

# Sydney Radio - Survey #8 2009



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CH	5.3	5.2	0.1	0.3	0.5	-0.2	0.3	0.1	0.2	0.1	0.7	-0.6	1.5	1.9	-0.4	13.0	12.3	0.7	5.6	6.4	-0.8
2GB	14.9	13.7	1.2	2.1	3.8	-1.7	2.6	4.2	-1.6	5.7	6.9	-1.2	10.9	9.3	1.6	28.0	24.9	3.1	15.3	14.6	0.7
2UE	6.7	7.8	-1.1	*	*	0.0	0.6	0.5	0.1	3.0	2.3	0.7	6.0	9.0	-3.0	11.8	13.3	-1.5	7.5	9.8	-2.3
2DAY	11.1	9.8	1.3	28.9	27.1	1.8	28.0	24.0	4.0	17.3	15.7	1.6	9.9	8.8	1.1	1.4	0.8	0.6	9.6	7.5	2.1
MIX106.5	5.5	5.6	-0.1	6.5	5.1	1.4	9.0	8.0	1.0	8.5	9.3	-0.8	5.8	6.7	-0.9	2.5	1.9	0.6	5.0	4.6	0.4
2MMM	3.4	3.4	0.0	2.8	8.0	-5.2	4.8	5.0	-0.2	7.5	5.1	2.4	4.1	4.5	-0.4	0.3	0.6	-0.3	2.6	3.0	-0.4
NOVA96.9	8.7	7.3	1.4	19.4	16.6	2.8	24.2	20.4	3.8	16.1	12.9	3.2	6.6	5.8	0.8	0.4	0.4	0.0	6.4	5.9	0.5
vega 95.3	3.7	4.6	-0.9	6.2	5.7	0.5	1.3	1.2	0.1	5.5	7.9	-2.4	6.6	7.5	-0.9	0.7	1.0	-0.3	4.6	5.0	-0.4
WSFM	6.3	6.7	-0.4	5.9	7.6	-1.7	3.0	4.3	-1.3	4.1	5.9	-1.8	11.5	9.5	2.0	4.9	5.7	-0.8	6.8	5.5	1.3
ABC702	10.7	10.5	0.2	1.2	1.6	-0.4	0.7	0.9	-0.2	4.5	3.9	0.6	12.3	13.0	-0.7	17.0	16.6	0.4	12.0	12.1	-0.1
2RN	2.5	3.1	-0.6	*	*	0.0	0.4	0.3	0.1	0.7	0.5	0.2	2.3	3.5	-1.2	4.5	5.7	-1.2	3.3	4.1	-0.8
NEWSR	2.4	2.4	0.0	2.1	2.5	-0.4	2.1	0.7	1.4	1.3	1.5	-0.2	3.5	2.8	0.7	2.4	3.0	-0.6	2.2	2.4	-0.2
2JJJ	3.9	4.6	-0.7	6.4	6.2	0.2	8.7	12.7	-4.0	6.7	10.1	-3.4	4.7	3.2	1.5	0.2	0.2	0.0	3.2	3.4	-0.2
ABCFM	3.0	3.0	0.0	0.3	0.1	0.2	1.5	1.9	-0.4	1.8	1.5	0.3	1.6	2.0	-0.4	5.4	5.4	0.0	3.4	3.4	0.0

## 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	4.7	4.7	0.0	3.5	3.8	-0.3	5.9	6.0	-0.1	5.8	5.5	0.3	4.1	3.4	0.7	5.2	5.2	0.0	7.2	7.0	0.2
2GB	15.6	14.0	1.6	18.6	16.6	2.0	16.4	15.3	1.1	13.5	11.6	1.9	10.5	9.1	1.4	17.9	17.1	0.8	12.6	12.7	-0.1
2UE	6.0	7.3	-1.3	6.0	7.6	-1.6	7.0	8.2	-1.2	6.1	7.1	-1.0	4.2	5.4	-1.2	7.0	7.4	-0.4	8.9	9.4	-0.5
2DAY	11.6	10.2	1.4	12.5	11.0	1.5	9.9	8.2	1.7	10.6	8.9	1.7	15.6	14.7	0.9	7.3	7.5	-0.2	9.4	8.6	0.8
MIX106.5	5.5	5.4	0.1	4.1	4.1	0.0	5.0	4.9	0.1	5.4	5.5	-0.1	6.3	6.2	0.1	9.3	9.2	0.1	5.6	6.0	-0.4
2MMM	3.5	3.5	0.0	2.2	2.7	-0.5	4.5	3.5	1.0	5.0	4.3	0.7	3.6	4.5	-0.9	2.0	3.0	-1.0	3.1	3.1	0.0
NOVA96.9	9.3	7.6	1.7	10.5	8.8	1.7	7.4	6.3	1.1	8.4	6.7	1.7	11.3	8.6	2.7	7.9	6.4	1.5	6.8	6.5	0.3
vega 95.3	3.6	4.7	-1.1	2.3	3.4	-1.1	4.7	5.7	-1.0	4.9	5.9	-1.0	3.7	5.0	-1.3	2.4	4.1	-1.7	3.8	4.0	-0.2
WSFM	6.3	7.0	-0.7	6.3	6.9	-0.6	7.1	7.3	-0.2	7.3	8.3	-1.0	5.6	6.3	-0.7	4.0	4.6	-0.6	6.0	5.9	0.1
ABC702	11.0	10.8	0.2	12.9	12.0	0.9	10.2	10.1	0.1	9.7	10.7	-1.0	11.0	10.9	0.1	9.3	8.6	0.7	9.6	9.4	0.2
2RN	2.5	3.1	-0.6	3.6	4.0	-0.4	1.7	2.8	-1.1	1.2	2.0	-0.8	2.8	3.3	-0.5	2.5	3.1	-0.6	2.5	3.2	-0.7
NEWSR	2.2	2.3	-0.1	3.1	3.3	-0.2	1.6	1.8	-0.2	1.2	1.4	-0.2	1.2	1.4	-0.2	4.0	3.3	0.7	3.2	2.7	0.5
2JJJ	3.9	4.7	-0.8	2.7	3.2	-0.5	3.8	5.2	-1.4	4.5	5.9	-1.4	4.8	5.6	-0.8	5.2	4.6	0.6	3.9	4.3	-0.4
ABCFM	2.7	2.8	-0.1	2.3	2.2	0.1	3.0	3.3	-0.3	2.5	3.2	-0.7	3.5	3.0	0.5	2.9	2.3	0.6	3.8	3.7	0.1

Survey Period: Sun Sep 20 - Sat Oct 24 and Sun Nov 1 - Sat Dec 5, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	3.4	3.9	-0.5	0.7	0.7	0.0	2.2	1.5	0.7	5.1	5.7	-0.6	4.7	5.9	-1.2	2.2	2.6	-0.4	3.1	3.9	-0.8
3AW	14.1	15.5	-1.4	0.7	1.4	-0.7	0.5	2.1	-1.6	4.6	5.2	-0.6	11.4	13.0	-1.6	27.8	29.6	-1.8	17.9	20.1	-2.2
MAGIC	4.7	4.0	0.7	5.9	6.7	-0.8	*	0.3	-0.3	0.4	0.1	0.3	3.1	1.9	1.2	9.6	8.2	1.4	5.3	4.1	1.2
3MP	3.1	3.4	-0.3	0.7	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.0	2.6	2.1	0.5	6.4	7.6	-1.2	4.5	4.6	-0.1
FOXF	13.5	13.4	0.1	42.6	42.7	-0.1	27.4	27.9	-0.5	18.7	18.7	0.0	13.4	12.0	1.4	1.8	1.9	-0.1	9.9	10.3	-0.4
GOLD	6.9	6.9	0.0	2.0	3.6	-1.6	4.0	5.3	-1.3	6.4	5.1	1.3	8.8	11.1	-2.3	7.6	6.2	1.4	7.0	5.9	1.1
MIX101.1	5.4	5.0	0.4	11.8	8.9	2.9	8.3	8.7	-0.4	8.4	7.9	0.5	5.5	5.6	-0.1	1.6	1.2	0.4	4.7	4.1	0.6
3MMM	3.9	3.9	0.0	2.4	6.0	-3.6	5.3	4.3	1.0	6.3	7.2	-0.9	6.2	4.5	1.7	0.9	1.0	-0.1	3.9	3.3	0.6
NOVA 100	7.9	7.1	0.8	20.6	17.7	2.9	20.7	16.9	3.8	12.9	12.1	0.8	5.8	5.6	0.2	0.8	0.6	0.2	4.9	5.2	-0.3
vega 91.5	4.3	4.0	0.3	1.7	1.6	0.1	4.4	6.3	-1.9	6.1	5.6	0.5	7.4	6.5	0.9	1.4	1.2	0.2	4.4	4.1	0.3
ABC774	11.3	12.6	-1.3	1.0	1.3	-0.3	1.7	2.2	-0.5	5.4	6.4	-1.0	12.4	13.1	-0.7	18.4	20.7	-2.3	12.7	13.9	-1.2
3RN	2.6	2.9	-0.3	1.2	0.6	0.6	0.3	*	0.3	1.1	1.2	-0.1	3.5	3.6	-0.1	3.9	4.6	-0.7	2.6	3.0	-0.4
NEWSR	1.5	1.8	-0.3	0.5	0.2	0.3	1.2	1.3	-0.1	1.4	2.2	-0.8	1.5	1.5	0.0	1.9	2.1	-0.2	1.2	1.7	-0.5
3JJJ	4.6	5.3	-0.7	4.2	3.3	0.9	12.8	16.0	-3.2	10.8	12.0	-1.2	2.6	3.4	-0.8	0.1	0.2	-0.1	3.4	4.1	-0.7
ABCFM	3.1	2.6	0.5	0.4	0.2	0.2	0.7	0.3	0.4	1.8	1.9	-0.1	1.9	1.6	0.3	5.8	4.6	1.2	4.1	3.6	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	3.5	3.9	-0.4	3.3	3.8	-0.5	3.1	3.5	-0.4	3.1	3.1	0.0	4.8	5.5	-0.7	3.2	3.7	-0.5	3.0	4.0	-1.0
3AW	14.4	15.9	-1.5	19.2	20.0	-0.8	15.9	16.7	-0.8	10.1	12.0	-1.9	10.4	12.7	-2.3	14.7	17.3	-2.6	13.3	14.3	-1.0
MAGIC	4.6	3.7	0.9	4.3	3.1	1.2	5.4	3.9	1.5	5.2	4.7	0.5	3.7	3.4	0.3	3.6	3.3	0.3	5.3	4.8	0.5
3MP	3.0	3.1	-0.1	2.2	2.4	-0.2	3.9	4.2	-0.3	3.5	3.7	-0.2	2.3	2.2	0.1	3.0	3.3	-0.3	3.7	4.2	-0.5
FOXF	13.8	14.0	-0.2	12.2	12.5	-0.3	10.2	10.7	-0.5	13.2	13.6	-0.4	22.6	22.6	0.0	11.0	11.0	0.0	12.8	11.3	1.5
GOLD	6.9	6.9	0.0	5.2	5.9	-0.7	7.9	7.5	0.4	9.0	9.0	0.0	5.9	5.7	0.2	6.7	5.3	1.4	7.1	6.9	0.2
MIX101.1	5.4	4.9	0.5	5.0	4.1	0.9	4.9	4.8	0.1	5.7	5.6	0.1	5.0	4.9	0.1	8.0	5.9	2.1	5.3	5.3	0.0
3MMM	4.2	3.7	0.5	4.3	3.6	0.7	4.4	3.5	0.9	4.7	4.0	0.7	3.3	3.1	0.2	3.4	4.3	-0.9	3.2	4.9	-1.7
NOVA 100	8.0	7.5	0.5	7.9	8.6	-0.7	7.5	7.2	0.3	8.1	7.2	0.9	8.1	6.5	1.6	8.8	6.8	2.0	7.7	5.9	1.8
vega 91.5	4.7	4.3	0.4	3.2	2.5	0.7	5.7	5.5	0.2	6.8	6.6	0.2	4.2	3.7	0.5	1.9	2.6	-0.7	2.9	2.8	0.1
ABC774	11.5	12.8	-1.3	14.9	15.5	-0.6	11.8	14.8	-3.0	8.8	10.4	-1.6	9.1	9.6	-0.5	12.0	11.6	0.4	10.6	11.8	-1.2
3RN	2.6	2.9	-0.3	3.8	4.1	-0.3	1.9	2.0	-0.1	1.3	1.6	-0.3	3.1	2.8	0.3	2.8	4.2	-1.4	2.8	3.0	-0.2
NEWSR	1.4	1.7	-0.3	1.8	2.4	-0.6	0.8	1.1	-0.3	1.0	1.0	0.0	1.2	1.5	-0.3	2.5	3.2	-0.7	2.0	2.1	-0.1
3JJJ	4.6	5.5	-0.9	3.2	3.9	-0.7	4.8	5.5	-0.7	5.8	6.7	-0.9	5.4	6.6	-1.2	4.4	5.2	-0.8	4.6	4.7	-0.1
ABCFM	2.9	2.3	0.6	2.8	1.8	1.0	3.1	2.3	0.8	2.9	2.5	0.4	2.8	2.4	0.4	3.0	3.4	-0.4	3.9	3.4	0.5

Survey Period: Sun Sep 20 - Sat Oct 24 and Sun Nov 1 - Sat Dec 5, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	8.0	8.5	-0.5	1.4	0.5	0.9	0.9	1.4	-0.5	1.2	1.1	0.1	8.3	9.3	-1.0	17.4	18.8	-1.4	10.0	10.9	-0.9
4BH	7.4	6.7	0.7	0.4	1.4	-1.0	0.2	0.2	0.0	0.8	0.7	0.1	6.3	6.3	0.0	17.9	15.9	2.0	10.4	8.7	1.7
4KQ	7.8	6.4	1.4	1.3	0.6	0.7	2.7	0.6	2.1	1.6	1.3	0.3	14.3	10.8	3.5	11.0	10.7	0.3	8.7	7.4	1.3
B105	11.2	11.3	-0.1	36.7	37.9	-1.2	16.4	19.3	-2.9	16.1	14.1	2.0	9.3	9.0	0.3	1.3	1.2	0.1	10.2	8.9	1.3
97.3FM	10.8	10.6	0.2	13.9	16.2	-2.3	6.7	9.1	-2.4	16.7	14.8	1.9	14.9	13.6	1.3	3.7	3.8	-0.1	12.7	11.5	1.2
4MMM	9.7	10.7	-1.0	7.3	7.3	0.0	10.4	12.8	-2.4	13.3	16.3	-3.0	16.2	14.1	2.1	1.7	3.1	-1.4	9.9	9.6	0.3
NOVA106.9	13.5	12.3	1.2	22.8	22.4	0.4	37.5	31.0	6.5	24.5	21.3	3.2	4.1	5.2	-1.1	0.9	0.8	0.1	8.3	8.6	-0.3
ABC612	8.4	10.1	-1.7	2.7	3.0	-0.3	2.3	1.8	0.5	1.9	2.7	-0.8	7.1	9.7	-2.6	18.3	21.8	-3.5	8.8	11.7	-2.9
4RN	2.9	2.6	0.3	0.1	*	0.1	1.2	1.2	0.0	0.9	0.7	0.2	3.1	3.6	-0.5	5.5	4.7	0.8	3.5	3.1	0.4
NEWSR	1.6	1.4	0.2	0.5	0.8	-0.3	1.0	0.8	0.2	0.7	0.6	0.1	1.7	1.9	-0.2	2.8	2.1	0.7	1.5	1.4	0.1
4JJJ	5.7	7.0	-1.3	4.0	4.6	-0.6	13.0	13.5	-0.5	12.4	15.8	-3.4	2.9	3.6	-0.7	0.1	0.1	0.0	4.1	6.0	-1.9
ABCFM	2.7	2.4	0.3	0.3	0.3	0.0	0.1	0.2	-0.1	1.2	1.6	-0.4	1.5	1.4	0.1	6.3	5.1	1.2	2.6	2.2	0.4

## 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	8.4	8.9	-0.5	8.4	8.9	-0.5	9.2	10.3	-1.1	7.7	8.7	-1.0	6.5	5.9	0.6	11.8	13.0	-1.2	6.8	7.0	-0.2
4BH	7.3	6.5	0.8	7.4	6.8	0.6	8.1	7.5	0.6	7.6	6.6	1.0	5.8	4.7	1.1	7.5	6.0	1.5	7.6	7.2	0.4
4KQ	7.6	6.2	1.4	9.2	7.4	1.8	7.3	6.3	1.0	7.4	6.1	1.3	5.9	4.6	1.3	6.3	4.3	2.0	8.2	7.0	1.2
B105	11.5	11.4	0.1	10.4	10.6	-0.2	9.0	8.2	0.8	10.7	10.9	-0.2	18.3	18.3	0.0	11.6	10.7	0.9	10.4	11.0	-0.6
97.3FM	10.6	10.6	0.0	9.2	9.4	-0.2	11.0	10.4	0.6	12.1	12.5	-0.4	11.1	10.7	0.4	8.7	8.8	-0.1	11.6	10.7	0.9
4MMM	9.9	11.1	-1.2	9.8	11.0	-1.2	11.1	12.7	-1.6	10.8	12.2	-1.4	8.6	9.6	-1.0	6.9	6.8	0.1	8.8	9.2	-0.4
NOVA106.9	13.9	12.7	1.2	13.2	11.9	1.3	13.9	12.0	1.9	15.7	13.7	2.0	13.4	14.3	-0.9	11.8	11.6	0.2	12.2	10.8	1.4
ABC612	8.4	10.0	-1.6	10.6	12.2	-1.6	8.7	10.1	-1.4	6.5	7.5	-1.0	6.5	7.9	-1.4	9.0	13.2	-4.2	8.5	10.7	-2.2
4RN	3.0	2.7	0.3	4.3	3.7	0.6	2.5	2.3	0.2	1.5	1.4	0.1	3.4	2.9	0.5	3.6	3.4	0.2	2.5	2.5	0.0
NEWSR	1.5	1.3	0.2	2.1	2.2	-0.1	1.2	0.5	0.7	0.8	0.5	0.3	1.3	1.2	0.1	2.4	2.7	-0.3	2.1	1.8	0.3
4JJJ	6.0	7.3	-1.3	5.1	6.1	-1.0	6.1	7.9	-1.8	6.1	7.8	-1.7	7.4	8.2	-0.8	6.1	6.4	-0.3	4.7	6.0	-1.3
ABCFM	2.5	2.1	0.4	2.3	1.8	0.5	2.7	2.2	0.5	2.2	1.8	0.4	2.7	2.8	-0.1	3.3	3.1	0.2	3.0	3.1	-0.1

Survey Period: Sun Sep 20 - Sat Oct 24 and Sun Nov 1 - Sat Dec 5, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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# Adelaide Radio - Survey #8 2009



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.2	14.3	-0.1	2.7	1.8	0.9	0.4	0.4	0.0	4.7	5.8	-1.1	13.5	10.3	3.2	25.5	27.7	-2.2	16.8	16.4	0.4
CRUISE1323	6.2	6.2	0.0	0.6	0.4	0.2	0.6	0.5	0.1	1.3	1.4	-0.1	4.6	3.4	1.2	12.4	13.3	-0.9	7.2	7.1	0.1
MIX102.3	11.8	12.9	-1.1	11.4	11.8	-0.4	7.1	13.9	-6.8	8.8	10.9	-2.1	19.3	20.1	-0.8	9.6	8.9	0.7	13.1	13.6	-0.5
5MMM	9.6	9.7	-0.1	10.6	7.5	3.1	5.6	5.4	0.2	12.5	10.4	2.1	16.6	20.5	-3.9	3.9	3.0	0.9	7.4	8.1	-0.7
NOVA91.9	12.0	11.2	0.8	23.1	27.1	-4.0	33.8	28.7	5.1	21.0	18.9	2.1	9.4	9.5	-0.1	1.3	0.8	0.5	9.4	8.7	0.7
SAFM	12.8	13.6	-0.8	39.1	35.8	3.3	21.7	21.2	0.5	21.0	22.5	-1.5	11.9	14.1	-2.2	2.3	2.2	0.1	11.1	12.7	-1.6
ABC891	12.2	12.6	-0.4	1.8	2.9	-1.1	1.4	2.7	-1.3	4.4	5.6	-1.2	7.6	6.4	1.2	24.2	25.1	-0.9	14.2	13.9	0.3
5RN	2.8	1.9	0.9	0.2	*	0.2	0.3	0.5	-0.2	1.7	1.0	0.7	2.3	1.1	1.2	4.8	3.6	1.2	3.0	2.4	0.6
NEWSR	2.3	1.7	0.6	0.5	0.3	0.2	0.4	1.0	-0.6	0.8	0.8	0.0	3.3	1.6	1.7	3.3	2.6	0.7	3.0	1.8	1.2
5JJJ	5.7	5.5	0.2	2.2	7.5	-5.3	15.5	10.3	5.2	13.3	13.7	-0.4	4.3	4.3	0.0	0.2	0.2	0.0	4.8	4.6	0.2
ABCFM	3.2	3.1	0.1	1.8	0.8	1.0	0.5	0.5	0.0	0.4	0.4	0.0	2.7	2.5	0.2	6.2	6.0	0.2	4.0	3.9	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	+/-
5AA	14.4	14.2	0.2	17.1	17.8	-0.7	14.1	14.0	0.1	9.3	8.4	0.9	15.5	15.5	0.0	17.5	18.0	-0.5	13.5	14.6	-1.1
CRUISE1323	5.8	5.8	0.0	4.3	5.2	-0.9	6.9	6.4	0.5	7.5	6.6	0.9	5.4	4.9	0.5	4.6	5.7	-1.1	7.4	7.6	-0.2
MIX102.3	11.6	12.5	-0.9	11.6	11.4	0.2	11.6	12.4	-0.8	12.6	14.8	-2.2	11.1	12.7	-1.6	9.5	9.5	0.0	12.6	14.1	-1.5
5MMM	9.9	10.1	-0.2	10.2	10.7	-0.5	10.7	10.7	0.0	11.4	11.7	-0.3	8.0	7.5	0.5	6.5	7.3	-0.8	8.5	8.3	0.2
NOVA91.9	12.7	11.5	1.2	12.7	11.5	1.2	13.1	11.8	1.3	14.9	12.7	2.2	10.7	10.3	0.4	9.4	9.4	0.0	9.6	10.1	-0.5
SAFM	12.9	14.1	-1.2	10.8	11.8	-1.0	10.8	11.8	-1.0	13.4	14.6	-1.2	18.5	20.4	-1.9	13.1	13.5	-0.4	12.6	11.8	0.8
ABC891	12.3	12.7	-0.4	14.5	14.9	-0.4	13.2	14.6	-1.4	9.6	9.6	0.0	9.6	9.4	0.2	14.9	15.5	-0.6	11.9	12.3	-0.4
5RN	2.7	1.8	0.9	3.8	3.1	0.7	2.2	0.9	1.3	1.7	1.1	0.6	3.1	1.7	1.4	2.1	2.0	0.1	3.2	2.3	0.9
NEWSR	2.1	1.5	0.6	2.9	1.8	1.1	1.2	1.1	0.1	1.7	1.2	0.5	1.4	1.1	0.3	4.2	2.9	1.3	2.9	2.2	0.7
5JJJ	5.8	5.6	0.2	4.8	4.6	0.2	5.3	5.3	0.0	6.5	7.0	-0.5	6.9	6.3	0.6	6.5	4.5	2.0	5.2	4.9	0.3
ABCFM	3.0	2.9	0.1	2.5	2.4	0.1	3.6	3.2	0.4	2.4	2.7	-0.3	3.9	3.6	0.3	3.4	2.6	0.8	3.9	3.7	0.2

Survey Period: Sun Sep 20 - Sat Oct 24 and Sun Nov 1 - Sat Dec 5, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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# Perth Radio - Survey #8 2009



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6IX	5.1	5.9	-0.8	0.4	0.3	0.1	0.2	0.3	-0.1	2.4	2.4	0.0	9.9	10.1	-0.2	6.5	8.1	-1.6	6.3	6.9	-0.6
6PR	7.9	9.2	-1.3	0.9	1.3	-0.4	0.6	0.5	0.1	4.4	3.8	0.6	6.0	6.3	-0.3	16.4	20.3	-3.9	11.1	10.9	0.2
MIX 94.5	15.2	17.7	-2.5	11.1	8.5	2.6	10.1	15.2	-5.1	14.3	18.9	-4.6	24.9	26.8	-1.9	11.2	12.0	-0.8	15.6	17.8	-2.2
92.9	14.1	13.2	0.9	44.9	49.3	-4.4	28.5	21.7	6.8	21.4	18.3	3.1	7.6	9.7	-2.1	0.9	1.5	-0.6	9.4	9.5	-0.1
96FM	9.3	9.8	-0.5	8.0	9.7	-1.7	12.3	12.5	-0.2	14.3	13.4	0.9	12.7	14.3	-1.6	2.3	2.3	0.0	8.2	10.5	-2.3
NOVA93.7	9.6	9.3	0.3	22.3	20.8	1.5	25.1	27.0	-1.9	15.2	15.4	-0.2	5.3	4.7	0.6	0.2	0.3	-0.1	6.8	7.4	-0.6
ABC720	11.5	9.7	1.8	1.4	1.0	0.4	0.5	0.4	0.1	2.6	4.5	-1.9	14.4	8.9	5.5	22.5	19.4	3.1	14.8	10.5	4.3
6RN	2.2	2.2	0.0	*	*	0.0	*	0.3	-0.3	0.6	0.7	-0.1	2.8	1.9	0.9	4.2	4.7	-0.5	2.6	2.7	-0.1
NEWSR	1.5	1.4	0.1	0.2	0.4	-0.2	0.7	0.6	0.1	0.7	1.1	-0.4	2.1	2.0	0.1	2.3	1.7	0.6	1.6	1.2	0.4
6JJJ	7.9	7.3	0.6	9.5	7.3	2.2	18.2	17.9	0.3	17.2	15.0	2.2	3.5	4.7	-1.2	0.3	0.3	0.0	5.6	5.6	0.0
ABCFM	3.1	2.8	0.3	0.3	0.1	0.2	0.4	0.1	0.3	1.3	1.5	-0.2	1.2	1.1	0.1	7.5	6.6	0.9	3.4	2.7	0.7

## 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	4.8	5.7	-0.9	4.6	5.7	-1.1	5.0	6.1	-1.1	5.5	6.4	-0.9	3.7	3.7	0.0	5.4	6.4	-1.0	6.0	6.6	-0.6
6PR	8.6	9.6	-1.0	9.2	10.4	-1.2	9.0	9.9	-0.9	8.1	8.9	-0.8	7.0	7.6	-0.6	9.5	11.7	-2.2	5.8	7.9	-2.1
MIX 94.5	14.9	17.7	-2.8	14.2	15.5	-1.3	15.4	19.1	-3.7	17.9	21.9	-4.0	14.0	15.9	-1.9	8.6	11.0	-2.4	16.1	17.8	-1.7
92.9	14.0	13.5	0.5	10.7	11.7	-1.0	11.1	10.3	0.8	13.2	12.3	0.9	22.4	21.0	1.4	20.3	18.6	1.7	14.3	12.3	2.0
96FM	9.6	9.8	-0.2	9.2	9.7	-0.5	10.7	9.9	0.8	11.1	10.6	0.5	7.2	8.9	-1.7	7.9	8.6	-0.7	8.5	9.7	-1.2
NOVA93.7	9.5	9.4	0.1	10.1	10.3	-0.2	8.7	8.6	0.1	9.2	9.6	-0.4	9.7	9.3	0.4	9.8	8.2	1.6	10.1	8.7	1.4
ABC720	11.7	9.8	1.9	16.9	13.6	3.3	11.0	9.1	1.9	8.3	6.8	1.5	8.4	8.2	0.2	12.3	11.2	1.1	10.9	9.4	1.5
6RN	2.1	2.1	0.0	3.1	2.9	0.2	1.6	1.4	0.2	1.1	1.2	-0.1	2.7	3.1	-0.4	2.2	1.9	0.3	2.3	2.6	-0.3
NEWSR	1.3	1.2	0.1	1.4	1.2	0.2	1.2	1.0	0.2	0.6	0.5	0.1	1.3	1.6	-0.3	3.5	3.8	-0.3	2.2	1.9	0.3
6JJJ	8.5	7.8	0.7	7.1	6.8	0.3	9.0	8.1	0.9	10.2	8.8	1.4	9.6	8.9	0.7	5.0	5.2	-0.2	5.8	5.5	0.3
ABCFM	3.0	2.4	0.6	2.7	2.6	0.1	3.2	2.6	0.6	3.2	2.0	1.2	3.4	2.8	0.6	2.2	2.1	0.1	3.4	4.0	-0.6

Survey Period: Sun Sep 20 - Sat Oct 24 and Sun Nov 1 - Sat Dec 5, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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