

Sydney Radio - Survey #3 2012



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	4.9	4.5	0.4	0.1	*	0.1	1.0	0.6	0.4	0.2	0.2	0.0	2.2	1.7	0.5	9.1	8.6	0.5	12.8	12.9	-0.1
2GB	14.1	13.5	0.6	2.5	2.2	0.3	3.8	2.3	1.5	6.4	4.3	2.1	11.1	9.7	1.4	19.4	22.2	-2.8	29.0	30.0	-1.0
2UE	6.6	5.9	0.7	0.1	0.6	-0.5	0.3	0.6	-0.3	3.1	1.8	1.3	5.8	6.4	-0.6	6.7	6.4	0.3	15.2	13.3	1.9
2DAY	8.8	8.5	0.3	24.5	21.3	3.2	20.3	17.3	3.0	14.5	11.8	2.7	7.9	10.0	-2.1	2.3	2.6	-0.3	0.2	0.2	0.0
MIX106.5	5.5	5.3	0.2	8.2	9.3	-1.1	7.6	9.0	-1.4	7.2	5.9	1.3	6.5	6.9	-0.4	5.7	4.0	1.7	0.7	1.0	-0.3
2MMM	4.5	5.9	-1.4	5.7	4.1	1.6	3.6	7.0	-3.4	9.8	11.4	-1.6	6.0	8.4	-2.4	0.7	0.6	0.1	0.1	0.1	0.0
NOVA96.9	6.8	6.4	0.4	19.8	20.2	-0.4	16.3	17.0	-0.7	12.0	9.7	2.3	5.8	5.3	0.5	0.7	0.9	-0.2	0.1	0.1	0.0
Sydney's 95.3	4.2	3.4	0.8	2.2	3.4	-1.2	1.6	1.3	0.3	7.5	5.4	2.1	6.6	5.7	0.9	2.5	1.5	1.0	0.6	0.5	0.1
WSFM	7.9	7.4	0.5	6.9	6.3	0.6	5.9	4.1	1.8	3.9	6.1	-2.2	12.5	11.5	1.0	13.7	11.7	2.0	3.7	2.8	0.9
ABC702	10.7	10.3	0.4	1.6	2.8	-1.2	1.5	1.3	0.2	5.8	5.7	0.1	12.9	11.3	1.6	16.6	14.9	1.7	15.0	16.8	-1.8
2RN	2.5	2.7	-0.2	0.1	0.1	0.0	*	0.1	-0.1	1.8	2.0	-0.2	1.8	1.9	-0.1	3.5	4.1	-0.6	5.0	5.1	-0.1
NEWSR	1.7	1.9	-0.2	0.9	1.0	-0.1	0.6	1.0	-0.4	1.9	1.8	0.1	1.4	2.3	-0.9	2.3	2.1	0.2	2.0	2.1	-0.1
2JJJ	5.1	7.1	-2.0	3.9	5.1	-1.2	14.3	12.9	1.4	9.4	16.0	-6.6	3.5	5.3	-1.8	3.1	3.0	0.1	0.6	*	0.6
ABCFM	3.5	3.3	0.2	1.5	1.7	-0.2	1.2	1.5	-0.3	2.2	1.9	0.3	1.8	1.3	0.5	5.0	7.4	-2.4	7.5	5.7	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	+/-
2CH	4.6	4.1	0.5	3.3	3.1	0.2	6.4	5.5	0.9	5.6	4.7	0.9	3.8	3.8	0.0	3.2	3.7	-0.5	6.2	6.0	0.2
2GB	14.9	14.2	0.7	17.1	16.1	1.0	16.9	17.3	-0.4	12.3	12.6	-0.3	10.2	8.5	1.7	17.5	14.8	2.7	11.7	11.1	0.6
2UE	5.7	5.0	0.7	6.0	5.4	0.6	6.0	5.1	0.9	5.4	5.1	0.3	4.0	3.6	0.4	8.0	5.9	2.1	9.5	9.2	0.3
2DAY	9.5	8.9	0.6	9.8	9.7	0.1	8.2	7.3	0.9	9.4	8.0	1.4	11.1	10.8	0.3	8.3	8.2	0.1	6.7	7.3	-0.6
MIX106.5	5.4	5.2	0.2	3.7	4.0	-0.3	5.5	4.9	0.6	6.8	5.6	1.2	5.3	5.7	-0.4	7.5	8.4	-0.9	5.7	5.6	0.1
2MMM	4.7	6.4	-1.7	5.2	5.7	-0.5	4.1	7.1	-3.0	5.1	8.5	-3.4	4.5	5.5	-1.0	3.7	3.3	0.4	3.9	4.1	-0.2
NOVA96.9	6.9	6.6	0.3	6.7	6.6	0.1	6.3	5.4	0.9	7.2	6.3	0.9	7.6	8.4	-0.8	6.9	6.6	0.3	6.5	5.9	0.6
Sydney's 95.3	4.5	3.5	1.0	3.0	2.6	0.4	5.1	3.8	1.3	6.4	4.9	1.5	4.7	3.8	0.9	2.3	2.2	0.1	3.2	2.9	0.3
WSFM	8.1	7.6	0.5	9.0	7.7	1.3	7.9	8.0	-0.1	9.0	9.1	-0.1	7.5	6.9	0.6	4.5	3.9	0.6	7.3	6.7	0.6
ABC702	11.1	10.4	0.7	13.6	12.6	1.0	9.1	8.9	0.2	8.2	7.5	0.7	13.2	11.5	1.7	10.3	11.4	-1.1	9.5	9.9	-0.4
2RN	2.5	2.7	-0.2	3.0	3.8	-0.8	2.1	2.1	0.0	1.8	1.6	0.2	2.5	2.6	-0.1	3.0	3.5	-0.5	2.7	2.4	0.3
NEWSR	1.5	1.8	-0.3	2.3	2.5	-0.2	0.8	0.9	-0.1	0.9	1.2	-0.3	1.2	1.4	-0.2	2.7	3.6	-0.9	2.2	2.3	-0.1
2JJJ	5.0	7.1	-2.1	4.1	5.8	-1.7	4.8	7.2	-2.4	5.1	7.4	-2.3	6.5	9.7	-3.2	5.4	5.8	-0.4	5.7	7.2	-1.5
ABCFM	3.3	3.1	0.2	3.0	2.5	0.5	3.6	3.5	0.1	3.2	2.7	0.5	3.7	4.0	-0.3	2.8	3.7	-0.9	4.4	4.2	0.2

Survey Period: Sun Feb 12 - Sat Mar 17 and Sun Mar 25 - Sat Apr 28, 2012

Melbourne Radio - Survey #3 2012



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	4.9	3.7	1.2	0.7	0.7	0.0	2.8	1.4	1.4	5.0	3.4	1.6	8.2	6.7	1.5	4.6	3.7	0.9	2.5	2.4	0.1
3AW	15.2	15.1	0.1	2.4	4.4	-2.0	1.1	0.5	0.6	2.6	3.9	-1.3	13.2	12.1	1.1	25.8	25.3	0.5	34.2	33.6	0.6
MAGIC	5.9	5.3	0.6	0.4	0.6	-0.2	0.1	0.6	-0.5	0.7	0.1	0.6	2.7	0.8	1.9	11.5	11.3	0.2	16.2	16.1	0.1
FOXFM	10.2	9.9	0.3	39.0	34.5	4.5	19.9	19.9	0.0	13.9	12.1	1.8	8.8	9.8	-1.0	2.8	3.0	-0.2	1.0	0.5	0.5
GOLD	6.5	6.7	-0.2	2.7	2.6	0.1	7.2	8.0	-0.8	7.4	6.9	0.5	6.8	9.1	-2.3	10.1	8.9	1.2	3.1	2.4	0.7
MIX101.1	5.7	5.8	-0.1	14.4	12.8	1.6	5.8	8.7	-2.9	7.8	7.6	0.2	8.0	7.8	0.2	2.1	1.9	0.2	0.4	0.6	-0.2
3MMM	7.7	7.3	0.4	5.0	6.1	-1.1	10.4	10.5	-0.1	13.9	12.7	1.2	10.8	10.3	0.5	2.0	2.3	-0.3	0.2	0.1	0.1
NOVA 100	7.3	8.1	-0.8	14.6	17.6	-3.0	20.1	18.1	2.0	12.8	15.3	-2.5	5.3	5.6	-0.3	1.5	1.9	-0.4	*	0.1	-0.1
Melbourne's 91.5	4.3	3.8	0.5	2.2	1.4	0.8	1.9	2.0	-0.1	5.4	7.1	-1.7	8.6	4.9	3.7	2.3	2.2	0.1	0.3	1.4	-1.1
ABC774	9.6	11.1	-1.5	3.8	2.8	1.0	1.1	2.7	-1.6	4.4	4.0	0.4	8.1	11.2	-3.1	16.9	17.8	-0.9	17.9	20.4	-2.5
3RN	2.8	3.5	-0.7	1.0	0.8	0.2	0.5	0.4	0.1	1.1	1.7	-0.6	2.7	4.3	-1.6	5.8	6.3	-0.5	4.2	4.6	-0.4
NEWSR	1.6	1.7	-0.1	0.1	0.3	-0.2	1.6	2.6	-1.0	2.0	1.5	0.5	1.2	1.5	-0.3	1.7	2.2	-0.5	2.3	1.9	0.4
3JJJ	5.1	5.1	0.0	8.9	8.2	0.7	18.2	17.7	0.5	9.3	9.6	-0.3	2.6	2.5	0.1	0.3	0.4	-0.1	*	0.1	-0.1
ABCFM	2.5	2.7	-0.2	0.3	0.2	0.1	0.5	0.6	-0.1	1.3	1.7	-0.4	1.9	1.6	0.3	3.8	4.3	-0.5	5.3	5.7	-0.4

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	5.1	3.9	1.2	4.0	3.5	0.5	5.3	4.2	1.1	5.8	4.0	1.8	5.2	3.7	1.5	5.2	4.0	1.2	4.2	3.2	1.0
3AW	15.2	14.8	0.4	17.3	17.7	-0.4	18.4	16.2	2.2	11.6	11.1	0.5	12.4	12.2	0.2	15.4	17.2	-1.8	15.1	15.9	-0.8
MAGIC	5.6	4.9	0.7	5.0	4.4	0.6	6.7	6.0	0.7	6.4	5.5	0.9	3.9	3.3	0.6	5.5	5.0	0.5	7.1	7.0	0.1
FOXFM	10.6	10.2	0.4	11.2	10.7	0.5	8.8	7.9	0.9	10.4	10.4	0.0	12.9	12.9	0.0	9.2	8.8	0.4	9.0	8.7	0.3
GOLD	6.3	6.7	-0.4	5.1	5.1	0.0	6.8	7.4	-0.6	8.2	9.1	-0.9	6.2	6.0	0.2	4.2	5.1	-0.9	7.2	6.6	0.6
MIX101.1	5.7	5.7	0.0	4.6	4.6	0.0	4.7	5.3	-0.6	6.5	6.5	0.0	6.4	6.3	0.1	7.2	7.0	0.2	5.9	5.9	0.0
3MMM	8.1	8.0	0.1	8.2	7.7	0.5	8.0	8.3	-0.3	8.7	8.7	0.0	9.2	8.8	0.4	5.1	4.8	0.3	6.2	5.0	1.2
NOVA 100	7.6	8.3	-0.7	8.4	8.3	0.1	6.3	7.6	-1.3	7.1	8.5	-1.4	9.0	9.7	-0.7	6.5	6.6	-0.1	6.3	7.4	-1.1
Melbourne's 91.5	4.5	3.9	0.6	3.0	3.0	0.0	5.0	4.5	0.5	6.8	5.3	1.5	4.5	3.6	0.9	1.9	2.7	-0.8	3.3	3.2	0.1
ABC774	9.7	11.4	-1.7	11.4	12.8	-1.4	10.2	13.0	-2.8	7.6	9.4	-1.8	8.6	10.1	-1.5	11.1	11.4	-0.3	9.4	10.0	-0.6
3RN	2.7	3.3	-0.6	4.2	4.9	-0.7	2.3	2.3	0.0	1.4	1.8	-0.4	2.5	3.5	-1.0	2.9	4.3	-1.4	3.1	4.1	-1.0
NEWSR	1.6	1.6	0.0	2.1	1.9	0.2	1.1	1.3	-0.2	1.1	1.4	-0.3	1.2	1.2	0.0	3.2	2.6	0.6	1.9	2.1	-0.2
3JJJ	5.2	5.1	0.1	4.7	4.6	0.1	5.0	5.0	0.0	5.6	5.5	0.1	5.3	5.6	-0.3	5.6	5.3	0.3	4.7	5.0	-0.3
ABCFM	2.4	2.5	-0.1	2.2	2.1	0.1	2.3	2.4	-0.1	2.2	2.5	-0.3	2.6	2.8	-0.2	2.9	3.1	-0.2	3.1	3.3	-0.2

Survey Period: Sun Feb 12 - Sat Mar 17 and Sun Mar 25 - Sat Apr 28, 2012

Note: All listening to MTR between January 29 to March 2 is included in O-AM.
as MTR 1377 ceased transmission at 5pm March 2.

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Brisbane Radio - Survey #3 2012



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	6.3	7.4	-1.1	0.4	0.4	0.0	*	0.1	-0.1	1.5	1.7	-0.2	4.4	6.1	-1.7	7.5	9.4	-1.9	20.9	21.0	-0.1
4BH	6.6	6.1	0.5	1.4	1.7	-0.3	*	*	0.0	1.0	0.4	0.6	3.0	4.1	-1.1	13.4	8.9	4.5	20.5	18.3	2.2
4KQ	7.7	7.2	0.5	0.7	1.0	-0.3	1.8	2.2	-0.4	2.3	1.5	0.8	12.2	8.3	3.9	14.8	16.1	-1.3	9.0	10.5	-1.5
B105	10.4	10.7	-0.3	26.6	30.9	-4.3	20.3	22.8	-2.5	15.3	15.4	-0.1	8.0	7.8	0.2	3.8	4.1	-0.3	0.5	0.5	0.0
97.3FM	13.6	14.1	-0.5	21.9	18.2	3.7	12.9	22.0	-9.1	13.4	13.7	-0.3	20.8	22.2	-1.4	12.5	10.0	2.5	1.5	0.5	1.0
4MMM	9.8	9.5	0.3	8.1	5.9	2.2	9.9	12.2	-2.3	13.8	12.6	1.2	13.8	14.8	-1.0	7.7	6.6	1.1	0.4	0.2	0.2
NOVA106.9	12.9	10.4	2.5	26.7	27.5	-0.8	26.2	17.8	8.4	21.8	19.5	2.3	9.3	7.0	2.3	2.5	1.3	1.2	0.9	1.2	-0.3
ABC612	11.0	11.8	-0.8	1.7	1.3	0.4	4.0	3.1	0.9	4.5	4.0	0.5	7.3	8.8	-1.5	19.5	19.8	-0.3	26.5	27.9	-1.4
4RN	1.6	1.7	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	1.1	1.0	0.1	2.1	1.6	0.5	1.2	2.4	-1.2	3.2	3.9	-0.7
NEWSR	1.8	1.6	0.2	0.6	1.1	-0.5	0.3	0.3	0.0	1.7	0.8	0.9	2.0	2.2	-0.2	2.3	1.3	1.0	2.4	2.7	-0.3
4JJJ	6.4	6.6	-0.2	8.0	7.2	0.8	13.7	12.8	0.9	13.9	15.2	-1.3	3.5	2.7	0.8	0.4	3.2	-2.8	0.1	0.3	-0.2
ABCFM	2.0	2.2	-0.2	*	0.1	-0.1	0.8	*	0.8	1.2	1.5	-0.3	1.2	1.7	-0.5	3.0	3.7	-0.7	5.2	4.6	0.6

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	+/-
4BC	6.4	7.8	-1.4	7.2	7.8	-0.6	7.3	10.0	-2.7	4.8	6.9	-2.1	5.4	6.1	-0.7	8.4	8.5	-0.1	5.8	6.1	-0.3
4BH	6.5	5.6	0.9	6.7	5.5	1.2	8.1	7.1	1.0	6.8	6.0	0.8	4.9	4.5	0.4	3.4	3.4	0.0	7.2	7.6	-0.4
4KQ	7.5	6.6	0.9	8.0	7.5	0.5	8.8	7.6	1.2	7.8	7.2	0.6	5.1	4.1	1.0	5.9	4.3	1.6	8.4	8.9	-0.5
B105	10.6	10.9	-0.3	10.3	10.3	0.0	8.8	9.1	-0.3	11.4	11.9	-0.5	13.6	13.8	-0.2	8.6	9.5	-0.9	9.7	9.9	-0.2
97.3FM	13.5	14.4	-0.9	12.1	12.8	-0.7	13.5	14.6	-1.1	14.7	16.3	-1.6	15.1	15.4	-0.3	11.7	12.4	-0.7	14.2	12.9	1.3
4MMM	10.6	10.0	0.6	9.8	9.0	0.8	11.8	10.6	1.2	13.2	12.4	0.8	8.5	8.9	-0.4	6.5	6.3	0.2	6.9	7.9	-1.0
NOVA106.9	13.0	10.6	2.4	12.7	10.1	2.6	11.2	8.5	2.7	13.1	10.1	3.0	15.8	13.8	2.0	12.8	13.1	-0.3	12.5	9.8	2.7
ABC612	11.0	11.9	-0.9	13.5	14.9	-1.4	11.1	12.0	-0.9	8.5	8.6	-0.1	8.3	9.4	-1.1	14.0	14.9	-0.9	11.2	11.8	-0.6
4RN	1.6	1.7	-0.1	2.3	2.5	-0.2	1.3	1.2	0.1	1.1	0.8	0.3	1.6	2.0	-0.4	1.1	1.9	-0.8	1.6	1.9	-0.3
NEWSR	1.7	1.5	0.2	2.4	2.2	0.2	1.4	1.3	0.1	1.0	0.8	0.2	1.2	1.5	-0.3	3.2	1.7	1.5	2.0	1.8	0.2
4JJJ	6.5	6.5	0.0	5.0	5.9	-0.9	5.9	5.6	0.3	7.1	6.5	0.6	8.2	8.1	0.1	8.3	8.5	-0.2	6.2	6.6	-0.4
ABCFM	2.0	2.2	-0.2	1.6	1.6	0.0	2.4	2.8	-0.4	2.1	2.2	-0.1	2.4	2.3	0.1	1.7	2.2	-0.5	2.2	2.4	-0.2

Survey Period: Sun Feb 12 - Sat Mar 17 and Sun Mar 25 - Sat Apr 28, 2012

Adelaide Radio - Survey #3 2012



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	13.3	13.1	0.2	1.8	5.4	-3.6	0.6	0.3	0.3	5.7	4.1	1.6	11.1	11.1	0.0	19.2	19.7	-0.5	26.0	26.3	-0.3
CRUISE1323	8.1	8.5	-0.4	0.7	1.0	-0.3	0.5	0.4	0.1	2.7	2.0	0.7	6.3	7.4	-1.1	14.2	15.2	-1.0	15.4	16.3	-0.9
MIX102.3	11.9	13.3	-1.4	15.9	16.1	-0.2	8.0	8.9	-0.9	9.6	10.6	-1.0	18.9	20.8	-1.9	15.1	18.0	-2.9	4.7	5.3	-0.6
5MMM	9.1	8.6	0.5	4.5	4.9	-0.4	4.7	3.4	1.3	9.4	11.8	-2.4	18.5	14.7	3.8	8.8	10.2	-1.4	1.7	1.1	0.6
NOVA91.9	11.1	9.5	1.6	29.2	26.0	3.2	29.3	28.7	0.6	21.3	14.7	6.6	8.3	7.5	0.8	1.1	1.0	0.1	0.3	0.2	0.1
SAFM	9.6	10.5	-0.9	32.5	31.3	1.2	18.2	26.9	-8.7	14.2	12.4	1.8	9.4	11.0	-1.6	3.1	2.6	0.5	1.1	1.4	-0.3
ABC891	12.2	10.8	1.4	2.4	2.6	-0.2	1.3	0.8	0.5	4.2	3.4	0.8	7.9	7.4	0.5	17.0	13.3	3.7	27.2	26.0	1.2
5RN	2.0	2.9	-0.9	0.1	0.1	0.0	0.4	0.5	-0.1	0.6	2.9	-2.3	2.1	2.4	-0.3	3.8	3.3	0.5	3.0	4.7	-1.7
NEWSR	2.0	2.1	-0.1	0.5	0.3	0.2	1.3	1.2	0.1	1.8	2.1	-0.3	2.3	2.5	-0.2	1.9	2.0	-0.1	2.7	2.6	0.1
5JJJ	6.9	7.3	-0.4	2.2	3.9	-1.7	14.6	10.5	4.1	18.3	21.1	-2.8	5.1	5.4	-0.3	2.2	2.4	-0.2	*	*	0.0
ABCFM	3.6	2.8	0.8	3.2	1.4	1.8	0.6	0.6	0.0	0.6	1.0	-0.4	2.1	1.7	0.4	3.3	4.5	-1.2	9.1	5.6	3.5

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	+/-
5AA	13.5	13.4	0.1	14.4	15.4	-1.0	15.7	16.0	-0.3	9.3	8.3	1.0	13.2	12.1	1.1	16.9	17.7	-0.8	12.4	12.0	0.4
CRUISE1323	7.4	7.7	-0.3	6.8	6.7	0.1	8.8	9.7	-0.9	7.7	8.1	-0.4	6.2	6.4	-0.2	7.0	7.6	-0.6	10.4	11.0	-0.6
MIX102.3	11.8	13.0	-1.2	11.5	14.2	-2.7	11.8	12.9	-1.1	12.8	13.5	-0.7	12.2	12.7	-0.5	9.2	9.3	-0.1	12.3	14.3	-2.0
5MMM	9.8	9.2	0.6	9.4	8.5	0.9	10.7	9.9	0.8	12.0	11.1	0.9	8.1	8.6	-0.5	6.0	6.1	-0.1	6.9	6.6	0.3
NOVA91.9	11.5	9.7	1.8	9.5	6.9	2.6	10.3	8.8	1.5	13.6	12.3	1.3	12.8	10.8	2.0	11.8	10.9	0.9	10.0	8.5	1.5
SAFM	9.7	11.0	-1.3	8.7	10.0	-1.3	8.3	9.3	-1.0	10.5	12.6	-2.1	11.5	13.0	-1.5	11.0	9.4	1.6	9.1	9.1	0.0
ABC891	12.1	10.9	1.2	16.6	14.3	2.3	11.7	10.4	1.3	9.5	8.8	0.7	8.6	8.8	-0.2	12.5	12.0	0.5	12.6	10.6	2.0
5RN	1.9	2.7	-0.8	2.5	3.3	-0.8	1.2	2.1	-0.9	1.4	2.0	-0.6	2.6	3.3	-0.7	1.7	3.4	-1.7	2.5	3.3	-0.8
NEWSR	1.9	2.0	-0.1	2.5	3.3	-0.8	1.3	1.1	0.2	1.1	1.1	0.0	1.7	1.6	0.1	3.7	3.7	0.0	2.5	2.6	-0.1
5JJJ	7.3	7.6	-0.3	7.1	7.0	0.1	6.8	7.5	-0.7	7.3	8.3	-1.0	8.4	8.7	-0.3	6.9	6.0	0.9	5.5	6.1	-0.6
ABCFM	3.4	2.7	0.7	3.6	2.8	0.8	3.7	2.9	0.8	3.3	2.6	0.7	3.3	2.9	0.4	3.1	1.9	1.2	3.9	2.9	1.0

Survey Period: Sun Feb 12 - Sat Mar 17 and Sun Mar 25 - Sat Apr 28, 2012

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Perth Radio - Survey #3 2012



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	5.0	5.6	-0.6	0.4	0.3	0.1	0.4	1.4	-1.0	1.6	2.4	-0.8	3.9	7.3	-3.4	18.0	15.5	2.5	5.1	4.0	1.1
6PR	8.7	9.8	-1.1	1.2	1.5	-0.3	0.4	0.3	0.1	3.2	3.3	-0.1	7.6	7.8	-0.2	13.1	13.0	0.1	21.5	27.0	-5.5
MIX 94.5	12.8	15.6	-2.8	12.0	14.0	-2.0	8.4	13.2	-4.8	14.5	14.8	-0.3	21.0	26.2	-5.2	10.0	10.3	-0.3	5.0	7.3	-2.3
92.9	12.1	12.8	-0.7	41.4	44.1	-2.7	24.9	29.4	-4.5	16.7	16.2	0.5	9.1	9.5	-0.4	2.5	2.2	0.3	0.3	0.3	0.0
96FM	11.7	10.8	0.9	10.8	7.6	3.2	14.1	9.7	4.4	13.6	16.8	-3.2	19.5	16.1	3.4	6.9	6.1	0.8	1.2	0.6	0.6
NOVA93.7	11.2	8.8	2.4	22.9	23.4	-0.5	16.6	12.5	4.1	20.7	14.4	6.3	10.4	8.4	2.0	1.5	1.6	-0.1	0.5	0.1	0.4
ABC720	11.1	10.8	0.3	1.1	1.6	-0.5	1.9	1.1	0.8	2.5	4.7	-2.2	11.3	9.1	2.2	18.7	22.2	-3.5	24.9	21.4	3.5
6RN	2.1	2.2	-0.1	0.6	0.2	0.4	0.3	0.4	-0.1	0.3	0.6	-0.3	1.9	1.9	0.0	5.4	5.7	-0.3	3.5	4.0	-0.5
NEWSR	1.6	1.4	0.2	*	*	0.0	0.1	0.2	-0.1	0.5	0.9	-0.4	2.1	1.8	0.3	2.3	1.0	1.3	3.1	2.8	0.3
6JJJ	9.4	9.2	0.2	6.1	6.0	0.1	24.7	25.7	-1.0	19.2	19.9	-0.7	5.6	4.4	1.2	1.1	0.8	0.3	*	*	0.0
ABCFM	3.0	2.9	0.1	0.7	0.3	0.4	1.9	1.6	0.3	1.4	1.2	0.2	0.2	0.5	-0.3	4.7	4.0	0.7	8.9	9.5	-0.6

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	+/-
6IX	4.6	5.3	-0.7	4.4	4.5	-0.1	5.3	6.5	-1.2	5.2	5.8	-0.6	3.9	5.1	-1.2	2.9	4.2	-1.3	6.4	6.4	0.0
6PR	8.9	10.0	-1.1	10.2	11.7	-1.5	10.3	12.3	-2.0	6.8	7.5	-0.7	7.6	7.9	-0.3	10.6	10.4	0.2	7.8	8.8	-1.0
MIX 94.5	12.4	15.5	-3.1	11.5	14.6	-3.1	12.7	15.9	-3.2	13.6	17.5	-3.9	13.0	15.7	-2.7	10.1	10.9	-0.8	14.0	16.0	-2.0
92.9	12.3	12.8	-0.5	10.3	11.4	-1.1	11.4	10.5	0.9	12.4	13.2	-0.8	16.3	16.7	-0.4	14.3	15.0	-0.7	11.5	12.8	-1.3
96FM	12.4	11.3	1.1	9.5	9.6	-0.1	14.1	13.2	0.9	16.1	14.2	1.9	11.4	9.2	2.2	7.0	7.1	-0.1	9.3	9.1	0.2
NOVA93.7	11.6	9.0	2.6	13.2	9.6	3.6	10.4	7.4	3.0	11.2	9.0	2.2	11.8	10.1	1.7	9.8	9.1	0.7	10.0	8.0	2.0
ABC720	11.0	11.1	-0.1	15.4	14.8	0.6	10.7	10.5	0.2	7.5	7.5	0.0	9.3	10.0	-0.7	12.2	12.9	-0.7	11.2	9.8	1.4
6RN	1.9	2.1	-0.2	3.0	3.1	-0.1	1.1	1.4	-0.3	0.9	1.2	-0.3	2.1	2.5	-0.4	3.5	2.4	1.1	2.5	2.7	-0.2
NEWSR	1.5	1.3	0.2	1.7	1.4	0.3	0.8	0.4	0.4	1.2	0.9	0.3	1.2	1.3	-0.1	4.1	4.5	-0.4	1.9	1.6	0.3
6JJJ	10.0	9.3	0.7	8.2	7.5	0.7	10.3	9.5	0.8	12.1	11.1	1.0	9.8	9.4	0.4	8.8	9.8	-1.0	7.6	8.7	-1.1
ABCFM	2.8	2.8	0.0	3.0	2.9	0.1	2.6	3.0	-0.4	2.8	2.5	0.3	2.5	2.4	0.1	3.5	3.3	0.2	3.6	3.4	0.2

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