

# Sydney Radio - Survey #8 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	5.5	5.0	0.5	*	0.1	-0.1	0.4	0.6	-0.2	0.4	0.3	0.1	1.9	3.0	-1.1	10.3	8.1	2.2	14.3	12.6	1.7
2GB	14.2	14.4	-0.2	3.4	2.2	1.2	4.6	1.5	3.1	5.7	5.2	0.5	10.7	10.2	0.5	20.8	21.4	-0.6	28.0	31.2	-3.2
2UE	5.3	6.1	-0.8	1.0	0.1	0.9	0.3	0.6	-0.3	1.6	1.7	-0.1	4.1	4.8	-0.7	6.6	11.5	-4.9	12.1	11.8	0.3
2DAY	9.9	9.5	0.4	24.8	25.0	-0.2	20.3	18.5	1.8	16.4	16.4	0.0	10.4	9.8	0.6	2.9	2.3	0.6	0.3	0.3	0.0
MIX106.5	5.5	5.3	0.2	6.2	7.1	-0.9	10.1	10.2	-0.1	8.4	8.3	0.1	7.7	7.3	0.4	2.7	1.6	1.1	0.5	0.4	0.1
2MMM	5.0	5.6	-0.6	3.1	4.1	-1.0	9.5	7.5	2.0	9.6	11.4	-1.8	6.7	7.6	-0.9	1.4	1.6	-0.2	*	*	0.0
NOVA96.9	6.0	6.0	0.0	16.9	13.6	3.3	12.9	14.7	-1.8	11.3	11.9	-0.6	5.2	4.9	0.3	0.7	0.4	0.3	0.1	0.1	0.0
Sydney's 95.3	3.2	3.5	-0.3	1.7	1.0	0.7	2.0	2.7	-0.7	3.9	5.5	-1.6	5.8	5.6	0.2	3.3	2.2	1.1	0.7	0.9	-0.2
WSFM	7.7	6.7	1.0	3.6	4.6	-1.0	3.7	3.4	0.3	7.2	5.6	1.6	12.7	10.5	2.2	10.1	8.8	1.3	3.8	3.9	-0.1
ABC702	10.3	9.9	0.4	2.4	3.4	-1.0	1.6	0.7	0.9	3.8	2.5	1.3	10.9	11.0	-0.1	15.0	15.4	-0.4	18.0	17.4	0.6
2RN	2.3	2.4	-0.1	0.2	0.2	0.0	0.8	0.3	0.5	1.1	1.0	0.1	1.3	2.5	-1.2	4.4	4.0	0.4	3.9	4.1	-0.2
NEWSR	1.7	1.9	-0.2	0.6	0.9	-0.3	0.6	0.2	0.4	1.4	1.4	0.0	2.0	2.6	-0.6	2.5	2.7	-0.2	1.7	2.0	-0.3
2JJJ	4.7	4.8	-0.1	2.1	3.1	-1.0	12.7	12.3	0.4	9.9	10.2	-0.3	4.2	3.6	0.6	1.4	2.1	-0.7	0.2	*	0.2
ABCFM	3.5	3.0	0.5	0.2	0.3	-0.1	0.3	0.3	0.0	1.3	1.4	-0.1	1.5	1.4	0.1	6.2	4.9	1.3	7.9	6.7	1.2

## 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	5.1	4.5	0.6	4.6	4.0	0.6	5.9	5.3	0.6	4.9	4.5	0.4	4.8	4.3	0.5	6.2	4.9	1.3	6.9	6.5	0.4
2GB	15.0	15.1	-0.1	16.4	17.5	-1.1	17.7	17.7	0.0	14.2	13.6	0.6	9.9	10.0	-0.1	16.0	15.0	1.0	11.6	12.0	-0.4
2UE	4.8	5.5	-0.7	5.2	5.3	-0.1	4.9	5.7	-0.8	4.4	5.2	-0.8	3.3	4.3	-1.0	7.1	8.3	-1.2	6.8	8.3	-1.5
2DAY	10.2	10.0	0.2	11.2	10.6	0.6	9.1	9.5	-0.4	9.3	9.8	-0.5	12.0	11.3	0.7	8.4	7.4	1.0	8.8	8.0	0.8
MIX106.5	5.6	5.4	0.2	4.3	3.7	0.6	5.8	5.1	0.7	6.2	6.2	0.0	5.6	6.0	-0.4	7.6	8.4	-0.8	5.2	5.0	0.2
2MMM	5.4	6.1	-0.7	5.7	6.2	-0.5	5.0	6.5	-1.5	6.6	7.8	-1.2	4.9	4.4	0.5	3.3	4.1	-0.8	3.8	4.0	-0.2
NOVA96.9	5.9	6.1	-0.2	5.4	5.6	-0.2	5.7	5.7	0.0	5.5	5.6	-0.1	7.2	7.8	-0.6	6.3	7.0	-0.7	6.4	5.8	0.6
Sydney's 95.3	3.4	3.6	-0.2	2.4	2.1	0.3	3.9	3.8	0.1	4.0	4.6	-0.6	3.5	4.4	-0.9	4.2	4.2	0.0	2.7	3.0	-0.3
WSFM	7.7	6.5	1.2	7.7	6.2	1.5	8.1	6.7	1.4	9.2	7.6	1.6	7.2	6.1	1.1	4.3	4.9	-0.6	7.7	7.3	0.4
ABC702	10.8	10.3	0.5	13.0	13.5	-0.5	8.8	8.3	0.5	9.4	8.2	1.2	11.6	10.6	1.0	10.4	9.5	0.9	8.6	8.4	0.2
2RN	2.2	2.4	-0.2	3.1	3.2	-0.1	2.0	2.4	-0.4	1.2	1.2	0.0	2.2	2.3	-0.1	2.7	3.2	-0.5	2.3	2.6	-0.3
NEWSR	1.6	1.7	-0.1	2.2	2.5	-0.3	1.3	1.2	0.1	0.8	1.1	-0.3	1.6	1.4	0.2	2.0	2.7	-0.7	2.0	2.5	-0.5
2JJJ	4.7	4.9	-0.2	3.3	3.8	-0.5	5.0	4.5	0.5	6.1	6.2	-0.1	5.5	6.3	-0.8	4.5	3.9	0.6	4.5	4.4	0.1
ABCFM	3.2	2.8	0.4	2.6	2.3	0.3	3.6	3.3	0.3	3.4	2.9	0.5	3.7	3.0	0.7	2.6	3.3	-0.7	4.6	3.7	0.9

Survey Period: Sun Sep 18 - Sat Oct 22 and Sun Oct 30 - Sat Dec 3, 2011

# Melbourne Radio - Survey #8 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	4.0	5.0	-1.0	0.8	0.7	0.1	4.9	7.5	-2.6	4.6	5.2	-0.6	5.8	7.4	-1.6	4.4	4.5	-0.1	1.6	2.3	-0.7
3AW	13.6	16.4	-2.8	3.5	3.0	0.5	1.2	1.8	-0.6	2.6	3.2	-0.6	11.0	13.1	-2.1	22.1	26.6	-4.5	29.1	35.2	-6.1
MAGIC	6.1	6.3	-0.2	0.3	0.3	0.0	*	0.1	-0.1	0.6	0.1	0.5	3.3	3.2	0.1	13.1	11.7	1.4	13.7	16.2	-2.5
MTR 1377	2.1	1.9	0.2	0.2	0.2	0.0	0.9	1.1	-0.2	0.3	0.1	0.2	1.8	1.9	-0.1	2.5	3.9	-1.4	4.8	2.9	1.9
FOXFM	10.9	10.5	0.4	34.6	35.5	-0.9	22.5	18.9	3.6	17.4	16.5	0.9	10.6	10.0	0.6	2.0	2.7	-0.7	0.5	1.3	-0.8
GOLD	7.5	6.9	0.6	3.9	3.3	0.6	3.4	5.1	-1.7	7.3	7.1	0.2	10.9	9.3	1.6	11.5	9.2	2.3	3.5	4.1	-0.6
MIX101.1	6.7	6.0	0.7	17.8	14.3	3.5	11.3	7.7	3.6	8.3	6.7	1.6	9.3	10.3	-1.0	1.6	1.9	-0.3	0.8	0.5	0.3
3MMM	6.6	7.4	-0.8	3.4	4.5	-1.1	12.8	7.6	5.2	11.2	14.8	-3.6	9.3	10.2	-0.9	2.4	3.1	-0.7	0.2	0.2	0.0
NOVA 100	7.0	8.0	-1.0	16.8	18.5	-1.7	14.3	18.7	-4.4	14.4	16.3	-1.9	5.7	6.3	-0.6	0.7	0.6	0.1	0.2	*	0.2
Melbourne's 91.5	4.2	3.2	1.0	7.0	4.6	2.4	4.1	3.2	0.9	3.4	4.8	-1.4	8.4	5.5	2.9	2.6	1.0	1.6	0.6	0.1	0.5
ABC774	11.9	10.3	1.6	1.8	2.9	-1.1	0.9	1.5	-0.6	6.1	4.2	1.9	9.3	8.9	0.4	19.1	18.2	0.9	22.6	17.6	5.0
3RN	2.6	1.8	0.8	1.4	0.7	0.7	0.1	0.1	0.0	1.4	1.3	0.1	1.8	1.2	0.6	5.0	3.8	1.2	4.4	2.7	1.7
NEWSR	1.2	1.3	-0.1	*	0.2	-0.2	0.9	0.6	0.3	1.1	1.5	-0.4	1.0	0.9	0.1	1.7	2.2	-0.5	1.8	1.7	0.1
3JJJ	4.3	3.9	0.4	2.2	2.4	-0.2	14.4	13.2	1.2	10.5	9.0	1.5	1.9	2.0	-0.1	0.9	0.3	0.6	*	*	0.0
ABCFM	2.9	2.4	0.5	0.7	1.3	-0.6	0.5	0.2	0.3	1.1	0.9	0.2	1.2	1.2	0.0	4.8	3.9	0.9	6.8	5.4	1.4

## 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	4.2	4.9	-0.7	4.6	5.4	-0.8	4.3	5.0	-0.7	3.6	4.4	-0.8	5.0	5.2	-0.2	3.1	4.1	-1.0	3.4	5.1	-1.7
3AW	13.5	16.6	-3.1	16.6	20.4	-3.8	15.7	18.4	-2.7	10.4	12.6	-2.2	10.6	13.9	-3.3	12.0	16.5	-4.5	14.0	15.6	-1.6
MAGIC	5.6	5.9	-0.3	5.3	5.1	0.2	6.2	6.6	-0.4	6.2	7.0	-0.8	4.8	5.2	-0.4	4.4	4.8	-0.4	7.7	7.8	-0.1
MTR 1377	2.3	2.0	0.3	2.6	2.3	0.3	2.3	1.9	0.4	2.1	1.9	0.2	1.6	1.5	0.1	3.3	2.7	0.6	1.3	1.4	-0.1
FOXFM	11.1	10.7	0.4	10.4	10.1	0.3	8.2	8.5	-0.3	11.9	10.7	1.2	14.2	14.5	-0.3	12.3	11.0	1.3	10.4	10.1	0.3
GOLD	7.6	6.9	0.7	5.3	5.3	0.0	8.9	7.5	1.4	10.5	9.1	1.4	6.6	6.4	0.2	5.4	6.0	-0.6	7.3	6.9	0.4
MIX101.1	6.7	5.9	0.8	4.7	4.7	0.0	6.3	5.4	0.9	8.0	6.8	1.2	7.2	6.8	0.4	9.2	6.6	2.6	6.7	6.3	0.4
3MMM	7.2	7.5	-0.3	7.5	7.8	-0.3	6.8	7.1	-0.3	7.9	8.1	-0.2	7.5	7.9	-0.4	4.6	4.9	-0.3	4.7	7.0	-2.3
NOVA 100	7.1	8.6	-1.5	7.8	8.2	-0.4	6.3	8.5	-2.2	6.7	9.8	-3.1	7.9	8.8	-0.9	5.9	6.5	-0.6	6.8	5.9	0.9
Melbourne's 91.5	4.3	3.2	1.1	3.1	2.3	0.8	3.6	2.9	0.7	5.2	4.1	1.1	5.6	3.5	2.1	5.0	3.7	1.3	3.8	3.1	0.7
ABC774	12.1	10.3	1.8	15.2	12.7	2.5	13.7	11.4	2.3	8.8	7.9	0.9	8.9	7.6	1.3	13.2	11.9	1.3	11.3	10.0	1.3
3RN	2.6	1.8	0.8	3.2	2.5	0.7	2.7	1.4	1.3	1.7	0.9	0.8	2.5	1.9	0.6	3.0	2.6	0.4	2.6	2.1	0.5
NEWSR	1.1	1.3	-0.2	1.4	1.7	-0.3	0.6	0.7	-0.1	0.8	0.6	0.2	1.0	1.1	-0.1	2.4	3.2	-0.8	1.7	1.6	0.1
3JJJ	4.6	4.0	0.6	3.6	2.9	0.7	4.6	4.0	0.6	5.3	4.9	0.4	6.0	5.0	1.0	3.7	3.1	0.6	3.3	3.5	-0.2
ABCFM	2.6	2.3	0.3	2.3	1.9	0.4	3.1	2.7	0.4	2.3	1.9	0.4	3.2	2.4	0.8	2.5	2.7	-0.2	3.7	3.0	0.7

Survey Period: Sun Sep 18 - Sat Oct 22 and Sun Oct 30 - Sat Dec 3, 2011

# Brisbane Radio - Survey #8 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	6.8	7.6	-0.8	2.0	*	2.0	1.0	0.9	0.1	2.1	1.7	0.4	3.5	6.1	-2.6	11.2	12.0	-0.8	21.1	21.9	-0.8
4BH	6.2	5.2	1.0	0.3	0.1	0.2	0.6	0.5	0.1	2.3	0.2	2.1	4.5	3.5	1.0	12.1	11.8	0.3	15.4	14.2	1.2
4KQ	7.9	7.6	0.3	1.3	1.6	-0.3	3.4	0.9	2.5	1.2	1.5	-0.3	10.0	9.7	0.3	19.9	19.2	0.7	8.9	9.7	-0.8
B105	11.3	11.7	-0.4	37.4	42.5	-5.1	17.8	19.5	-1.7	15.0	16.0	-1.0	9.3	9.0	0.3	3.3	2.4	0.9	1.0	0.4	0.6
97.3FM	11.7	11.4	0.3	14.1	16.4	-2.3	14.5	18.6	-4.1	11.7	11.5	0.2	17.7	15.2	2.5	7.7	8.3	-0.6	2.4	1.4	1.0
4MMM	11.1	11.7	-0.6	8.7	6.4	2.3	9.0	13.3	-4.3	14.6	15.0	-0.4	19.1	20.7	-1.6	5.5	4.5	1.0	0.4	0.2	0.2
NOVA106.9	11.4	11.8	-0.4	23.0	20.0	3.0	21.9	25.8	-3.9	21.3	22.9	-1.6	6.9	6.8	0.1	3.6	2.0	1.6	*	0.1	-0.1
ABC612	9.9	10.5	-0.6	0.7	0.9	-0.2	1.1	0.6	0.5	3.8	3.0	0.8	7.6	9.1	-1.5	15.9	17.8	-1.9	26.4	26.9	-0.5
4RN	2.3	2.5	-0.2	0.4	0.1	0.3	*	*	0.0	0.3	0.5	-0.2	2.6	2.5	0.1	4.1	5.8	-1.7	5.3	5.1	0.2
NEWSR	1.1	1.3	-0.2	0.1	*	0.1	0.3	0.3	0.0	0.7	0.8	-0.1	1.0	0.8	0.2	1.5	1.7	-0.2	2.6	3.5	-0.9
4JJJ	7.4	6.0	1.4	4.3	4.5	-0.2	20.7	11.4	9.3	16.8	14.5	2.3	3.2	2.9	0.3	0.4	0.8	-0.4	*	*	0.0
ABCFM	2.1	2.3	-0.2	0.3	0.6	-0.3	1.2	0.4	0.8	0.9	1.2	-0.3	0.9	1.2	-0.3	4.3	2.3	2.0	5.1	7.2	-2.1

## 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	+/-
4BC	7.3	7.9	-0.6	8.1	9.0	-0.9	7.9	8.4	-0.5	6.3	6.1	0.2	6.0	7.4	-1.4	8.1	8.7	-0.6	5.3	6.7	-1.4
4BH	6.1	4.8	1.3	6.3	4.4	1.9	6.4	5.3	1.1	6.0	4.9	1.1	5.1	3.8	1.3	6.6	7.0	-0.4	6.6	6.3	0.3
4KQ	7.7	7.3	0.4	8.6	9.0	-0.4	8.7	7.6	1.1	7.6	7.0	0.6	6.9	5.7	1.2	3.3	3.9	-0.6	8.4	8.4	0.0
B105	11.2	11.8	-0.6	10.1	9.6	0.5	10.3	10.4	-0.1	12.1	12.7	-0.6	11.7	14.5	-2.8	13.9	16.1	-2.2	11.8	11.4	0.4
97.3FM	11.8	11.7	0.1	11.2	10.5	0.7	12.1	11.9	0.2	13.1	14.1	-1.0	12.3	12.5	-0.2	8.6	6.5	2.1	11.2	10.1	1.1
4MMM	11.6	12.5	-0.9	11.2	12.1	-0.9	11.6	14.3	-2.7	12.7	14.7	-2.0	10.7	9.2	1.5	11.3	7.3	4.0	9.6	9.1	0.5
NOVA106.9	11.7	12.1	-0.4	10.1	10.9	-0.8	11.3	11.0	0.3	12.1	12.1	0.0	15.4	15.9	-0.5	10.6	11.8	-1.2	10.5	10.9	-0.4
ABC612	9.8	10.2	-0.4	12.8	13.4	-0.6	9.1	9.0	0.1	7.2	7.3	-0.1	7.7	7.7	0.0	12.0	15.4	-3.4	10.2	11.4	-1.2
4RN	2.3	2.5	-0.2	2.8	3.6	-0.8	1.8	2.0	-0.2	1.1	1.3	-0.2	3.3	2.6	0.7	3.2	3.5	-0.3	2.4	2.4	0.0
NEWSR	1.0	1.2	-0.2	1.3	1.6	-0.3	0.9	0.7	0.2	0.8	0.8	0.0	1.1	1.5	-0.4	1.2	1.4	-0.2	1.4	1.6	-0.2
4JJJ	7.6	5.9	1.7	6.4	5.7	0.7	7.7	5.3	2.4	8.3	5.6	2.7	8.6	7.7	0.9	7.3	5.8	1.5	6.8	6.2	0.6
ABCFM	2.0	2.1	-0.1	2.0	1.9	0.1	2.2	2.7	-0.5	1.7	1.8	-0.1	2.2	1.7	0.5	2.3	2.4	-0.1	2.3	2.9	-0.6

Survey Period: Sun Sep 18 - Sat Oct 22 and Sun Oct 30 - Sat Dec 3, 2011

# Adelaide Radio - Survey #8 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	13.9	13.5	0.4	3.2	3.1	0.1	1.3	2.0	-0.7	4.1	5.7	-1.6	10.8	8.6	2.2	20.4	17.4	3.0	28.6	31.1	-2.5
CRUISE1323	9.0	9.0	0.0	0.8	0.5	0.3	0.3	0.2	0.1	2.0	3.5	-1.5	8.0	8.5	-0.5	14.6	14.0	0.6	17.5	17.1	0.4
MIX102.3	15.7	16.2	-0.5	8.8	10.5	-1.7	13.1	6.8	6.3	14.2	15.6	-1.4	28.3	26.4	1.9	18.0	19.6	-1.6	5.9	8.3	-2.4
5MMM	6.6	7.2	-0.6	6.0	6.5	-0.5	6.1	7.1	-1.0	7.5	9.6	-2.1	12.7	12.2	0.5	5.4	5.6	-0.2	0.7	0.4	0.3
NOVA91.9	10.6	9.8	0.8	26.7	28.9	-2.2	29.0	27.7	1.3	18.0	15.2	2.8	8.9	8.1	0.8	2.8	1.9	0.9	0.1	0.1	0.0
SAFM	10.4	10.3	0.1	40.5	39.2	1.3	18.0	19.8	-1.8	15.1	12.8	2.3	10.2	10.7	-0.5	3.1	4.0	-0.9	0.2	0.5	-0.3
ABC891	10.9	10.5	0.4	0.5	0.4	0.1	2.0	2.0	0.0	4.0	5.0	-1.0	7.0	7.2	-0.2	16.8	17.5	-0.7	22.9	20.6	2.3
5RN	2.2	2.2	0.0	*	*	0.0	*	*	0.0	1.2	1.2	0.0	1.7	2.0	-0.3	4.6	5.7	-1.1	3.5	2.3	1.2
NEWSR	2.1	1.9	0.2	0.1	0.4	-0.3	2.0	0.3	1.7	1.4	1.8	-0.4	2.1	2.2	-0.1	1.5	1.3	0.2	3.7	3.3	0.4
5JJJ	5.5	6.4	-0.9	2.5	4.4	-1.9	12.0	23.1	-11.1	15.6	12.2	3.4	3.1	4.6	-1.5	1.8	1.7	0.1	*	*	0.0
ABCFM	3.9	3.7	0.2	0.1	0.7	-0.6	0.5	1.0	-0.5	2.5	2.7	-0.2	1.0	1.6	-0.6	4.5	5.3	-0.8	9.7	7.6	2.1

## 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	+/-
5AA	14.5	13.7	0.8	16.4	16.8	-0.4	15.7	13.8	1.9	9.3	8.3	1.0	16.6	14.8	1.8	16.9	17.8	-0.9	11.8	13.0	-1.2
CRUISE1323	8.2	8.6	-0.4	6.0	6.7	-0.7	10.3	11.1	-0.8	10.1	11.1	-1.0	7.0	6.1	0.9	6.7	5.4	1.3	11.3	10.5	0.8
MIX102.3	15.9	16.5	-0.6	14.8	15.1	-0.3	17.8	18.0	-0.2	19.1	19.6	-0.5	12.5	14.3	-1.8	11.7	12.1	-0.4	15.2	15.3	-0.1
5MMM	6.7	7.4	-0.7	6.2	7.3	-1.1	6.4	7.6	-1.2	7.0	8.2	-1.2	7.9	7.2	0.7	5.7	5.3	0.4	6.3	6.4	-0.1
NOVA91.9	10.7	10.1	0.6	9.2	9.2	0.0	10.9	9.3	1.6	12.1	10.4	1.7	11.3	11.8	-0.5	9.3	10.4	-1.1	10.4	9.0	1.4
SAFM	10.6	10.2	0.4	9.9	9.2	0.7	8.7	8.7	0.0	11.3	10.2	1.1	13.1	13.2	-0.1	10.1	11.1	-1.0	9.9	10.7	-0.8
ABC891	11.2	10.6	0.6	15.4	14.1	1.3	10.6	10.0	0.6	8.3	7.8	0.5	8.1	7.9	0.2	14.0	14.3	-0.3	10.0	10.3	-0.3
5RN	2.2	2.1	0.1	3.2	3.2	0.0	1.9	2.1	-0.2	1.4	1.1	0.3	2.2	2.2	0.0	2.6	1.8	0.8	2.3	2.3	0.0
NEWSR	2.0	1.8	0.2	3.0	2.7	0.3	1.1	1.3	-0.2	1.3	1.2	0.1	1.7	1.4	0.3	3.8	2.8	1.0	2.5	2.4	0.1
5JJJ	5.6	6.7	-1.1	4.8	5.2	-0.4	5.0	6.6	-1.6	6.5	8.1	-1.6	6.1	7.5	-1.4	5.5	5.5	0.0	5.2	5.4	-0.2
ABCFM	3.5	3.3	0.2	3.6	3.4	0.2	3.3	3.2	0.1	2.9	2.6	0.3	4.3	4.2	0.1	4.4	3.5	0.9	5.0	4.9	0.1

Survey Period: Sun Sep 18 - Sat Oct 22 and Sun Oct 30 - Sat Dec 3, 2011

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# Perth Radio - Survey #8 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	4.3	3.8	0.5	0.7	0.7	0.0	2.3	0.5	1.8	2.2	1.1	1.1	2.8	4.0	-1.2	11.5	10.6	0.9	5.3	3.7	1.6
6PR	9.3	9.7	-0.4	3.4	2.8	0.6	0.8	0.4	0.4	4.9	4.4	0.5	7.4	7.1	0.3	11.5	10.3	1.2	22.2	26.6	-4.4
MIX 94.5	15.1	16.6	-1.5	10.5	11.3	-0.8	10.2	12.3	-2.1	10.3	13.7	-3.4	26.6	26.8	-0.2	21.6	23.0	-1.4	3.3	3.8	-0.5
92.9	12.6	11.2	1.4	39.5	36.9	2.6	25.2	26.1	-0.9	18.3	13.8	4.5	11.2	10.2	1.0	1.3	3.2	-1.9	0.3	0.5	-0.2
96FM	9.4	9.6	-0.2	9.3	7.6	1.7	7.9	10.9	-3.0	16.3	17.1	-0.8	11.9	12.5	-0.6	5.9	3.7	2.2	0.4	0.8	-0.4
NOVA93.7	9.7	9.8	-0.1	18.5	20.0	-1.5	17.8	21.7	-3.9	17.6	18.4	-0.8	9.3	7.1	2.2	0.9	1.8	-0.9	0.1	0.4	-0.3
ABC720	9.9	10.5	-0.6	1.3	3.3	-2.0	0.7	0.7	0.0	2.9	2.7	0.2	8.4	9.7	-1.3	14.3	18.4	-4.1	25.5	22.4	3.1
6RN	2.6	1.9	0.7	0.3	*	0.3	0.3	0.1	0.2	0.2	0.6	-0.4	3.4	2.2	1.2	2.6	3.0	-0.4	6.6	3.9	2.7
NEWSR	2.0	1.9	0.1	2.3	0.2	2.1	0.1	0.4	-0.3	0.7	0.8	-0.1	1.3	1.9	-0.6	1.9	1.9	0.0	5.6	4.6	1.0
6JJJ	10.3	9.5	0.8	8.5	9.8	-1.3	32.0	23.7	8.3	19.5	18.8	0.7	7.6	7.8	-0.2	0.7	0.6	0.1	*	0.1	-0.1
ABCFM	2.9	3.5	-0.6	0.5	1.4	-0.9	0.2	0.7	-0.5	0.8	1.7	-0.9	2.2	1.6	0.6	3.3	4.0	-0.7	8.5	10.1	-1.6

## 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	4.2	3.6	0.6	3.9	3.0	0.9	4.5	3.5	1.0	4.7	4.0	0.7	4.1	4.0	0.1	3.3	3.3	0.0	4.4	4.4	0.0
6PR	9.7	10.0	-0.3	10.5	10.7	-0.2	11.1	12.2	-1.1	7.7	7.5	0.2	9.6	9.4	0.2	9.5	10.7	-1.2	8.0	8.7	-0.7
MIX 94.5	15.4	16.9	-1.5	14.3	15.9	-1.6	16.8	17.8	-1.0	17.9	19.5	-1.6	14.3	16.7	-2.4	9.4	9.5	-0.1	14.2	15.4	-1.2
92.9	12.9	11.3	1.6	11.8	10.7	1.1	10.4	9.4	1.0	14.7	12.2	2.5	15.6	13.2	2.4	13.0	12.7	0.3	11.6	10.6	1.0
96FM	9.7	10.2	-0.5	8.8	10.0	-1.2	10.9	11.1	-0.2	12.3	12.5	-0.2	8.0	8.2	-0.2	5.2	4.9	0.3	8.3	7.7	0.6
NOVA93.7	9.5	9.8	-0.3	9.5	9.7	-0.2	8.8	9.5	-0.7	9.4	10.0	-0.6	10.6	10.8	-0.2	9.1	8.4	0.7	10.6	9.9	0.7
ABC720	10.2	10.6	-0.4	14.5	15.0	-0.5	9.7	10.4	-0.7	7.0	6.9	0.1	7.3	8.0	-0.7	11.8	13.4	-1.6	9.2	10.1	-0.9
6RN	2.4	1.8	0.6	3.4	2.5	0.9	2.2	1.5	0.7	1.4	1.3	0.1	2.7	1.9	0.8	2.7	2.2	0.5	3.2	2.2	1.0
NEWSR	1.9	1.8	0.1	2.2	2.2	0.0	0.7	0.8	-0.1	1.1	0.9	0.2	1.7	1.9	-0.2	7.0	6.2	0.8	2.5	2.3	0.2
6JJJ	10.7	9.5	1.2	8.7	8.4	0.3	10.3	8.7	1.6	10.8	9.8	1.0	13.2	11.6	1.6	13.5	10.3	3.2	9.0	9.4	-0.4
ABCFM	2.8	3.4	-0.6	2.5	3.4	-0.9	2.7	3.0	-0.3	2.2	2.8	-0.6	3.5	3.8	-0.3	4.5	5.5	-1.0	3.2	3.9	-0.7

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