

# Sydney Radio - Survey #4 2009



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CH	5.2	5.5	-0.3	*	*	0.0	*	0.1	-0.1	0.9	0.6	0.3	3.6	2.2	1.4	11.2	12.7	-1.5	6.4	7.6	-1.2
2GB	14.6	15.6	-1.0	4.9	6.8	-1.9	0.9	1.7	-0.8	5.4	5.4	0.0	12.3	14.8	-2.5	27.1	26.8	0.3	17.3	16.1	1.2
2UE	5.9	6.5	-0.6	0.4	0.2	0.2	1.8	2.1	-0.3	2.5	2.0	0.5	5.7	5.6	0.1	10.1	11.9	-1.8	7.4	7.2	0.2
2DAY	10.8	10.2	0.6	24.9	29.1	-4.2	33.5	27.6	5.9	16.7	17.1	-0.4	7.6	7.2	0.4	0.9	1.0	-0.1	8.7	7.7	1.0
MIX106.5	4.8	4.3	0.5	5.7	3.5	2.2	6.4	5.7	0.7	7.5	7.3	0.2	5.9	5.5	0.4	1.8	1.4	0.4	4.5	3.8	0.7
2MMM	4.3	3.7	0.6	9.0	8.4	0.6	4.5	5.9	-1.4	7.5	7.2	0.3	6.1	3.9	2.2	0.4	0.2	0.2	4.2	3.4	0.8
NOVA96.9	7.2	7.0	0.2	19.0	15.7	3.3	19.0	15.6	3.4	12.4	14.2	-1.8	4.3	4.8	-0.5	0.9	0.8	0.1	5.5	5.3	0.2
vega 95.3	3.6	4.3	-0.7	3.2	2.8	0.4	4.1	3.6	0.5	4.5	5.6	-1.1	5.6	7.2	-1.6	1.7	1.9	-0.2	2.7	4.4	-1.7
WSFM	7.4	6.5	0.9	2.9	5.7	-2.8	3.0	4.6	-1.6	7.9	5.1	2.8	12.1	11.4	0.7	5.9	4.8	1.1	7.4	6.9	0.5
ABC702	10.6	11.1	-0.5	1.2	1.6	-0.4	1.2	1.3	-0.1	6.5	6.4	0.1	10.8	11.9	-1.1	17.1	17.2	-0.1	10.0	11.2	-1.2
2RN	2.6	2.6	0.0	0.3	0.1	0.2	0.3	0.5	-0.2	2.3	2.1	0.2	2.9	3.1	-0.2	3.6	3.5	0.1	3.5	3.7	-0.2
NEWSR	1.8	1.9	-0.1	1.0	0.2	0.8	0.7	0.8	-0.1	2.0	2.7	-0.7	1.4	2.3	-0.9	2.4	1.6	0.8	1.9	2.0	-0.1
2JJJ	3.8	4.0	-0.2	4.0	4.0	0.0	9.5	12.1	-2.6	7.3	7.5	-0.2	3.8	4.1	-0.3	0.1	0.1	0.0	3.3	3.6	-0.3
ABCFM	4.7	4.5	0.2	1.4	1.3	0.1	0.7	0.7	0.0	2.7	3.5	-0.8	4.0	2.3	1.7	7.9	7.8	0.1	5.9	5.9	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	4.9	5.2	-0.3	4.0	4.6	-0.6	7.1	7.0	0.1	5.4	5.7	-0.3	3.2	3.7	-0.5	4.8	5.0	-0.2	6.3	6.5	-0.2
2GB	14.8	15.7	-0.9	17.6	17.7	-0.1	17.2	19.1	-1.9	12.1	13.6	-1.5	9.6	10.6	-1.0	16.6	15.7	0.9	14.0	15.0	-1.0
2UE	5.6	6.2	-0.6	6.1	6.6	-0.5	4.8	5.3	-0.5	5.3	6.0	-0.7	4.8	5.5	-0.7	7.5	7.8	-0.3	7.0	7.6	-0.6
2DAY	11.9	10.8	1.1	11.4	10.7	0.7	10.7	9.0	1.7	11.8	10.2	1.6	16.6	15.3	1.3	8.9	9.0	-0.1	7.3	8.1	-0.8
MIX106.5	4.8	4.2	0.6	3.5	3.4	0.1	4.3	3.9	0.4	5.7	4.7	1.0	5.0	4.6	0.4	6.9	5.6	1.3	4.9	4.4	0.5
2MMM	4.5	3.8	0.7	3.6	2.4	1.2	3.9	3.7	0.2	5.6	4.6	1.0	5.5	4.9	0.6	3.7	4.3	-0.6	3.9	3.4	0.5
NOVA96.9	7.4	7.4	0.0	8.1	8.2	-0.1	7.0	6.5	0.5	7.2	7.1	0.1	7.5	8.3	-0.8	6.3	6.2	0.1	6.8	5.7	1.1
vega 95.3	3.6	4.4	-0.8	2.6	3.3	-0.7	4.0	4.8	-0.8	5.0	6.0	-1.0	3.7	5.0	-1.3	2.5	2.9	-0.4	3.5	3.7	-0.2
WSFM	7.4	6.5	0.9	7.7	6.3	1.4	7.8	7.5	0.3	9.1	7.7	1.4	5.8	5.2	0.6	4.6	4.6	0.0	7.3	6.6	0.7
ABC702	10.9	11.4	-0.5	12.9	13.7	-0.8	10.5	9.0	1.5	9.5	9.9	-0.4	10.9	11.4	-0.5	8.8	12.2	-3.4	9.8	10.4	-0.6
2RN	2.6	2.6	0.0	3.4	3.4	0.0	1.9	1.7	0.2	1.9	2.0	-0.1	2.2	2.6	-0.4	3.5	3.8	-0.3	2.8	2.6	0.2
NEWSR	1.7	1.8	-0.1	2.5	2.2	0.3	1.1	1.0	0.1	0.8	1.0	-0.2	1.3	1.7	-0.4	3.0	3.6	-0.6	2.4	2.3	0.1
2JJJ	4.0	4.1	-0.1	2.7	2.7	0.0	4.4	4.5	-0.1	4.6	5.3	-0.7	4.7	5.0	-0.3	4.7	3.9	0.8	3.1	3.8	-0.7
ABCFM	4.3	4.1	0.2	4.3	3.7	0.6	4.2	4.4	-0.2	3.6	3.7	-0.1	4.4	4.2	0.2	5.7	5.5	0.2	6.0	5.6	0.4

Survey Period: Sun March 29 - Sat May 2 and Sun May 10 - Sat June 13, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	4.7	3.5	1.2	1.9	1.5	0.4	5.9	1.2	4.7	7.6	5.4	2.2	5.7	5.4	0.3	2.3	1.9	0.4	3.8	3.6	0.2
3AW	16.8	13.3	3.5	3.4	3.5	-0.1	1.2	2.0	-0.8	4.5	4.4	0.1	15.4	9.0	6.4	31.5	27.0	4.5	19.4	14.5	4.9
MAGIC	4.6	4.8	-0.2	0.1	0.2	-0.1	0.9	2.1	-1.2	0.4	0.7	-0.3	2.3	2.2	0.1	10.6	11.0	-0.4	5.7	5.4	0.3
3MP	2.5	3.0	-0.5	*	*	0.0	0.1	0.4	-0.3	0.3	0.5	-0.2	2.2	2.3	-0.1	5.0	6.4	-1.4	3.3	3.6	-0.3
FOXF	14.0	14.9	-0.9	43.3	47.7	-4.4	29.6	26.6	3.0	23.3	24.5	-1.2	10.8	13.1	-2.3	1.3	0.8	0.5	9.4	11.7	-2.3
GOLD	6.7	7.0	-0.3	8.1	3.5	4.6	3.9	7.7	-3.8	4.2	5.6	-1.4	11.4	11.1	0.3	5.4	5.6	-0.2	7.4	7.3	0.1
MIX101.1	4.7	4.8	-0.1	6.3	6.7	-0.4	7.5	8.4	-0.9	7.8	7.6	0.2	5.9	5.9	0.0	0.9	0.8	0.1	4.3	4.1	0.2
3MMM	4.3	4.9	-0.6	3.5	3.6	-0.1	6.4	6.6	-0.2	7.2	6.7	0.5	6.4	9.0	-2.6	0.7	0.5	0.2	3.8	4.5	-0.7
NOVA 100	7.5	7.5	0.0	14.9	16.1	-1.2	19.5	14.7	4.8	13.9	14.0	-0.1	6.0	6.6	-0.6	0.2	0.3	-0.1	5.4	6.1	-0.7
vega 91.5	4.9	3.8	1.1	3.7	3.9	-0.2	3.3	2.0	1.3	7.1	5.7	1.4	8.1	6.3	1.8	1.9	1.3	0.6	5.5	4.6	0.9
ABC774	13.0	13.0	0.0	3.7	1.2	2.5	2.3	1.5	0.8	4.2	6.6	-2.4	12.6	12.4	0.2	23.0	22.8	0.2	15.1	14.7	0.4
3RN	1.8	2.1	-0.3	0.3	0.4	0.4	0.4	0.2	0.2	1.1	0.5	0.6	1.9	2.2	-0.3	2.7	3.8	-1.1	2.1	3.0	-0.9
NEWSR	1.7	2.0	-0.3	1.4	1.0	0.4	0.8	1.8	-1.0	1.8	1.7	0.1	2.4	2.9	-0.5	1.5	1.7	-0.2	1.6	1.9	-0.3
3JJJ	3.6	4.0	-0.4	3.1	1.2	1.9	10.9	14.1	-3.2	8.2	9.4	-1.2	1.8	1.8	0.0	0.2	0.1	0.1	2.8	2.8	0.0
ABCFM	3.1	4.3	-1.2	0.7	0.9	-0.2	3.1	4.2	-1.1	1.4	1.0	0.4	1.4	3.8	-2.4	5.8	7.6	-1.8	3.8	5.4	-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	+/-
SEN	4.7	3.5	1.2	4.2	4.0	0.2	4.5	3.3	1.2	4.9	2.3	2.6	5.4	4.7	0.7	4.9	3.6	1.3	4.5	3.6	0.9
3AW	16.7	13.5	3.2	21.6	17.3	4.3	17.1	14.3	2.8	11.8	9.5	2.3	14.1	11.8	2.3	18.4	13.7	4.7	16.8	12.5	4.3
MAGIC	4.3	4.6	-0.3	3.6	3.1	0.5	5.6	5.8	-0.2	5.3	6.1	-0.8	3.4	3.9	-0.5	3.1	3.9	-0.8	5.6	5.7	-0.1
3MP	2.3	2.8	-0.5	1.9	2.2	-0.3	3.1	3.6	-0.5	2.9	3.7	-0.8	1.8	2.3	-0.5	1.6	2.1	-0.5	2.8	3.5	-0.7
FOXF	14.8	15.5	-0.7	13.2	14.2	-1.0	12.8	13.0	-0.2	16.2	16.1	0.1	19.4	22.0	-2.6	13.2	11.7	1.5	11.3	12.8	-1.5
GOLD	7.1	7.1	0.0	5.6	6.5	-0.9	7.4	7.3	0.1	9.7	8.4	1.3	7.3	7.0	0.3	4.5	5.4	-0.9	5.4	6.9	-1.5
MIX101.1	4.6	4.7	-0.1	3.7	3.7	0.0	4.4	4.2	0.2	4.9	4.9	0.0	5.3	5.0	0.3	6.2	8.2	-2.0	4.8	5.0	-0.2
3MMM	4.0	4.8	-0.8	3.2	4.2	-1.0	3.6	5.2	-1.6	4.6	6.3	-1.7	4.3	3.7	0.6	5.4	4.4	1.0	5.3	5.0	0.3
NOVA 100	7.8	7.9	-0.1	8.2	8.7	-0.5	7.3	7.1	0.2	8.5	8.0	0.5	7.5	7.5	0.0	6.7	7.8	-1.1	6.3	6.0	0.3
vega 91.5	5.1	4.0	1.1	4.7	3.4	1.3	5.6	4.7	0.9	6.6	5.4	1.2	4.5	3.2	1.3	2.1	2.1	0.0	4.5	3.4	1.1
ABC774	13.0	13.0	0.0	15.7	16.4	-0.7	14.7	13.0	1.7	9.7	9.6	0.1	9.6	10.2	-0.6	15.0	16.2	-1.2	13.0	13.0	0.0
3RN	1.7	2.1	-0.4	2.4	2.8	-0.4	0.9	1.6	-0.7	0.8	1.1	-0.3	2.0	2.3	-0.3	3.4	2.7	0.7	1.9	2.2	-0.3
NEWSR	1.6	1.8	-0.2	2.3	2.4	-0.1	0.8	1.2	-0.4	1.3	1.7	-0.4	1.6	1.6	0.0	2.3	2.4	-0.1	2.1	2.3	-0.2
3JJJ	3.6	4.2	-0.6	3.0	3.2	-0.2	3.5	4.5	-1.0	3.8	5.0	-1.2	4.7	4.5	0.2	3.4	3.8	-0.4	3.4	3.5	-0.1
ABCFM	2.9	4.0	-1.1	2.5	3.0	-0.5	3.1	4.6	-1.5	2.6	4.3	-1.7	3.3	4.0	-0.7	4.1	5.4	-1.3	3.6	5.4	-1.8

Survey Period: Sun March 29 - Sat May 2 and Sun May 10 - Sat June 13, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	7.5	7.4	0.1	0.4	0.7	-0.3	0.4	0.4	0.0	1.5	1.3	0.2	3.8	7.3	-3.5	19.3	16.9	2.4	9.0	8.0	1.0
4BH	7.7	7.2	0.5	1.4	1.0	0.4	0.2	0.2	0.0	2.1	2.3	-0.2	4.8	6.6	-1.8	18.2	15.9	2.3	9.6	8.5	1.1
4KQ	7.0	7.5	-0.5	2.6	1.8	0.8	0.4	0.6	-0.2	1.6	2.3	-0.7	8.6	11.3	-2.7	13.3	12.5	0.8	8.1	7.7	0.4
B105	12.3	12.4	-0.1	32.4	36.0	-3.6	22.6	25.2	-2.6	16.0	15.0	1.0	12.8	10.5	2.3	1.6	1.9	-0.3	12.1	10.5	1.6
97.3FM	11.2	10.0	1.2	18.2	14.4	3.8	8.6	7.6	1.0	13.0	12.8	0.2	17.5	14.3	3.2	4.1	3.9	0.2	11.7	10.5	1.2
4MMM	10.3	9.1	1.2	8.7	13.1	-4.4	8.9	5.0	3.9	16.4	14.0	2.4	15.9	14.6	1.3	1.6	0.8	0.8	8.9	7.4	1.5
NOVA106.9	11.8	13.9	-2.1	22.1	19.9	2.2	34.3	35.1	-0.8	21.2	23.7	-2.5	4.4	8.7	-4.3	0.7	0.5	0.2	8.4	11.6	-3.2
ABC612	9.8	10.8	-1.0	0.9	2.1	-1.2	0.5	0.4	0.1	4.6	4.1	0.5	9.4	7.7	1.7	19.1	25.0	-5.9	11.4	13.3	-1.9
4RN	2.4	2.3	0.1	0.1	0.4	-0.3	0.1	0.1	0.0	1.0	1.9	-0.9	3.6	2.7	0.9	3.6	3.5	0.1	3.3	2.3	1.0
NEWSR	2.3	2.3	0.0	0.4	0.7	-0.3	1.0	0.3	0.7	0.9	1.6	-0.7	2.3	1.6	0.7	4.2	4.7	-0.5	3.0	2.7	0.3
4JJJ	6.3	5.9	0.4	5.3	5.4	-0.1	12.9	14.4	-1.5	12.3	11.0	1.3	5.1	3.6	1.5	0.5	0.2	0.3	4.6	4.5	0.1
ABCFM	2.3	2.5	-0.2	0.3	0.1	0.2	0.4	0.7	-0.3	1.3	2.4	-1.1	2.4	1.0	1.4	4.1	5.0	-0.9	2.8	3.4	-0.6

## 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	+/-
4BC	7.7	7.3	0.4	7.9	7.7	0.2	9.2	7.8	1.4	7.4	7.2	0.2	5.8	6.1	-0.3	8.2	8.1	0.1	6.9	7.6	-0.7
4BH	7.3	6.8	0.5	7.4	6.3	1.1	7.5	7.6	-0.1	7.2	7.5	-0.3	6.2	5.2	1.0	9.0	7.5	1.5	8.8	8.5	0.3
4KQ	6.7	7.1	-0.4	7.9	8.1	-0.2	8.2	7.8	0.4	6.1	6.6	-0.5	4.7	5.7	-1.0	4.9	5.3	-0.4	8.0	8.7	-0.7
B105	12.8	12.7	0.1	11.4	12.0	-0.6	10.0	9.8	0.2	11.6	11.7	-0.1	19.6	19.6	0.0	15.8	12.6	3.2	10.9	11.2	-0.3
97.3FM	10.8	10.3	0.5	9.4	9.5	-0.1	11.9	11.0	0.9	12.4	11.2	1.2	10.7	9.6	1.1	8.9	9.9	-1.0	12.5	9.3	3.2
4MMM	11.1	9.5	1.6	10.8	8.5	2.3	12.4	10.3	2.1	13.1	10.9	2.2	9.1	8.8	0.3	6.0	8.6	-2.6	7.7	7.9	-0.2
NOVA106.9	12.5	14.6	-2.1	11.8	14.9	-3.1	12.3	14.5	-2.2	13.6	15.8	-2.2	12.7	13.3	-0.6	11.9	12.9	-1.0	9.6	11.3	-1.7
ABC612	9.5	10.7	-1.2	12.7	13.1	-0.4	7.8	9.6	-1.8	7.6	8.6	-1.0	7.9	9.4	-1.5	11.4	14.1	-2.7	10.6	11.0	-0.4
4RN	2.4	2.2	0.2	3.2	2.7	0.5	2.2	1.9	0.3	1.5	1.4	0.1	2.3	2.6	-0.3	3.2	3.1	0.1	2.1	2.5	-0.4
NEWSR	2.2	2.3	-0.1	3.3	3.1	0.2	1.5	1.5	0.0	1.6	1.5	0.1	1.7	2.0	-0.3	3.2	4.1	-0.9	2.5	2.5	0.0
4JJJ	6.4	5.8	0.6	4.9	5.1	-0.2	6.5	6.2	0.3	6.6	6.0	0.6	8.2	6.7	1.5	7.7	5.5	2.2	6.0	5.9	0.1
ABCFM	2.2	2.4	-0.2	2.5	2.6	-0.1	2.5	2.7	-0.2	1.5	1.9	-0.4	2.1	2.3	-0.2	2.5	2.2	0.3	2.7	2.9	-0.2

Survey Period: Sun March 29 - Sat May 2 and Sun May 10 - Sat June 13, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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# Adelaide Radio - Survey #4 2009



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	13.7	12.8	0.9	2.3	2.2	0.1	2.2	2.3	-0.1	5.3	6.1	-0.8	9.3	10.6	-1.3	25.3	21.8	3.5	17.3	16.5	0.8
CRUISE1323	6.9	8.4	-1.5	1.4	0.8	0.6	0.8	1.4	-0.6	1.0	2.1	-1.1	4.8	8.3	-3.5	13.6	14.5	-0.9	8.3	9.8	-1.5
MIX102.3	13.3	12.6	0.7	10.3	12.1	-1.8	13.5	10.0	3.5	11.5	12.4	-0.9	21.6	19.3	2.3	9.1	8.8	0.3	12.5	13.1	-0.6
5MMM	10.4	11.5	-1.1	11.0	9.5	1.5	6.9	10.5	-3.6	13.4	17.0	-3.6	19.5	18.0	1.5	3.5	4.8	-1.3	10.1	10.7	-0.6
NOVA91.9	9.8	9.5	0.3	29.5	34.5	-5.0	26.7	26.8	-0.1	18.8	13.7	5.1	6.4	7.8	-1.4	0.6	0.7	-0.1	6.9	6.7	0.2
SAFM	12.5	11.8	0.7	35.8	31.4	4.4	19.7	29.2	-9.5	21.6	17.5	4.1	14.3	11.9	2.4	1.4	1.8	-0.4	10.4	9.1	1.3
ABC891	14.0	13.4	0.6	0.8	1.1	-0.3	2.4	2.8	-0.4	5.2	3.8	1.4	10.4	8.0	2.4	25.7	26.5	-0.8	16.6	14.0	2.6
5RN	2.0	2.3	-0.3	0.5	0.4	0.1	0.1	*	0.1	0.1	1.4	-1.3	1.2	1.6	-0.4	4.1	3.9	0.2	2.5	2.9	-0.4
NEWSR	2.5	2.8	-0.3	0.3	0.1	0.2	0.5	1.0	-0.5	1.7	1.5	0.2	2.5	3.6	-1.1	3.7	3.8	-0.1	2.3	2.5	-0.2
5JJJ	4.9	5.1	-0.2	3.0	3.2	-0.2	13.1	8.0	5.1	13.8	15.7	-1.9	3.0	3.5	-0.5	0.1	0.3	-0.2	3.5	4.2	-0.7
ABCFM	2.5	2.7	-0.2	*	*	0.0	1.6	0.3	1.3	0.7	1.1	-0.4	0.7	1.5	-0.8	5.4	5.3	0.1	3.1	3.1	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	+/-
5AA	13.6	12.9	0.7	16.2	15.1	1.1	11.6	11.3	0.3	9.9	8.2	1.7	15.2	14.3	0.9	17.5	19.0	-1.5	13.8	12.4	1.4
CRUISE1323	6.6	8.2	-1.6	5.0	6.0	-1.0	7.7	10.2	-2.5	8.6	10.6	-2.0	5.9	6.6	-0.7	5.3	6.4	-1.1	7.8	9.0	-1.2
MIX102.3	13.1	12.7	0.4	11.8	11.2	0.6	14.2	15.9	-1.7	15.5	15.7	-0.2	11.7	11.0	0.7	10.3	6.1	4.2	14.2	12.3	1.9
5MMM	11.0	12.1	-1.1	12.4	12.4	0.0	11.7	12.2	-0.5	11.0	13.1	-2.1	10.0	11.7	-1.7	7.1	9.1	-2.0	8.6	9.8	-1.2
NOVA91.9	10.3	9.9	0.4	10.9	10.5	0.4	8.6	8.2	0.4	11.4	10.7	0.7	10.4	10.5	-0.1	9.3	9.4	-0.1	8.2	8.2	0.0
SAFM	13.0	11.9	1.1	11.0	11.6	-0.6	12.2	9.5	2.7	13.1	11.2	1.9	18.3	17.6	0.7	11.5	10.8	0.7	10.9	11.3	-0.4
ABC891	13.7	13.4	0.3	16.1	14.8	1.3	15.2	14.9	0.3	10.8	11.3	-0.5	9.7	9.1	0.6	17.1	17.8	-0.7	15.0	13.4	1.6
5RN	1.9	2.1	-0.2	3.2	3.6	-0.4	1.2	1.4	-0.2	0.8	0.8	0.0	1.9	2.1	-0.2	2.3	3.3	-1.0	2.3	2.6	-0.3
NEWSR	2.5	2.6	-0.1	3.2	3.2	0.0	2.0	1.9	0.1	2.2	2.2	0.0	1.6	1.6	0.0	3.6	4.7	-1.1	2.6	3.6	-1.0
5JJJ	4.9	5.0	-0.1	3.3	4.1	-0.8	4.9	4.8	0.1	5.5	5.6	-0.1	6.3	6.7	-0.4	5.3	4.2	1.1	5.0	5.4	-0.4
ABCFM	2.4	2.6	-0.2	1.9	2.3	-0.4	3.1	3.0	0.1	2.5	2.6	-0.1	2.5	2.7	-0.2	2.2	2.1	0.1	2.9	3.0	-0.1

Survey Period: Sun March 29 - Sat May 2 and Sun May 10 - Sat June 13, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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# Perth Radio - Survey #4 2009



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6IX	5.3	5.0	0.3	0.3	0.4	-0.1	1.6	0.7	0.9	2.4	1.4	1.0	6.9	7.6	-0.7	8.4	7.7	0.7	7.1	6.0	1.1
6PR	11.0	10.4	0.6	2.0	1.4	0.6	0.7	0.7	0.0	5.5	6.5	-1.0	12.6	9.5	3.1	19.2	18.9	0.3	12.8	14.1	-1.3
MIX 94.5	14.4	14.7	-0.3	10.1	11.3	-1.2	8.6	7.3	1.3	14.2	15.3	-1.1	22.7	24.4	-1.7	9.9	9.6	0.3	16.3	15.7	0.6
92.9	13.2	14.0	-0.8	47.3	51.5	-4.2	30.3	30.9	-0.6	16.3	21.1	-4.8	9.2	8.6	0.6	0.9	0.6	0.3	8.8	9.8	-1.0
96FM	11.7	11.0	0.7	6.1	5.4	0.7	14.0	15.4	-1.4	18.2	16.4	1.8	16.7	16.7	0.0	3.1	2.4	0.7	12.0	10.9	1.1
NOVA93.7	10.2	9.4	0.8	22.2	18.7	3.5	21.4	21.3	0.1	18.2	16.7	1.5	6.8	6.6	0.2	1.0	0.8	0.2	9.0	7.2	1.8
ABC720	9.9	9.9	0.0	4.0	3.5	0.5	0.9	0.2	0.7	3.7	2.5	1.2	7.7	8.1	-0.4	20.6	20.8	-0.2	10.2	9.6	0.6
6RN	3.0	2.1	0.9	0.4	0.1	0.3	0.6	0.4	0.2	1.1	0.7	0.4	4.4	2.5	1.9	4.5	3.6	0.9	3.7	3.0	0.7
NEWSR	1.3	1.6	-0.3	0.6	0.1	0.5	1.4	1.6	-0.2	0.6	0.9	-0.3	1.3	1.9	-0.6	1.9	2.1	-0.2	1.3	1.7	-0.4
6JJJ	6.3	5.7	0.6	4.9	4.8	0.1	14.5	14.4	0.1	14.9	11.3	3.6	3.2	4.4	-1.2	0.3	0.2	0.1	3.6	4.1	-0.5
ABCFM	3.2	3.4	-0.2	0.5	0.5	0.0	0.9	1.1	-0.2	1.5	2.2	-0.7	1.5	1.6	-0.1	7.4	7.1	0.3	4.0	4.4	-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	+/-
6IX	4.7	4.5	0.2	3.8	4.0	-0.2	5.2	5.0	0.2	5.6	5.5	0.1	4.3	3.6	0.7	4.9	3.1	1.8	7.2	6.9	0.3
6PR	11.5	11.1	0.4	11.3	11.0	0.3	12.4	11.9	0.5	10.8	11.0	-0.2	9.2	8.4	0.8	16.3	14.3	2.0	9.3	8.3	1.0
MIX 94.5	14.5	15.0	-0.5	15.2	15.4	-0.2	13.8	14.1	-0.3	15.0	16.2	-1.2	13.8	14.3	-0.5	14.2	14.4	-0.2	13.9	13.7	0.2
92.9	13.3	14.4	-1.1	10.4	12.2	-1.8	12.1	11.9	0.2	13.9	13.7	0.2	19.8	22.4	-2.6	12.3	15.5	-3.2	12.7	12.7	0.0
96FM	12.1	11.1	1.0	11.6	10.4	1.2	13.7	12.3	1.4	14.1	13.3	0.8	9.1	9.6	-0.5	8.1	7.2	0.9	10.4	10.5	-0.1
NOVA93.7	10.8	9.6	1.2	10.7	9.5	1.2	11.1	9.9	1.2	11.7	10.1	1.6	11.1	9.8	1.3	7.0	7.2	-0.2	8.1	8.6	-0.5
ABC720	9.4	10.0	-0.6	13.8	14.3	-0.5	8.5	9.0	-0.5	5.3	6.2	-0.9	7.8	8.2	-0.4	13.5	13.3	0.2	11.4	9.7	1.7
6RN	3.2	2.1	1.1	4.5	3.1	1.4	2.2	1.2	1.0	2.2	1.5	0.7	3.6	2.3	1.3	3.4	2.2	1.2	2.5	2.1	0.4
NEWSR	1.1	1.5	-0.4	1.7	1.8	-0.1	0.7	1.5	-0.8	0.6	0.8	-0.2	1.4	1.5	-0.1	1.5	2.0	-0.5	1.9	2.0	-0.1
6JJJ	6.6	5.7	0.9	5.2	4.4	0.8	6.4	6.1	0.3	8.1	7.1	1.0	7.6	6.0	1.6	5.3	4.0	1.3	5.1	5.5	-0.4
ABCFM	3.0	3.3	-0.3	2.8	3.0	-0.2	2.9	3.4	-0.5	3.0	2.9	0.1	3.3	3.9	-0.6	3.2	3.8	-0.6	3.9	3.9	0.0

Survey Period: Sun March 29 - Sat May 2 and Sun May 10 - Sat June 13, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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