

# Sydney Radio - Survey #4 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	5.6	4.9	0.7	0.2	0.1	0.1	0.8	1.0	-0.2	1.1	0.2	0.9	2.1	2.2	-0.1	11.8	9.1	2.7	12.6	12.8	-0.2
2GB	14.9	14.1	0.8	2.2	2.5	-0.3	1.7	3.8	-2.1	8.8	6.4	2.4	10.0	11.1	-1.1	16.6	19.4	-2.8	33.1	29.0	4.1
2UE	6.3	6.6	-0.3	0.3	0.1	0.2	0.4	0.3	0.1	1.6	3.1	-1.5	5.6	5.8	-0.2	8.9	6.7	2.2	13.4	15.2	-1.8
2DAY	9.1	8.8	0.3	23.5	24.5	-1.0	18.9	20.3	-1.4	17.7	14.5	3.2	6.9	7.9	-1.0	3.3	2.3	1.0	0.2	0.2	0.0
MIX106.5	5.2	5.5	-0.3	8.9	8.2	0.7	7.9	7.6	0.3	7.7	7.2	0.5	6.8	6.5	0.3	3.4	5.7	-2.3	0.4	0.7	-0.3
2MMM	4.7	4.5	0.2	11.4	5.7	5.7	4.2	3.6	0.6	8.7	9.8	-1.1	6.1	6.0	0.1	1.3	0.7	0.6	0.1	0.1	0.0
NOVA96.9	5.9	6.8	-0.9	17.7	19.8	-2.1	17.7	16.3	1.4	11.1	12.0	-0.9	3.7	5.8	-2.1	0.4	0.7	-0.3	*	0.1	-0.1
smoothfm 95.3	4.1	4.2	-0.1	1.4	2.2	-0.8	4.3	1.6	2.7	4.4	7.5	-3.1	7.5	6.6	0.9	3.6	2.5	1.1	1.0	0.6	0.4
WSFM	8.7	7.9	0.8	10.0	6.9	3.1	4.7	5.9	-1.2	4.5	3.9	0.6	15.4	12.5	2.9	12.7	13.7	-1.0	3.3	3.7	-0.4
ABC702	10.1	10.7	-0.6	1.8	1.6	0.2	1.6	1.5	0.1	4.4	5.8	-1.4	11.8	12.9	-1.1	16.3	16.6	-0.3	14.1	15.0	-0.9
2RN	2.2	2.5	-0.3	0.1	0.1	0.0	*	*	0.0	0.7	1.8	-1.1	1.9	1.8	0.1	3.3	3.5	-0.2	4.5	5.0	-0.5
NEWSR	1.6	1.7	-0.1	0.9	0.9	0.0	0.5	0.6	-0.1	1.9	1.9	0.0	1.5	1.4	0.1	1.6	2.3	-0.7	1.8	2.0	-0.2
2JJJ	5.0	5.1	-0.1	3.2	3.9	-0.7	15.0	14.3	0.7	10.7	9.4	1.3	3.7	3.5	0.2	1.5	3.1	-1.6	0.5	0.6	-0.1
ABCFM	3.7	3.5	0.2	0.1	1.5	-1.4	1.1	1.2	-0.1	2.0	2.2	-0.2	1.9	1.8	0.1	4.8	5.0	-0.2	8.6	7.5	1.1

## 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	5.3	4.6	0.7	3.8	3.3	0.5	6.8	6.4	0.4	7.1	5.6	1.5	4.7	3.8	0.9	3.7	3.2	0.5	6.7	6.2	0.5
2GB	15.7	14.9	0.8	18.5	17.1	1.4	17.0	16.9	0.1	13.0	12.3	0.7	10.7	10.2	0.5	19.2	17.5	1.7	12.3	11.7	0.6
2UE	5.4	5.7	-0.3	5.1	6.0	-0.9	5.3	6.0	-0.7	5.4	5.4	0.0	4.9	4.0	0.9	7.3	8.0	-0.7	9.4	9.5	-0.1
2DAY	9.8	9.5	0.3	10.5	9.8	0.7	8.5	8.2	0.3	9.8	9.4	0.4	11.7	11.1	0.6	7.2	8.3	-1.1	6.5	6.7	-0.2
MIX106.5	5.2	5.4	-0.2	3.9	3.7	0.2	4.9	5.5	-0.6	6.4	6.8	-0.4	5.5	5.3	0.2	6.9	7.5	-0.6	5.1	5.7	-0.6
2MMM	4.9	4.7	0.2	5.8	5.2	0.6	4.2	4.1	0.1	5.1	5.1	0.0	5.0	4.5	0.5	3.2	3.7	-0.5	3.8	3.9	-0.1
NOVA96.9	5.9	6.9	-1.0	5.6	6.7	-1.1	5.1	6.3	-1.2	5.7	7.2	-1.5	7.5	7.6	-0.1	6.7	6.9	-0.2	5.7	6.5	-0.8
smoothfm 95.3	4.1	4.5	-0.4	2.6	3.0	-0.4	4.8	5.1	-0.3	5.5	6.4	-0.9	4.9	4.7	0.2	2.8	2.3	0.5	3.9	3.2	0.7
WSFM	9.0	8.1	0.9	9.7	9.0	0.7	8.6	7.9	0.7	9.5	9.0	0.5	8.2	7.5	0.7	7.3	4.5	2.8	7.9	7.3	0.6
ABC702	10.5	11.1	-0.6	12.0	13.6	-1.6	10.0	9.1	0.9	8.9	8.2	0.7	11.1	13.2	-2.1	9.4	10.3	-0.9	8.7	9.5	-0.8
2RN	2.2	2.5	-0.3	2.7	3.0	-0.3	1.8	2.1	-0.3	1.7	1.8	-0.1	2.6	2.5	0.1	1.9	3.0	-1.1	2.3	2.7	-0.4
NEWSR	1.4	1.5	-0.1	2.3	2.3	0.0	0.4	0.8	-0.4	0.7	0.9	-0.2	1.4	1.2	0.2	2.0	2.7	-0.7	2.1	2.2	-0.1
2JJJ	4.8	5.0	-0.2	4.2	4.1	0.1	5.0	4.8	0.2	4.9	5.1	-0.2	5.3	6.5	-1.2	5.1	5.4	-0.3	5.8	5.7	0.1
ABCFM	3.5	3.3	0.2	3.2	3.0	0.2	4.3	3.6	0.7	3.6	3.2	0.4	3.2	3.7	-0.5	2.8	2.8	0.0	4.6	4.4	0.2

Note: smoothfm 95.3 on-air from May 21. Previously known as Sydney's 95.3

Survey Period: Sun Mar 25 - Sat Apr 28 and Sun May 6 - Sat June 9, 2012

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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			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	4.5	4.9	-0.4	1.2	0.7	0.5	2.0	2.8	-0.8	4.6	5.0	-0.4	8.2	8.2	0.0	5.4	4.6	0.8	1.2	2.5	-1.3
3AW	14.6	15.2	-0.6	0.8	2.4	-1.6	0.9	1.1	-0.2	3.4	2.6	0.8	12.5	13.2	-0.7	21.1	25.8	-4.7	34.9	34.2	0.7
MAGIC	6.2	5.9	0.3	0.3	0.4	-0.1	0.1	0.1	0.0	1.0	0.7	0.3	4.5	2.7	1.8	10.3	11.5	-1.2	15.2	16.2	-1.0
FOXFM	10.3	10.2	0.1	39.9	39.0	0.9	21.0	19.9	1.1	13.9	13.9	0.0	8.7	8.8	-0.1	3.0	2.8	0.2	0.6	1.0	-0.4
GOLD	6.8	6.5	0.3	3.7	2.7	1.0	4.9	7.2	-2.3	7.5	7.4	0.1	8.9	6.8	2.1	9.4	10.1	-0.7	3.0	3.1	-0.1
MIX101.1	7.4	5.7	1.7	13.7	14.4	-0.7	8.5	5.8	2.7	11.7	7.8	3.9	9.8	8.0	1.8	3.8	2.1	1.7	0.2	0.4	-0.2
3MMM	7.5	7.7	-0.2	5.5	5.0	0.5	12.9	10.4	2.5	13.8	13.9	-0.1	9.8	10.8	-1.0	1.6	2.0	-0.4	0.4	0.2	0.2
NOVA 100	6.7	7.3	-0.6	17.6	14.6	3.0	19.1	20.1	-1.0	11.6	12.8	-1.2	3.8	5.3	-1.5	1.4	1.5	-0.1	0.1	*	0.1
smoothfm 91.5	4.1	4.3	-0.2	1.6	2.2	-0.6	2.3	1.9	0.4	3.6	5.4	-1.8	8.8	8.6	0.2	4.2	2.3	1.9	0.5	0.3	0.2
ABC774	10.8	9.6	1.2	4.2	3.8	0.4	1.7	1.1	0.6	5.6	4.4	1.2	7.9	8.1	-0.2	17.6	16.9	0.7	20.7	17.9	2.8
3RN	2.6	2.8	-0.2	1.3	1.0	0.3	0.4	0.5	-0.1	1.1	1.1	0.0	2.3	2.7	-0.4	6.2	5.8	0.4	3.0	4.2	-1.2
NEWSR	1.6	1.6	0.0	0.2	0.1	0.1	0.6	1.6	-1.0	1.9	2.0	-0.1	1.4	1.2	0.2	1.9	1.7	0.2	2.0	2.3	-0.3
3JJJ	4.1	5.1	-1.0	4.4	8.9	-4.5	14.6	18.2	-3.6	7.9	9.3	-1.4	2.3	2.6	-0.3	0.2	0.3	-0.1	*	*	0.0
ABCFM	2.9	2.5	0.4	0.4	0.3	0.1	0.5	0.5	0.0	1.2	1.3	-0.1	1.7	1.9	-0.2	3.6	3.8	-0.2	7.6	5.3	2.3

## 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	4.7	5.1	-0.4	3.6	4.0	-0.4	4.4	5.3	-0.9	5.2	5.8	-0.6	5.6	5.2	0.4	5.4	5.2	0.2	3.9	4.2	-0.3
3AW	14.8	15.2	-0.4	17.1	17.3	-0.2	18.6	18.4	0.2	11.2	11.6	-0.4	13.0	12.4	0.6	12.0	15.4	-3.4	14.0	15.1	-1.1
MAGIC	5.8	5.6	0.2	5.4	5.0	0.4	6.6	6.7	-0.1	6.4	6.4	0.0	4.3	3.9	0.4	6.3	5.5	0.8	7.4	7.1	0.3
FOXFM	10.6	10.6	0.0	11.1	11.2	-0.1	8.4	8.8	-0.4	10.7	10.4	0.3	12.1	12.9	-0.8	10.7	9.2	1.5	9.4	9.0	0.4
GOLD	6.2	6.3	-0.1	5.1	5.1	0.0	6.2	6.8	-0.6	7.5	8.2	-0.7	6.4	6.2	0.2	5.3	4.2	1.1	8.8	7.2	1.6
MIX101.1	7.5	5.7	1.8	6.0	4.6	1.4	6.8	4.7	2.1	8.6	6.5	2.1	8.2	6.4	1.8	9.9	7.2	2.7	7.0	5.9	1.1
3MMM	7.9	8.1	-0.2	8.0	8.2	-0.2	7.5	8.0	-0.5	9.2	8.7	0.5	8.2	9.2	-1.0	4.2	5.1	-0.9	6.4	6.2	0.2
NOVA 100	6.9	7.6	-0.7	7.7	8.4	-0.7	5.6	6.3	-0.7	6.7	7.1	-0.4	8.1	9.0	-0.9	6.1	6.5	-0.4	6.0	6.3	-0.3
smoothfm 91.5	4.2	4.5	-0.3	2.7	3.0	-0.3	4.8	5.0	-0.2	6.6	6.8	-0.2	3.6	4.5	-0.9	2.5	1.9	0.6	3.7	3.3	0.4
ABC774	10.8	9.7	1.1	14.6	11.4	3.2	11.1	10.2	0.9	7.5	7.6	-0.1	8.3	8.6	-0.3	11.9	11.1	0.8	10.5	9.4	1.1
3RN	2.5	2.7	-0.2	3.3	4.2	-0.9	2.3	2.3	0.0	1.5	1.4	0.1	3.0	2.5	0.5	2.6	2.9	-0.3	2.6	3.1	-0.5
NEWSR	1.5	1.6	-0.1	2.3	2.1	0.2	0.7	1.1	-0.4	1.1	1.1	0.0	1.5	1.2	0.3	2.5	3.2	-0.7	1.7	1.9	-0.2
3JJJ	4.2	5.2	-1.0	3.7	4.7	-1.0	4.2	5.0	-0.8	4.6	5.6	-1.0	4.6	5.3	-0.7	4.2	5.6	-1.4	3.5	4.7	-1.2
ABCFM	2.8	2.4	0.4	2.6	2.2	0.4	2.8	2.3	0.5	2.8	2.2	0.6	3.0	2.6	0.4	3.4	2.9	0.5	3.2	3.1	0.1

Note: smoothfm 91.5 on-air from May 21. Previously known as Melbourne's 91.5

Survey Period: Sun Mar 25 - Sat Apr 28 and Sun May 6 - Sat June 9, 2012

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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			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	7.4	6.3	1.1	0.2	0.4	-0.2	1.6	*	1.6	1.3	1.5	-0.2	2.6	4.4	-1.8	10.7	7.5	3.2	25.6	20.9	4.7
4BH	7.8	6.6	1.2	0.8	1.4	-0.6	*	*	0.0	0.9	1.0	-0.1	7.4	3.0	4.4	15.1	13.4	1.7	18.3	20.5	-2.2
4KQ	7.3	7.7	-0.4	1.4	0.7	0.7	1.3	1.8	-0.5	1.6	2.3	-0.7	10.0	12.2	-2.2	17.7	14.8	2.9	8.0	9.0	-1.0
B105	9.9	10.4	-0.5	31.7	26.6	5.1	21.2	20.3	0.9	13.8	15.3	-1.5	7.1	8.0	-0.9	2.5	3.8	-1.3	0.6	0.5	0.1
97.3FM	12.3	13.6	-1.3	17.6	21.9	-4.3	7.6	12.9	-5.3	16.4	13.4	3.0	17.6	20.8	-3.2	9.8	12.5	-2.7	1.8	1.5	0.3
4MMM	9.8	9.8	0.0	11.2	8.1	3.1	6.0	9.9	-3.9	11.6	13.8	-2.2	17.6	13.8	3.8	6.5	7.7	-1.2	0.6	0.4	0.2
NOVA106.9	13.8	12.9	0.9	23.4	26.7	-3.3	35.8	26.2	9.6	24.9	21.8	3.1	9.1	9.3	-0.2	2.2	2.5	-0.3	0.3	0.9	-0.6
ABC612	9.6	11.0	-1.4	2.0	1.7	0.3	1.9	4.0	-2.1	4.0	4.5	-0.5	8.3	7.3	1.0	13.7	19.5	-5.8	22.6	26.5	-3.9
4RN	1.7	1.6	0.1	0.2	0.2	0.0	0.2	0.1	0.1	1.1	1.1	0.0	2.2	2.1	0.1	3.0	1.2	1.8	2.2	3.2	-1.0
NEWSR	1.7	1.8	-0.1	0.2	0.6	-0.4	0.1	0.3	-0.2	1.7	1.7	0.0	1.6	2.0	-0.4	2.4	2.3	0.1	2.3	2.4	-0.1
4JJJ	6.4	6.4	0.0	6.1	8.0	-1.9	16.7	13.7	3.0	13.3	13.9	-0.6	3.6	3.5	0.1	1.5	0.4	1.1	*	0.1	-0.1
ABCFM	2.6	2.0	0.6	0.1	*	0.1	0.8	0.8	0.0	0.5	1.2	-0.7	1.6	1.2	0.4	3.9	3.0	0.9	7.6	5.2	2.4

## 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	7.7	6.4	1.3	7.3	7.2	0.1	9.3	7.3	2.0	6.7	4.8	1.9	6.8	5.4	1.4	9.6	8.4	1.2	6.4	5.8	0.6
4BH	7.5	6.5	1.0	7.0	6.7	0.3	9.8	8.1	1.7	7.6	6.8	0.8	5.8	4.9	0.9	5.2	3.4	1.8	8.7	7.2	1.5
4KQ	7.2	7.5	-0.3	8.1	8.0	0.1	7.6	8.8	-1.2	7.5	7.8	-0.3	5.0	5.1	-0.1	6.1	5.9	0.2	7.8	8.4	-0.6
B105	10.0	10.6	-0.6	10.3	10.3	0.0	8.3	8.8	-0.5	10.4	11.4	-1.0	11.6	13.6	-2.0	9.2	8.6	0.6	9.4	9.7	-0.3
97.3FM	12.1	13.5	-1.4	10.7	12.1	-1.4	12.2	13.5	-1.3	12.9	14.7	-1.8	14.0	15.1	-1.1	10.4	11.7	-1.3	13.1	14.2	-1.1
4MMM	10.6	10.6	0.0	10.2	9.8	0.4	11.9	11.8	0.1	12.0	13.2	-1.2	9.0	8.5	0.5	6.9	6.5	0.4	7.4	6.9	0.5
NOVA106.9	14.2	13.0	1.2	13.7	12.7	1.0	13.5	11.2	2.3	14.6	13.1	1.5	16.4	15.8	0.6	12.2	12.8	-0.6	12.8	12.5	0.3
ABC612	9.4	11.0	-1.6	12.5	13.5	-1.0	8.5	11.1	-2.6	7.0	8.5	-1.5	7.9	8.3	-0.4	10.9	14.0	-3.1	10.0	11.2	-1.2
4RN	1.8	1.6	0.2	2.4	2.3	0.1	1.6	1.3	0.3	1.2	1.1	0.1	1.7	1.6	0.1	1.8	1.1	0.7	1.6	1.6	0.0
NEWSR	1.5	1.7	-0.2	2.2	2.4	-0.2	1.1	1.4	-0.3	0.9	1.0	-0.1	1.1	1.2	-0.1	3.0	3.2	-0.2	2.1	2.0	0.1
4JJJ	6.6	6.5	0.1	5.4	5.0	0.4	5.7	5.9	-0.2	7.5	7.1	0.4	8.3	8.2	0.1	6.9	8.3	-1.4	6.0	6.2	-0.2
ABCFM	2.5	2.0	0.5	2.7	1.6	1.1	2.5	2.4	0.1	2.0	2.1	-0.1	2.5	2.4	0.1	3.3	1.7	1.6	2.8	2.2	0.6

Survey Period: Sun Mar 25 - Sat Apr 28 and Sun May 6 - Sat June 9, 2012

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# Adelaide Radio - Survey #4 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	14.9	13.3	1.6	2.2	1.8	0.4	1.2	0.6	0.6	8.1	5.7	2.4	13.9	11.1	2.8	15.7	19.2	-3.5	30.7	26.0	4.7
CRUISE1323	7.7	8.1	-0.4	0.9	0.7	0.2	0.8	0.5	0.3	3.8	2.7	1.1	7.9	6.3	1.6	14.1	14.2	-0.1	11.2	15.4	-4.2
MIX102.3	12.2	11.9	0.3	10.5	15.9	-5.4	9.2	8.0	1.2	10.0	9.6	0.4	19.2	18.9	0.3	17.1	15.1	2.0	4.3	4.7	-0.4
5MMM	8.5	9.1	-0.6	5.5	4.5	1.0	2.9	4.7	-1.8	9.4	9.4	0.0	17.6	18.5	-0.9	6.2	8.8	-2.6	1.8	1.7	0.1
NOVA91.9	11.6	11.1	0.5	30.5	29.2	1.3	34.1	29.3	4.8	21.5	21.3	0.2	7.1	8.3	-1.2	1.9	1.1	0.8	0.3	0.3	0.0
SAFM	9.4	9.6	-0.2	33.6	32.5	1.1	17.3	18.2	-0.9	11.7	14.2	-2.5	10.1	9.4	0.7	2.8	3.1	-0.3	1.4	1.1	0.3
ABC891	12.0	12.2	-0.2	2.1	2.4	-0.3	1.1	1.3	-0.2	2.9	4.2	-1.3	8.7	7.9	0.8	17.7	17.0	0.7	27.3	27.2	0.1
5RN	2.4	2.0	0.4	0.9	0.1	0.8	0.2	0.4	-0.2	0.4	0.6	-0.2	1.9	2.1	-0.2	5.2	3.8	1.4	4.0	3.0	1.0
NEWSR	2.0	2.0	0.0	1.1	0.5	0.6	0.4	1.3	-0.9	2.2	1.8	0.4	1.8	2.3	-0.5	2.2	1.9	0.3	2.8	2.7	0.1
5JJJ	6.1	6.9	-0.8	2.0	2.2	-0.2	13.8	14.6	-0.8	16.6	18.3	-1.7	4.8	5.1	-0.3	0.6	2.2	-1.6	*	*	0.0
ABCFM	3.3	3.6	-0.3	2.3	3.2	-0.9	0.1	0.6	-0.5	0.3	0.6	-0.3	1.5	2.1	-0.6	3.5	3.3	0.2	9.5	9.1	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	+/-
5AA	15.1	13.5	1.6	15.5	14.4	1.1	17.5	15.7	1.8	10.3	9.3	1.0	15.4	13.2	2.2	20.3	16.9	3.4	14.1	12.4	1.7
CRUISE1323	7.5	7.4	0.1	5.6	6.8	-1.2	7.9	8.8	-0.9	9.3	7.7	1.6	7.1	6.2	0.9	7.5	7.0	0.5	8.3	10.4	-2.1
MIX102.3	12.0	11.8	0.2	11.1	11.5	-0.4	12.3	11.8	0.5	13.1	12.8	0.3	11.8	12.2	-0.4	10.9	9.2	1.7	13.0	12.3	0.7
5MMM	8.9	9.8	-0.9	8.5	9.4	-0.9	9.1	10.7	-1.6	10.9	12.0	-1.1	9.1	8.1	1.0	4.9	6.0	-1.1	7.2	6.9	0.3
NOVA91.9	11.8	11.5	0.3	10.7	9.5	1.2	11.4	10.3	1.1	13.2	13.6	-0.4	12.5	12.8	-0.3	10.9	11.8	-0.9	11.2	10.0	1.2
SAFM	9.4	9.7	-0.3	8.8	8.7	0.1	8.5	8.3	0.2	9.7	10.5	-0.8	11.4	11.5	-0.1	9.3	11.0	-1.7	9.4	9.1	0.3
ABC891	11.8	12.1	-0.3	16.9	16.6	0.3	10.7	11.7	-1.0	8.9	9.5	-0.6	8.2	8.6	-0.4	13.4	12.5	0.9	12.6	12.6	0.0
5RN	2.3	1.9	0.4	3.4	2.5	0.9	1.5	1.2	0.3	1.3	1.4	-0.1	2.7	2.6	0.1	2.8	1.7	1.1	2.7	2.5	0.2
NEWSR	1.8	1.9	-0.1	2.2	2.5	-0.3	1.5	1.3	0.2	1.1	1.1	0.0	1.8	1.7	0.1	3.2	3.7	-0.5	2.6	2.5	0.1
5JJJ	6.7	7.3	-0.6	6.9	7.1	-0.2	6.6	6.8	-0.2	7.6	7.3	0.3	7.1	8.4	-1.3	3.4	6.9	-3.5	4.3	5.5	-1.2
ABCFM	3.2	3.4	-0.2	3.3	3.6	-0.3	3.4	3.7	-0.3	3.1	3.3	-0.2	3.3	3.3	0.0	2.6	3.1	-0.5	3.6	3.9	-0.3

Survey Period: Sun Mar 25 - Sat Apr 28 and Sun May 6 - Sat June 9, 2012

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# Perth Radio - Survey #4 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	5.7	5.0	0.7	4.7	0.4	4.3	1.2	0.4	0.8	1.1	1.6	-0.5	7.0	3.9	3.1	13.6	18.0	-4.4	6.7	5.1	1.6
6PR	8.9	8.7	0.2	1.9	1.2	0.7	1.1	0.4	0.7	3.3	3.2	0.1	7.5	7.6	-0.1	16.1	13.1	3.0	19.1	21.5	-2.4
MIX 94.5	13.2	12.8	0.4	9.6	12.0	-2.4	11.9	8.4	3.5	11.8	14.5	-2.7	19.4	21.0	-1.6	16.7	10.0	6.7	5.8	5.0	0.8
92.9	11.4	12.1	-0.7	33.5	41.4	-7.9	20.6	24.9	-4.3	17.2	16.7	0.5	9.7	9.1	0.6	2.3	2.5	-0.2	0.5	0.3	0.2
96FM	13.3	11.7	1.6	13.0	10.8	2.2	17.4	14.1	3.3	14.4	13.6	0.8	20.0	19.5	0.5	9.8	6.9	2.9	3.2	1.2	2.0
NOVA93.7	11.0	11.2	-0.2	24.1	22.9	1.2	18.8	16.6	2.2	21.8	20.7	1.1	7.8	10.4	-2.6	1.2	1.5	-0.3	0.4	0.5	-0.1
ABC720	11.2	11.1	0.1	1.5	1.1	0.4	1.4	1.9	-0.5	2.9	2.5	0.4	8.3	11.3	-3.0	17.0	18.7	-1.7	30.3	24.9	5.4
6RN	1.6	2.1	-0.5	0.3	0.6	-0.3	*	0.3	-0.3	0.4	0.3	0.1	1.9	1.9	0.0	4.0	5.4	-1.4	2.0	3.5	-1.5
NEWSR	1.5	1.6	-0.1	0.1	*	0.1	0.1	0.1	0.0	0.7	0.5	0.2	2.2	2.1	0.1	2.0	2.3	-0.3	2.4	3.1	-0.7
6JJJ	8.7	9.4	-0.7	6.0	6.1	-0.1	20.6	24.7	-4.1	17.3	19.2	-1.9	7.1	5.6	1.5	0.9	1.1	-0.2	*	*	0.0
ABCFM	2.6	3.0	-0.4	1.7	0.7	1.0	0.5	1.9	-1.4	2.3	1.4	0.9	0.9	0.2	0.7	3.1	4.7	-1.6	6.9	8.9	-2.0

## 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	5.4	4.6	0.8	5.8	4.4	1.4	5.5	5.3	0.2	6.1	5.2	0.9	4.7	3.9	0.8	2.9	2.9	0.0	6.9	6.4	0.5
6PR	8.9	8.9	0.0	9.9	10.2	-0.3	9.6	10.3	-0.7	7.1	6.8	0.3	8.2	7.6	0.6	11.3	10.6	0.7	8.7	7.8	0.9
MIX 94.5	13.4	12.4	1.0	13.1	11.5	1.6	13.6	12.7	0.9	14.9	13.6	1.3	13.2	13.0	0.2	9.7	10.1	-0.4	12.2	14.0	-1.8
92.9	11.6	12.3	-0.7	10.2	10.3	-0.1	11.6	11.4	0.2	11.5	12.4	-0.9	14.3	16.3	-2.0	11.6	14.3	-2.7	10.8	11.5	-0.7
96FM	13.9	12.4	1.5	12.4	9.5	2.9	15.3	14.1	1.2	17.3	16.1	1.2	11.3	11.4	-0.1	9.7	7.0	2.7	10.9	9.3	1.6
NOVA93.7	10.9	11.6	-0.7	11.4	13.2	-1.8	8.4	10.4	-2.0	10.9	11.2	-0.3	13.6	11.8	1.8	11.2	9.8	1.4	11.4	10.0	1.4
ABC720	11.0	11.0	0.0	14.8	15.4	-0.6	10.7	10.7	0.0	7.5	7.5	0.0	8.6	9.3	-0.7	14.7	12.2	2.5	12.0	11.2	0.8
6RN	1.5	1.9	-0.4	2.2	3.0	-0.8	0.9	1.1	-0.2	0.7	0.9	-0.2	1.8	2.1	-0.3	2.8	3.5	-0.7	1.8	2.5	-0.7
NEWSR	1.3	1.5	-0.2	1.5	1.7	-0.2	0.8	0.8	0.0	1.0	1.2	-0.2	1.2	1.2	0.0	3.2	4.1	-0.9	2.1	1.9	0.2
6JJJ	9.4	10.0	-0.6	7.7	8.2	-0.5	10.1	10.3	-0.2	11.0	12.1	-1.1	9.8	9.8	0.0	7.1	8.8	-1.7	6.3	7.6	-1.3
ABCFM	2.5	2.8	-0.3	2.8	3.0	-0.2	1.9	2.6	-0.7	2.3	2.8	-0.5	2.6	2.5	0.1	3.2	3.5	-0.3	3.3	3.6	-0.3

Survey Period: Sun Mar 25 - Sat Apr 28 and Sun May 6 - Sat June 9, 2012  
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