.3	16.0	2.3	14.0	12.4	1.6
96FM	8.7	9.4	-0.7	8.2	8.6	-0.4	9.0	10.7	-1.7	11.0	11.6	-0.6	7.2	6.9	0.3	4.8	6.0	-1.2	6.0	7.0	-1.0
NOVA93.7	10.0	10.6	-0.6	10.3	11.2	-0.9	9.0	10.1	-1.1	11.2	11.6	-0.4	9.5	9.0	0.5	9.5	9.7	-0.2	8.9	9.1	-0.2
ABC720	11.3	11.7	-0.4	16.4	16.3	0.1	10.7	10.6	0.1	7.2	7.8	-0.6	8.8	9.7	-0.9	14.4	16.4	-2.0	12.1	11.2	0.9
6RN	2.4	2.4	0.0	4.1	3.9	0.2	1.6	1.7	-0.1	1.0	1.2	-0.2	3.3	3.1	0.2	2.3	2.0	0.3	2.6	3.0	-0.4
NEWSR	1.1	1.5	-0.4	1.4	2.0	-0.6	0.9	0.8	0.1	0.7	1.0	-0.3	0.8	1.4	-0.6	3.1	3.4	-0.3	2.1	2.6	-0.5
6JJJ	7.5	7.8	-0.3	6.6	5.6	1.0	7.4	8.1	-0.7	8.3	9.7	-1.4	8.1	8.5	-0.4	6.9	6.7	0.2	7.1	7.1	0.0
ABCFM	2.7	2.5	0.2	2.8	2.4	0.4	2.6	2.8	-0.2	2.2	2.2	0.0	3.1	2.5	0.6	3.8	3.2	0.6	3.7	2.9	0.8

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