

# SYDNEY RADIO - SURVEY #7 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	4.2	5.0	-0.8	0.1	0.4	-0.3	0.1	0.2	-0.1	*	*	0.0	1.6	2.0	-0.4	9.8	10.2	-0.4	10.9	12.8	-1.9
2GB	12.1	13.0	-0.9	4.3	3.1	1.2	0.5	2.0	-1.5	5.9	7.6	-1.7	10.6	11.0	-0.4	13.3	16.9	-3.6	27.1	24.7	2.4
2UE	4.8	4.6	0.2	0.9	1.2	-0.3	1.8	1.1	0.7	1.6	1.3	0.3	4.0	3.7	0.3	7.8	5.0	2.8	9.5	11.0	-1.5
2DAY	9.5	8.1	1.4	17.4	12.5	4.9	23.4	24.6	-1.2	14.5	12.4	2.1	9.7	8.5	1.2	2.7	1.6	1.1	0.9	0.8	0.1
MIX106.5	5.7	5.1	0.6	8.8	14.0	-5.2	3.9	5.0	-1.1	7.6	6.0	1.6	7.4	5.8	1.6	3.2	2.1	1.1	3.1	2.9	0.2
2MMM	5.2	5.3	-0.1	4.1	3.3	0.8	4.0	5.9	-1.9	9.0	9.8	-0.8	7.8	8.2	-0.4	1.5	1.9	-0.4	1.0	0.3	0.7
NOVA96.9	7.8	7.6	0.2	25.2	21.8	3.4	18.6	14.9	3.7	13.0	15.2	-2.2	5.7	6.0	-0.3	0.9	0.4	0.5	0.1	0.2	-0.1
smoothfm 95.3	7.5	6.8	0.7	7.7	8.9	-1.2	4.0	3.0	1.0	6.7	6.4	0.3	10.4	8.5	1.9	11.3	9.8	1.5	3.4	4.0	-0.6
WSFM	6.1	6.3	-0.2	6.6	4.4	2.2	4.1	6.1	-2.0	5.3	4.6	0.7	8.6	8.3	0.3	9.5	11.9	-2.4	2.2	2.5	-0.3
ABC702	8.4	10.1	-1.7	2.0	0.7	1.3	2.3	0.9	1.4	4.0	5.4	-1.4	7.9	9.3	-1.4	14.0	16.7	-2.7	14.6	17.1	-2.5
2RN	2.4	2.7	-0.3	0.8	0.3	0.5	0.1	0.4	-0.3	0.7	1.4	-0.7	2.5	1.8	0.7	4.4	6.9	-2.5	4.2	3.5	0.7
NEWSR	1.8	2.1	-0.3	0.8	1.4	-0.6	0.6	0.6	0.0	1.6	2.3	-0.7	2.2	2.7	-0.5	1.4	2.4	-1.0	2.6	1.9	0.7
2JJJ	5.6	5.6	0.0	2.4	5.5	-3.1	14.0	11.4	2.6	10.7	12.8	-2.1	5.5	4.9	0.6	1.8	1.8	0.0	*	*	0.0
ABCFM	3.6	3.7	-0.1	0.5	1.0	-0.5	0.8	0.6	0.2	0.6	1.8	-1.2	2.6	2.3	0.3	4.8	3.5	1.3	9.4	9.4	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	3.9	4.8	-0.9	3.3	4.4	-1.1	4.3	6.3	-2.0	4.4	4.7	-0.3	3.6	4.0	-0.4	3.8	4.3	-0.5	5.2	5.8	-0.6
2GB	13.2	14.0	-0.8	16.2	16.9	-0.7	15.7	16.2	-0.5	10.2	11.9	-1.7	10.0	10.0	0.0	11.5	12.4	-0.9	8.5	10.0	-1.5
2UE	3.8	4.0	-0.2	3.5	3.3	0.2	3.2	3.2	0.0	3.9	4.4	-0.5	3.5	4.1	-0.6	6.6	6.1	0.5	7.8	6.8	1.0
2DAY	9.9	8.5	1.4	11.2	9.9	1.3	9.0	7.2	1.8	10.2	8.6	1.6	9.8	9.2	0.6	7.0	5.9	1.1	8.5	6.5	2.0
MIX106.5	5.6	5.0	0.6	4.2	4.0	0.2	5.3	4.7	0.6	7.5	5.4	2.1	5.4	6.0	-0.6	6.8	6.2	0.6	6.0	5.3	0.7
2MMM	5.3	5.6	-0.3	6.1	6.1	0.0	4.9	5.9	-1.0	5.0	5.5	-0.5	5.6	4.9	0.7	3.8	5.0	-1.2	4.9	4.4	0.5
NOVA96.9	8.0	7.9	0.1	7.1	7.3	-0.2	7.4	7.0	0.4	7.8	8.4	-0.6	9.3	9.4	-0.1	9.7	7.9	1.8	7.1	6.6	0.5
smoothfm 95.3	7.4	6.5	0.9	4.7	4.8	-0.1	7.5	6.9	0.6	8.7	7.2	1.5	9.2	7.7	1.5	9.5	6.9	2.6	7.9	7.9	0.0
WSFM	6.1	6.1	0.0	6.3	6.7	-0.4	6.8	6.2	0.6	6.4	6.1	0.3	5.2	5.7	-0.5	4.8	4.3	0.5	6.2	7.2	-1.0
ABC702	9.0	10.9	-1.9	10.9	11.8	-0.9	8.1	10.3	-2.2	8.6	10.9	-2.3	8.5	10.7	-2.2	7.2	10.0	-2.8	6.6	7.6	-1.0
2RN	2.3	2.6	-0.3	3.2	3.4	-0.2	2.0	2.4	-0.4	1.6	1.8	-0.2	2.2	2.9	-0.7	2.4	2.1	0.3	2.6	2.9	-0.3
NEWSR	1.8	2.1	-0.3	2.0	2.9	-0.9	1.4	1.3	0.1	1.2	1.4	-0.2	1.9	1.9	0.0	3.1	3.8	-0.7	1.8	2.1	-0.3
2JJJ	5.5	5.3	0.2	4.6	4.4	0.2	5.8	5.7	0.1	5.4	5.4	0.0	6.1	6.3	-0.2	6.8	5.6	1.2	5.8	6.5	-0.7
ABCFM	3.5	3.5	0.0	3.6	2.7	0.9	3.1	3.5	-0.4	3.1	3.7	-0.6	4.5	4.1	0.4	3.1	4.4	-1.3	3.9	4.5	-0.6

# MELBOURNE RADIO - SURVEY #7 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	5.4	4.6	0.8	1.3	0.7	0.6	0.6	1.4	-0.8	7.2	5.7	1.5	8.0	6.8	1.2	5.5	4.7	0.8	3.1	2.5	0.6
3AW	13.2	13.5	-0.3	2.9	3.7	-0.8	2.0	1.4	0.6	2.5	2.8	-0.3	8.9	9.9	-1.0	20.6	22.1	-1.5	34.2	32.1	2.1
MAGIC	3.8	4.6	-0.8	0.7	0.9	-0.2	0.9	0.7	0.2	0.6	2.5	-1.9	1.0	2.4	-1.4	8.7	7.4	1.3	9.8	10.8	-1.0
FOXFm	8.1	8.2	-0.1	22.9	25.5	-2.6	14.2	13.3	0.9	11.6	12.0	-0.4	7.6	8.3	-0.7	4.3	3.1	1.2	0.5	0.8	-0.3
GOLD	8.1	8.2	-0.1	4.1	6.6	-2.5	8.7	9.7	-1.0	9.4	9.7	-0.3	11.3	12.0	-0.7	9.0	6.5	2.5	2.4	2.5	-0.1
MIX101.1	6.2	6.2	0.0	15.0	15.9	-0.9	8.2	9.8	-1.6	8.6	8.1	0.5	8.2	8.2	0.0	1.6	1.7	-0.1	0.8	0.8	0.0
3MMM	7.9	7.3	0.6	4.2	4.4	-0.2	16.1	15.2	0.9	13.1	10.7	2.4	8.6	9.1	-0.5	4.8	4.6	0.2	0.3	0.4	-0.1
NOVA 100	8.6	7.7	0.9	27.4	23.6	3.8	21.4	17.1	4.3	14.7	13.0	1.7	4.8	5.0	-0.2	2.0	2.6	-0.6	0.4	0.5	-0.1
smoothfm 91.5	5.8	5.6	0.2	5.0	5.5	-0.5	4.5	4.1	0.4	4.8	4.2	0.6	8.6	7.1	1.5	6.2	7.8	-1.6	3.9	3.9	0.0
ABC774	11.4	12.2	-0.8	2.3	1.7	0.6	1.2	1.6	-0.4	3.6	4.1	-0.5	11.6	10.5	1.1	17.6	19.9	-2.3	22.7	25.5	-2.8
3RN	2.5	2.1	0.4	0.5	0.4	0.1	1.8	0.2	1.6	1.5	1.3	0.2	2.1	1.6	0.5	4.4	4.6	-0.2	3.6	3.0	0.6
NEWSR	2.1	2.0	0.1	0.8	0.5	0.3	0.3	0.5	-0.2	1.6	2.7	-1.1	2.4	2.3	0.1	2.8	1.6	1.2	2.8	2.4	0.4
3JJJ	5.4	5.6	-0.2	4.7	3.2	1.5	13.8	18.2	-4.4	11.7	10.8	0.9	3.7	4.0	-0.3	1.1	1.3	-0.2	*	*	0.0
ABCFM	2.6	2.4	0.2	1.7	1.2	0.5	0.5	0.5	0.0	0.8	1.4	-0.6	2.2	1.7	0.5	1.7	1.7	0.0	7.3	6.2	1.1

## 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	5.9	4.7	1.2	5.4	4.1	1.3	6.1	5.3	0.8	6.3	4.9	1.4	6.1	5.1	1.0	5.2	4.2	1.0	3.7	4.0	-0.3
3AW	13.6	13.9	-0.3	18.7	19.5	-0.8	14.4	13.7	0.7	8.9	9.9	-1.0	10.6	11.2	-0.6	12.9	13.0	-0.1	12.1	12.2	-0.1
MAGIC	3.4	4.3	-0.9	3.0	4.0	-1.0	4.0	5.4	-1.4	3.6	4.6	-1.0	2.5	2.4	0.1	4.5	4.6	-0.1	5.1	6.0	-0.9
FOXFm	8.2	8.5	-0.3	7.8	7.9	-0.1	7.7	7.0	0.7	9.1	9.3	-0.2	8.9	10.2	-1.3	7.1	8.3	-1.2	7.6	7.4	0.2
GOLD	8.2	8.4	-0.2	6.4	5.9	0.5	9.3	9.9	-0.6	10.8	11.5	-0.7	7.1	7.7	-0.6	6.6	5.7	0.9	7.6	7.5	0.1
MIX101.1	6.3	6.4	-0.1	4.8	5.3	-0.5	6.3	6.1	0.2	7.9	7.8	0.1	7.2	6.7	0.5	5.8	5.8	0.0	5.7	5.7	0.0
3MMM	8.4	7.5	0.9	8.5	8.3	0.2	8.0	6.4	1.6	10.1	8.7	1.4	8.3	7.5	0.8	4.6	4.8	-0.2	6.1	6.6	-0.5
NOVA 100	8.5	7.7	0.8	9.0	8.4	0.6	6.9	5.6	1.3	8.2	7.3	0.9	10.5	9.9	0.6	8.0	7.7	0.3	8.9	7.6	1.3
smoothfm 91.5	5.7	5.2	0.5	4.2	3.8	0.4	6.1	5.5	0.6	7.1	6.2	0.9	6.0	5.8	0.2	5.2	5.4	-0.2	6.3	6.6	-0.3
ABC774	11.6	12.5	-0.9	14.2	14.8	-0.6	13.1	14.2	-1.1	7.8	8.8	-1.0	11.0	11.5	-0.5	11.5	12.8	-1.3	10.4	11.5	-1.1
3RN	2.4	2.0	0.4	3.0	2.3	0.7	1.9	1.6	0.3	1.5	1.5	0.0	2.5	2.2	0.3	3.9	2.9	1.0	2.9	2.5	0.4
NEWSR	1.8	2.0	-0.2	2.5	2.5	0.0	1.2	1.7	-0.5	1.3	1.7	-0.4	1.6	1.8	-0.2	2.7	2.5	0.2	2.9	2.0	0.9
3JJJ	5.5	5.7	-0.2	4.6	4.3	0.3	5.4	5.9	-0.5	6.3	6.7	-0.4	6.8	6.5	0.3	4.5	5.9	-1.4	5.2	5.1	0.1
ABCFM	2.4	2.3	0.1	2.2	2.4	-0.2	1.9	2.2	-0.3	2.1	1.7	0.4	3.0	2.3	0.7	4.3	3.4	0.9	3.2	2.8	0.4

# BRISBANE RADIO - SURVEY #7 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	5.1	5.8	-0.7	*	0.1	-0.1	*	*	0.0	0.9	0.7	0.2	2.0	3.5	-1.5	11.8	11.5	0.3	15.7	18.4	-2.7
4BH	6.2	6.6	-0.4	0.1	0.8	-0.7	1.7	0.2	1.5	0.9	0.8	0.1	2.9	4.6	-1.7	13.3	13.7	-0.4	18.3	18.7	-0.4
4KQ	6.6	7.4	-0.8	1.0	5.1	-4.1	2.5	2.5	0.0	1.3	2.0	-0.7	5.8	7.9	-2.1	20.9	17.7	3.2	8.5	10.3	-1.8
B105	10.0	10.5	-0.5	28.1	31.0	-2.9	17.4	23.1	-5.7	13.5	13.8	-0.3	8.8	8.3	0.5	2.1	1.8	0.3	1.1	0.3	0.8
97.3FM	13.2	13.3	-0.1	20.4	18.0	2.4	9.1	11.2	-2.1	13.1	12.0	1.1	22.2	21.7	0.5	10.5	11.5	-1.0	2.2	3.7	-1.5
4MMM	9.0	10.3	-1.3	6.1	4.4	1.7	12.6	16.3	-3.7	12.2	13.1	-0.9	14.4	16.2	-1.8	2.6	4.0	-1.4	0.6	0.6	0.0
NOVA106.9	12.5	12.0	0.5	27.5	23.6	3.9	28.1	24.7	3.4	21.4	21.8	-0.4	7.3	7.7	-0.4	0.3	1.2	-0.9	1.0	*	1.0
ABC612	10.6	10.4	0.2	2.4	3.1	-0.7	1.7	1.3	0.4	3.5	3.2	0.3	8.9	9.5	-0.6	16.2	17.1	-0.9	28.7	25.5	3.2
4RN	2.5	1.8	0.7	0.1	0.1	0.0	0.5	0.3	0.2	1.2	1.1	0.1	3.1	1.8	1.3	3.4	3.0	0.4	5.0	3.4	1.6
NEWSR	1.1	0.9	0.2	0.9	0.5	0.4	0.4	0.5	-0.1	0.7	1.0	-0.3	0.9	0.9	0.0	2.5	1.1	1.4	1.1	1.0	0.1
4JJJ	9.7	8.4	1.3	3.2	5.9	-2.7	18.5	15.3	3.2	21.1	20.5	0.6	7.1	3.6	3.5	1.1	1.5	-0.4	0.3	0.1	0.2
ABCFM	1.7	1.9	-0.2	1.4	1.8	-0.4	1.2	1.3	-0.1	0.6	0.6	0.0	1.1	1.0	0.1	0.7	2.6	-1.9	5.5	4.8	0.7

## 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	5.3	6.2	-0.9	6.0	6.7	-0.7	5.5	6.6	-1.1	3.8	5.8	-2.0	4.5	5.1	-0.6	8.4	7.0	1.4	4.4	4.7	-0.3
4BH	6.0	6.2	-0.2	5.6	5.7	-0.1	7.4	7.7	-0.3	6.8	6.6	0.2	4.1	4.8	-0.7	6.1	6.2	-0.1	6.5	7.8	-1.3
4KQ	6.4	7.4	-1.0	7.2	7.7	-0.5	7.3	8.4	-1.1	7.0	7.7	-0.7	4.5	6.2	-1.7	4.0	5.2	-1.2	7.2	7.5	-0.3
B105	10.3	11.0	-0.7	10.0	10.5	-0.5	9.4	9.6	-0.2	11.1	11.6	-0.5	11.8	13.2	-1.4	8.8	9.9	-1.1	8.7	9.1	-0.4
97.3FM	13.0	12.9	0.1	11.0	11.0	0.0	12.9	12.4	0.5	14.3	14.3	0.0	16.0	15.8	0.2	10.7	11.3	-0.6	13.9	14.3	-0.4
4MMM	9.9	11.4	-1.5	9.1	11.3	-2.2	11.3	13.1	-1.8	12.0	14.2	-2.2	7.6	7.8	-0.2	6.9	6.6	0.3	6.4	6.5	-0.1
NOVA106.9	12.7	12.0	0.7	11.7	11.6	0.1	12.0	10.8	1.2	13.3	12.0	1.3	15.3	15.2	0.1	10.9	10.4	0.5	11.9	11.9	0.0
ABC612	10.7	10.3	0.4	15.0	13.7	1.3	10.4	10.0	0.4	7.2	6.6	0.6	8.2	7.9	0.3	11.9	14.6	-2.7	10.3	10.7	-0.4
4RN	2.4	1.8	0.6	3.6	2.8	0.8	1.7	1.2	0.5	1.2	0.6	0.6	3.0	2.0	1.0	2.4	2.9	-0.5	2.7	1.7	1.0
NEWSR	1.0	0.9	0.1	1.7	1.2	0.5	0.5	0.4	0.1	0.5	0.5	0.0	0.6	0.9	-0.3	2.4	1.8	0.6	1.1	0.9	0.2
4JJJ	10.1	8.5	1.6	8.9	7.6	1.3	9.8	8.5	1.3	10.1	8.5	1.6	11.7	9.7	2.0	11.6	9.0	2.6	8.7	8.3	0.4
ABCFM	1.6	1.8	-0.2	1.4	1.5	-0.1	1.8	1.8	0.0	1.5	1.7	-0.2	1.3	1.7	-0.4	2.1	3.0	-0.9	2.0	2.3	-0.3

# ADELAIDE RADIO - SURVEY #7 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	11.7	12.1	-0.4	1.5	2.2	-0.7	1.1	2.8	-1.7	3.7	3.0	0.7	9.7	10.0	-0.3	17.0	19.5	-2.5	26.1	25.0	1.1
CRUISE1323	7.6	7.6	0.0	1.1	0.8	0.3	2.3	2.2	0.1	1.1	1.4	-0.3	8.0	7.3	0.7	14.7	15.7	-1.0	12.3	12.7	-0.4
MIX102.3	14.7	14.4	0.3	18.7	17.7	1.0	13.3	17.9	-4.6	12.1	11.3	0.8	20.3	19.1	1.2	18.2	15.5	2.7	7.3	8.5	-1.2
5MMM	8.1	8.3	-0.2	3.0	1.4	1.6	5.6	5.2	0.4	11.4	12.4	-1.0	14.7	14.8	-0.1	5.4	5.6	-0.2	1.6	1.1	0.5
NOVA91.9	11.4	11.1	0.3	38.2	42.6	-4.4	24.9	18.5	6.4	19.9	19.1	0.8	8.6	9.0	-0.4	1.3	2.9	-1.6	0.6	0.2	0.4
SAFM	8.7	8.6	0.1	24.9	18.4	6.5	13.8	15.4	-1.6	9.5	11.7	-2.2	12.0	11.9	0.1	4.3	2.4	1.9	0.8	0.6	0.2
ABC891	12.5	13.0	-0.5	0.3	1.4	-1.1	0.2	0.8	-0.6	3.7	4.0	-0.3	6.7	7.2	-0.5	18.8	17.2	1.6	32.5	34.7	-2.2
5RN	2.2	2.2	0.0	*	0.1	-0.1	3.6	0.4	3.2	0.3	0.6	-0.3	1.6	2.4	-0.8	4.1	4.3	-0.2	3.2	3.2	0.0
NEWSR	1.4	1.6	-0.2	0.7	1.2	-0.5	2.1	2.2	-0.1	1.7	2.3	-0.6	1.0	0.8	0.2	1.3	1.2	0.1	1.4	1.9	-0.5
5JJI	7.4	7.0	0.4	3.7	7.3	-3.6	13.3	14.8	-1.5	17.5	16.0	1.5	5.1	5.5	-0.4	4.2	1.7	2.5	0.2	0.1	0.1
ABCFM	3.0	3.3	-0.3	0.7	0.6	0.1	1.5	2.0	-0.5	1.6	2.2	-0.6	2.5	2.6	-0.1	2.9	5.2	-2.3	6.3	5.2	1.1

## 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	11.9	12.4	-0.5	14.5	13.7	0.8	14.5	15.3	-0.8	6.8	7.2	-0.4	13.4	13.6	-0.2	10.1	13.8	-3.7	11.0	11.1	-0.1
CRUISE1323	7.2	7.2	0.0	6.5	7.1	-0.6	9.1	8.5	0.6	8.7	8.0	0.7	5.6	6.0	-0.4	3.8	4.9	-1.1	8.8	9.0	-0.2
MIX102.3	14.8	14.3	0.5	12.6	12.8	-0.2	16.0	15.5	0.5	17.9	17.2	0.7	14.6	14.7	-0.1	10.0	7.9	2.1	14.2	14.5	-0.3
5MMM	8.5	8.7	-0.2	8.0	8.8	-0.8	8.3	9.2	-0.9	10.7	10.1	0.6	8.5	8.5	0.0	4.2	4.6	-0.4	7.1	6.8	0.3
NOVA91.9	11.2	11.0	0.2	10.1	10.1	0.0	8.2	8.6	-0.4	11.6	11.9	-0.3	13.8	13.2	0.6	15.1	11.8	3.3	12.2	11.6	0.6
SAFM	9.0	8.8	0.2	8.5	8.2	0.3	8.3	8.4	-0.1	9.9	9.6	0.3	9.5	8.7	0.8	8.4	9.1	-0.7	7.9	8.0	-0.1
ABC891	12.6	13.2	-0.6	17.4	16.9	0.5	12.3	12.6	-0.3	8.8	10.5	-1.7	9.0	10.2	-1.2	17.1	17.6	-0.5	12.0	12.4	-0.4
5RN	2.1	2.1	0.0	2.9	2.9	0.0	1.6	1.4	0.2	1.3	1.1	0.2	2.1	2.8	-0.7	3.4	3.2	0.2	2.2	2.4	-0.2
NEWSR	1.3	1.4	-0.1	2.0	2.0	0.0	0.9	0.8	0.1	0.6	0.8	-0.2	1.2	1.7	-0.5	3.0	2.4	0.6	1.4	2.1	-0.7
5JJI	7.6	7.1	0.5	7.1	6.7	0.4	8.0	7.1	0.9	8.5	8.5	0.0	7.8	6.9	0.9	5.1	5.1	0.0	6.7	6.6	0.1
ABCFM	2.9	3.2	-0.3	2.9	3.3	-0.4	2.3	2.7	-0.4	2.2	2.6	-0.4	3.4	3.2	0.2	5.2	5.8	-0.6	3.1	3.6	-0.5

Survey Period: Sun Aug 11 - Sat Sep 14 and Sun Sep 22 - Sat Oct 26, 2013  
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# PERTH RADIO - SURVEY #7 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	5.9	6.2	-0.3	1.1	0.2	0.9	*	0.8	-0.8	0.5	0.6	-0.1	8.1	7.0	1.1	13.0	16.8	-3.8	7.9	7.7	0.2
6PR	7.7	7.3	0.4	0.9	0.7	0.2	0.8	0.5	0.3	2.4	3.6	-1.2	5.2	4.9	0.3	11.5	12.0	-0.5	20.3	17.7	2.6
MIX 94.5	13.5	12.2	1.3	13.6	11.9	1.7	7.5	7.5	0.0	13.6	11.9	1.7	21.0	21.5	-0.5	15.9	10.1	5.8	4.5	3.7	0.8
92.9	9.6	9.3	0.3	22.4	32.0	-9.6	24.7	17.9	6.8	13.3	12.1	1.2	8.2	8.8	-0.6	2.7	2.4	0.3	0.1	0.5	-0.4
96FM	11.5	12.5	-1.0	6.0	2.9	3.1	12.2	14.2	-2.0	16.9	15.7	1.2	15.6	18.1	-2.5	10.5	12.6	-2.1	1.7	2.1	-0.4
NOVA93.7	12.4	12.1	0.3	37.5	34.3	3.2	20.8	21.8	-1.0	18.7	18.6	0.1	12.8	11.4	1.4	2.8	3.2	-0.4	0.5	0.1	0.4
ABC720	10.8	10.7	0.1	3.7	4.1	-0.4	2.0	2.5	-0.5	3.6	3.6	0.0	9.7	7.0	2.7	17.0	15.4	1.6	22.5	28.4	-5.9
6RN	2.2	1.7	0.5	*	*	0.0	1.8	*	1.8	0.3	0.5	-0.2	1.8	1.8	0.0	4.6	3.3	1.3	3.4	3.0	0.4
NEWSR	1.6	1.3	0.3	0.8	1.0	-0.2	0.2	0.2	0.0	0.6	0.9	-0.3	1.4	1.6	-0.2	2.9	1.8	1.1	2.9	1.8	1.1
6JJJ	9.0	11.2	-2.2	10.1	8.5	1.6	24.2	29.4	-5.2	19.0	22.8	-3.8	5.5	7.7	-2.2	0.3	1.6	-1.3	0.1	0.1	0.0
ABCFM	2.7	2.8	-0.1	1.3	1.1	0.2	0.5	0.7	-0.2	1.3	2.3	-1.0	1.1	1.1	0.0	2.8	3.2	-0.4	8.3	7.4	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	5.5	6.1	-0.6	3.9	4.3	-0.4	6.6	7.7	-1.1	6.8	7.5	-0.7	4.7	5.5	-0.8	5.1	4.1	1.0	7.5	6.5	1.0
6PR	7.5	7.4	0.1	8.9	8.8	0.1	7.4	6.9	0.5	5.4	5.2	0.2	6.9	7.9	-1.0	11.6	9.5	2.1	8.4	7.3	1.1
MIX 94.5	13.8	12.5	1.3	13.7	11.9	1.8	14.2	13.6	0.6	15.0	13.6	1.4	13.2	11.0	2.2	10.3	10.1	0.2	12.3	11.5	0.8
92.9	9.8	9.6	0.2	8.7	8.1	0.6	8.6	9.2	-0.6	10.8	10.7	0.1	11.6	10.5	1.1	9.7	9.9	-0.2	8.8	8.5	0.3
96FM	11.9	12.9	-1.0	10.0	11.3	-1.3	14.1	14.7	-0.6	14.3	16.2	-1.9	10.9	10.6	0.3	6.6	7.0	-0.4	10.1	11.3	-1.2
NOVA93.7	12.1	12.1	0.0	12.4	13.5	-1.1	10.6	9.9	0.7	12.3	11.9	0.4	14.6	14.2	0.4	9.8	10.1	-0.3	13.5	12.2	1.3
ABC720	11.1	10.9	0.2	15.3	15.4	-0.1	10.0	9.4	0.6	8.3	7.2	1.1	8.6	9.1	-0.5	14.0	14.9	-0.9	9.4	10.2	-0.8
6RN	2.1	1.7	0.4	3.2	2.5	0.7	1.6	1.0	0.6	1.1	0.8	0.3	2.5	2.1	0.4	2.7	3.4	-0.7	2.2	1.4	0.8
NEWSR	1.5	1.3	0.2	1.9	1.8	0.1	1.2	0.9	0.3	1.3	0.9	0.4	1.3	1.1	0.2	2.4	2.2	0.2	1.8	1.5	0.3
6JJJ	9.3	11.5	-2.2	8.4	10.3	-1.9	8.6	11.0	-2.4	10.0	12.3	-2.3	11.5	14.2	-2.7	7.6	9.2	-1.6	7.9	10.2	-2.3
ABCFM	2.6	2.7	-0.1	2.7	3.3	-0.6	2.5	2.7	-0.2	2.2	2.4	-0.2	2.5	2.7	-0.2	3.5	2.0	1.5	3.1	3.0	0.1

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