

# Sydney Radio - Survey #7 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	5.0	5.4	-0.4	0.1	0.8	-0.7	0.6	0.6	0.0	0.3	0.1	0.2	3.0	3.1	-0.1	8.1	10.3	-2.2	12.6	12.9	-0.3
2GB	14.4	15.6	-1.2	2.2	2.0	0.2	1.5	1.4	0.1	5.2	4.4	0.8	10.2	10.4	-0.2	21.4	23.5	-2.1	31.2	36.0	-4.8
2UE	6.1	6.0	0.1	0.1	0.1	0.0	0.6	3.0	-2.4	1.7	1.0	0.7	4.8	5.7	-0.9	11.5	10.0	1.5	11.8	11.0	0.8
2DAY	9.5	9.3	0.2	25.0	22.3	2.7	18.5	15.4	3.1	16.4	16.9	-0.5	9.8	10.7	-0.9	2.3	1.2	1.1	0.3	0.3	0.0
MIX106.5	5.3	5.4	-0.1	7.1	9.5	-2.4	10.2	8.0	2.2	8.3	8.9	-0.6	7.3	7.0	0.3	1.6	2.2	-0.6	0.4	0.6	-0.2
2MMM	5.6	5.4	0.2	4.1	5.3	-1.2	7.5	7.5	0.0	11.4	10.2	1.2	7.6	6.7	0.9	1.6	2.4	-0.8	*	0.3	-0.3
NOVA96.9	6.0	6.7	-0.7	13.6	20.7	-7.1	14.7	18.2	-3.5	11.9	13.4	-1.5	4.9	4.0	0.9	0.4	0.3	0.1	0.1	0.1	0.0
Sydney's 95.3	3.5	3.4	0.1	1.0	2.1	-1.1	2.7	3.5	-0.8	5.5	4.9	0.6	5.6	5.3	0.3	2.2	2.9	-0.7	0.9	0.3	0.6
WSFM	6.7	6.8	-0.1	4.6	4.4	0.2	3.4	6.4	-3.0	5.6	5.7	-0.1	10.5	10.3	0.2	8.8	8.0	0.8	3.9	3.7	0.2
ABC702	9.9	10.4	-0.5	3.4	3.1	0.3	0.7	0.7	0.0	2.5	6.1	-3.6	11.0	10.5	0.5	15.4	16.4	-1.0	17.4	15.8	1.6
2RN	2.4	2.1	0.3	0.2	0.3	-0.1	0.3	*	0.3	1.0	1.0	0.0	2.5	2.7	-0.2	4.0	2.8	1.2	4.1	3.1	1.0
NEWSR	1.9	2.0	-0.1	0.9	1.2	-0.3	0.2	0.7	-0.5	1.4	1.2	0.2	2.6	2.9	-0.3	2.7	2.8	-0.1	2.0	1.8	0.2
2JJJ	4.8	4.7	0.1	3.1	4.1	-1.0	12.3	12.8	-0.5	10.2	9.8	0.4	3.6	2.8	0.8	2.1	2.7	-0.6	*	*	0.0
ABCFM	3.0	3.1	-0.1	0.3	1.1	-0.8	0.3	0.4	-0.1	1.4	1.2	0.2	1.4	2.9	-1.5	4.9	3.5	1.4	6.7	6.6	0.1

## 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	4.5	5.0	-0.5	4.0	3.9	0.1	5.3	6.8	-1.5	4.5	5.7	-1.2	4.3	3.9	0.4	4.9	4.4	0.5	6.5	6.9	-0.4
2GB	15.1	16.3	-1.2	17.5	19.2	-1.7	17.7	18.8	-1.1	13.6	14.1	-0.5	10.0	10.5	-0.5	15.0	17.0	-2.0	12.0	13.3	-1.3
2UE	5.5	5.2	0.3	5.3	5.0	0.3	5.7	5.3	0.4	5.2	5.1	0.1	4.3	4.6	-0.3	8.3	6.6	1.7	8.3	8.6	-0.3
2DAY	10.0	9.9	0.1	10.6	10.1	0.5	9.5	9.1	0.4	9.8	10.4	-0.6	11.3	11.1	0.2	7.4	7.1	0.3	8.0	7.3	0.7
MIX106.5	5.4	5.5	-0.1	3.7	4.0	-0.3	5.1	4.6	0.5	6.2	5.9	0.3	6.0	6.4	-0.4	8.4	9.4	-1.0	5.0	5.2	-0.2
2MMM	6.1	5.6	0.5	6.2	6.0	0.2	6.5	5.8	0.7	7.8	6.8	1.0	4.4	4.7	-0.3	4.1	3.0	1.1	4.0	4.6	-0.6
NOVA96.9	6.1	6.9	-0.8	5.6	6.8	-1.2	5.7	5.3	0.4	5.6	6.3	-0.7	7.8	9.5	-1.7	7.0	7.3	-0.3	5.8	6.4	-0.6
Sydney's 95.3	3.6	3.4	0.2	2.1	2.1	0.0	3.8	3.8	0.0	4.6	4.3	0.3	4.4	3.5	0.9	4.2	4.0	0.2	3.0	3.4	-0.4
WSFM	6.5	6.5	0.0	6.2	5.7	0.5	6.7	7.4	-0.7	7.6	8.0	-0.4	6.1	5.9	0.2	4.9	4.7	0.2	7.3	7.6	-0.3
ABC702	10.3	10.9	-0.6	13.5	14.2	-0.7	8.3	8.9	-0.6	8.2	8.4	-0.2	10.6	11.9	-1.3	9.5	9.3	0.2	8.4	8.7	-0.3
2RN	2.4	2.0	0.4	3.2	2.8	0.4	2.4	1.6	0.8	1.2	1.0	0.2	2.3	1.6	0.7	3.2	3.1	0.1	2.6	2.5	0.1
NEWSR	1.7	1.8	-0.1	2.5	2.6	-0.1	1.2	1.3	-0.1	1.1	1.1	0.0	1.4	1.5	-0.1	2.7	3.0	-0.3	2.5	2.5	0.0
2JJJ	4.9	4.9	0.0	3.8	3.5	0.3	4.5	4.4	0.1	6.2	5.9	0.3	6.3	6.6	-0.3	3.9	4.5	-0.6	4.4	4.3	0.1
ABCFM	2.8	2.9	-0.1	2.3	2.6	-0.3	3.3	3.1	0.2	2.9	2.5	0.4	3.0	3.7	-0.7	3.3	2.9	0.4	3.7	3.8	-0.1

Survey Period: Sun Ju1 31 - Sat Sep 3 and Sun Sep 18 - Sat Oct 22, 2011

# Melbourne Radio - Survey #7 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	5.0	5.4	-0.4	0.7	1.2	-0.5	7.5	3.5	4.0	5.2	7.3	-2.1	7.4	7.5	-0.1	4.5	4.0	0.5	2.3	3.9	-1.6
3AW	16.4	16.9	-0.5	3.0	5.5	-2.5	1.8	2.2	-0.4	3.2	5.1	-1.9	13.1	13.9	-0.8	26.6	29.8	-3.2	35.2	33.5	1.7
MAGIC	6.3	5.7	0.6	0.3	1.1	-0.8	0.1	0.1	0.0	0.1	0.5	-0.4	3.2	2.6	0.6	11.7	7.3	4.4	16.2	17.4	-1.2
MTR 1377	1.9	1.9	0.0	0.2	0.1	0.1	1.1	1.1	0.0	0.1	0.6	-0.5	1.9	1.3	0.6	3.9	4.5	-0.6	2.9	3.0	-0.1
FOXFM	10.5	10.3	0.2	35.5	34.6	0.9	18.9	20.1	-1.2	16.5	16.4	0.1	10.0	8.6	1.4	2.7	2.5	0.2	1.3	1.2	0.1
GOLD	6.9	6.6	0.3	3.3	4.3	-1.0	5.1	8.6	-3.5	7.1	6.1	1.0	9.3	9.4	-0.1	9.2	8.8	0.4	4.1	2.3	1.8
MIX101.1	6.0	6.1	-0.1	14.3	14.5	-0.2	7.7	6.5	1.2	6.7	8.7	-2.0	10.3	8.9	1.4	1.9	2.1	-0.2	0.5	0.6	-0.1
3MMM	7.4	7.2	0.2	4.5	6.2	-1.7	7.6	6.1	1.5	14.8	14.0	0.8	10.2	10.1	0.1	3.1	2.5	0.6	0.2	0.4	-0.2
NOVA 100	8.0	7.2	0.8	18.5	15.1	3.4	18.7	19.5	-0.8	16.3	13.1	3.2	6.3	5.7	0.6	0.6	0.5	0.1	*	*	0.0
Melbourne's 91.5	3.2	3.0	0.2	4.6	2.0	2.6	3.2	2.5	0.7	4.8	5.3	-0.5	5.5	4.3	1.2	1.0	1.8	-0.8	0.1	0.2	-0.1
ABC774	10.3	10.6	-0.3	2.9	1.6	1.3	1.5	0.9	0.6	4.2	3.7	0.5	8.9	10.0	-1.1	18.2	20.5	-2.3	17.6	18.4	-0.8
3RN	1.8	2.3	-0.5	0.7	1.4	-0.7	0.1	0.4	-0.3	1.3	1.1	0.2	1.2	2.3	-1.1	3.8	3.1	0.7	2.7	4.1	-1.4
NEWSR	1.3	1.5	-0.2	0.2	0.2	0.0	0.6	1.3	-0.7	1.5	1.6	-0.1	0.9	1.5	-0.6	2.2	2.0	0.2	1.7	1.5	0.2
3JJJ	3.9	4.5	-0.6	2.4	2.7	-0.3	13.2	14.7	-1.5	9.0	8.4	0.6	2.0	3.7	-1.7	0.3	0.4	-0.1	*	*	0.0
ABCFM	2.4	2.9	-0.5	1.3	1.0	0.3	0.2	0.5	-0.3	0.9	1.1	-0.2	1.2	2.0	-0.8	3.9	4.8	-0.9	5.4	6.0	-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	4.9	5.3	-0.4	5.4	5.2	0.2	5.0	4.9	0.1	4.4	4.7	-0.3	5.2	7.2	-2.0	4.1	5.3	-1.2	5.1	5.7	-0.6
3AW	16.6	17.3	-0.7	20.4	20.9	-0.5	18.4	18.9	-0.5	12.6	14.1	-1.5	13.9	13.4	0.5	16.5	17.8	-1.3	15.6	15.7	-0.1
MAGIC	5.9	5.3	0.6	5.1	4.7	0.4	6.6	5.8	0.8	7.0	6.0	1.0	5.2	5.0	0.2	4.8	4.0	0.8	7.8	7.4	0.4
MTR 1377	2.0	2.1	-0.1	2.3	2.2	0.1	1.9	2.3	-0.4	1.9	2.2	-0.3	1.5	1.7	-0.2	2.7	1.6	1.1	1.4	1.3	0.1
FOXFM	10.7	10.5	0.2	10.1	9.5	0.6	8.5	8.9	-0.4	10.7	11.1	-0.4	14.5	14.1	0.4	11.0	9.8	1.2	10.1	9.7	0.4
GOLD	6.9	6.7	0.2	5.3	5.6	-0.3	7.5	6.9	0.6	9.1	8.0	1.1	6.4	6.4	0.0	6.0	6.4	-0.4	6.9	6.6	0.3
MIX101.1	5.9	6.2	-0.3	4.7	5.2	-0.5	5.4	6.1	-0.7	6.8	7.4	-0.6	6.8	6.1	0.7	6.6	6.5	0.1	6.3	5.8	0.5
3MMM	7.5	7.1	0.4	7.8	7.5	0.3	7.1	7.1	0.0	8.1	8.1	0.0	7.9	6.8	1.1	4.9	4.2	0.7	7.0	7.3	-0.3
NOVA 100	8.6	7.6	1.0	8.2	7.1	1.1	8.5	7.0	1.5	9.8	8.5	1.3	8.8	8.1	0.7	6.5	7.4	-0.9	5.9	5.9	0.0
Melbourne's 91.5	3.2	3.0	0.2	2.3	2.3	0.0	2.9	3.2	-0.3	4.1	3.8	0.3	3.5	2.7	0.8	3.7	2.8	0.9	3.1	2.9	0.2
ABC774	10.3	10.4	-0.1	12.7	13.1	-0.4	11.4	11.8	-0.4	7.9	7.8	0.1	7.6	8.1	-0.5	11.9	10.0	1.9	10.0	11.2	-1.2
3RN	1.8	2.2	-0.4	2.5	2.9	-0.4	1.4	1.5	-0.1	0.9	1.6	-0.7	1.9	2.7	-0.8	2.6	2.7	-0.1	2.1	2.7	-0.6
NEWSR	1.3	1.4	-0.1	1.7	2.2	-0.5	0.7	0.8	-0.1	0.6	0.6	0.0	1.1	1.0	0.1	3.2	3.2	0.0	1.6	1.7	-0.1
3JJJ	4.0	4.7	-0.7	2.9	3.9	-1.0	4.0	4.6	-0.6	4.9	5.2	-0.3	5.0	5.8	-0.8	3.1	4.2	-1.1	3.5	3.8	-0.3
ABCFM	2.3	2.8	-0.5	1.9	2.2	-0.3	2.7	3.0	-0.3	1.9	2.7	-0.8	2.4	3.0	-0.6	2.7	4.7	-2.0	3.0	3.0	0.0

Survey Period: Sun Ju1 31 - Sat Sep 3 and Sun Sep 18 - Sat Oct 22, 2011

# Brisbane Radio - Survey #7 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	7.6	7.9	-0.3	*	0.1	-0.1	0.9	0.1	0.8	1.7	1.4	0.3	6.1	6.8	-0.7	12.0	9.5	2.5	21.9	25.1	-3.2
4BH	5.2	5.0	0.2	0.1	1.1	-1.0	0.5	0.1	0.4	0.2	0.3	-0.1	3.5	3.0	0.5	11.8	11.9	-0.1	14.2	13.1	1.1
4KQ	7.6	7.4	0.2	1.6	0.5	1.1	0.9	1.0	-0.1	1.5	1.3	0.2	9.7	8.0	1.7	19.2	20.6	-1.4	9.7	11.1	-1.4
B105	11.7	11.4	0.3	42.5	41.8	0.7	19.5	22.8	-3.3	16.0	15.5	0.5	9.0	7.6	1.4	2.4	1.9	0.5	0.4	0.3	0.1
97.3FM	11.4	11.9	-0.5	16.4	14.9	1.5	18.6	10.8	7.8	11.5	15.8	-4.3	15.2	16.9	-1.7	8.3	9.0	-0.7	1.4	1.3	0.1
4MMM	11.7	10.6	1.1	6.4	6.8	-0.4	13.3	13.8	-0.5	15.0	13.9	1.1	20.7	17.0	3.7	4.5	4.7	-0.2	0.2	0.8	-0.6
NOVA106.9	11.8	11.2	0.6	20.0	21.7	-1.7	25.8	28.9	-3.1	22.9	18.6	4.3	6.8	6.8	0.0	2.0	0.8	1.2	0.1	0.1	0.0
ABC612	10.5	10.3	0.2	0.9	0.9	0.0	0.6	1.1	-0.5	3.0	2.9	0.1	9.1	10.4	-1.3	17.8	17.9	-0.1	26.9	23.6	3.3
4RN	2.5	2.4	0.1	0.1	0.2	-0.1	*	*	0.0	0.5	0.8	-0.3	2.5	1.6	0.9	5.8	5.7	0.1	5.1	5.6	-0.5
NEWSR	1.3	1.3	0.0	*	0.3	-0.3	0.3	0.1	0.2	0.8	0.9	-0.1	0.8	0.8	0.0	1.7	1.6	0.1	3.5	3.5	0.0
4JJJ	6.0	7.0	-1.0	4.5	4.1	0.4	11.4	14.4	-3.0	14.5	16.5	-2.0	2.9	2.5	0.4	0.8	2.0	-1.2	*	0.2	-0.2
ABCFM	2.3	2.3	0.0	0.6	0.8	-0.2	0.4	0.8	-0.4	1.2	1.6	-0.4	1.2	1.1	0.1	2.3	1.9	0.4	7.2	6.7	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	7.9	0.0	9.0	9.4	-0.4	8.4	8.4	0.0	6.1	5.7	0.4	7.4	6.9	0.5	8.7	10.2	-1.5	6.7	7.9	-1.2
4BH	4.8	4.6	0.2	4.4	3.8	0.6	5.3	5.4	-0.1	4.9	5.3	-0.4	3.8	3.6	0.2	7.0	4.5	2.5	6.3	6.3	0.0
4KQ	7.3	7.1	0.2	9.0	8.5	0.5	7.6	7.5	0.1	7.0	7.0	0.0	5.7	5.5	0.2	3.9	3.6	0.3	8.4	8.7	-0.3
B105	11.8	11.5	0.3	9.6	9.8	-0.2	10.4	10.1	0.3	12.7	11.5	1.2	14.5	15.4	-0.9	16.1	14.1	2.0	11.4	10.9	0.5
97.3FM	11.7	12.1	-0.4	10.5	10.7	-0.2	11.9	12.7	-0.8	14.1	14.6	-0.5	12.5	11.6	0.9	6.5	8.0	-1.5	10.1	11.3	-1.2
4MMM	12.5	11.2	1.3	12.1	9.4	2.7	14.3	13.3	1.0	14.7	13.7	1.0	9.2	9.2	0.0	7.3	7.9	-0.6	9.1	8.2	0.9
NOVA106.9	12.1	11.4	0.7	10.9	11.3	-0.4	11.0	9.1	1.9	12.1	11.7	0.4	15.9	14.4	1.5	11.8	11.1	0.7	10.9	10.4	0.5
ABC612	10.2	10.0	0.2	13.4	13.4	0.0	9.0	9.0	0.0	7.3	7.2	0.1	7.7	7.9	-0.2	15.4	14.2	1.2	11.4	11.1	0.3
4RN	2.5	2.5	0.0	3.6	3.7	-0.1	2.0	2.0	0.0	1.3	1.5	-0.2	2.6	2.7	-0.1	3.5	2.3	1.2	2.4	2.3	0.1
NEWSR	1.2	1.3	-0.1	1.6	2.0	-0.4	0.7	0.6	0.1	0.8	0.9	-0.1	1.5	1.5	0.0	1.4	1.8	-0.4	1.6	1.3	0.3
4JJJ	5.9	7.2	-1.3	5.7	6.6	-0.9	5.3	6.9	-1.6	5.6	7.5	-1.9	7.7	7.8	-0.1	5.8	8.1	-2.3	6.2	6.3	-0.1
ABCFM	2.1	2.1	0.0	1.9	2.3	-0.4	2.7	2.7	0.0	1.8	1.6	0.2	1.7	1.9	-0.2	2.4	2.3	0.1	2.9	2.8	0.1

Survey Period: Sun Jul 31 - Sat Sep 3 and Sun Sep 18 - Sat Oct 22, 2011

# Adelaide Radio - Survey #7 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	13.5	14.8	-1.3	3.1	0.8	2.3	2.0	2.1	-0.1	5.7	6.0	-0.3	8.6	11.0	-2.4	17.4	19.3	-1.9	31.1	33.7	-2.6
CRUISE1323	9.0	7.7	1.3	0.5	0.9	-0.4	0.2	1.1	-0.9	3.5	3.0	0.5	8.5	8.4	0.1	14.0	12.2	1.8	17.1	12.4	4.7
MIX102.3	16.2	16.8	-0.6	10.5	14.2	-3.7	6.8	11.5	-4.7	15.6	18.4	-2.8	26.4	25.6	0.8	19.6	17.7	1.9	8.3	6.3	2.0
5MMM	7.2	7.4	-0.2	6.5	6.7	-0.2	7.1	8.9	-1.8	9.6	11.5	-1.9	12.2	10.0	2.2	5.6	6.2	-0.6	0.4	0.6	-0.2
NOVA91.9	9.8	8.3	1.5	28.9	25.1	3.8	27.7	21.0	6.7	15.2	14.6	0.6	8.1	6.3	1.8	1.9	1.8	0.1	0.1	*	0.1
SAFM	10.3	10.6	-0.3	39.2	39.4	-0.2	19.8	20.8	-1.0	12.8	15.2	-2.4	10.7	9.7	1.0	4.0	3.3	0.7	0.5	0.6	-0.1
ABC891	10.5	11.6	-1.1	0.4	1.5	-1.1	2.0	0.2	1.8	5.0	6.3	-1.3	7.2	8.3	-1.1	17.5	16.8	0.7	20.6	24.2	-3.6
5RN	2.2	2.5	-0.3	*	*	0.0	*	0.2	-0.2	1.2	1.2	0.0	2.0	1.9	0.1	5.7	6.4	-0.7	2.3	3.3	-1.0
NEWSR	1.9	1.6	0.3	0.4	0.2	0.2	0.3	0.4	-0.1	1.8	1.6	0.2	2.2	1.5	0.7	1.3	1.8	-0.5	3.3	2.4	0.9
5JJJ	6.4	6.1	0.3	4.4	4.3	0.1	23.1	23.6	-0.5	12.2	9.6	2.6	4.6	4.7	-0.1	1.7	2.5	-0.8	*	0.3	-0.3
ABCFM	3.7	3.7	0.0	0.7	2.3	-1.6	1.0	0.9	0.1	2.7	1.1	1.6	1.6	2.4	-0.8	5.3	5.9	-0.6	7.6	7.6	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	13.7	15.0	-1.3	16.8	18.8	-2.0	13.8	15.6	-1.8	8.3	9.3	-1.0	14.8	15.2	-0.4	17.8	18.6	-0.8	13.0	14.1	-1.1
CRUISE1323	8.6	7.3	1.3	6.7	5.9	0.8	11.1	8.7	2.4	11.1	9.2	1.9	6.1	5.5	0.6	5.4	5.3	0.1	10.5	9.0	1.5
MIX102.3	16.5	17.1	-0.6	15.1	14.9	0.2	18.0	18.0	0.0	19.6	20.6	-1.0	14.3	16.8	-2.5	12.1	12.0	0.1	15.3	15.5	-0.2
5MMM	7.4	7.7	-0.3	7.3	7.8	-0.5	7.6	7.8	-0.2	8.2	9.0	-0.8	7.2	6.5	0.7	5.3	5.4	-0.1	6.4	6.5	-0.1
NOVA91.9	10.1	8.6	1.5	9.2	7.8	1.4	9.3	8.3	1.0	10.4	8.9	1.5	11.8	10.2	1.6	10.4	8.6	1.8	9.0	7.4	1.6
SAFM	10.2	10.6	-0.4	9.2	9.4	-0.2	8.7	9.7	-1.0	10.2	10.4	-0.2	13.2	13.4	-0.2	11.1	11.9	-0.8	10.7	10.5	0.2
ABC891	10.6	11.3	-0.7	14.1	14.3	-0.2	10.0	10.4	-0.4	7.8	9.6	-1.8	7.9	8.7	-0.8	14.3	14.4	-0.1	10.3	12.4	-2.1
5RN	2.1	2.5	-0.4	3.2	3.6	-0.4	2.1	2.5	-0.4	1.1	1.3	-0.2	2.2	2.4	-0.2	1.8	2.8	-1.0	2.3	2.8	-0.5
NEWSR	1.8	1.5	0.3	2.7	2.3	0.4	1.3	0.8	0.5	1.2	0.9	0.3	1.4	0.8	0.6	2.8	3.3	-0.5	2.4	2.0	0.4
5JJJ	6.7	6.5	0.2	5.2	4.6	0.6	6.6	6.7	-0.1	8.1	8.1	0.0	7.5	7.6	-0.1	5.5	4.9	0.6	5.4	4.7	0.7
ABCFM	3.3	3.2	0.1	3.4	4.0	-0.6	3.2	3.1	0.1	2.6	2.6	0.0	4.2	3.7	0.5	3.5	2.5	1.0	4.9	5.1	-0.2

Survey Period: Sun Jul 31 - Sat Sep 3 and Sun Sep 18 - Sat Oct 22, 2011

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# Perth Radio - Survey #7 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	3.8	4.4	-0.6	0.7	0.4	0.3	0.5	0.2	0.3	1.1	1.2	-0.1	4.0	5.8	-1.8	10.6	11.6	-1.0	3.7	4.2	-0.5
6PR	9.7	11.5	-1.8	2.8	2.0	0.8	0.4	1.6	-1.2	4.4	5.8	-1.4	7.1	8.7	-1.6	10.3	13.2	-2.9	26.6	28.8	-2.2
MIX 94.5	16.6	15.4	1.2	11.3	10.4	0.9	12.3	8.8	3.5	13.7	13.2	0.5	26.8	27.6	-0.8	23.0	19.3	3.7	3.8	4.0	-0.2
92.9	11.2	11.0	0.2	36.9	37.0	-0.1	26.1	21.6	4.5	13.8	14.7	-0.9	10.2	10.0	0.2	3.2	2.6	0.6	0.5	0.5	0.0
96FM	9.6	10.0	-0.4	7.6	11.3	-3.7	10.9	14.1	-3.2	17.1	15.4	1.7	12.5	14.1	-1.6	3.7	3.3	0.4	0.8	1.2	-0.4
NOVA93.7	9.8	11.1	-1.3	20.0	21.6	-1.6	21.7	28.1	-6.4	18.4	18.6	-0.2	7.1	7.8	-0.7	1.8	3.5	-1.7	0.4	0.4	0.0
ABC720	10.5	11.6	-1.1	3.3	3.9	-0.6	0.7	1.4	-0.7	2.7	5.6	-2.9	9.7	6.0	3.7	18.4	19.1	-0.7	22.4	27.8	-5.4
6RN	1.9	1.8	0.1	*	0.5	-0.5	0.1	*	0.1	0.6	0.9	-0.3	2.2	1.2	1.0	3.0	2.7	0.3	3.9	4.4	-0.5
NEWSR	1.9	1.7	0.2	0.2	0.1	0.1	0.4	0.4	0.0	0.8	2.1	-1.3	1.9	1.7	0.2	1.9	1.0	0.9	4.6	2.8	1.8
6JJJ	9.5	7.8	1.7	9.8	7.6	2.2	23.7	20.2	3.5	18.8	14.8	4.0	7.8	6.8	1.0	0.6	0.5	0.1	0.1	0.1	0.0
ABCFM	3.5	3.1	0.4	1.4	2.7	-1.3	0.7	0.7	0.0	1.7	1.7	0.0	1.6	1.9	-0.3	4.0	3.9	0.1	10.1	7.2	2.9

## 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	+/-
6IX	3.6	4.2	-0.6	3.0	3.3	-0.3	3.5	5.1	-1.6	4.0	5.1	-1.1	4.0	4.1	-0.1	3.3	2.2	1.1	4.4	5.2	-0.8
6PR	10.0	11.7	-1.7	10.7	12.6	-1.9	12.2	13.2	-1.0	7.5	9.3	-1.8	9.4	10.7	-1.3	10.7	13.1	-2.4	8.7	11.1	-2.4
MIX 94.5	16.9	15.7	1.2	15.9	14.6	1.3	17.8	16.1	1.7	19.5	19.2	0.3	16.7	14.9	1.8	9.5	8.6	0.9	15.4	14.4	1.0
92.9	11.3	10.8	0.5	10.7	9.9	0.8	9.4	9.1	0.3	12.2	10.4	1.8	13.2	14.6	-1.4	12.7	13.2	-0.5	10.6	11.5	-0.9
96FM	10.2	10.4	-0.2	10.0	9.1	0.9	11.1	12.0	-0.9	12.5	13.3	-0.8	8.2	8.6	-0.4	4.9	4.7	0.2	7.7	8.7	-1.0
NOVA93.7	9.8	11.7	-1.9	9.7	11.9	-2.2	9.5	10.7	-1.2	10.0	11.8	-1.8	10.8	12.7	-1.9	8.4	11.1	-2.7	9.9	9.3	0.6
ABC720	10.6	11.5	-0.9	15.0	16.0	-1.0	10.4	11.0	-0.6	6.9	7.2	-0.3	8.0	8.8	-0.8	13.4	16.8	-3.4	10.1	11.7	-1.6
6RN	1.8	1.9	-0.1	2.5	2.6	-0.1	1.5	1.5	0.0	1.3	1.4	-0.1	1.9	1.6	0.3	2.2	2.8	-0.6	2.2	1.7	0.5
NEWSR	1.8	1.6	0.2	2.2	1.8	0.4	0.8	1.1	-0.3	0.9	0.8	0.1	1.9	1.7	0.2	6.2	4.5	1.7	2.3	1.9	0.4
6JJJ	9.5	7.8	1.7	8.4	7.0	1.4	8.7	6.9	1.8	9.8	8.5	1.3	11.6	9.1	2.5	10.3	8.0	2.3	9.4	7.8	1.6
ABCFM	3.4	3.0	0.4	3.4	3.1	0.3	3.0	3.0	0.0	2.8	2.5	0.3	3.8	3.3	0.5	5.5	4.1	1.4	3.9	3.5	0.4

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