

SYDNEY RADIO - SURVEY #2 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	5.4	5.0	0.4	0.5	0.3	0.2	*	*	0.0	0.2	0.2	0.0	2.5	1.9	0.6	9.3	8.9	0.4	13.6	13.7	-0.1
2GB	13.2	12.0	1.2	2.9	1.6	1.3	1.6	3.9	-2.3	4.6	4.8	-0.2	12.4	9.3	3.1	12.3	14.4	-2.1	29.1	26.2	2.9
2UE	5.0	4.9	0.1	2.4	2.3	0.1	1.5	0.4	1.1	0.8	0.8	0.0	5.1	4.7	0.4	6.0	6.0	0.0	9.9	10.8	-0.9
2DAY	8.4	9.3	-0.9	17.1	18.2	-1.1	13.4	16.5	-3.1	15.6	18.0	-2.4	9.6	9.4	0.2	2.9	2.8	0.1	0.6	0.5	0.1
MIX106.5	4.4	4.3	0.1	7.3	9.7	-2.4	8.0	7.4	0.6	8.1	6.9	1.2	4.2	4.0	0.2	2.7	3.0	-0.3	0.5	0.5	0.0
2MMM	6.4	5.7	0.7	4.2	4.0	0.2	8.3	6.4	1.9	13.8	11.0	2.8	8.2	8.7	-0.5	2.1	0.8	1.3	0.2	0.3	-0.1
NOVA96.9	6.7	6.4	0.3	19.4	20.8	-1.4	22.0	18.2	3.8	12.1	12.6	-0.5	4.5	3.4	1.1	0.8	0.7	0.1	*	0.1	-0.1
smoothfm 95.3	5.0	5.6	-0.6	1.4	1.5	-0.1	4.4	4.2	0.2	5.0	6.4	-1.4	5.2	6.2	-1.0	8.4	7.0	1.4	3.6	4.5	-0.9
WSFM	8.5	8.5	0.0	8.5	6.4	2.1	2.7	1.3	1.4	4.5	5.0	-0.5	15.1	15.8	-0.7	15.9	14.2	1.7	2.0	2.3	-0.3
ABC702	9.4	10.9	-1.5	2.0	2.4	-0.4	1.0	2.2	-1.2	2.9	3.2	-0.3	7.8	10.0	-2.2	17.5	19.7	-2.2	16.0	18.7	-2.7
2RN	2.6	2.7	-0.1	0.1	0.5	-0.4	0.3	1.1	-0.8	0.4	0.3	0.1	3.3	3.5	-0.2	4.0	3.8	0.2	4.3	4.6	-0.3
NEWSR	1.8	2.0	-0.2	0.4	0.5	-0.1	0.5	0.7	-0.2	2.4	2.5	-0.1	1.9	1.8	0.1	1.9	3.3	-1.4	1.9	1.7	0.2
2JJJ	6.8	7.1	-0.3	7.3	6.4	0.9	20.8	19.7	1.1	14.0	14.6	-0.6	4.9	5.5	-0.6	2.3	2.4	-0.1	0.1	0.3	-0.2
ABCFM	3.4	2.9	0.5	1.0	1.0	0.0	1.3	0.4	0.9	2.0	1.3	0.7	1.5	1.2	0.3	4.0	3.9	0.1	7.8	7.2	0.6
O-AM	2.0	2.1	-0.1	*	0.2	-0.2	0.6	0.1	0.5	0.4	0.5	-0.1	2.4	3.0	-0.6	3.3	2.5	0.8	3.2	3.6	-0.4
O-FM	9.6	9.5	0.1	20.7	21.8	-1.1	12.5	16.6	-4.1	11.9	10.9	1.0	9.8	9.9	-0.1	5.1	5.5	-0.4	6.7	4.7	2.0
O-DIGITAL	1.4	1.2	0.2	4.7	2.5	2.2	0.8	0.9	-0.1	1.4	1.1	0.3	1.6	1.8	-0.2	1.4	1.1	0.3	0.4	0.4	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	+/-
2CH	5.0	4.5	0.5	4.0	3.9	0.1	6.3	5.6	0.7	5.4	4.7	0.7	4.0	3.4	0.6	6.2	5.7	0.5	6.8	6.6	0.2
2GB	14.3	12.9	1.4	15.7	15.4	0.3	17.0	14.9	2.1	12.2	10.6	1.6	11.0	10.2	0.8	15.0	11.2	3.8	9.3	8.9	0.4
2UE	4.3	4.1	0.2	3.9	4.1	-0.2	3.7	3.0	0.7	4.3	4.1	0.2	4.5	4.2	0.3	6.0	6.0	0.0	7.5	7.7	-0.2
2DAY	8.9	10.0	-1.1	10.2	11.0	-0.8	7.8	9.1	-1.3	9.1	9.8	-0.7	9.3	11.1	-1.8	6.0	7.8	-1.8	6.9	7.1	-0.2
MIX106.5	4.4	4.1	0.3	2.9	3.1	-0.2	3.9	3.1	0.8	4.5	3.9	0.6	6.1	5.4	0.7	6.6	7.3	-0.7	4.6	4.9	-0.3
2MMM	6.9	6.1	0.8	6.2	5.7	0.5	7.7	6.7	1.0	8.0	7.4	0.6	6.7	5.3	1.4	4.7	4.5	0.2	4.6	4.2	0.4
NOVA96.9	6.9	6.6	0.3	6.8	6.3	0.5	5.1	5.1	0.0	6.9	5.9	1.0	8.9	9.2	-0.3	7.2	7.6	-0.4	6.3	5.9	0.4
smoothfm 95.3	5.1	5.7	-0.6	2.9	2.7	0.2	7.0	8.1	-1.1	7.1	8.9	-1.8	4.6	5.3	-0.7	4.3	3.4	0.9	4.7	5.1	-0.4
WSFM	8.3	8.4	-0.1	8.9	9.2	-0.3	8.9	8.9	0.0	9.4	9.1	0.3	6.9	6.9	0.0	4.7	5.1	-0.4	9.1	8.9	0.2
ABC702	9.7	11.2	-1.5	11.8	13.8	-2.0	8.1	9.6	-1.5	7.8	9.2	-1.4	9.9	11.5	-1.6	10.7	11.2	-0.5	8.4	9.7	-1.3
2RN	2.5	2.7	-0.2	3.7	4.0	-0.3	1.6	2.0	-0.4	1.6	1.5	0.1	2.8	3.0	-0.2	2.7	2.2	0.5	2.8	2.9	-0.1
NEWSR	1.7	1.8	-0.1	2.9	2.9	0.0	1.2	1.1	0.1	0.8	0.7	0.1	1.2	1.5	-0.3	2.2	3.1	-0.9	2.2	2.7	-0.5
2JJJ	6.6	6.9	-0.3	5.6	5.3	0.3	6.0	7.3	-1.3	8.5	8.6	-0.1	7.8	7.4	0.4	4.8	6.3	-1.5	7.1	7.5	-0.4
ABCFM	3.3	2.7	0.6	3.2	2.2	1.0	3.8	3.7	0.1	2.7	2.2	0.5	3.6	2.9	0.7	3.3	3.0	0.3	3.9	3.6	0.3
O-AM	2.0	2.1	-0.1	2.5	2.3	0.2	2.2	2.1	0.1	1.2	1.5	-0.3	1.4	1.9	-0.5	3.1	3.5	-0.4	2.1	2.1	0.0
O-FM	9.1	9.3	-0.2	8.1	7.4	0.7	8.6	9.2	-0.6	9.8	11.1	-1.3	10.6	10.1	0.5	9.5	10.2	-0.7	11.1	9.9	1.2
O-DIGITAL	1.0	0.8	0.2	0.7	0.5	0.2	1.1	0.8	0.3	0.7	0.9	-0.2	0.9	0.9	0.0	2.9	1.9	1.0	2.4	2.3	0.1

MELBOURNE RADIO - SURVEY #2 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	4.1	3.9	0.2	3.7	3.0	0.7	0.9	1.0	-0.1	4.8	4.5	0.3	6.2	5.8	0.4	3.4	4.0	-0.6	2.7	2.2	0.5
3AW	12.6	13.7	-1.1	2.1	1.6	0.5	2.4	2.4	0.0	2.8	4.6	-1.8	10.7	11.2	-0.5	21.1	22.4	-1.3	29.0	28.2	0.8
MAGIC	4.7	5.2	-0.5	0.2	*	0.2	1.8	1.1	0.7	0.4	0.2	0.2	2.7	2.4	0.3	6.6	9.6	-3.0	13.7	14.0	-0.3
FOXFM	9.2	9.3	-0.1	32.1	32.5	-0.4	23.1	22.7	0.4	12.4	13.2	-0.8	6.7	6.5	0.2	2.4	3.7	-1.3	0.1	0.4	-0.3
GOLD	8.7	7.0	1.7	3.8	3.9	-0.1	6.5	7.0	-0.5	7.3	3.9	3.4	13.5	9.7	3.8	13.6	13.1	0.5	2.8	3.1	-0.3
MIX101.1	6.2	6.7	-0.5	15.0	16.2	-1.2	7.4	7.4	0.0	8.3	11.5	-3.2	7.2	7.4	-0.2	3.5	2.9	0.6	1.2	1.0	0.2
3MMM	7.6	6.9	0.7	7.0	5.5	1.5	11.9	11.9	0.0	15.5	13.0	2.5	6.4	7.9	-1.5	3.7	2.1	1.6	0.4	0.6	-0.2
NOVA 100	8.0	8.4	-0.4	21.8	22.5	-0.7	20.2	20.2	0.0	12.3	13.7	-1.4	6.1	7.1	-1.0	1.1	0.9	0.2	0.3	0.8	-0.5
smoothfm 91.5	5.5	4.7	0.8	3.8	2.1	1.7	4.4	2.0	2.4	4.9	3.9	1.0	8.4	8.3	0.1	8.1	6.5	1.6	1.3	1.8	-0.5
ABC774	11.4	12.3	-0.9	1.9	2.6	-0.7	2.0	2.0	0.0	4.1	4.4	-0.3	9.6	11.8	-2.2	18.3	17.8	0.5	24.9	24.3	0.6
3RN	2.8	2.8	0.0	0.2	0.5	-0.3	0.3	0.2	0.1	1.1	1.1	0.0	2.1	2.7	-0.6	5.3	3.6	1.7	6.2	6.0	0.2
NEWSR	1.4	1.5	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.8	1.1	-0.3	2.2	1.9	0.3	2.6	2.2	0.4	1.0	2.0	-1.0
3JJJ	5.5	5.4	0.1	3.0	3.6	-0.6	13.0	13.7	-0.7	12.9	13.2	-0.3	3.2	2.5	0.7	0.6	1.3	-0.7	0.1	0.3	-0.2
ABCFM	4.0	3.1	0.9	0.1	*	0.1	0.6	0.8	-0.2	3.6	1.4	2.2	2.9	2.1	0.8	3.0	2.7	0.3	9.5	8.1	1.4
O-AM	1.2	1.1	0.1	0.3	0.3	0.0	0.1	0.8	-0.7	0.1	0.2	-0.1	1.5	1.8	-0.3	1.7	0.8	0.9	2.4	1.7	0.7
O-FM	6.0	6.9	-0.9	4.3	4.3	0.0	4.7	5.3	-0.6	7.6	8.8	-1.2	7.6	8.6	-1.0	4.4	5.6	-1.2	4.2	5.1	-0.9
O-DIGITAL	1.2	1.2	0.0	0.7	1.1	-0.4	0.7	1.2	-0.5	1.0	1.3	-0.3	3.0	2.2	0.8	0.5	0.9	-0.4	0.2	0.3	-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	+/-
SEN	4.3	4.2	0.1	4.1	4.7	-0.6	4.7	4.2	0.5	3.9	3.7	0.2	4.6	4.6	0.0	4.3	3.3	1.0	3.4	2.8	0.6
3AW	12.8	13.9	-1.1	17.2	18.2	-1.0	12.9	15.2	-2.3	9.7	11.1	-1.4	10.1	10.6	-0.5	12.0	11.6	0.4	12.1	12.7	-0.6
MAGIC	4.4	4.9	-0.5	3.7	4.1	-0.4	4.9	5.4	-0.5	4.8	5.7	-0.9	4.4	4.8	-0.4	4.4	4.2	0.2	5.5	6.2	-0.7
FOXFM	9.4	9.5	-0.1	8.5	8.9	-0.4	8.2	7.9	0.3	10.1	9.4	0.7	11.4	12.2	-0.8	9.1	10.4	-1.3	8.6	8.4	0.2
GOLD	8.9	7.0	1.9	6.9	5.3	1.6	10.0	7.8	2.2	11.0	8.2	2.8	8.1	7.1	1.0	8.9	6.9	2.0	7.8	6.9	0.9
MIX101.1	6.1	6.8	-0.7	5.0	5.6	-0.6	5.4	6.5	-1.1	6.4	7.4	-1.0	7.1	7.4	-0.3	8.4	8.6	-0.2	6.6	6.5	0.1
3MMM	8.1	7.4	0.7	7.9	7.0	0.9	9.0	8.0	1.0	10.5	9.5	1.0	6.6	6.3	0.3	3.7	3.8	-0.1	5.7	5.3	0.4
NOVA 100	7.9	8.4	-0.5	7.0	7.6	-0.6	6.8	7.2	-0.4	8.2	9.2	-1.0	9.3	9.7	-0.4	9.8	9.3	0.5	8.3	8.3	0.0
smoothfm 91.5	5.3	4.7	0.6	4.3	3.6	0.7	5.5	4.9	0.6	6.3	5.8	0.5	5.5	4.9	0.6	5.2	4.1	1.1	6.1	4.9	1.2
ABC774	11.7	12.5	-0.8	15.0	15.5	-0.5	13.2	13.6	-0.4	8.6	9.6	-1.0	9.4	10.3	-0.9	10.5	12.3	-1.8	10.3	11.5	-1.2
3RN	2.7	2.7	0.0	3.9	4.1	-0.2	1.9	1.5	0.4	1.7	1.5	0.2	2.5	2.9	-0.4	3.9	3.6	0.3	3.3	3.3	0.0
NEWSR	1.3	1.5	-0.2	1.9	2.0	-0.1	1.0	0.8	0.2	0.5	0.9	-0.4	1.1	1.2	-0.1	2.9	3.2	-0.3	1.6	1.7	-0.1
3JJJ	5.4	5.4	0.0	4.8	4.6	0.2	4.9	5.7	-0.8	6.1	6.1	0.0	6.7	6.4	0.3	4.4	3.5	0.9	5.7	5.5	0.2
ABCFM	3.8	2.8	1.0	3.6	2.8	0.8	3.6	2.6	1.0	3.7	2.5	1.2	4.4	2.8	1.6	4.2	4.0	0.2	4.6	3.9	0.7
O-AM	0.9	0.8	0.1	1.1	1.0	0.1	0.6	0.6	0.0	0.8	0.8	0.0	0.8	0.7	0.1	1.2	1.5	-0.3	2.1	1.8	0.3
O-FM	5.8	6.5	-0.7	4.6	4.6	0.0	6.3	6.9	-0.6	6.4	7.4	-1.0	6.4	6.8	-0.4	5.8	7.9	-2.1	6.5	8.3	-1.8
O-DIGITAL	1.1	1.0	0.1	0.6	0.4	0.2	1.1	1.2	-0.1	1.4	1.3	0.1	1.2	1.1	0.1	1.4	1.7	-0.3	1.8	1.9	-0.1

BRISBANE RADIO - SURVEY #2 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	6.8	6.2	0.6	*	0.2	-0.2	0.3	0.3	0.0	0.3	0.6	-0.3	4.6	5.7	-1.1	9.2	7.6	1.6	23.4	18.8	4.6
4BH	6.0	6.5	-0.5	1.2	1.2	0.0	*	*	0.0	1.4	1.5	-0.1	4.0	3.5	0.5	11.3	14.7	-3.4	16.3	16.4	-0.1
4KQ	7.3	8.1	-0.8	0.5	1.2	-0.7	1.7	1.7	0.0	1.4	1.0	0.4	8.0	10.0	-2.0	20.4	21.6	-1.2	9.3	10.6	-1.3
B105	11.6	9.8	1.8	32.7	29.9	2.8	19.6	23.0	-3.4	19.7	13.5	6.2	8.2	6.1	2.1	1.5	2.1	-0.6	1.1	0.9	0.2
97.3FM	12.0	13.4	-1.4	19.7	17.2	2.5	9.0	9.7	-0.7	11.2	17.5	-6.3	19.2	19.9	-0.7	10.1	7.6	2.5	3.4	4.5	-1.1
4MMM	9.9	9.7	0.2	4.9	5.8	-0.9	16.9	12.7	4.2	13.0	10.4	2.6	14.7	17.1	-2.4	4.7	7.0	-2.3	0.4	0.1	0.3
NOVA106.9	11.9	11.9	0.0	22.9	23.3	-0.4	26.4	27.2	-0.8	20.4	20.5	-0.1	8.4	7.0	1.4	1.7	3.5	-1.8	0.3	0.7	-0.4
ABC612	10.6	11.1	-0.5	2.4	4.6	-2.2	5.3	4.3	1.0	3.6	3.9	-0.3	8.5	9.0	-0.5	16.0	17.9	-1.9	24.9	24.9	0.0
4RN	2.2	1.7	0.5	0.9	0.7	0.2	*	0.2	-0.2	1.2	0.8	0.4	1.9	1.5	0.4	5.6	3.3	2.3	3.3	3.3	0.0
NEWSR	1.2	1.0	0.2	0.4	1.1	-0.7	0.9	1.3	-0.4	1.3	0.9	0.4	1.7	0.9	0.8	1.2	0.9	0.3	0.9	1.1	-0.2
4JJJ	7.2	7.6	-0.4	6.7	6.7	0.0	16.1	17.2	-1.1	13.3	16.6	-3.3	6.0	4.6	1.4	1.3	0.8	0.5	0.1	0.1	0.0
ABCFM	2.2	2.7	-0.5	0.7	1.1	-0.4	0.4	0.2	0.2	2.7	3.0	-0.3	0.9	1.8	-0.9	3.5	2.7	0.8	4.3	6.0	-1.7
O-AM	1.0	0.8	0.2	0.1	0.1	0.0	*	*	0.0	0.3	0.4	-0.1	1.1	0.8	0.3	2.2	1.1	1.1	2.0	1.5	0.5
O-FM	8.4	7.8	0.6	5.4	6.5	-1.1	3.0	2.0	1.0	7.9	6.4	1.5	11.6	10.7	0.9	10.1	8.2	1.9	7.9	9.0	-1.1
O-DIGITAL	1.5	1.7	-0.2	1.3	0.5	0.8	0.4	0.4	0.0	2.2	2.9	-0.7	1.2	1.5	-0.3	1.0	1.1	-0.1	2.4	2.1	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	+/-
4BC	7.1	6.4	0.7	7.8	7.0	0.8	8.0	6.8	1.2	5.6	5.5	0.1	6.2	5.4	0.8	8.4	7.9	0.5	6.0	5.4	0.6
4BH	5.6	6.2	-0.6	5.2	6.5	-1.3	6.9	7.4	-0.5	6.2	5.6	0.6	4.2	5.1	-0.9	5.1	5.8	-0.7	7.1	7.4	-0.3
4KQ	6.9	7.8	-0.9	7.1	8.2	-1.1	8.6	9.1	-0.5	7.2	8.2	-1.0	5.1	5.7	-0.6	5.2	5.2	0.0	8.3	9.4	-1.1
B105	12.2	10.1	2.1	11.9	9.7	2.2	11.7	8.7	3.0	13.2	10.5	2.7	13.2	11.8	1.4	9.6	9.7	-0.1	9.6	9.0	0.6
97.3FM	11.9	13.8	-1.9	11.7	12.6	-0.9	10.8	15.2	-4.4	12.9	15.5	-2.6	13.2	13.1	0.1	10.0	10.3	-0.3	12.2	12.4	-0.2
4MMM	10.9	10.1	0.8	9.5	9.6	-0.1	12.5	10.6	1.9	13.3	11.7	1.6	9.9	9.5	0.4	7.0	7.1	-0.1	6.7	8.4	-1.7
NOVA106.9	11.9	12.6	-0.7	10.9	11.2	-0.3	10.4	10.7	-0.3	12.7	13.8	-1.1	14.2	15.6	-1.4	12.7	12.8	-0.1	11.9	9.7	2.2
ABC612	10.6	11.2	-0.6	14.0	14.8	-0.8	10.3	10.6	-0.3	7.8	8.5	-0.7	8.1	8.5	-0.4	13.0	12.5	0.5	10.4	10.9	-0.5
4RN	2.3	1.7	0.6	3.1	2.4	0.7	1.6	1.4	0.2	1.3	0.7	0.6	2.8	1.9	0.9	2.9	2.1	0.8	2.2	1.8	0.4
NEWSR	1.1	1.0	0.1	1.4	1.4	0.0	1.3	0.8	0.5	0.5	0.5	0.0	1.1	0.6	0.5	1.7	1.8	-0.1	1.6	1.1	0.5
4JJJ	6.9	7.1	-0.2	6.1	5.7	0.4	6.1	6.6	-0.5	6.9	7.6	-0.7	8.7	9.0	-0.3	8.7	9.1	-0.4	8.4	9.2	-0.8
ABCFM	2.1	2.8	-0.7	1.9	2.5	-0.6	2.1	2.5	-0.4	1.8	2.3	-0.5	2.8	4.1	-1.3	2.9	3.8	-0.9	2.5	2.6	-0.1
O-AM	0.7	0.4	0.3	0.8	0.3	0.5	0.4	0.3	0.1	0.6	0.5	0.1	0.4	0.3	0.1	1.8	0.8	1.0	2.2	1.9	0.3
O-FM	8.3	7.6	0.7	7.9	7.6	0.3	8.4	7.9	0.5	8.5	7.7	0.8	8.3	7.3	1.0	8.9	7.3	1.6	8.7	8.2	0.5
O-DIGITAL	1.3	1.4	-0.1	0.6	0.5	0.1	1.2	1.4	-0.2	1.5	1.4	0.1	1.8	1.8	0.0	2.3	3.9	-1.6	2.4	2.6	-0.2

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ADELAIDE RADIO - SURVEY #2 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	11.9	12.6	-0.7	2.6	2.5	0.1	3.2	2.3	0.9	3.0	3.8	-0.8	8.1	9.9	-1.8	16.1	19.1	-3.0	29.5	26.7	2.8
CRUISE1323	7.9	8.0	-0.1	1.0	1.4	-0.4	2.7	2.0	0.7	3.1	1.3	1.8	6.7	6.9	-0.2	10.2	12.4	-2.2	17.0	16.6	0.4
MIX102.3	14.8	16.8	-2.0	17.5	18.5	-1.0	14.3	14.0	0.3	15.6	16.3	-0.7	18.6	24.6	-6.0	17.7	21.0	-3.3	5.9	5.4	0.5
5MMM	9.6	8.5	1.1	4.7	5.3	-0.6	8.4	7.8	0.6	12.5	13.6	-1.1	16.2	11.5	4.7	7.3	7.1	0.2	1.5	1.8	-0.3
NOVA91.9	9.4	9.1	0.3	28.9	28.6	0.3	20.1	23.9	-3.8	14.4	13.5	0.9	9.0	8.4	0.6	2.4	1.4	1.0	0.8	0.5	0.3
SAFM	9.1	8.7	0.4	25.2	23.5	1.7	11.9	18.8	-6.9	15.4	13.3	2.1	9.7	7.0	2.7	3.5	4.3	-0.8	0.6	1.3	-0.7
ABC891	11.2	11.8	-0.6	1.7	3.2	-1.5	1.1	0.7	0.4	3.5	4.1	-0.6	7.4	10.0	-2.6	20.8	15.7	5.1	23.4	25.8	-2.4
5RN	2.5	2.1	0.4	0.1	0.5	-0.4	0.1	0.1	0.0	1.0	0.8	0.2	2.5	2.3	0.2	5.4	4.6	0.8	3.3	2.3	1.0
NEWSR	1.4	1.4	0.0	2.3	0.2	2.1	0.8	0.6	0.2	0.4	0.5	-0.1	1.2	1.9	-0.7	2.1	1.0	1.1	2.4	2.4	0.0
5JJJ	8.7	7.1	1.6	6.9	5.6	1.3	15.1	8.3	6.8	17.5	16.9	0.6	10.5	8.1	2.4	1.6	1.7	-0.1	0.1	0.3	-0.2
ABCFM	3.7	3.5	0.2	1.3	1.0	0.3	3.7	4.3	-0.6	1.2	0.5	0.7	2.2	2.2	0.0	6.5	3.6	2.9	7.0	8.1	-1.1
O-AM	0.5	0.7	-0.2	0.2	0.2	0.0	*	*	0.0	0.2	0.4	-0.2	0.6	0.3	0.3	0.9	1.0	-0.1	0.8	1.6	-0.8
O-FM	7.9	8.4	-0.5	7.2	8.7	-1.5	17.3	15.5	1.8	10.4	12.4	-2.0	6.5	6.2	0.3	3.8	4.7	-0.9	7.0	6.9	0.1
O-DIGITAL	1.3	1.4	-0.1	0.6	0.8	-0.2	1.3	1.6	-0.3	1.9	2.4	-0.5	0.8	0.8	0.0	1.9	2.5	-0.6	0.8	0.4	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	12.5	13.2	-0.7	14.2	15.2	-1.0	14.1	14.5	-0.4	8.2	8.3	-0.1	13.5	16.0	-2.5	14.4	14.0	0.4	9.8	10.7	-0.9
CRUISE1323	7.5	7.7	-0.2	6.4	6.6	-0.2	7.9	8.5	-0.6	8.6	9.1	-0.5	7.2	7.2	0.0	6.8	5.7	1.1	9.4	8.9	0.5
MIX102.3	15.2	17.2	-2.0	13.8	15.5	-1.7	17.0	19.2	-2.2	18.4	20.8	-2.4	13.1	14.7	-1.6	9.6	11.9	-2.3	13.4	15.2	-1.8
5MMM	10.5	9.0	1.5	9.9	9.7	0.2	10.7	9.2	1.5	12.9	10.7	2.2	9.1	6.9	2.2	7.7	5.7	2.0	6.7	6.6	0.1
NOVA91.9	9.1	8.6	0.5	8.0	8.4	-0.4	8.0	7.2	0.8	9.3	9.1	0.2	10.7	9.2	1.5	11.3	10.3	1.0	10.6	10.6	0.0
SAFM	9.3	8.9	0.4	8.8	7.6	1.2	7.5	7.4	0.1	9.4	9.0	0.4	12.2	11.9	0.3	10.1	10.5	-0.4	8.3	8.0	0.3
ABC891	11.1	11.6	-0.5	14.8	15.2	-0.4	10.6	10.6	0.0	8.1	8.4	-0.3	8.2	9.8	-1.6	15.1	16.1	-1.0	11.4	12.4	-1.0
5RN	2.3	2.0	0.3	3.7	2.9	0.8	2.4	1.8	0.6	1.4	1.1	0.3	2.1	2.4	-0.3	1.5	2.0	-0.5	2.9	2.3	0.6
NEWSR	1.3	1.3	0.0	2.4	2.2	0.2	0.9	0.8	0.1	0.8	0.5	0.3	0.9	0.9	0.0	1.8	2.4	-0.6	1.8	1.6	0.2
5JJJ	8.2	6.7	1.5	7.0	5.7	1.3	8.0	7.2	0.8	9.3	7.4	1.9	10.1	7.8	2.3	5.9	4.9	1.0	10.4	8.5	1.9
ABCFM	3.5	3.2	0.3	3.7	3.4	0.3	3.0	3.2	-0.2	2.6	2.5	0.1	4.4	3.4	1.0	4.9	4.6	0.3	4.6	4.2	0.4
O-AM	0.4	0.5	-0.1	0.5	0.5	0.0	0.4	0.6	-0.2	0.3	0.7	-0.4	0.2	0.5	-0.3	0.3	0.2	0.1	1.2	1.2	0.0
O-FM	7.9	8.6	-0.7	6.5	6.8	-0.3	8.4	8.8	-0.4	9.5	10.5	-1.0	6.4	7.5	-1.1	8.8	9.2	-0.4	8.1	8.0	0.1
O-DIGITAL	1.2	1.4	-0.2	0.5	0.4	0.1	1.1	1.2	-0.1	1.3	1.8	-0.5	1.9	1.9	0.0	1.8	2.5	-0.7	1.6	1.6	0.0

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PERTH RADIO - SURVEY #2 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	5.8	4.6	1.2	1.3	0.5	0.8	1.0	0.4	0.6	1.8	0.6	1.2	8.4	6.6	1.8	11.1	10.3	0.8	7.6	5.6	2.0
6PR	9.7	8.7	1.0	1.1	1.8	-0.7	0.2	0.6	-0.4	3.7	2.0	1.7	12.9	9.7	3.2	16.0	12.3	3.7	17.3	20.4	-3.1
MIX 94.5	13.8	14.3	-0.5	11.1	15.0	-3.9	10.6	9.6	1.0	12.4	14.5	-2.1	20.9	18.6	2.3	15.5	18.8	-3.3	6.0	5.3	0.7
92.9	9.7	10.8	-1.1	28.5	36.3	-7.8	19.6	19.4	0.2	12.5	16.9	-4.4	8.8	8.7	0.1	2.4	1.3	1.1	0.3	*	0.3
96FM	11.4	12.5	-1.1	12.4	8.2	4.2	13.4	18.2	-4.8	16.6	16.4	0.2	12.6	16.5	-3.9	8.2	8.1	0.1	3.5	2.6	0.9
NOVA93.7	11.9	11.1	0.8	26.2	21.7	4.5	18.9	18.0	0.9	20.0	16.7	3.3	10.0	11.9	-1.9	3.9	3.7	0.2	0.7	0.6	0.1
ABC720	9.1	9.9	-0.8	4.0	1.9	2.1	0.9	2.0	-1.1	2.6	3.1	-0.5	8.6	9.6	-1.0	13.1	18.2	-5.1	22.7	19.7	3.0
6RN	2.1	1.7	0.4	0.5	0.2	0.3	0.3	0.3	0.0	0.8	0.7	0.1	1.4	1.9	-0.5	5.3	3.1	2.2	3.7	2.5	1.2
NEWSR	1.1	1.2	-0.1	1.5	0.3	1.2	0.4	0.2	0.2	0.7	1.0	-0.3	1.4	1.8	-0.4	1.3	1.4	-0.1	1.1	1.0	0.1
6JJB	10.8	10.2	0.6	7.5	8.0	-0.5	32.5	28.2	4.3	22.5	21.4	1.1	4.5	5.8	-1.3	0.9	0.9	0.0	*	1.1	-1.1
ABCFM	2.8	2.3	0.5	0.2	0.4	-0.2	0.4	0.2	0.2	0.8	1.1	-0.3	0.7	0.4	0.3	3.7	2.5	1.2	10.6	9.1	1.5
O-AM	0.4	0.2	0.2	*	*	0.0	*	*	0.0	*	*	0.0	*	*	0.0	1.4	0.8	0.6	1.2	0.8	0.4
O-FM	10.7	11.5	-0.8	4.9	3.9	1.0	1.2	1.7	-0.5	4.9	4.7	0.2	9.4	7.7	1.7	15.6	17.2	-1.6	25.0	30.6	-5.6
O-DIGITAL	0.7	0.9	-0.2	0.8	1.8	-1.0	0.7	1.1	-0.4	0.7	0.8	-0.1	0.4	0.8	-0.4	1.6	1.4	0.2	0.3	0.5	-0.2

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	5.5	4.2	1.3	5.3	4.3	1.0	6.1	4.3	1.8	5.9	4.3	1.6	4.8	4.1	0.7	4.1	3.8	0.3	7.0	5.7	1.3
6PR	10.4	9.3	1.1	11.2	11.0	0.2	11.6	10.0	1.6	8.3	7.8	0.5	9.5	7.7	1.8	12.3	8.7	3.6	7.6	7.1	0.5
MIX 94.5	13.9	14.5	-0.6	13.2	14.9	-1.7	14.8	14.7	0.1	14.8	15.3	-0.5	13.9	14.2	-0.3	10.9	10.1	0.8	13.5	13.7	-0.2
92.9	9.8	10.9	-1.1	9.0	10.5	-1.5	8.4	9.7	-1.3	9.5	10.6	-1.1	13.4	13.6	-0.2	9.8	10.9	-1.1	9.5	10.8	-1.3
96FM	11.6	12.6	-1.0	9.9	9.7	0.2	12.9	14.4	-1.5	14.2	14.7	-0.5	10.2	10.7	-0.5	9.1	15.2	-6.1	10.8	12.0	-1.2
NOVA93.7	12.0	11.5	0.5	12.4	12.4	0.0	10.7	10.1	0.6	11.5	11.9	-0.4	13.8	13.3	0.5	12.6	7.5	5.1	11.5	9.6	1.9
ABC720	9.4	10.3	-0.9	13.0	13.8	-0.8	8.1	9.3	-1.2	7.6	7.8	-0.2	7.1	8.6	-1.5	11.5	12.2	-0.7	8.1	8.6	-0.5
6RN	2.0	1.6	0.4	2.4	2.2	0.2	2.0	1.1	0.9	1.2	0.8	0.4	2.1	1.9	0.2	2.9	2.3	0.6	2.1	1.9	0.2
NEWSR	1.1	1.1	0.0	1.5	1.3	0.2	0.4	0.7	-0.3	0.7	0.7	0.0	0.9	1.1	-0.2	2.9	2.7	0.2	1.0	1.4	-0.4
6JJB	10.4	10.0	0.4	8.7	8.0	0.7	9.9	9.7	0.2	11.1	11.2	-0.1	12.2	11.6	0.6	12.0	10.9	1.1	12.1	11.0	1.1
ABCFM	2.6	2.2	0.4	3.1	1.9	1.2	2.5	2.2	0.3	2.3	1.9	0.4	2.2	2.4	-0.2	2.6	3.1	-0.5	3.5	2.9	0.6
O-AM	0.4	0.2	0.2	0.3	0.2	0.1	0.4	0.1	0.3	0.4	0.2	0.2	0.3	0.2	0.1	0.3	0.3	0.0	0.6	0.4	0.2
O-FM	10.4	10.8	-0.4	9.8	9.4	0.4	11.5	12.7	-1.2	11.3	11.7	-0.4	9.3	9.5	-0.2	8.6	10.6	-2.0	11.8	13.7	-1.9
O-DIGITAL	0.6	0.9	-0.3	0.2	0.4	-0.2	0.8	0.9	-0.1	1.1	1.0	0.1	0.6	1.0	-0.4	0.3	1.8	-1.5	1.0	1.2	-0.2

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