

# Sydney Radio - Survey #5 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	5.6	5.4	0.2	0.7	0.4	0.3	0.1	0.1	0.0	0.2	0.3	-0.1	1.8	2.2	-0.4	12.6	10.2	2.4	13.4	13.8	-0.4
2GB	14.8	15.8	-1.0	2.4	2.8	-0.4	1.2	2.1	-0.9	6.4	8.7	-2.3	9.6	12.4	-2.8	19.2	20.4	-1.2	34.4	32.2	2.2
2UE	6.3	6.7	-0.4	0.4	1.7	-1.3	3.3	*	3.3	1.8	2.7	-0.9	6.0	6.7	-0.7	8.4	9.6	-1.2	12.3	12.5	-0.2
2DAY	9.3	9.4	-0.1	19.7	20.9	-1.2	15.9	21.2	-5.3	16.8	16.5	0.3	11.1	8.9	2.2	1.4	1.8	-0.4	0.3	0.5	-0.2
MIX106.5	5.2	5.8	-0.6	6.2	6.5	-0.3	9.1	8.0	1.1	9.2	10.3	-1.1	6.1	8.2	-2.1	2.3	2.0	0.3	0.6	0.3	0.3
2MMM	4.7	4.7	0.0	7.0	7.7	-0.7	7.3	6.1	1.2	9.2	8.5	0.7	5.2	6.1	-0.9	1.6	1.6	0.0	0.4	0.1	0.3
NOVA96.9	6.5	5.8	0.7	16.1	12.9	3.2	19.2	19.7	-0.5	12.6	10.3	2.3	4.0	3.2	0.8	0.3	0.7	-0.4	0.1	0.1	0.0
Sydney's 95.3	3.6	3.3	0.3	4.0	2.5	1.5	3.1	2.8	0.3	5.2	4.1	1.1	5.0	5.3	-0.3	4.2	4.0	0.2	0.3	0.1	0.2
WSFM	7.2	6.8	0.4	3.4	3.1	0.3	6.1	2.8	3.3	5.4	5.7	-0.3	11.9	11.5	0.4	10.7	11.5	-0.8	2.4	2.2	0.2
ABC702	10.5	10.2	0.3	2.2	2.5	-0.3	2.2	3.1	-0.9	6.0	4.2	1.8	12.6	13.6	-1.0	14.2	12.7	1.5	15.3	16.0	-0.7
2RN	2.3	2.3	0.0	0.2	0.1	0.1	0.2	0.5	-0.3	0.9	0.9	0.0	2.7	2.1	0.6	4.2	4.5	-0.3	3.1	3.6	-0.5
NEWSR	2.2	2.3	-0.1	0.7	0.3	0.4	0.9	0.6	0.3	1.6	1.5	0.1	2.7	2.8	-0.1	2.8	3.1	-0.3	2.6	3.0	-0.4
2JJJ	4.1	4.1	0.0	3.0	4.8	-1.8	11.4	10.2	1.2	7.8	7.8	0.0	3.5	4.3	-0.8	1.9	0.4	1.5	*	*	0.0
ABCFM	3.6	3.1	0.5	0.6	0.3	0.3	0.3	0.3	0.0	0.9	1.2	-0.3	2.7	1.1	1.6	5.5	4.9	0.6	7.8	7.6	0.2

## 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	4.8	0.3	4.4	4.4	0.0	6.9	6.3	0.6	6.1	5.2	0.9	3.4	3.4	0.0	3.9	4.6	-0.7	7.2	7.1	0.1
2GB	15.5	16.4	-0.9	18.2	18.0	0.2	18.7	20.7	-2.0	13.4	15.2	-1.8	9.2	10.4	-1.2	15.7	15.2	0.5	12.5	13.7	-1.2
2UE	5.6	6.0	-0.4	6.3	6.5	-0.2	5.7	5.9	-0.2	5.1	6.2	-1.1	4.6	4.0	0.6	6.3	7.4	-1.1	8.6	8.8	-0.2
2DAY	9.8	9.8	0.0	9.8	10.0	-0.2	9.2	8.9	0.3	10.2	9.6	0.6	11.8	12.8	-1.0	7.1	7.3	-0.2	7.6	7.9	-0.3
MIX106.5	5.2	5.7	-0.5	4.0	4.6	-0.6	4.7	5.1	-0.4	4.8	5.3	-0.5	6.1	6.7	-0.6	8.7	9.2	-0.5	5.4	6.0	-0.6
2MMM	4.8	4.9	-0.1	4.7	5.0	-0.3	4.9	4.9	0.0	5.6	6.0	-0.4	5.2	4.3	0.9	2.5	3.5	-1.0	4.4	3.8	0.6
NOVA96.9	6.5	5.7	0.8	6.4	5.3	1.1	5.0	4.5	0.5	6.0	5.3	0.7	8.3	7.0	1.3	7.9	7.9	0.0	6.5	6.1	0.4
Sydney's 95.3	3.6	3.3	0.3	2.5	2.5	0.0	3.6	3.4	0.2	4.2	3.7	0.5	4.5	4.0	0.5	4.0	3.3	0.7	3.8	3.2	0.6
WSFM	7.1	6.7	0.4	6.7	7.2	-0.5	8.1	6.5	1.6	8.4	7.3	1.1	6.3	6.8	-0.5	4.4	4.2	0.2	7.6	6.9	0.7
ABC702	11.0	10.7	0.3	12.9	12.6	0.3	9.7	9.9	-0.2	9.6	10.2	-0.6	11.3	10.6	0.7	10.2	8.3	1.9	8.9	8.6	0.3
2RN	2.2	2.2	0.0	2.7	2.8	-0.1	1.9	2.3	-0.4	1.6	1.4	0.2	1.8	2.0	-0.2	2.9	2.4	0.5	2.6	2.5	0.1
NEWSR	2.1	2.1	0.0	2.7	3.1	-0.4	1.2	1.0	0.2	1.1	1.1	0.0	2.1	2.0	0.1	3.9	4.0	-0.1	2.7	2.7	0.0
2JJJ	4.3	4.2	0.1	3.4	3.7	-0.3	3.6	3.6	0.0	4.8	4.3	0.5	5.8	5.7	0.1	4.3	4.4	-0.1	3.6	3.6	0.0
ABCFM	3.4	2.9	0.5	2.7	2.3	0.4	3.9	3.3	0.6	3.4	3.3	0.1	4.2	3.5	0.7	2.7	2.3	0.4	4.2	3.6	0.6

Survey Period: Sun May 8 - Sat Jun 11 and Sun Jun 26 - Sat Jul 30, 2011

Note: Sydney's 95.3 was previously known as Classic Rock 95.3

# Melbourne Radio - Survey #5 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	5.4	5.7	-0.3	2.2	2.8	-0.6	2.1	2.6	-0.5	7.6	8.1	-0.5	7.8	7.9	-0.1	3.8	4.2	-0.4	3.7	3.6	0.1
3AW	14.9	14.2	0.7	5.3	2.3	3.0	2.0	1.1	0.9	5.3	3.4	1.9	14.8	13.2	1.6	22.1	18.5	3.6	27.9	32.0	-4.1
MAGIC	5.7	5.7	0.0	1.0	*	1.0	0.2	0.2	0.0	0.9	0.9	0.0	3.4	3.1	0.3	10.3	12.3	-2.0	13.9	12.9	1.0
MTR 1377	2.0	2.2	-0.2	0.1	*	0.1	0.1	0.3	-0.2	1.6	2.0	-0.4	1.7	1.5	0.2	3.4	2.3	1.1	3.2	4.5	-1.3
FOXF	11.4	11.2	0.2	39.9	43.0	-3.1	25.3	31.0	-5.7	18.1	15.0	3.1	9.5	9.6	-0.1	1.7	0.9	0.8	0.8	0.4	0.4
GOLD	7.2	7.9	-0.7	5.0	3.9	1.1	6.9	5.9	1.0	6.4	8.0	-1.6	9.6	10.6	-1.0	11.4	11.5	-0.1	2.6	3.4	-0.8
MIX101.1	5.6	5.0	0.6	14.9	14.0	0.9	9.4	6.8	2.6	8.7	7.7	1.0	5.9	5.8	0.1	2.4	1.8	0.6	0.5	0.3	0.2
3MMM	5.7	5.8	-0.1	8.5	5.9	2.6	6.6	7.5	-0.9	10.1	12.0	-1.9	6.9	6.7	0.2	2.8	2.1	0.7	0.4	0.2	0.2
NOVA 100	6.5	6.7	-0.2	11.4	14.7	-3.3	21.4	23.4	-2.0	12.6	13.7	-1.1	4.1	3.3	0.8	0.7	0.6	0.1	0.1	0.1	0.0
Melbourne's 91.5	3.5	4.2	-0.7	0.6	1.9	-1.3	3.8	5.8	-2.0	3.4	4.5	-1.1	6.9	7.0	-0.1	2.9	4.1	-1.2	0.3	0.4	-0.1
ABC774	11.9	13.1	-1.2	1.7	2.5	-0.8	1.1	2.1	-1.0	3.5	3.9	-0.4	10.3	12.5	-2.2	20.5	23.2	-2.7	23.6	23.0	0.6
3RN	3.0	2.8	0.2	0.9	0.5	0.4	0.7	0.6	0.1	1.3	0.9	0.4	3.2	3.5	-0.3	4.6	5.3	-0.7	5.1	3.4	1.7
NEWSR	1.5	1.5	0.0	0.2	0.2	0.0	1.7	0.9	0.8	1.2	1.5	-0.3	2.2	2.1	0.1	1.4	1.5	-0.1	1.4	1.2	0.2
3JJJ	4.3	3.3	1.0	2.3	4.2	-1.9	13.1	8.2	4.9	9.0	9.1	-0.1	3.0	1.2	1.8	0.8	0.7	0.1	0.1	0.1	0.0
ABCFM	3.5	2.9	0.6	0.8	0.6	0.2	0.7	0.4	0.3	1.5	1.3	0.2	1.6	1.7	-0.1	5.0	3.5	1.5	8.8	7.1	1.7

## 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	+/-
SEN	5.5	5.7	-0.2	5.2	5.4	-0.2	5.2	5.5	-0.3	4.9	5.2	-0.3	7.5	7.0	0.5	5.1	5.8	-0.7	5.2	5.7	-0.5
3AW	15.3	14.3	1.0	19.0	18.9	0.1	16.6	13.9	2.7	12.4	10.6	1.8	12.0	12.2	-0.2	14.4	15.2	-0.8	13.7	13.9	-0.2
MAGIC	5.2	5.4	-0.2	4.9	4.8	0.1	6.0	6.7	-0.7	5.8	6.2	-0.4	4.7	4.5	0.2	4.2	3.8	0.4	7.4	7.0	0.4
MTR 1377	2.3	2.5	-0.2	2.0	2.2	-0.2	2.4	2.2	0.2	2.8	3.0	-0.2	1.8	1.9	-0.1	2.5	3.7	-1.2	1.2	1.2	0.0
FOXF	11.6	11.3	0.3	10.7	10.2	0.5	9.4	8.6	0.8	12.1	11.7	0.4	15.1	14.4	0.7	11.4	13.4	-2.0	10.9	11.1	-0.2
GOLD	7.3	8.1	-0.8	5.4	5.4	0.0	8.4	10.5	-2.1	9.5	11.0	-1.5	6.9	7.5	-0.6	5.8	4.8	1.0	6.8	7.1	-0.3
MIX101.1	5.8	5.0	0.8	4.5	3.9	0.6	5.4	4.8	0.6	7.3	5.9	1.4	5.7	5.4	0.3	7.3	6.2	1.1	5.0	4.8	0.2
3MMM	5.5	5.7	-0.2	6.1	6.2	-0.1	4.8	5.0	-0.2	5.7	6.1	-0.4	5.5	5.1	0.4	4.5	5.1	-0.6	6.3	6.1	0.2
NOVA 100	6.7	6.9	-0.2	6.7	7.0	-0.3	5.8	5.5	0.3	6.8	7.4	-0.6	7.1	7.8	-0.7	8.0	7.1	0.9	5.9	6.1	-0.2
Melbourne's 91.5	3.6	4.4	-0.8	2.6	3.2	-0.6	4.4	5.1	-0.7	4.9	5.8	-0.9	3.1	4.3	-1.2	2.1	3.0	-0.9	3.0	3.5	-0.5
ABC774	11.8	13.2	-1.4	14.7	15.9	-1.2	13.5	15.8	-2.3	8.4	9.6	-1.2	9.5	10.7	-1.2	12.1	13.0	-0.9	12.3	12.9	-0.6
3RN	3.0	2.9	0.1	4.1	4.2	-0.1	2.0	1.9	0.1	2.3	2.1	0.2	3.5	3.1	0.4	2.6	2.9	-0.3	3.3	2.5	0.8
NEWSR	1.5	1.4	0.1	2.2	1.9	0.3	0.9	0.8	0.1	0.7	0.8	-0.1	1.2	1.5	-0.3	3.1	2.4	0.7	1.7	1.7	0.0
3JJJ	4.5	3.3	1.2	3.9	2.8	1.1	4.6	3.3	1.3	5.2	3.7	1.5	4.8	3.7	1.1	3.6	3.5	0.1	3.5	3.3	0.2
ABCFM	3.4	2.6	0.8	2.8	2.5	0.3	3.5	2.9	0.6	3.1	2.4	0.7	3.8	3.0	0.8	5.0	2.3	2.7	4.0	3.6	0.4

Survey Period: Sun May 8 - Sat Jun 11 and Sun Jun 26 - Sat Jul 30, 2011

Note: Melbourne's 91.5 was previously known as Classic Rock 91.5

# Brisbane Radio - Survey #5 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	7.5	-0.7	0.8	0.8	0.0	*	1.2	-1.2	2.4	2.3	0.1	3.0	4.5	-1.5	9.9	10.9	-1.0	21.3	22.0	-0.7
4BH	6.0	6.7	-0.7	3.3	2.3	1.0	0.6	0.5	0.1	0.3	0.2	0.1	3.6	3.4	0.2	11.6	12.7	-1.1	16.5	20.0	-3.5
4KQ	8.0	6.9	1.1	4.0	2.8	1.2	0.6	0.3	0.3	1.4	0.9	0.5	7.0	8.9	-1.9	25.2	17.7	7.5	10.5	8.4	2.1
B105	11.9	12.5	-0.6	40.4	38.0	2.4	24.6	27.9	-3.3	14.9	17.1	-2.2	8.8	8.2	0.6	3.4	3.4	0.0	0.8	1.2	-0.4
97.3FM	12.6	12.2	0.4	12.3	12.4	-0.1	9.0	9.6	-0.6	19.4	18.9	0.5	19.5	16.9	2.6	7.0	8.4	-1.4	1.2	1.3	-0.1
4MMM	10.1	10.4	-0.3	10.4	10.6	-0.2	9.1	9.1	0.0	11.7	13.1	-1.4	18.9	18.2	0.7	4.4	5.3	-0.9	1.0	0.6	0.4
NOVA106.9	11.1	10.8	0.3	21.1	23.1	-2.0	28.4	24.7	3.7	18.8	20.3	-1.5	7.5	5.6	1.9	1.0	2.1	-1.1	0.1	0.1	0.0
ABC612	10.2	9.7	0.5	0.5	0.8	-0.3	1.7	1.0	0.7	3.1	4.7	-1.6	8.2	6.8	1.4	17.0	17.1	-0.1	25.3	23.0	2.3
4RN	3.1	3.0	0.1	0.3	0.3	0.0	*	*	0.0	1.6	1.2	0.4	3.7	3.3	0.4	4.4	5.2	-0.8	6.0	6.1	-0.1
NEWSR	1.6	1.6	0.0	0.3	*	0.3	0.3	0.7	-0.4	1.3	1.0	0.3	1.8	1.6	0.2	2.8	2.6	0.2	2.2	2.4	-0.2
4JJJ	6.3	5.4	0.9	1.8	2.9	-1.1	15.7	16.2	-0.5	15.6	10.6	5.0	1.9	3.7	-1.8	1.8	0.3	1.5	0.2	0.5	-0.3
ABCFM	1.9	2.2	-0.3	1.1	1.3	-0.2	0.9	1.4	-0.5	2.1	1.6	0.5	0.5	1.1	-0.6	1.5	3.2	-1.7	4.7	4.3	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	+/-
4BC	7.1	7.9	-0.8	7.8	7.8	0.0	9.2	9.3	-0.1	5.5	6.6	-1.1	5.8	7.8	-2.0	7.5	9.0	-1.5	5.7	6.1	-0.4
4BH	5.4	5.9	-0.5	4.6	4.9	-0.3	6.2	7.2	-1.0	5.8	6.2	-0.4	4.9	5.0	-0.1	6.1	7.3	-1.2	8.3	9.2	-0.9
4KQ	7.6	6.7	0.9	9.1	7.9	1.2	7.9	7.1	0.8	7.6	6.9	0.7	5.4	4.5	0.9	5.0	5.0	0.0	9.4	7.6	1.8
B105	12.1	12.6	-0.5	11.2	12.3	-1.1	10.1	10.2	-0.1	11.9	12.3	-0.4	15.5	15.6	-0.1	14.3	15.2	-0.9	11.2	12.3	-1.1
97.3FM	12.5	12.0	0.5	12.1	12.0	0.1	13.1	12.6	0.5	14.1	13.4	0.7	11.5	11.6	-0.1	8.6	6.9	1.7	13.0	12.8	0.2
4MMM	10.6	10.7	-0.1	8.4	9.1	-0.7	11.8	11.6	0.2	13.3	13.2	0.1	10.2	10.5	-0.3	7.9	6.8	1.1	8.4	9.5	-1.1
NOVA106.9	11.5	11.2	0.3	10.9	10.7	0.2	9.9	10.4	-0.5	12.1	11.6	0.5	14.4	13.6	0.8	10.0	9.1	0.9	9.8	9.4	0.4
ABC612	10.3	9.7	0.6	13.6	12.5	1.1	9.0	8.1	0.9	7.9	7.4	0.5	8.3	8.6	-0.3	12.4	13.3	-0.9	10.1	9.7	0.4
4RN	3.1	2.9	0.2	4.4	4.3	0.1	2.2	2.1	0.1	1.8	1.4	0.4	3.8	3.0	0.8	3.1	4.5	-1.4	3.2	3.4	-0.2
NEWSR	1.5	1.5	0.0	1.9	1.6	0.3	0.8	1.0	-0.2	0.9	0.9	0.0	1.3	1.1	0.2	4.0	4.9	-0.9	2.1	1.9	0.2
4JJJ	6.7	5.8	0.9	5.3	4.9	0.4	7.7	7.0	0.7	7.7	6.9	0.8	6.4	5.1	1.3	6.9	4.3	2.6	4.9	4.1	0.8
ABCFM	1.8	2.1	-0.3	1.9	1.9	0.0	2.1	2.6	-0.5	1.2	1.5	-0.3	2.0	2.5	-0.5	2.5	2.6	-0.1	2.0	2.4	-0.4

Survey Period: Sun May 8 - Sat Jun 11 and Sun Jun 26 - Sat Jul 30, 2011

# Adelaide Radio - Survey #5 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	16.6	14.5	2.1	1.0	2.9	-1.9	4.4	5.5	-1.1	6.4	4.5	1.9	14.8	11.3	3.5	24.5	19.4	5.1	32.0	30.6	1.4
CRUISE1323	6.1	7.7	-1.6	1.7	2.9	-1.2	1.4	1.3	0.1	1.3	4.0	-2.7	5.3	6.3	-1.0	11.9	14.3	-2.4	10.5	11.6	-1.1
MIX102.3	15.3	13.4	1.9	13.0	10.5	2.5	16.7	15.7	1.0	18.0	14.5	3.5	20.6	17.0	3.6	16.2	17.3	-1.1	5.6	5.5	0.1
5MMM	9.1	9.3	-0.2	9.4	9.9	-0.5	11.7	10.3	1.4	10.0	9.6	0.4	14.7	18.7	-4.0	7.6	5.7	1.9	1.2	1.0	0.2
NOVA91.9	8.0	8.4	-0.4	20.4	23.4	-3.0	17.9	18.1	-0.2	16.7	15.7	1.0	5.5	7.3	-1.8	1.4	0.9	0.5	*	0.1	-0.1
SAFM	10.5	10.9	-0.4	40.9	35.1	5.8	19.5	25.3	-5.8	16.2	14.5	1.7	9.3	11.2	-1.9	2.0	1.8	0.2	0.5	0.6	-0.1
ABC891	11.6	12.5	-0.9	4.0	3.9	0.1	0.6	0.8	-0.2	4.3	3.6	0.7	7.8	7.4	0.4	13.6	18.2	-4.6	28.8	29.1	-0.3
5RN	2.4	2.4	0.0	0.2	0.8	-0.6	0.2	*	0.2	1.2	1.3	-0.1	1.9	2.1	-0.2	4.4	4.4	0.0	4.3	3.8	0.5
NEWSR	1.9	2.2	-0.3	*	1.0	-1.0	1.0	0.6	0.4	1.3	3.3	-2.0	2.4	2.5	-0.1	2.4	2.5	-0.1	2.2	1.8	0.4
5JJJ	5.7	5.9	-0.2	3.9	5.0	-1.1	14.5	10.8	3.7	11.2	15.1	-3.9	4.5	4.7	-0.2	3.5	2.3	1.2	0.3	0.1	0.2
ABCFM	4.2	4.1	0.1	1.8	0.4	1.4	0.8	0.7	0.1	1.1	1.4	-0.3	4.3	4.3	0.0	5.6	5.1	0.5	8.1	7.9	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	+/-
5AA	17.0	14.7	2.3	20.3	17.6	2.7	17.8	14.8	3.0	11.2	9.6	1.6	18.1	15.7	2.4	19.6	17.7	1.9	15.3	13.9	1.4
CRUISE1323	5.5	7.1	-1.6	4.9	6.6	-1.7	5.4	7.2	-1.8	6.7	8.3	-1.6	4.8	5.8	-1.0	5.4	7.1	-1.7	8.2	9.5	-1.3
MIX102.3	15.5	13.4	2.1	13.2	11.8	1.4	16.5	13.8	2.7	18.7	16.0	2.7	16.0	14.9	1.1	10.5	8.3	2.2	14.4	13.2	1.2
5MMM	9.7	9.9	-0.2	9.3	9.2	0.1	10.9	11.5	-0.6	11.7	11.8	-0.1	8.2	8.9	-0.7	5.3	5.5	-0.2	6.9	7.1	-0.2
NOVA91.9	8.1	8.5	-0.4	6.9	7.5	-0.6	8.7	8.8	-0.1	9.3	9.3	0.0	8.1	9.2	-1.1	7.0	8.1	-1.1	7.4	8.0	-0.6
SAFM	10.6	11.0	-0.4	10.0	9.7	0.3	9.7	9.6	0.1	10.8	12.5	-1.7	12.5	11.8	0.7	11.0	13.1	-2.1	10.1	10.5	-0.4
ABC891	11.5	12.3	-0.8	14.5	15.1	-0.6	11.3	12.6	-1.3	9.6	10.7	-1.1	8.4	8.7	-0.3	13.4	14.1	-0.7	12.3	12.9	-0.6
5RN	2.4	2.4	0.0	3.4	3.7	-0.3	2.1	1.9	0.2	1.4	1.4	0.0	2.0	2.4	-0.4	3.4	2.5	0.9	2.5	2.5	0.0
NEWSR	1.8	2.1	-0.3	2.7	3.1	-0.4	0.9	1.4	-0.5	1.0	1.2	-0.2	1.0	1.6	-0.6	4.4	4.1	0.3	2.2	2.5	-0.3
5JJJ	5.8	6.0	-0.2	4.7	5.5	-0.8	5.0	5.8	-0.8	6.4	6.3	0.1	7.8	7.3	0.5	6.1	5.3	0.8	5.2	5.6	-0.4
ABCFM	3.9	4.1	-0.2	4.4	3.8	0.6	3.5	4.4	-0.9	3.2	3.5	-0.3	4.6	5.0	-0.4	4.1	4.0	0.1	5.2	4.1	1.1

Survey Period: Sun May 8 - Sat Jun 11 and Sun Jun 26 - Sat Jul 30, 2011

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# Perth Radio - Survey #5 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	5.5	6.0	-0.5	*	*	0.0	0.3	0.3	0.0	1.5	1.1	0.4	6.1	8.2	-2.1	15.7	13.4	2.3	5.3	6.7	-1.4
6PR	11.1	8.6	2.5	1.3	0.6	0.7	2.2	1.3	0.9	5.8	4.2	1.6	9.1	5.7	3.4	12.7	14.5	-1.8	27.2	18.5	8.7
MIX 94.5	15.1	17.1	-2.0	15.0	17.1	-2.1	6.0	8.6	-2.6	14.4	19.3	-4.9	28.1	28.4	-0.3	12.8	13.5	-0.7	5.1	7.4	-2.3
92.9	11.2	11.5	-0.3	36.2	32.9	3.3	24.6	28.6	-4.0	13.9	15.3	-1.4	9.9	11.1	-1.2	1.0	1.1	-0.1	1.5	1.2	0.3
96FM	10.0	7.5	2.5	14.1	7.2	6.9	12.0	7.4	4.6	17.4	14.7	2.7	13.6	10.3	3.3	2.3	2.6	-0.3	0.6	0.3	0.3
NOVA93.7	11.7	9.7	2.0	18.3	19.6	-1.3	26.3	21.5	4.8	22.0	18.4	3.6	8.8	7.8	1.0	3.8	2.1	1.7	0.2	0.3	-0.1
ABC720	11.7	11.9	-0.2	2.8	2.3	0.5	1.8	0.5	1.3	6.7	5.3	1.4	4.8	7.9	-3.1	21.8	20.3	1.5	27.3	26.0	1.3
6RN	2.0	2.3	-0.3	0.9	0.6	0.3	*	*	0.0	0.4	0.2	0.2	2.5	3.3	-0.8	2.6	3.9	-1.3	4.1	3.4	0.7
NEWSR	1.6	1.2	0.4	0.9	1.4	-0.5	*	*	0.0	2.3	0.7	1.6	1.0	1.1	-0.1	1.2	1.9	-0.7	3.1	1.6	1.5
6JJJ	6.6	7.2	-0.6	4.5	8.3	-3.8	23.4	25.0	-1.6	10.3	13.5	-3.2	4.4	3.4	1.0	2.5	2.6	-0.1	*	*	0.0
ABCFM	3.0	3.3	-0.3	1.9	0.8	1.1	0.3	0.3	0.0	1.2	1.7	-0.5	2.6	2.1	0.5	3.3	4.2	-0.9	7.3	8.2	-0.9

## 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	5.3	5.8	-0.5	4.1	5.5	-1.4	6.2	6.7	-0.5	6.5	6.2	0.3	4.2	4.8	-0.6	5.4	5.8	-0.4	6.0	6.6	-0.6
6PR	11.0	8.4	2.6	11.5	9.1	2.4	11.3	9.0	2.3	9.8	7.4	2.4	10.4	7.5	2.9	13.1	9.5	3.6	11.4	9.2	2.2
MIX 94.5	15.5	17.9	-2.4	14.4	16.2	-1.8	15.9	19.6	-3.7	18.0	20.2	-2.2	15.3	17.8	-2.5	10.8	12.4	-1.6	14.0	14.6	-0.6
92.9	11.1	11.3	-0.2	9.4	9.6	-0.2	8.9	8.9	0.0	10.7	10.9	-0.2	16.1	15.5	0.6	14.3	16.1	-1.8	11.4	12.2	-0.8
96FM	10.6	8.0	2.6	8.7	6.6	2.1	12.6	8.0	4.6	13.8	10.1	3.7	9.0	7.5	1.5	4.6	6.7	-2.1	8.3	5.8	2.5
NOVA93.7	12.4	10.1	2.3	13.4	10.8	2.6	11.1	9.0	2.1	12.6	10.4	2.2	13.0	10.6	2.4	10.3	8.4	1.9	9.6	8.6	1.0
ABC720	11.5	12.0	-0.5	15.5	16.6	-1.1	11.5	11.6	-0.1	7.5	9.0	-1.5	8.2	8.6	-0.4	16.0	13.0	3.0	12.3	11.6	0.7
6RN	2.0	2.2	-0.2	3.0	3.1	-0.1	1.8	1.8	0.0	1.4	1.5	-0.1	1.4	1.8	-0.4	2.8	2.2	0.6	1.8	2.6	-0.8
NEWSR	1.5	1.0	0.5	1.8	1.6	0.2	1.3	0.6	0.7	0.9	0.8	0.1	1.2	0.7	0.5	3.7	1.6	2.1	1.8	1.7	0.1
6JJJ	6.7	7.4	-0.7	6.8	6.9	-0.1	5.8	6.8	-1.0	7.1	7.7	-0.6	7.7	8.5	-0.8	6.0	7.8	-1.8	6.0	6.3	-0.3
ABCFM	2.8	3.1	-0.3	2.4	2.9	-0.5	3.1	3.4	-0.3	2.6	3.0	-0.4	3.0	2.9	0.1	3.9	3.6	0.3	3.7	3.9	-0.2

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