

SYDNEY RADIO - SURVEY #1 2013



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	5.3	-0.3	0.3	0.3	0.0	*	*	0.0	0.2	0.2	0.0	1.9	3.1	-1.2	8.9	11.0	-2.1	13.7	12.6	1.1
2GB	12.0	14.0	-2.0	1.6	2.8	-1.2	3.9	3.2	0.7	4.8	6.4	-1.6	9.3	9.4	-0.1	14.4	18.0	-3.6	26.2	31.4	-5.2
2UE	4.9	5.3	-0.4	2.3	2.1	0.2	0.4	0.2	0.2	0.8	1.9	-1.1	4.7	3.9	0.8	6.0	6.6	-0.6	10.8	12.1	-1.3
2DAY	9.3	8.4	0.9	18.2	15.1	3.1	16.5	16.5	0.0	18.0	15.8	2.2	9.4	8.3	1.1	2.8	1.9	0.9	0.5	0.3	0.2
MIX106.5	4.3	4.5	-0.2	9.7	10.0	-0.3	7.4	6.3	1.1	6.9	6.1	0.8	4.0	4.6	-0.6	3.0	4.1	-1.1	0.5	0.9	-0.4
2MMM	5.7	5.2	0.5	4.0	5.6	-1.6	6.4	5.1	1.3	11.0	9.3	1.7	8.7	8.3	0.4	0.8	0.9	-0.1	0.3	0.3	0.0
NOVA96.9	6.4	7.3	-0.9	20.8	22.0	-1.2	18.2	16.8	1.4	12.6	12.9	-0.3	3.4	5.2	-1.8	0.7	1.8	-1.1	0.1	*	0.1
smoothfm 95.3	5.6	5.8	-0.2	1.5	1.5	0.0	4.2	6.2	-2.0	6.4	7.7	-1.3	6.2	8.1	-1.9	7.0	4.2	2.8	4.5	3.2	1.3
WSFM	8.5	7.1	1.4	6.4	3.0	3.4	1.3	3.0	-1.7	5.0	6.8	-1.8	15.8	11.7	4.1	14.2	10.1	4.1	2.3	2.8	-0.5
ABC702	10.9	10.4	0.5	2.4	2.6	-0.2	2.2	2.0	0.2	3.2	4.7	-1.5	10.0	9.8	0.2	19.7	18.4	1.3	18.7	16.6	2.1
2RN	2.7	2.5	0.2	0.5	0.5	0.0	1.1	1.0	0.1	0.3	0.2	0.1	3.5	3.0	0.5	3.8	4.3	-0.5	4.6	4.4	0.2
NEWSR	2.0	1.7	0.3	0.5	0.2	0.3	0.7	0.6	0.1	2.5	1.9	0.6	1.8	2.1	-0.3	3.3	2.4	0.9	1.7	1.5	0.2
2JJJ	7.1	5.2	1.9	6.4	7.5	-1.1	19.7	11.9	7.8	14.6	11.0	3.6	5.5	3.6	1.9	2.4	1.7	0.7	0.3	0.4	-0.1
ABCFM	2.9	3.1	-0.2	1.0	0.4	0.6	0.4	0.3	0.1	1.3	1.3	0.0	1.2	1.6	-0.4	3.9	5.3	-1.4	7.2	6.9	0.3

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdn			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdn			Saturday & Sunday 5.30am-12.00Mdn		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CH	4.5	4.8	-0.3	3.9	4.0	-0.1	5.6	6.1	-0.5	4.7	5.1	-0.4	3.4	3.6	-0.2	5.7	5.9	-0.2	6.6	6.9	-0.3
2GB	12.9	15.2	-2.3	15.4	18.2	-2.8	14.9	18.6	-3.7	10.6	12.3	-1.7	10.2	11.4	-1.2	11.2	12.8	-1.6	8.9	10.0	-1.1
2UE	4.1	4.3	-0.2	4.1	4.5	-0.4	3.0	3.5	-0.5	4.1	3.8	0.3	4.2	3.5	0.7	6.0	7.6	-1.6	7.7	8.4	-0.7
2DAY	10.0	9.0	1.0	11.0	10.3	0.7	9.1	7.3	1.8	9.8	8.3	1.5	11.1	10.4	0.7	7.8	7.9	-0.1	7.1	6.4	0.7
MIX106.5	4.1	4.1	0.0	3.1	3.5	-0.4	3.1	2.9	0.2	3.9	4.1	-0.2	5.4	5.2	0.2	7.3	6.7	0.6	4.9	6.0	-1.1
2MMM	6.1	5.8	0.3	5.7	5.8	-0.1	6.7	5.7	1.0	7.4	7.1	0.3	5.3	5.5	-0.2	4.5	3.3	1.2	4.2	3.3	0.9
NOVA96.9	6.6	7.3	-0.7	6.3	6.3	0.0	5.1	6.0	-0.9	5.9	7.0	-1.1	9.2	9.4	-0.2	7.6	10.3	-2.7	5.9	7.3	-1.4
smoothfm 95.3	5.7	5.6	0.1	2.7	2.8	-0.1	8.1	7.0	1.1	8.9	8.4	0.5	5.3	5.3	0.0	3.4	5.1	-1.7	5.1	6.3	-1.2
WSFM	8.4	6.9	1.5	9.2	7.2	2.0	8.9	7.6	1.3	9.1	7.4	1.7	6.9	6.4	0.5	5.1	4.4	0.7	8.9	7.7	1.2
ABC702	11.2	10.7	0.5	13.8	13.7	0.1	9.6	8.6	1.0	9.2	9.1	0.1	11.5	11.6	-0.1	11.2	8.6	2.6	9.7	9.1	0.6
2RN	2.7	2.4	0.3	4.0	3.7	0.3	2.0	1.7	0.3	1.5	1.4	0.1	3.0	2.2	0.8	2.2	2.5	-0.3	2.9	2.9	0.0
NEWSR	1.8	1.6	0.2	2.9	2.6	0.3	1.1	0.7	0.4	0.7	0.8	-0.1	1.5	1.5	0.0	3.1	2.6	0.5	2.7	2.1	0.6
2JJJ	6.9	5.3	1.6	5.3	4.0	1.3	7.3	5.5	1.8	8.6	6.3	2.3	7.4	6.2	1.2	6.3	5.3	1.0	7.5	4.9	2.6
ABCFM	2.7	2.9	-0.2	2.2	2.5	-0.3	3.7	3.1	0.6	2.2	2.8	-0.6	2.9	3.6	-0.7	3.0	2.9	0.1	3.6	3.7	-0.1

MELBOURNE RADIO - SURVEY #1 2013



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	3.9	4.3	-0.4	3.0	2.5	0.5	1.0	2.4	-1.4	4.5	5.0	-0.5	5.8	6.6	-0.8	4.0	4.5	-0.5	2.2	2.0	0.2
3AW	13.7	15.0	-1.3	1.6	2.1	-0.5	2.4	2.3	0.1	4.6	5.4	-0.8	11.2	11.4	-0.2	22.4	22.7	-0.3	28.2	31.2	-3.0
MAGIC	5.2	6.0	-0.8	*	*	0.0	1.1	0.3	0.8	0.2	0.2	0.0	2.4	2.3	0.1	9.6	10.9	-1.3	14.0	16.1	-2.1
FOXFm	9.3	9.5	-0.2	32.5	33.5	-1.0	22.7	23.6	-0.9	13.2	12.7	0.5	6.5	7.6	-1.1	3.7	4.4	-0.7	0.4	0.6	-0.2
GOLD	7.0	6.7	0.3	3.9	3.3	0.6	7.0	6.1	0.9	3.9	7.6	-3.7	9.7	9.3	0.4	13.1	8.7	4.4	3.1	2.8	0.3
MIX101.1	6.7	7.1	-0.4	16.2	17.5	-1.3	7.4	8.7	-1.3	11.5	12.2	-0.7	7.4	7.8	-0.4	2.9	3.7	-0.8	1.0	0.8	0.2
3MMM	6.9	6.2	0.7	5.5	5.1	0.4	11.9	12.4	-0.5	13.0	10.6	2.4	7.9	8.6	-0.7	2.1	1.4	0.7	0.6	0.5	0.1
NOVA 100	8.4	7.5	0.9	22.5	21.3	1.2	20.2	17.0	3.2	13.7	13.0	0.7	7.1	6.3	0.8	0.9	1.3	-0.4	0.8	0.6	0.2
smoothfm 91.5	4.7	4.9	-0.2	2.1	3.3	-1.2	2.0	2.4	-0.4	3.9	5.4	-1.5	8.3	7.3	1.0	6.5	6.0	0.5	1.8	2.3	-0.5
ABC774	12.3	11.6	0.7	2.6	2.0	0.6	2.0	2.5	-0.5	4.4	3.5	0.9	11.8	10.8	1.0	17.8	17.4	0.4	24.3	22.3	2.0
3RN	2.8	2.7	0.1	0.5	0.4	0.1	0.2	0.4	-0.2	1.1	0.6	0.5	2.7	3.4	-0.7	3.6	4.2	-0.6	6.0	4.5	1.5
NEWSR	1.5	1.6	-0.1	0.2	0.1	0.1	0.2	*	0.2	1.1	2.1	-1.0	1.9	1.8	0.1	2.2	1.2	1.0	2.0	2.4	-0.4
3JJJ	5.4	5.2	0.2	3.6	2.6	1.0	13.7	14.3	-0.6	13.2	11.7	1.5	2.5	3.6	-1.1	1.3	1.2	0.1	0.3	0.2	0.1
ABCFM	3.1	2.5	0.6	*	*	0.0	0.8	0.6	0.2	1.4	0.5	0.9	2.1	2.2	-0.1	2.7	3.4	-0.7	8.1	5.4	2.7

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	4.6	-0.4	4.7	4.8	-0.1	4.2	4.6	-0.4	3.7	4.3	-0.6	4.6	4.9	-0.3	3.3	4.0	-0.7	2.8	3.1	-0.3
3AW	13.9	15.4	-1.5	18.2	19.4	-1.2	15.2	17.0	-1.8	11.1	12.1	-1.0	10.6	12.7	-2.1	11.6	12.6	-1.0	12.7	13.7	-1.0
MAGIC	4.9	5.4	-0.5	4.1	4.9	-0.8	5.4	6.4	-1.0	5.7	6.2	-0.5	4.8	4.6	0.2	4.2	3.8	0.4	6.2	8.1	-1.9
FOXFm	9.5	9.8	-0.3	8.9	9.1	-0.2	7.9	8.2	-0.3	9.4	10.2	-0.8	12.2	12.6	-0.4	10.4	9.6	0.8	8.4	8.5	-0.1
GOLD	7.0	6.8	0.2	5.3	5.4	-0.1	7.8	7.4	0.4	8.2	8.2	0.0	7.1	6.3	0.8	6.9	6.5	0.4	6.9	6.7	0.2
MIX101.1	6.8	7.2	-0.4	5.6	6.3	-0.7	6.5	6.5	0.0	7.4	7.3	0.1	7.4	7.7	-0.3	8.6	10.5	-1.9	6.5	6.8	-0.3
3MMM	7.4	6.6	0.8	7.0	6.3	0.7	8.0	6.5	1.5	9.5	7.8	1.7	6.3	6.8	-0.5	3.8	4.6	-0.8	5.3	4.7	0.6
NOVA 100	8.4	7.6	0.8	7.6	7.6	0.0	7.2	6.3	0.9	9.2	7.9	1.3	9.7	9.0	0.7	9.3	7.8	1.5	8.3	7.1	1.2
smoothfm 91.5	4.7	4.9	-0.2	3.6	3.4	0.2	4.9	5.2	-0.3	5.8	6.6	-0.8	4.9	4.6	0.3	4.1	4.5	-0.4	4.9	4.9	0.0
ABC774	12.5	11.7	0.8	15.5	14.5	1.0	13.6	13.3	0.3	9.6	9.0	0.6	10.3	9.1	1.2	12.3	10.8	1.5	11.5	11.3	0.2
3RN	2.7	2.5	0.2	4.1	3.3	0.8	1.5	1.8	-0.3	1.5	1.3	0.2	2.9	3.3	-0.4	3.6	3.7	-0.1	3.3	3.3	0.0
NEWSR	1.5	1.6	-0.1	2.0	2.3	-0.3	0.8	1.0	-0.2	0.9	0.9	0.0	1.2	1.4	-0.2	3.2	2.7	0.5	1.7	2.0	-0.3
3JJJ	5.4	5.3	0.1	4.6	4.1	0.5	5.7	5.5	0.2	6.1	6.7	-0.6	6.4	5.9	0.5	3.5	4.1	-0.6	5.5	4.5	1.0
ABCFM	2.8	2.4	0.4	2.8	2.2	0.6	2.6	2.2	0.4	2.5	2.2	0.3	2.8	2.4	0.4	4.0	3.6	0.4	3.9	2.9	1.0

BRISBANE RADIO - SURVEY #1 2013



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	6.2	5.4	0.8	0.2	0.6	-0.4	0.3	*	0.3	0.6	1.0	-0.4	5.7	3.9	1.8	7.6	7.1	0.5	18.8	16.9	1.9
4BH	6.5	6.1	0.4	1.2	0.3	0.9	*	*	0.0	1.5	0.6	0.9	3.5	2.9	0.6	14.7	16.7	-2.0	16.4	15.0	1.4
4KQ	8.1	6.6	1.5	1.2	1.4	-0.2	1.7	2.4	-0.7	1.0	1.7	-0.7	10.0	8.0	2.0	21.6	17.2	4.4	10.6	7.2	3.4
B105	9.8	11.0	-1.2	29.9	30.9	-1.0	23.0	25.1	-2.1	13.5	12.9	0.6	6.1	9.6	-3.5	2.1	3.0	-0.9	0.9	0.9	0.0
97.3FM	13.4	13.5	-0.1	17.2	18.1	-0.9	9.7	9.3	0.4	17.5	17.8	-0.3	19.9	20.0	-0.1	7.6	10.0	-2.4	4.5	2.3	2.2
4MMM	9.7	8.6	1.1	5.8	5.3	0.5	12.7	6.3	6.4	10.4	11.8	-1.4	17.1	15.3	1.8	7.0	5.4	1.6	0.1	0.7	-0.6
NOVA106.9	11.9	13.1	-1.2	23.3	25.9	-2.6	27.2	30.2	-3.0	20.5	22.6	-2.1	7.0	8.4	-1.4	3.5	3.0	0.5	0.7	0.4	0.3
ABC612	11.1	11.3	-0.2	4.6	3.2	1.4	4.3	0.4	3.9	3.9	5.0	-1.1	9.0	8.9	0.1	17.9	15.5	2.4	24.9	28.5	-3.6
4RN	1.7	1.8	-0.1	0.7	0.6	0.1	0.2	0.2	0.0	0.8	0.4	0.4	1.5	2.2	-0.7	3.3	1.7	1.6	3.3	4.5	-1.2
NEWSR	1.0	1.7	-0.7	1.1	0.7	0.4	1.3	0.7	0.6	0.9	1.0	-0.1	0.9	1.6	-0.7	0.9	1.9	-1.0	1.1	3.7	-2.6
4JJJ	7.6	7.3	0.3	6.7	4.8	1.9	17.2	18.4	-1.2	16.6	14.2	2.4	4.6	5.0	-0.4	0.8	2.8	-2.0	0.1	*	0.1
ABCFM	2.7	2.6	0.1	1.1	0.8	0.3	0.2	0.6	-0.4	3.0	0.6	2.4	1.8	1.7	0.1	2.7	2.5	0.2	6.0	8.1	-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	6.4	5.7	0.7	7.0	5.7	1.3	6.8	6.4	0.4	5.5	5.3	0.2	5.4	4.7	0.7	7.9	7.3	0.6	5.4	4.5	0.9
4BH	6.2	5.9	0.3	6.5	5.6	0.9	7.4	7.5	-0.1	5.6	5.6	0.0	5.1	4.9	0.2	5.8	5.7	0.1	7.4	7.0	0.4
4KQ	7.8	5.9	1.9	8.2	6.4	1.8	9.1	6.0	3.1	8.2	6.0	2.2	5.7	5.5	0.2	5.2	4.5	0.7	9.4	8.9	0.5
B105	10.1	11.1	-1.0	9.7	10.4	-0.7	8.7	9.2	-0.5	10.5	11.4	-0.9	11.8	13.6	-1.8	9.7	13.0	-3.3	9.0	10.5	-1.5
97.3FM	13.8	13.8	0.0	12.6	12.5	0.1	15.2	15.8	-0.6	15.5	16.3	-0.8	13.1	11.7	1.4	10.3	9.9	0.4	12.4	12.3	0.1
4MMM	10.1	8.9	1.2	9.6	9.4	0.2	10.6	9.2	1.4	11.7	9.2	2.5	9.5	7.9	1.6	7.1	6.6	0.5	8.4	7.8	0.6
NOVA106.9	12.6	13.8	-1.2	11.2	12.6	-1.4	10.7	13.0	-2.3	13.8	14.7	-0.9	15.6	16.8	-1.2	12.8	11.8	1.0	9.7	10.7	-1.0
ABC612	11.2	11.5	-0.3	14.8	15.8	-1.0	10.6	10.9	-0.3	8.5	8.8	-0.3	8.5	8.5	0.0	12.5	10.8	1.7	10.9	10.6	0.3
4RN	1.7	1.7	0.0	2.4	2.5	-0.1	1.4	1.3	0.1	0.7	0.9	-0.2	1.9	2.0	-0.1	2.1	2.1	0.0	1.8	2.0	-0.2
NEWSR	1.0	1.7	-0.7	1.4	2.6	-1.2	0.8	0.9	-0.1	0.5	1.0	-0.5	0.6	1.2	-0.6	1.8	4.0	-2.2	1.1	1.6	-0.5
4JJJ	7.1	7.4	-0.3	5.7	4.8	0.9	6.6	7.8	-1.2	7.6	8.4	-0.8	9.0	9.1	-0.1	9.1	9.2	-0.1	9.2	7.3	1.9
ABCFM	2.8	2.5	0.3	2.5	2.5	0.0	2.5	2.1	0.4	2.3	2.0	0.3	4.1	3.7	0.4	3.8	2.8	1.0	2.6	2.7	-0.1

ADELAIDE RADIO - SURVEY #1 2013



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	12.6	13.2	-0.6	2.5	2.1	0.4	2.3	0.2	2.1	3.8	4.4	-0.6	9.9	11.7	-1.8	19.1	18.7	0.4	26.7	27.4	-0.7
CRUISE1323	8.0	8.1	-0.1	1.4	4.3	-2.9	2.0	0.8	1.2	1.3	1.4	-0.1	6.9	4.9	2.0	12.4	17.2	-4.8	16.6	14.9	1.7
MIX102.3	16.8	15.5	1.3	18.5	16.4	2.1	14.0	10.3	3.7	16.3	17.8	-1.5	24.6	23.6	1.0	21.0	18.2	2.8	5.4	4.3	1.1
5MMM	8.5	9.4	-0.9	5.3	13.2	-7.9	7.8	8.2	-0.4	13.6	13.3	0.3	11.5	14.5	-3.0	7.1	6.8	0.3	1.8	1.6	0.2
NOVA91.9	9.1	10.0	-0.9	28.6	32.4	-3.8	23.9	28.5	-4.6	13.5	16.4	-2.9	8.4	7.3	1.1	1.4	1.1	0.3	0.5	0.3	0.2
SAFM	8.7	7.9	0.8	23.5	16.9	6.6	18.8	18.8	0.0	13.3	11.3	2.0	7.0	7.3	-0.3	4.3	4.5	-0.2	1.3	1.1	0.2
ABC891	11.8	11.7	0.1	3.2	4.2	-1.0	0.7	0.1	0.6	4.1	3.5	0.6	10.0	11.4	-1.4	15.7	15.4	0.3	25.8	23.6	2.2
5RN	2.1	1.9	0.2	0.5	0.4	0.1	0.1	*	0.1	0.8	0.4	0.4	2.3	2.1	0.2	4.6	3.2	1.4	2.3	3.3	-1.0
NEWSR	1.4	2.0	-0.6	0.2	0.2	0.0	0.6	0.1	0.5	0.5	1.4	-0.9	1.9	2.1	-0.2	1.0	2.0	-1.0	2.4	3.9	-1.5
5JJJ	7.1	5.6	1.5	5.6	4.7	0.9	8.3	11.8	-3.5	16.9	14.7	2.2	8.1	3.7	4.4	1.7	0.9	0.8	0.3	0.1	0.2
ABCFM	3.5	3.8	-0.3	1.0	1.0	0.0	4.3	1.4	2.9	0.5	0.6	-0.1	2.2	2.1	0.1	3.6	3.9	-0.3	8.1	10.2	-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	+/-
5AA	13.2	13.6	-0.4	15.2	15.0	0.2	14.5	14.7	-0.2	8.3	8.4	-0.1	16.0	17.0	-1.0	14.0	15.5	-1.5	10.7	11.9	-1.2
CRUISE1323	7.7	7.6	0.1	6.6	6.7	-0.1	8.5	8.8	-0.3	9.1	8.7	0.4	7.2	6.7	0.5	5.7	5.8	-0.1	8.9	9.6	-0.7
MIX102.3	17.2	15.9	1.3	15.5	14.4	1.1	19.2	17.9	1.3	20.8	18.6	2.2	14.7	13.4	1.3	11.9	12.3	-0.4	15.2	14.1	1.1
5MMM	9.0	9.8	-0.8	9.7	10.7	-1.0	9.2	9.6	-0.4	10.7	11.1	-0.4	6.9	9.5	-2.6	5.7	5.3	0.4	6.6	7.9	-1.3
NOVA91.9	8.6	9.6	-1.0	8.4	9.3	-0.9	7.2	8.5	-1.3	9.1	10.6	-1.5	9.2	10.4	-1.2	10.3	8.5	1.8	10.6	11.5	-0.9
SAFM	8.9	8.0	0.9	7.6	6.9	0.7	7.4	7.5	-0.1	9.0	9.0	0.0	11.9	9.1	2.8	10.5	7.9	2.6	8.0	7.6	0.4
ABC891	11.6	11.6	0.0	15.2	14.2	1.0	10.6	10.6	0.0	8.4	8.9	-0.5	9.8	10.2	-0.4	16.1	16.5	-0.4	12.4	11.8	0.6
5RN	2.0	1.9	0.1	2.9	2.6	0.3	1.8	1.2	0.6	1.1	0.9	0.2	2.4	2.4	0.0	2.0	3.1	-1.1	2.3	2.0	0.3
NEWSR	1.3	1.8	-0.5	2.2	3.4	-1.2	0.8	1.0	-0.2	0.5	0.9	-0.4	0.9	0.9	0.0	2.4	3.6	-1.2	1.6	2.7	-1.1
5JJJ	6.7	5.8	0.9	5.7	5.5	0.2	7.2	5.8	1.4	7.4	6.1	1.3	7.8	6.7	1.1	4.9	4.6	0.3	8.5	5.0	3.5
ABCFM	3.2	3.7	-0.5	3.4	4.0	-0.6	3.2	3.7	-0.5	2.5	3.3	-0.8	3.4	3.4	0.0	4.6	4.3	0.3	4.2	4.1	0.1

Survey Period: Sun Oct 28 - Sat Dec 1, 2012 and Sun Jan 20 - Sat Feb 23, 2013
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PERTH RADIO - SURVEY #1 2013



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	4.6	5.6	-1.0	0.5	0.2	0.3	0.4	0.6	-0.2	0.6	2.1	-1.5	6.6	6.5	0.1	10.3	15.8	-5.5	5.6	4.5	1.1
6PR	8.7	8.3	0.4	1.8	3.0	-1.2	0.6	1.8	-1.2	2.0	2.9	-0.9	9.7	6.0	3.7	12.3	10.2	2.1	20.4	22.5	-2.1
MIX 94.5	14.3	14.2	0.1	15.0	18.6	-3.6	9.6	10.7	-1.1	14.5	14.4	0.1	18.6	20.2	-1.6	18.8	15.6	3.2	5.3	4.8	0.5
92.9	10.8	10.0	0.8	36.3	32.8	3.5	19.4	22.6	-3.2	16.9	15.9	1.0	8.7	6.4	2.3	1.3	1.4	-0.1	*	0.2	-0.2
96FM	12.5	11.7	0.8	8.2	5.8	2.4	18.2	17.3	0.9	16.4	14.8	1.6	16.5	20.6	-4.1	8.1	2.6	5.5	2.6	1.8	0.8
NOVA93.7	11.1	10.1	1.0	21.7	27.1	-5.4	18.0	20.1	-2.1	16.7	15.4	1.3	11.9	9.2	2.7	3.7	1.8	1.9	0.6	0.1	0.5
ABC720	9.9	10.6	-0.7	1.9	1.9	0.0	2.0	1.5	0.5	3.1	3.1	0.0	9.6	9.5	0.1	18.2	22.2	-4.0	19.7	19.4	0.3
6RN	1.7	1.4	0.3	0.2	0.2	0.0	0.3	0.2	0.1	0.7	0.3	0.4	1.9	1.6	0.3	3.1	2.6	0.5	2.5	2.5	0.0
NEWSR	1.2	1.5	-0.3	0.3	0.3	0.0	0.2	0.6	-0.4	1.0	1.0	0.0	1.8	2.5	-0.7	1.4	1.3	0.1	1.0	1.7	-0.7
6JJJ	10.2	10.1	0.1	8.0	5.4	2.6	28.2	20.0	8.2	21.4	24.7	-3.3	5.8	5.6	0.2	0.9	1.8	-0.9	1.1	1.2	-0.1
ABCFM	2.3	3.5	-1.2	0.4	1.2	-0.8	0.2	0.6	-0.4	1.1	0.6	0.5	0.4	1.4	-1.0	2.5	5.1	-2.6	9.1	11.2	-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	+/-
6IX	4.2	5.5	-1.3	4.3	5.3	-1.0	4.3	5.7	-1.4	4.3	5.8	-1.5	4.1	4.9	-0.8	3.8	6.1	-2.3	5.7	5.9	-0.2
6PR	9.3	8.5	0.8	11.0	11.6	-0.6	10.0	8.4	1.6	7.8	5.6	2.2	7.7	7.2	0.5	8.7	10.1	-1.4	7.1	7.7	-0.6
MIX 94.5	14.5	14.6	-0.1	14.9	14.0	0.9	14.7	15.4	-0.7	15.3	17.1	-1.8	14.2	13.4	0.8	10.1	9.0	1.1	13.7	12.7	1.0
92.9	10.9	9.9	1.0	10.5	9.5	1.0	9.7	8.7	1.0	10.6	9.9	0.7	13.6	11.9	1.7	10.9	10.8	0.1	10.8	10.3	0.5
96FM	12.6	12.1	0.5	9.7	9.1	0.6	14.4	13.6	0.8	14.7	14.2	0.5	10.7	10.4	0.3	15.2	15.3	-0.1	12.0	10.3	1.7
NOVA93.7	11.5	10.3	1.2	12.4	10.9	1.5	10.1	8.7	1.4	11.9	9.8	2.1	13.3	13.2	0.1	7.5	8.7	-1.2	9.6	9.2	0.4
ABC720	10.3	11.2	-0.9	13.8	14.5	-0.7	9.3	10.8	-1.5	7.8	8.4	-0.6	8.6	8.7	-0.1	12.2	14.4	-2.2	8.6	8.6	0.0
6RN	1.6	1.3	0.3	2.2	1.8	0.4	1.1	0.8	0.3	0.8	0.8	0.0	1.9	1.4	0.5	2.3	1.7	0.6	1.9	1.7	0.2
NEWSR	1.1	1.4	-0.3	1.3	1.5	-0.2	0.7	1.2	-0.5	0.7	1.5	-0.8	1.1	1.4	-0.3	2.7	1.5	1.2	1.4	1.7	-0.3
6JJJ	10.0	10.1	-0.1	8.0	8.8	-0.8	9.7	9.5	0.2	11.2	11.3	-0.1	11.6	11.9	-0.3	10.9	9.5	1.4	11.0	10.1	0.9
ABCFM	2.2	3.4	-1.2	1.9	3.3	-1.4	2.2	3.3	-1.1	1.9	3.2	-1.3	2.4	4.0	-1.6	3.1	3.0	0.1	2.9	4.0	-1.1

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