

# Sydney Radio - Survey #4 2011



## 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	5.4	5.0	0.4	0.4	3.6	-3.2	0.1	0.2	-0.1	0.3	1.3	-1.0	2.2	2.0	0.2	10.2	8.8	1.4	13.8	12.2	1.6
2GB	15.8	16.2	-0.4	2.8	2.8	0.0	2.1	2.2	-0.1	8.7	8.2	0.5	12.4	14.1	-1.7	20.4	20.5	-0.1	32.2	34.1	-1.9
2UE	6.7	6.1	0.6	1.7	2.1	-0.4	*	0.4	-0.4	2.7	2.1	0.6	6.7	7.0	-0.3	9.6	7.5	2.1	12.5	11.9	0.6
2DAY	9.4	10.1	-0.7	20.9	23.4	-2.5	21.2	24.5	-3.3	16.5	16.0	0.5	8.9	9.1	-0.2	1.8	2.0	-0.2	0.5	0.4	0.1
MIX106.5	5.8	5.7	0.1	6.5	6.9	-0.4	8.0	5.1	2.9	10.3	8.8	1.5	8.2	9.2	-1.0	2.0	2.8	-0.8	0.3	0.5	-0.2
2MMM	4.7	4.1	0.6	7.7	6.3	1.4	6.1	4.0	2.1	8.5	5.9	2.6	6.1	7.0	-0.9	1.6	1.8	-0.2	0.1	*	0.1
NOVA96.9	5.8	7.1	-1.3	12.9	16.8	-3.9	19.7	24.7	-5.0	10.3	12.5	-2.2	3.2	2.7	0.5	0.7	0.6	0.1	0.1	0.1	0.0
Classic Rock 95.3	3.3	2.6	0.7	2.5	1.2	1.3	2.8	2.7	0.1	4.1	3.0	1.1	5.3	3.8	1.5	4.0	4.2	-0.2	0.1	0.1	0.0
WSFM	6.8	6.8	0.0	3.1	5.3	-2.2	2.8	4.1	-1.3	5.7	5.3	0.4	11.5	11.6	-0.1	11.5	10.8	0.7	2.2	1.9	0.3
ABC702	10.2	10.4	-0.2	2.5	2.4	0.1	3.1	1.9	1.2	4.2	4.3	-0.1	13.6	11.9	1.7	12.7	18.5	-5.8	16.0	15.7	0.3
2RN	2.3	2.0	0.3	0.1	0.5	-0.4	0.5	0.3	0.2	0.9	0.8	0.1	2.1	2.3	-0.2	4.5	3.5	1.0	3.6	3.2	0.4
NEWSR	2.3	1.8	0.5	0.3	0.2	0.1	0.6	0.6	0.0	1.5	2.1	-0.6	2.8	1.5	1.3	3.1	2.8	0.3	3.0	1.9	1.1
2JJJ	4.1	4.8	-0.7	4.8	5.4	-0.6	10.2	10.7	-0.5	7.8	11.2	-3.4	4.3	3.0	1.3	0.4	1.0	-0.6	*	*	0.0
ABCFM	3.1	3.0	0.1	0.3	0.5	-0.2	0.3	0.3	0.0	1.2	1.1	0.1	1.1	1.4	-0.3	4.9	3.5	1.4	7.6	8.5	-0.9

## 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	4.8	4.8	0.0	4.4	4.3	0.1	6.3	5.9	0.4	5.2	5.1	0.1	3.4	3.7	-0.3	4.6	5.2	-0.6	7.1	5.8	1.3
2GB	16.4	16.7	-0.3	18.0	18.3	-0.3	20.7	20.1	0.6	15.2	15.1	0.1	10.4	11.6	-1.2	15.2	16.2	-1.0	13.7	14.8	-1.1
2UE	6.0	5.3	0.7	6.5	5.6	0.9	5.9	5.3	0.6	6.2	5.6	0.6	4.0	4.5	-0.5	7.4	5.6	1.8	8.8	8.6	0.2
2DAY	9.8	10.7	-0.9	10.0	11.3	-1.3	8.9	9.5	-0.6	9.6	10.9	-1.3	12.8	12.2	0.6	7.3	8.3	-1.0	7.9	8.1	-0.2
MIX106.5	5.7	5.8	-0.1	4.6	4.7	-0.1	5.1	5.6	-0.5	5.3	6.1	-0.8	6.7	6.5	0.2	9.2	7.7	1.5	6.0	5.3	0.7
2MMM	4.9	4.2	0.7	5.0	4.3	0.7	4.9	3.6	1.3	6.0	5.0	1.0	4.3	3.8	0.5	3.5	4.3	-0.8	3.8	3.6	0.2
NOVA96.9	5.7	7.2	-1.5	5.3	6.4	-1.1	4.5	6.5	-2.0	5.3	8.1	-2.8	7.0	8.3	-1.3	7.9	7.8	0.1	6.1	6.6	-0.5
Classic Rock 95.3	3.3	2.6	0.7	2.5	2.0	0.5	3.4	2.8	0.6	3.7	3.1	0.6	4.0	2.7	1.3	3.3	3.3	0.0	3.2	2.5	0.7
WSFM	6.7	6.5	0.2	7.2	6.8	0.4	6.5	5.4	1.1	7.3	6.4	0.9	6.8	7.4	-0.6	4.2	6.2	-2.0	6.9	7.9	-1.0
ABC702	10.7	10.8	-0.1	12.6	13.1	-0.5	9.9	9.1	0.8	10.2	9.3	0.9	10.6	12.4	-1.8	8.3	8.1	0.2	8.6	9.0	-0.4
2RN	2.2	1.9	0.3	2.8	3.3	-0.5	2.3	1.6	0.7	1.4	0.5	0.9	2.0	1.9	0.1	2.4	1.7	0.7	2.5	2.3	0.2
NEWSR	2.1	1.6	0.5	3.1	2.5	0.6	1.0	0.9	0.1	1.1	1.0	0.1	2.0	1.3	0.7	4.0	2.6	1.4	2.7	2.2	0.5
2JJJ	4.2	5.1	-0.9	3.7	4.2	-0.5	3.6	5.1	-1.5	4.3	6.1	-1.8	5.7	5.5	0.2	4.4	5.0	-0.6	3.6	3.8	-0.2
ABCFM	2.9	2.9	0.0	2.3	2.4	-0.1	3.3	3.3	0.0	3.3	3.4	-0.1	3.5	3.2	0.3	2.3	2.0	0.3	3.6	3.6	0.0

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

# Melbourne Radio - Survey #4 2011



## 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	5.7	5.4	0.3	2.8	1.9	0.9	2.6	3.4	-0.8	8.1	7.6	0.5	7.9	6.9	1.0	4.2	3.3	0.9	3.6	4.5	-0.9
3AW	14.2	16.4	-2.2	2.3	2.6	-0.3	1.1	0.6	0.5	3.4	5.3	-1.9	13.2	13.2	0.0	18.5	21.5	-3.0	32.0	37.8	-5.8
MAGIC	5.7	5.9	-0.2	*	*	0.0	0.2	0.1	0.1	0.9	0.3	0.6	3.1	1.9	1.2	12.3	12.3	0.0	12.9	15.3	-2.4
MTR 1377	2.2	1.8	0.4	*	*	0.0	0.3	0.2	0.1	2.0	1.7	0.3	1.5	1.5	0.0	2.3	2.0	0.3	4.5	3.5	1.0
FOXFM	11.2	11.6	-0.4	43.0	41.2	1.8	31.0	24.0	7.0	15.0	15.2	-0.2	9.6	12.7	-3.1	0.9	2.0	-1.1	0.4	0.4	0.0
GOLD	7.9	7.2	0.7	3.9	2.7	1.2	5.9	5.1	0.8	8.0	6.7	1.3	10.6	10.3	0.3	11.5	11.9	-0.4	3.4	2.7	0.7
MIX101.1	5.0	5.0	0.0	14.0	12.3	1.7	6.8	7.6	-0.8	7.7	6.8	0.9	5.8	7.2	-1.4	1.8	1.3	0.5	0.3	0.3	0.0
3MMM	5.8	5.7	0.1	5.9	5.2	0.7	7.5	9.3	-1.8	12.0	11.7	0.3	6.7	6.8	-0.1	2.1	1.0	1.1	0.2	0.2	0.0
NOVA 100	6.7	6.2	0.5	14.7	16.5	-1.8	23.4	17.4	6.0	13.7	11.7	2.0	3.3	3.7	-0.4	0.6	1.2	-0.6	0.1	0.1	0.0
Classic Rock 91.5	4.2	3.9	0.3	1.9	2.2	-0.3	5.8	4.3	1.5	4.5	5.2	-0.7	7.0	6.0	1.0	4.1	4.1	0.0	0.4	0.3	0.1
ABC774	13.1	11.7	1.4	2.5	2.0	0.5	2.1	1.2	0.9	3.9	3.8	0.1	12.5	12.7	-0.2	23.2	19.4	3.8	23.0	19.7	3.3
3RN	2.8	2.5	0.3	0.5	0.6	-0.1	0.6	1.5	-0.9	0.9	1.0	-0.1	3.5	2.6	0.9	5.3	5.3	0.0	3.4	2.7	0.7
NEWSR	1.5	1.5	0.0	0.2	0.2	0.0	0.9	0.7	0.2	1.5	1.3	0.2	2.1	1.8	0.3	1.5	2.0	-0.5	1.2	1.4	-0.2
3JJJ	3.3	4.2	-0.9	4.2	5.4	-1.2	8.2	14.1	-5.9	9.1	9.2	-0.1	1.2	2.1	-0.9	0.7	0.3	0.4	0.1	*	0.1
ABCFM	2.9	2.5	0.4	0.6	0.8	-0.2	0.4	0.4	0.0	1.3	1.0	0.3	1.7	2.0	-0.3	3.5	4.5	-1.0	7.1	4.3	2.8

## 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	5.7	5.4	0.3	5.4	5.1	0.3	5.5	5.4	0.1	5.2	4.8	0.4	7.0	6.4	0.6	5.8	6.3	-0.5	5.7	5.2	0.5
3AW	14.3	16.3	-2.0	18.9	20.6	-1.7	13.9	16.8	-2.9	10.6	12.9	-2.3	12.2	13.1	-0.9	15.2	16.9	-1.7	13.9	16.9	-3.0
MAGIC	5.4	5.5	-0.1	4.8	4.9	-0.1	6.7	6.6	0.1	6.2	6.5	-0.3	4.5	4.1	0.4	3.8	4.3	-0.5	7.0	7.2	-0.2
MTR 1377	2.5	2.1	0.4	2.2	2.2	0.0	2.2	1.7	0.5	3.0	2.3	0.7	1.9	2.0	-0.1	3.7	1.8	1.9	1.2	1.1	0.1
FOXFM	11.3	11.9	-0.6	10.2	11.3	-1.1	8.6	9.6	-1.0	11.7	12.2	-0.5	14.4	15.1	-0.7	13.4	12.8	0.6	11.1	10.4	0.7
GOLD	8.1	7.2	0.9	5.4	5.2	0.2	10.5	8.8	1.7	11.0	9.2	1.8	7.5	6.9	0.6	4.8	5.2	-0.4	7.1	7.1	0.0
MIX101.1	5.0	4.9	0.1	3.9	3.7	0.2	4.8	4.4	0.4	5.9	5.7	0.2	5.4	5.5	-0.1	6.2	6.8	-0.6	4.8	5.3	-0.5
3MMM	5.7	5.9	-0.2	6.2	5.9	0.3	5.0	5.9	-0.9	6.1	6.9	-0.8	5.1	5.3	-0.2	5.1	4.4	0.7	6.1	4.8	1.3
NOVA 100	6.9	6.3	0.6	7.0	6.9	0.1	5.5	4.5	1.0	7.4	6.4	1.0	7.8	8.0	-0.2	7.1	5.6	1.5	6.1	6.0	0.1
Classic Rock 91.5	4.4	4.0	0.4	3.2	2.9	0.3	5.1	4.4	0.7	5.8	4.9	0.9	4.3	4.3	0.0	3.0	3.6	-0.6	3.5	3.4	0.1
ABC774	13.2	11.9	1.3	15.9	14.3	1.6	15.8	13.7	2.1	9.6	9.2	0.4	10.7	9.4	1.3	13.0	11.8	1.2	12.9	11.0	1.9
3RN	2.9	2.5	0.4	4.2	3.7	0.5	1.9	1.7	0.2	2.1	1.5	0.6	3.1	2.5	0.6	2.9	3.0	-0.1	2.5	2.4	0.1
NEWSR	1.4	1.4	0.0	1.9	1.9	0.0	0.8	1.1	-0.3	0.8	1.0	-0.2	1.5	1.1	0.4	2.4	1.9	0.5	1.7	1.9	-0.2
3JJJ	3.3	4.4	-1.1	2.8	3.2	-0.4	3.3	4.5	-1.2	3.7	4.9	-1.2	3.7	5.3	-1.6	3.5	4.6	-1.1	3.3	3.6	-0.3
ABCFM	2.6	2.2	0.4	2.5	2.1	0.4	2.9	2.2	0.7	2.4	2.1	0.3	3.0	2.5	0.5	2.3	2.5	-0.2	3.6	3.3	0.3

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

# Brisbane Radio - Survey #4 2011



## 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	7.5	8.5	-1.0	0.8	0.3	0.5	1.2	2.4	-1.2	2.3	1.7	0.6	4.5	7.2	-2.7	10.9	11.2	-0.3	22.0	24.2	-2.2
4BH	6.7	6.7	0.0	2.3	0.6	1.7	0.5	*	0.5	0.2	1.1	-0.9	3.4	3.9	-0.5	12.7	13.6	-0.9	20.0	18.7	1.3
4KQ	6.9	5.9	1.0	2.8	1.8	1.0	0.3	*	0.3	0.9	1.7	-0.8	8.9	8.9	0.0	17.7	11.3	6.4	8.4	7.5	0.9
B105	12.5	12.7	-0.2	38.0	40.9	-2.9	27.9	28.1	-0.2	17.1	15.6	1.5	8.2	9.3	-1.1	3.4	3.0	0.4	1.2	0.7	0.5
97.3FM	12.2	11.3	0.9	12.4	10.5	1.9	9.6	12.6	-3.0	18.9	15.5	3.4	16.9	15.0	1.9	8.4	8.8	-0.4	1.3	2.2	-0.9
4MMM	10.4	10.0	0.4	10.6	8.2	2.4	9.1	8.0	1.1	13.1	15.4	-2.3	18.2	16.4	1.8	5.3	4.3	1.0	0.6	0.7	-0.1
NOVA106.9	10.8	10.9	-0.1	23.1	25.1	-2.0	24.7	21.1	3.6	20.3	20.4	-0.1	5.6	6.6	-1.0	2.1	1.6	0.5	0.1	0.2	-0.1
ABC612	9.7	10.1	-0.4	0.8	1.1	-0.3	1.0	0.1	0.9	4.7	5.7	-1.0	6.8	6.0	0.8	17.1	20.7	-3.6	23.0	21.9	1.1
4RN	3.0	2.6	0.4	0.3	0.1	0.2	*	0.1	-0.1	1.2	0.5	0.7	3.3	1.9	1.4	5.2	5.9	-0.7	6.1	6.1	0.0
NEWSR	1.6	1.3	0.3	*	0.3	-0.3	0.7	0.8	-0.1	1.0	0.5	0.5	1.6	1.7	-0.1	2.6	2.4	0.2	2.4	1.8	0.6
4JJJ	5.4	6.3	-0.9	2.9	4.7	-1.8	16.2	18.3	-2.1	10.6	11.5	-0.9	3.7	4.4	-0.7	0.3	0.3	0.0	0.5	0.8	-0.3
ABCFM	2.2	2.8	-0.6	1.3	0.4	0.9	1.4	1.5	-0.1	1.6	2.8	-1.2	1.1	1.8	-0.7	3.2	4.2	-1.0	4.3	4.8	-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	7.9	8.8	-0.9	7.8	8.4	-0.6	9.3	10.2	-0.9	6.6	7.9	-1.3	7.8	8.9	-1.1	9.0	10.0	-1.0	6.1	7.1	-1.0
4BH	5.9	6.1	-0.2	4.9	5.9	-1.0	7.2	7.5	-0.3	6.2	6.4	-0.2	5.0	4.9	0.1	7.3	4.6	2.7	9.2	8.9	0.3
4KQ	6.7	5.8	0.9	7.9	6.6	1.3	7.1	6.3	0.8	6.9	5.9	1.0	4.5	4.1	0.4	5.0	4.8	0.2	7.6	6.0	1.6
B105	12.6	12.8	-0.2	12.3	12.2	0.1	10.2	9.9	0.3	12.3	12.2	0.1	15.6	16.9	-1.3	15.2	16.4	-1.2	12.3	12.2	0.1
97.3FM	12.0	11.0	1.0	12.0	10.3	1.7	12.6	11.9	0.7	13.4	12.8	0.6	11.6	10.0	1.6	6.9	7.4	-0.5	12.8	12.3	0.5
4MMM	10.7	10.4	0.3	9.1	9.9	-0.8	11.6	11.4	0.2	13.2	12.1	1.1	10.5	9.2	1.3	6.8	7.2	-0.4	9.5	8.4	1.1
NOVA106.9	11.2	11.3	-0.1	10.7	10.1	0.6	10.4	10.9	-0.5	11.6	12.6	-1.0	13.6	12.7	0.9	9.1	10.4	-1.3	9.4	9.3	0.1
ABC612	9.7	9.7	0.0	12.5	12.9	-0.4	8.1	8.0	0.1	7.4	6.9	0.5	8.6	8.5	0.1	13.3	13.4	-0.1	9.7	11.3	-1.6
4RN	2.9	2.5	0.4	4.3	3.6	0.7	2.1	1.9	0.2	1.4	1.5	-0.1	3.0	2.5	0.5	4.5	3.8	0.7	3.4	2.8	0.6
NEWSR	1.5	1.3	0.2	1.6	1.9	-0.3	1.0	0.8	0.2	0.9	0.8	0.1	1.1	0.7	0.4	4.9	3.6	1.3	1.9	1.4	0.5
4JJJ	5.8	6.5	-0.7	4.9	5.9	-1.0	7.0	7.4	-0.4	6.9	7.2	-0.3	5.1	6.3	-1.2	4.3	5.1	-0.8	4.1	5.3	-1.2
ABCFM	2.1	2.6	-0.5	1.9	2.3	-0.4	2.6	2.8	-0.2	1.5	2.1	-0.6	2.5	3.8	-1.3	2.6	2.7	-0.1	2.4	3.3	-0.9

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

# Adelaide Radio - Survey #4 2011



## 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	14.5	12.7	1.8	2.9	2.6	0.3	5.5	2.3	3.2	4.5	3.0	1.5	11.3	10.6	0.7	19.4	13.8	5.6	30.6	29.4	1.2
CRUISE1323	7.7	7.7	0.0	2.9	3.9	-1.0	1.3	1.5	-0.2	4.0	3.8	0.2	6.3	8.2	-1.9	14.3	12.3	2.0	11.6	11.1	0.5
MIX102.3	13.4	13.7	-0.3	10.5	11.6	-1.1	15.7	12.6	3.1	14.5	12.0	2.5	17.0	23.1	-6.1	17.3	17.8	-0.5	5.5	3.5	2.0
5MMM	9.3	7.4	1.9	9.9	6.9	3.0	10.3	9.0	1.3	9.6	11.0	-1.4	18.7	14.1	4.6	5.7	2.5	3.2	1.0	0.4	0.6
NOVA91.9	8.4	8.9	-0.5	23.4	24.6	-1.2	18.1	23.6	-5.5	15.7	15.7	0.0	7.3	6.8	0.5	0.9	0.8	0.1	0.1	0.2	-0.1
SAFM	10.9	12.9	-2.0	35.1	31.6	3.5	25.3	25.0	0.3	14.5	22.0	-7.5	11.2	14.5	-3.3	1.8	1.8	0.0	0.6	0.9	-0.3
ABC891	12.5	13.7	-1.2	3.9	1.6	2.3	0.8	1.2	-0.4	3.6	3.6	0.0	7.4	8.7	-1.3	18.2	23.0	-4.8	29.1	29.6	-0.5
5RN	2.4	2.8	-0.4	0.8	0.7	0.1	*	0.9	-0.9	1.3	2.1	-0.8	2.1	1.3	0.8	4.4	6.3	-1.9	3.8	4.1	-0.3
NEWSR	2.2	2.2	0.0	1.0	0.9	0.1	0.6	0.3	0.3	3.3	3.8	-0.5	2.5	1.7	0.8	2.5	2.8	-0.3	1.8	2.2	-0.4
5JJJ	5.9	5.1	0.8	5.0	7.4	-2.4	10.8	13.3	-2.5	15.1	12.0	3.1	4.7	3.5	1.2	2.3	0.5	1.8	0.1	*	0.1
ABCFM	4.1	3.8	0.3	0.4	0.7	-0.3	0.7	1.8	-1.1	1.4	1.1	0.3	4.3	1.4	2.9	5.1	7.5	-2.4	7.9	7.9	0.0

## 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	14.7	12.9	1.8	17.6	15.7	1.9	14.8	13.9	0.9	9.6	7.4	2.2	15.7	13.4	2.3	17.7	16.1	1.6	13.9	11.8	2.1
CRUISE1323	7.1	7.3	-0.2	6.6	6.2	0.4	7.2	7.2	0.0	8.3	8.7	-0.4	5.8	6.8	-1.0	7.1	7.2	-0.1	9.5	9.2	0.3
MIX102.3	13.4	13.7	-0.3	11.8	12.0	-0.2	13.8	14.7	-0.9	16.0	17.2	-1.2	14.9	13.9	1.0	8.3	7.7	0.6	13.2	13.5	-0.3
5MMM	9.9	8.0	1.9	9.2	7.2	2.0	11.5	9.0	2.5	11.8	9.4	2.4	8.9	8.1	0.8	5.5	4.6	0.9	7.1	5.5	1.6
NOVA91.9	8.5	9.1	-0.6	7.5	8.0	-0.5	8.8	8.7	0.1	9.3	9.0	0.3	9.2	10.3	-1.1	8.1	11.0	-2.9	8.0	8.4	-0.4
SAFM	11.0	13.0	-2.0	9.7	10.4	-0.7	9.6	11.9	-2.3	12.5	15.8	-3.3	11.8	14.1	-2.3	13.1	14.2	-1.1	10.5	12.6	-2.1
ABC891	12.3	13.5	-1.2	15.1	18.0	-2.9	12.6	13.3	-0.7	10.7	10.8	-0.1	8.7	9.5	-0.8	14.1	15.3	-1.2	12.9	14.1	-1.2
5RN	2.4	2.8	-0.4	3.7	3.8	-0.1	1.9	2.3	-0.4	1.4	1.9	-0.5	2.4	2.9	-0.5	2.5	3.1	-0.6	2.5	3.0	-0.5
NEWSR	2.1	2.1	0.0	3.1	3.1	0.0	1.4	1.8	-0.4	1.2	1.4	-0.2	1.6	1.6	0.0	4.1	2.7	1.4	2.5	2.6	-0.1
5JJJ	6.0	5.3	0.7	5.5	4.7	0.8	5.8	5.3	0.5	6.3	6.1	0.2	7.3	5.6	1.7	5.3	4.2	1.1	5.6	4.5	1.1
ABCFM	4.1	3.7	0.4	3.8	3.9	-0.1	4.4	4.0	0.4	3.5	2.9	0.6	5.0	4.3	0.7	4.0	3.3	0.7	4.1	4.3	-0.2

Survey Period: Sun Mar 27 - Sat Apr 30 and Sun May 8 - Sat Jun 11, 2011

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# Perth Radio - Survey #4 2011



## 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	6.0	5.3	0.7	*	0.4	-0.4	0.3	0.6	-0.3	1.1	0.6	0.5	8.2	8.3	-0.1	13.4	10.5	2.9	6.7	6.2	0.5
6PR	8.6	9.1	-0.5	0.6	0.9	-0.3	1.3	0.5	0.8	4.2	3.8	0.4	5.7	8.4	-2.7	14.5	13.8	0.7	18.5	19.1	-0.6
MIX 94.5	17.1	15.4	1.7	17.1	10.4	6.7	8.6	8.6	0.0	19.3	15.1	4.2	28.4	25.7	2.7	13.5	16.2	-2.7	7.4	6.7	0.7
92.9	11.5	11.6	-0.1	32.9	34.4	-1.5	28.6	25.3	3.3	15.3	16.0	-0.7	11.1	11.2	-0.1	1.1	1.7	-0.6	1.2	0.8	0.4
96FM	7.5	7.7	-0.2	7.2	5.9	1.3	7.4	9.5	-2.1	14.7	13.6	1.1	10.3	10.3	0.0	2.6	4.3	-1.7	0.3	0.3	0.0
NOVA93.7	9.7	9.9	-0.2	19.6	27.3	-7.7	21.5	20.7	0.8	18.4	16.2	2.2	7.8	7.2	0.6	2.1	2.9	-0.8	0.3	0.4	-0.1
ABC720	11.9	11.6	0.3	2.3	2.2	0.1	0.5	0.2	0.3	5.3	5.5	-0.2	7.9	10.0	-2.1	20.3	16.9	3.4	26.0	25.4	0.6
6RN	2.3	2.3	0.0	0.6	0.3	0.3	*	*	0.0	0.2	0.2	0.0	3.3	2.5	0.8	3.9	3.5	0.4	3.4	5.1	-1.7
NEWSR	1.2	1.3	-0.1	1.4	0.7	0.7	*	0.2	-0.2	0.7	0.6	0.1	1.1	1.3	-0.2	1.9	2.5	-0.6	1.6	1.8	-0.2
6JJJ	7.2	8.8	-1.6	8.3	8.7	-0.4	25.0	26.8	-1.8	13.5	21.4	-7.9	3.4	3.2	0.2	2.6	1.0	1.6	*	*	0.0
ABCFM	3.3	3.2	0.1	0.8	0.8	0.0	0.3	0.4	-0.1	1.7	1.0	0.7	2.1	2.2	-0.1	4.2	4.2	0.0	8.2	8.2	0.0

## 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	+/-
6IX	5.8	4.9	0.9	5.5	4.8	0.7	6.7	5.7	1.0	6.2	5.2	1.0	4.8	4.3	0.5	5.8	3.8	2.0	6.6	6.6	0.0
6PR	8.4	9.3	-0.9	9.1	10.3	-1.2	9.0	10.0	-1.0	7.4	7.5	-0.1	7.5	8.7	-1.2	9.5	10.3	-0.8	9.2	8.4	0.8
MIX 94.5	17.9	15.8	2.1	16.2	14.7	1.5	19.6	16.4	3.2	20.2	17.1	3.1	17.8	16.3	1.5	12.4	12.7	-0.3	14.6	14.3	0.3
92.9	11.3	11.8	-0.5	9.6	9.9	-0.3	8.9	10.3	-1.4	10.9	12.7	-1.8	15.5	14.3	1.2	16.1	14.1	2.0	12.2	11.3	0.9
96FM	8.0	8.0	0.0	6.6	6.7	-0.1	8.0	8.9	-0.9	10.1	10.2	-0.1	7.5	7.4	0.1	6.7	4.8	1.9	5.8	6.6	-0.8
NOVA93.7	10.1	9.9	0.2	10.8	10.9	-0.1	9.0	8.6	0.4	10.4	10.1	0.3	10.6	10.5	0.1	8.4	8.2	0.2	8.6	9.6	-1.0
ABC720	12.0	11.9	0.1	16.6	16.2	0.4	11.6	10.6	1.0	9.0	9.2	-0.2	8.6	9.0	-0.4	13.0	14.7	-1.7	11.6	10.7	0.9
6RN	2.2	2.2	0.0	3.1	2.8	0.3	1.8	1.8	0.0	1.5	1.5	0.0	1.8	2.2	-0.4	2.2	3.6	-1.4	2.6	2.5	0.1
NEWSR	1.0	1.2	-0.2	1.6	1.5	0.1	0.6	0.7	-0.1	0.8	0.9	-0.1	0.7	1.1	-0.4	1.6	2.2	-0.6	1.7	1.7	0.0
6JJJ	7.4	9.1	-1.7	6.9	7.7	-0.8	6.8	8.9	-2.1	7.7	10.0	-2.3	8.5	10.6	-2.1	7.8	8.7	-0.9	6.3	8.0	-1.7
ABCFM	3.1	2.9	0.2	2.9	3.4	-0.5	3.4	3.0	0.4	3.0	2.6	0.4	2.9	2.7	0.2	3.6	2.5	1.1	3.9	4.0	-0.1

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