

Sydney Radio - Survey #7 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	7.1	6.4	0.7	0.3	*	0.3	0.2	0.3	-0.1	0.2	0.3	-0.1	3.4	4.0	-0.6	15.3	14.3	1.0	17.0	14.5	2.5
2GB	14.3	15.2	-0.9	0.8	1.6	-0.8	6.3	5.4	0.9	6.0	6.1	-0.1	11.3	15.8	-4.5	15.0	13.4	1.6	32.6	33.3	-0.7
2UE	5.9	6.4	-0.5	0.3	*	0.3	0.5	0.6	-0.1	1.2	2.6	-1.4	4.6	4.6	0.0	8.4	9.4	-1.0	13.9	14.4	-0.5
2DAY	10.1	10.6	-0.5	24.9	28.7	-3.8	18.6	22.9	-4.3	16.4	16.7	-0.3	10.0	8.5	1.5	2.8	3.5	-0.7	1.1	1.2	-0.1
MIX106.5	3.9	4.9	-1.0	7.8	8.5	-0.7	5.3	10.3	-5.0	7.6	7.4	0.2	3.1	4.9	-1.8	2.9	3.1	-0.2	0.2	0.2	0.0
2MMM	4.9	4.3	0.6	5.8	6.8	-1.0	4.0	7.1	-3.1	9.8	7.3	2.5	7.4	5.2	2.2	1.2	1.5	-0.3	0.1	0.1	0.0
NOVA96.9	7.0	7.1	-0.1	13.7	20.1	-6.4	17.8	17.7	0.1	12.8	11.8	1.0	6.2	5.5	0.7	0.4	0.9	-0.5	0.1	0.2	-0.1
Classic Rock	2.8	2.7	0.1	3.3	2.1	1.2	1.7	2.7	-1.0	3.7	3.7	0.0	4.3	4.5	-0.2	3.2	2.3	0.9	0.2	0.1	0.1
WSFM	7.7	7.5	0.2	5.1	2.9	2.2	5.5	2.5	3.0	8.0	6.0	2.0	12.0	13.3	-1.3	8.9	10.2	-1.3	3.7	4.0	-0.3
ABC702	8.9	9.1	-0.2	2.2	1.1	1.1	1.3	1.2	0.1	3.9	4.5	-0.6	11.9	9.9	2.0	12.2	15.7	-3.5	13.5	13.9	-0.4
2RN	2.9	2.2	0.7	0.3	*	0.3	*	0.1	-0.1	0.6	1.1	-0.5	4.0	1.8	2.2	6.7	4.8	1.9	3.5	3.5	0.0
NEWSR	2.6	2.3	0.3	0.4	0.7	-0.3	0.6	0.9	-0.3	3.1	3.2	-0.1	4.6	3.0	1.6	2.7	2.5	0.2	1.4	1.7	-0.3
2JJJ	4.8	4.8	0.0	5.8	5.6	0.2	10.7	8.4	2.3	10.6	10.2	0.4	3.4	4.8	-1.4	1.4	0.9	0.5	0.1	*	0.1
ABCFM	2.9	2.6	0.3	1.3	1.0	0.3	2.3	0.5	1.8	1.3	1.2	0.1	1.5	1.5	0.0	4.3	3.5	0.8	5.9	6.0	-0.1

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	6.8	6.3	0.5	6.1	5.5	0.6	9.1	8.6	0.5	8.1	7.5	0.6	4.6	4.2	0.4	5.0	4.6	0.4	8.0	7.0	1.0
2GB	14.7	15.3	-0.6	17.7	18.0	-0.3	16.9	17.7	-0.8	11.6	12.8	-1.2	9.2	9.6	-0.4	16.7	17.2	-0.5	13.2	14.9	-1.7
2UE	5.2	6.2	-1.0	5.2	6.1	-0.9	5.0	5.8	-0.8	5.2	6.6	-1.4	4.8	5.7	-0.9	6.1	6.9	-0.8	8.1	7.0	1.1
2DAY	10.4	11.1	-0.7	11.8	12.6	-0.8	7.8	8.5	-0.7	9.3	9.8	-0.5	13.0	14.6	-1.6	8.7	9.0	-0.3	9.1	8.9	0.2
MIX106.5	3.8	4.8	-1.0	2.3	3.0	-0.7	4.0	5.1	-1.1	4.7	5.4	-0.7	4.8	5.1	-0.3	4.6	7.7	-3.1	4.2	5.2	-1.0
2MMM	5.2	4.4	0.8	4.2	4.0	0.2	5.8	4.3	1.5	6.2	4.7	1.5	5.2	4.7	0.5	4.5	4.7	-0.2	4.2	3.8	0.4
NOVA96.9	7.2	7.2	0.0	7.5	7.2	0.3	5.5	5.8	-0.3	6.9	7.5	-0.6	9.0	9.2	-0.2	7.1	6.5	0.6	6.4	6.6	-0.2
Classic Rock	2.7	2.6	0.1	1.9	1.9	0.0	3.1	2.7	0.4	3.0	3.2	-0.2	3.2	3.2	0.0	3.1	2.4	0.7	2.9	3.0	-0.1
WSFM	8.1	7.8	0.3	7.7	8.5	-0.8	8.8	8.3	0.5	9.9	8.7	1.2	7.2	6.4	0.8	5.4	5.1	0.3	6.5	6.4	0.1
ABC702	8.9	9.0	-0.1	10.4	10.2	0.2	7.3	8.8	-1.5	7.3	7.8	-0.5	9.9	9.3	0.6	9.3	8.3	1.0	8.9	9.2	-0.3
2RN	3.0	2.1	0.9	3.5	2.8	0.7	2.5	1.2	1.3	1.9	1.2	0.7	3.8	2.3	1.5	3.7	3.6	0.1	2.8	2.5	0.3
NEWSR	2.5	2.3	0.2	3.2	3.2	0.0	1.6	1.4	0.2	1.7	1.5	0.2	2.2	1.8	0.4	4.1	4.0	0.1	3.2	2.5	0.7
2JJJ	5.1	5.0	0.1	4.2	4.3	-0.1	5.6	5.1	0.5	5.6	5.4	0.2	6.2	5.8	0.4	3.6	4.1	-0.5	4.1	4.3	-0.2
ABCFM	2.9	2.4	0.5	2.5	2.3	0.2	4.0	3.0	1.0	2.7	2.1	0.6	3.0	2.5	0.5	2.0	1.9	0.1	3.2	3.3	-0.1

Survey Period: Sun Aug 1 - Sat Sep 4 and Sun Sep 19 to Sat Oct 23, 2010

Melbourne Radio - Survey #7 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	4.8	5.4	-0.6	2.5	2.4	0.1	2.3	1.9	0.4	6.1	7.9	-1.8	7.5	8.1	-0.6	4.3	4.4	-0.1	2.3	2.9	-0.6
3AW	14.2	14.6	-0.4	1.0	1.6	-0.6	0.7	0.4	0.3	4.8	5.0	-0.2	11.4	13.8	-2.4	22.1	21.4	0.7	31.1	30.5	0.6
MAGIC	7.4	6.8	0.6	0.1	0.2	-0.1	0.8	0.7	0.1	0.9	1.0	-0.1	3.8	2.8	1.0	14.6	14.2	0.4	17.9	16.7	1.2
MTR 1377	1.1	1.1	0.0	0.3	0.4	-0.1	*	0.1	-0.1	0.4	0.5	-0.1	2.3	1.0	1.3	1.0	2.2	-1.2	1.4	1.9	-0.5
FOXFM	12.0	11.5	0.5	44.4	44.3	0.1	29.5	25.3	4.2	17.3	18.0	-0.7	9.7	8.3	1.4	1.8	2.0	-0.2	0.1	0.2	-0.1
GOLD	7.3	7.8	-0.5	4.7	5.4	-0.7	5.8	6.6	-0.8	6.7	6.2	0.5	11.4	11.5	-0.1	11.1	11.6	-0.5	1.7	3.6	-1.9
MIX101.1	5.8	4.9	0.9	16.8	13.0	3.8	8.2	8.4	-0.2	8.1	6.5	1.6	6.6	6.0	0.6	2.9	1.5	1.4	0.6	0.6	0.0
3MMM	6.6	6.6	0.0	5.3	4.9	0.4	11.5	15.5	-4.0	10.1	9.8	0.3	9.7	9.1	0.6	2.4	1.3	1.1	0.4	0.9	-0.5
NOVA 100	6.7	6.8	-0.1	11.4	12.6	-1.2	20.4	21.9	-1.5	11.9	12.1	-0.2	4.8	3.6	1.2	1.1	1.7	-0.6	0.1	0.1	0.0
Classic Rock	3.2	3.4	-0.2	2.6	4.9	-2.3	5.5	2.6	2.9	3.8	4.1	-0.3	4.8	6.2	-1.4	2.2	1.8	0.4	0.3	0.8	-0.5
ABC774	12.6	13.2	-0.6	1.6	1.4	0.2	1.0	0.8	0.2	6.8	6.2	0.6	11.8	15.2	-3.4	20.3	18.9	1.4	21.9	23.1	-1.2
3RN	3.2	2.6	0.6	0.4	*	0.4	*	0.3	-0.3	1.9	1.4	0.5	2.6	2.3	0.3	5.0	4.8	0.2	6.4	4.2	2.2
NEWSR	1.7	1.5	0.2	0.3	0.1	0.2	1.6	0.5	1.1	2.2	2.0	0.2	1.9	1.8	0.1	0.8	1.5	-0.7	2.0	1.2	0.8
3JJJ	3.1	3.4	-0.3	1.7	1.5	0.2	6.8	10.2	-3.4	7.8	8.4	-0.6	1.8	1.2	0.6	0.8	0.5	0.3	*	0.1	-0.1
ABCFM	2.7	2.9	-0.2	0.3	0.4	-0.1	1.5	0.3	1.2	0.7	1.0	-0.3	1.0	1.0	0.0	2.6	4.4	-1.8	8.2	7.6	0.6

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	5.0	5.5	-0.5	5.2	5.9	-0.7	4.8	5.1	-0.3	4.9	4.7	0.2	6.0	6.1	-0.1	3.9	5.6	-1.7	3.9	5.3	-1.4
3AW	14.3	14.6	-0.3	17.4	17.0	0.4	17.2	18.1	-0.9	10.2	11.3	-1.1	10.8	11.7	-0.9	14.2	13.5	0.7	13.9	14.3	-0.4
MAGIC	6.8	6.5	0.3	5.6	5.4	0.2	8.1	7.9	0.2	8.7	8.3	0.4	5.7	5.3	0.4	5.0	3.9	1.1	9.2	7.9	1.3
MTR 1377	1.2	1.1	0.1	1.1	1.3	-0.2	1.4	1.1	0.3	1.3	1.2	0.1	1.0	0.9	0.1	1.1	0.9	0.2	0.8	1.0	-0.2
FOXFM	12.5	11.9	0.6	10.0	10.5	-0.5	9.1	8.0	1.1	12.1	11.3	0.8	20.7	19.4	1.3	13.9	12.3	1.6	10.1	10.2	-0.1
GOLD	7.5	7.9	-0.4	6.1	6.7	-0.6	8.8	8.8	0.0	10.4	10.4	0.0	6.4	7.0	-0.6	3.5	4.3	-0.8	6.6	7.4	-0.8
MIX101.1	5.8	4.9	0.9	5.1	4.1	1.0	5.5	4.8	0.7	6.1	5.2	0.9	5.5	4.8	0.7	8.7	7.0	1.7	5.6	4.8	0.8
3MMM	6.8	6.8	0.0	7.1	6.8	0.3	6.8	6.8	0.0	8.1	8.3	-0.2	6.4	6.0	0.4	3.7	4.1	-0.4	5.7	6.1	-0.4
NOVA 100	6.9	7.2	-0.3	8.1	7.7	0.4	5.3	6.3	-1.0	7.3	7.8	-0.5	7.5	7.2	0.3	4.9	6.1	-1.2	6.0	5.6	0.4
Classic Rock	3.3	3.5	-0.2	2.6	3.1	-0.5	3.5	3.1	0.4	4.0	4.3	-0.3	3.1	3.7	-0.6	4.2	3.2	1.0	2.6	3.2	-0.6
ABC774	12.4	13.1	-0.7	15.6	15.7	-0.1	13.8	14.9	-1.1	9.1	10.3	-1.2	8.3	9.3	-1.0	14.5	14.7	-0.2	13.3	13.7	-0.4
3RN	3.1	2.5	0.6	4.0	3.2	0.8	2.1	1.5	0.6	2.1	1.6	0.5	3.6	3.1	0.5	4.5	4.5	0.0	3.6	2.7	0.9
NEWSR	1.6	1.3	0.3	1.8	1.6	0.2	1.0	0.7	0.3	1.3	1.0	0.3	1.5	1.2	0.3	3.6	3.1	0.5	2.1	1.9	0.2
3JJJ	3.1	3.5	-0.4	2.4	3.0	-0.6	3.1	3.7	-0.6	3.4	3.5	-0.1	3.6	3.8	-0.2	4.0	4.4	-0.4	3.1	3.0	0.1
ABCFM	2.5	2.6	-0.1	2.2	2.2	0.0	2.8	3.0	-0.2	2.5	2.6	-0.1	2.8	3.0	-0.2	1.8	2.5	-0.7	3.7	3.6	0.1

Survey Period: Sun Aug 1 - Sat Sep 4 and Sun Sep 19 to Sat Oct 23, 2010

Brisbane Radio - Survey #7 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	7.6	7.4	0.2	0.1	0.8	-0.7	0.5	0.1	0.4	2.7	2.4	0.3	4.8	4.8	0.0	14.8	14.3	0.5	20.1	19.6	0.5
4BH	7.2	5.7	1.5	2.9	2.1	0.8	0.4	0.2	0.2	0.6	0.3	0.3	4.3	2.7	1.6	14.3	12.2	2.1	20.5	16.8	3.7
4KQ	6.3	6.4	-0.1	2.2	0.7	1.5	0.5	1.8	-1.3	1.7	1.9	-0.2	9.1	12.3	-3.2	14.6	11.0	3.6	6.6	4.6	2.0
B105	12.4	13.3	-0.9	32.1	39.7	-7.6	25.2	27.9	-2.7	17.3	18.3	-1.0	9.8	9.4	0.4	4.5	4.2	0.3	0.4	0.6	-0.2
97.3FM	12.4	11.2	1.2	19.9	16.8	3.1	6.7	6.3	0.4	15.8	13.9	1.9	20.8	17.7	3.1	5.3	7.6	-2.3	0.8	0.8	0.0
4MMM	10.0	10.9	-0.9	7.1	6.0	1.1	12.1	15.4	-3.3	14.5	16.0	-1.5	16.9	15.8	1.1	2.3	4.5	-2.2	0.4	1.3	-0.9
NOVA106.9	11.1	10.8	0.3	17.8	18.4	-0.6	23.8	26.9	-3.1	22.0	21.8	0.2	7.5	4.6	2.9	0.7	1.7	-1.0	0.1	*	0.1
ABC612	10.6	11.8	-1.2	1.7	1.0	0.7	0.3	*	0.3	3.0	3.0	0.0	6.7	10.8	-4.1	20.8	19.0	1.8	28.0	30.8	-2.8
4RN	2.5	3.1	-0.6	0.7	0.2	0.5	0.6	1.1	-0.5	0.9	1.3	-0.4	1.6	2.6	-1.0	6.5	6.8	-0.3	4.7	5.6	-0.9
NEWSR	1.4	1.5	-0.1	0.5	0.2	0.3	0.9	0.9	0.0	0.8	1.5	-0.7	1.0	0.6	0.4	2.4	3.0	-0.6	2.9	2.7	0.2
4JJJ	6.8	6.3	0.5	4.6	5.7	-1.1	18.5	16.2	2.3	13.7	12.6	1.1	4.6	4.3	0.3	0.6	0.1	0.5	0.3	0.3	0.0
ABCFM	2.5	2.9	-0.4	0.4	0.7	-0.3	0.3	0.1	0.2	1.4	1.6	-0.2	2.2	2.7	-0.5	2.8	4.1	-1.3	6.5	6.7	-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	7.8	7.5	0.3	7.5	7.8	-0.3	8.4	7.9	0.5	7.6	6.7	0.9	7.8	7.0	0.8	8.8	9.4	-0.6	7.0	7.2	-0.2
4BH	6.5	5.1	1.4	6.7	5.2	1.5	7.5	5.7	1.8	6.8	5.6	1.2	4.8	4.0	0.8	6.0	4.2	1.8	9.4	7.5	1.9
4KQ	6.1	6.1	0.0	7.4	6.7	0.7	6.8	7.6	-0.8	5.8	6.2	-0.4	4.4	4.5	-0.1	2.7	1.9	0.8	7.2	7.3	-0.1
B105	12.8	14.0	-1.2	11.9	12.9	-1.0	9.7	10.6	-0.9	11.7	12.8	-1.1	20.8	22.3	-1.5	12.0	14.5	-2.5	11.2	10.8	0.4
97.3FM	12.6	11.4	1.2	11.3	10.4	0.9	13.6	12.6	1.0	14.9	12.8	2.1	10.9	10.3	0.6	10.8	8.8	2.0	11.6	10.7	0.9
4MMM	10.7	11.5	-0.8	10.0	10.1	-0.1	11.9	13.6	-1.7	12.6	14.4	-1.8	8.4	8.2	0.2	8.0	7.8	0.2	8.0	9.1	-1.1
NOVA106.9	11.5	11.4	0.1	11.2	11.0	0.2	11.0	11.2	-0.2	12.6	12.6	0.0	11.4	10.5	0.9	10.9	11.3	-0.4	9.9	8.7	1.2
ABC612	10.3	11.8	-1.5	13.4	15.3	-1.9	9.4	11.5	-2.1	6.7	8.4	-1.7	8.2	9.3	-1.1	16.5	15.2	1.3	11.5	12.0	-0.5
4RN	2.5	3.0	-0.5	3.9	4.3	-0.4	1.4	2.3	-0.9	1.2	1.6	-0.4	2.8	3.4	-0.6	2.9	3.3	-0.4	2.7	3.4	-0.7
NEWSR	1.3	1.4	-0.1	1.7	1.8	-0.1	0.9	0.9	0.0	0.8	1.0	-0.2	1.3	1.4	-0.1	2.8	3.3	-0.5	1.8	1.9	-0.1
4JJJ	7.2	6.4	0.8	6.0	5.6	0.4	8.0	5.8	2.2	7.9	6.6	1.3	7.5	7.4	0.1	7.3	8.3	-1.0	5.6	6.0	-0.4
ABCFM	2.4	2.7	-0.3	2.1	2.2	-0.1	3.0	3.0	0.0	2.2	2.6	-0.4	2.6	3.2	-0.6	2.4	3.0	-0.6	2.9	3.7	-0.8

Survey Period: Sun Aug 1 - Sat Sep 4 and Sun Sep 19 to Sat Oct 23, 2010

Adelaide Radio - Survey #7 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	14.1	13.0	1.1	3.7	3.1	0.6	1.8	2.2	-0.4	3.6	4.8	-1.2	9.5	10.6	-1.1	22.4	18.6	3.8	31.7	26.8	4.9
CRUISE1323	7.1	6.5	0.6	2.3	2.0	0.3	2.0	1.2	0.8	2.3	1.3	1.0	5.3	5.1	0.2	14.0	13.6	0.4	11.9	11.3	0.6
MIX102.3	14.6	13.6	1.0	14.3	10.2	4.1	10.3	10.0	0.3	12.8	13.6	-0.8	27.4	21.9	5.5	13.3	16.2	-2.9	4.5	5.2	-0.7
5MMM	10.2	10.6	-0.4	9.9	13.2	-3.3	7.3	4.9	2.4	12.9	14.2	-1.3	16.4	17.7	-1.3	8.0	9.1	-1.1	3.4	2.0	1.4
NOVA91.9	8.7	8.2	0.5	20.3	20.8	-0.5	20.4	21.6	-1.2	20.8	15.0	5.8	3.0	6.3	-3.3	1.7	0.6	1.1	0.1	0.1	0.0
SAFM	11.8	11.3	0.5	36.8	37.6	-0.8	27.1	21.5	5.6	15.4	16.6	-1.2	11.4	11.5	-0.1	3.8	3.4	0.4	1.1	0.5	0.6
ABC891	12.0	13.1	-1.1	1.0	0.9	0.1	0.1	0.1	0.0	3.1	3.6	-0.5	8.2	7.9	0.3	17.4	19.7	-2.3	29.3	32.3	-3.0
5RN	2.3	2.3	0.0	0.2	*	0.2	*	0.1	-0.1	1.0	1.0	0.0	2.4	2.5	-0.1	5.0	4.5	0.5	2.9	3.4	-0.5
NEWSR	2.0	2.3	-0.3	0.6	0.8	-0.2	2.0	2.2	-0.2	2.0	2.5	-0.5	1.6	1.6	0.0	2.9	1.9	1.0	2.3	3.5	-1.2
5JJJ	5.8	5.5	0.3	7.0	3.5	3.5	12.4	15.6	-3.2	13.1	13.6	-0.5	5.5	3.3	2.2	0.5	0.3	0.2	*	*	0.0
ABCFM	2.3	2.8	-0.5	0.3	0.5	-0.2	0.4	0.3	0.1	0.9	1.0	-0.1	1.4	1.7	-0.3	3.6	4.6	-1.0	5.1	6.1	-1.0

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	14.0	13.0	1.0	17.4	15.5	1.9	14.0	12.6	1.4	7.9	7.5	0.4	15.0	15.5	-0.5	18.8	16.9	1.9	14.5	12.9	1.6
CRUISE1323	6.6	5.8	0.8	5.5	5.1	0.4	7.7	6.4	1.3	7.9	6.3	1.6	5.5	5.3	0.2	5.7	5.9	-0.2	8.6	8.7	-0.1
MIX102.3	14.9	13.7	1.2	13.5	11.7	1.8	16.1	15.2	0.9	17.4	16.6	0.8	13.6	11.9	1.7	11.7	10.9	0.8	13.5	13.3	0.2
5MMM	11.1	11.4	-0.3	10.3	11.7	-1.4	12.1	12.3	-0.2	12.9	12.8	0.1	9.5	9.3	0.2	8.6	8.4	0.2	7.3	7.8	-0.5
NOVA91.9	9.1	8.6	0.5	8.9	8.3	0.6	7.9	7.8	0.1	10.1	9.6	0.5	9.8	9.2	0.6	8.5	7.8	0.7	7.2	7.0	0.2
SAFM	11.7	11.5	0.2	10.2	10.8	-0.6	9.5	9.9	-0.4	13.5	12.8	0.7	15.0	14.5	0.5	11.4	9.0	2.4	12.1	10.8	1.3
ABC891	12.0	13.1	-1.1	14.4	15.6	-1.2	14.7	14.4	0.3	9.5	11.2	-1.7	7.8	9.2	-1.4	12.1	14.5	-2.4	12.1	13.1	-1.0
5RN	2.4	2.3	0.1	3.0	3.4	-0.4	1.7	1.6	0.1	1.5	0.9	0.6	3.4	2.7	0.7	2.6	3.9	-1.3	1.9	2.4	-0.5
NEWSR	2.0	2.1	-0.1	2.5	2.8	-0.3	1.0	1.2	-0.2	1.3	1.3	0.0	2.5	2.0	0.5	3.5	4.7	-1.2	2.3	2.9	-0.6
5JJJ	5.9	5.6	0.3	5.1	4.5	0.6	5.7	5.4	0.3	7.0	6.5	0.5	7.6	7.0	0.6	3.3	4.3	-1.0	5.4	5.2	0.2
ABCFM	2.0	2.6	-0.6	2.1	2.7	-0.6	2.1	2.9	-0.8	1.7	2.3	-0.6	1.8	2.9	-1.1	2.8	2.4	0.4	3.2	3.4	-0.2

Survey Period: Sun Aug 1 - Sat Sep 4 and Sun Sep 19 to Sat Oct 23, 2010

Perth Radio - Survey #7 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	5.9	4.9	1.0	0.8	0.8	0.0	0.5	1.6	-1.1	3.9	2.4	1.5	5.0	5.8	-0.8	18.2	12.0	6.2	4.3	4.0	0.3
6PR	8.3	8.4	-0.1	0.7	0.5	0.2	0.6	2.5	-1.9	2.4	5.0	-2.6	9.8	8.9	0.9	13.0	11.0	2.0	18.1	16.3	1.8
MIX 94.5	16.9	16.4	0.5	14.2	12.1	2.1	11.0	9.0	2.0	18.6	15.6	3.0	27.5	27.0	0.5	14.1	21.2	-7.1	5.6	4.0	1.6
92.9	13.7	14.3	-0.6	41.0	47.6	-6.6	26.6	26.4	0.2	18.0	20.1	-2.1	12.2	11.5	0.7	2.5	3.0	-0.5	0.8	0.3	0.5
96FM	8.8	8.1	0.7	8.5	6.6	1.9	17.1	16.2	0.9	10.2	9.5	0.7	10.8	9.6	1.2	6.9	7.1	-0.2	0.5	0.9	-0.4
NOVA93.7	9.3	9.8	-0.5	20.0	19.4	0.6	18.4	14.7	3.7	15.9	19.2	-3.3	7.1	8.0	-0.9	1.5	1.2	0.3	*	*	0.0
ABC720	10.8	11.5	-0.7	2.3	1.9	0.4	2.6	2.3	0.3	2.9	2.1	0.8	7.7	10.8	-3.1	16.5	18.5	-2.0	30.3	28.6	1.7
6RN	2.2	2.5	-0.3	*	0.1	-0.1	0.3	*	0.3	0.7	0.5	0.2	2.8	3.3	-0.5	4.0	3.9	0.1	4.2	5.2	-1.0
NEWSR	1.5	1.4	0.1	0.4	*	0.4	0.4	0.1	0.3	0.6	0.8	-0.2	1.6	2.2	-0.6	2.2	1.1	1.1	3.1	2.5	0.6
6JJJ	7.9	7.4	0.5	4.0	4.7	-0.7	16.1	19.3	-3.2	19.3	17.2	2.1	3.8	3.0	0.8	1.0	0.4	0.6	*	*	0.0
ABCFM	3.1	2.9	0.2	1.0	0.6	0.4	0.6	0.6	0.0	1.5	1.7	-0.2	2.3	1.0	1.3	3.9	2.0	1.9	8.1	10.4	-2.3

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	5.7	4.7	1.0	4.9	4.3	0.6	6.7	5.3	1.4	6.7	5.4	1.3	4.6	4.1	0.5	4.0	3.6	0.4	6.6	5.3	1.3
6PR	8.2	8.3	-0.1	9.2	9.0	0.2	8.1	8.4	-0.3	6.9	7.0	-0.1	8.2	8.3	-0.1	9.1	9.6	-0.5	8.5	8.6	-0.1
MIX 94.5	17.2	16.9	0.3	16.0	14.8	1.2	18.6	18.9	-0.3	19.5	19.6	-0.1	15.9	15.8	0.1	12.2	11.2	1.0	15.7	14.8	0.9
92.9	13.7	14.3	-0.6	12.8	13.4	-0.6	9.7	11.1	-1.4	13.0	13.0	0.0	20.2	21.0	-0.8	18.2	18.3	-0.1	13.7	14.0	-0.3
96FM	9.2	8.7	0.5	8.2	8.2	0.0	9.8	9.0	0.8	11.4	11.0	0.4	7.7	7.2	0.5	6.2	4.8	1.4	7.5	6.0	1.5
NOVA93.7	9.6	10.0	-0.4	9.2	10.3	-1.1	9.6	9.0	0.6	10.5	11.2	-0.7	9.1	9.5	-0.4	9.3	9.5	-0.2	8.2	8.9	-0.7
ABC720	10.6	11.3	-0.7	16.2	16.4	-0.2	10.6	10.7	-0.1	6.2	7.2	-1.0	7.4	8.8	-1.4	12.9	14.4	-1.5	11.4	12.1	-0.7
6RN	2.2	2.4	-0.2	3.9	4.1	-0.2	1.3	1.6	-0.3	1.0	1.0	0.0	2.8	3.3	-0.5	2.4	2.3	0.1	2.3	2.6	-0.3
NEWSR	1.4	1.1	0.3	1.7	1.4	0.3	0.8	0.9	-0.1	0.9	0.7	0.2	1.1	0.8	0.3	4.3	3.1	1.2	1.9	2.1	-0.2
6JJJ	8.0	7.5	0.5	6.2	6.6	-0.4	8.4	7.4	1.0	9.3	8.3	1.0	9.2	8.1	1.1	6.6	6.9	-0.3	7.3	7.1	0.2
ABCFM	2.9	2.7	0.2	3.4	2.8	0.6	2.6	2.6	0.0	2.2	2.2	0.0	3.7	3.1	0.6	3.2	3.8	-0.6	3.6	3.7	-0.1

Survey Period: Sun Aug 1 - Sat Sep 4 and Sun Sep 19 to Sat Oct 23, 2010

Copyright © 2010 Commercial Radio Australia Ltd.
All Rights Reserved