

Sydney Radio - Survey #6 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	5.5	5.3	0.2	0.2	*	0.2	*	*	0.0	0.8	0.5	0.3	2.5	3.1	-0.6	12.8	12.5	0.3	7.2	6.2	1.0
2GB	13.3	13.7	-0.4	4.8	2.0	2.8	3.4	2.0	1.4	6.6	4.8	1.8	10.6	11.7	-1.1	23.3	26.1	-2.8	14.3	14.6	-0.3
2UE	8.3	7.2	1.1	0.3	0.7	-0.4	0.1	0.4	-0.3	1.8	2.3	-0.5	9.0	6.3	2.7	14.9	13.8	1.1	10.5	9.1	1.4
2DAY	8.9	10.7	-1.8	23.3	22.4	0.9	25.9	32.5	-6.6	13.1	15.4	-2.3	7.6	8.7	-1.1	1.2	1.3	-0.1	6.4	8.8	-2.4
MIX106.5	5.2	5.7	-0.5	6.0	7.4	-1.4	6.7	7.1	-0.4	9.0	8.7	0.3	5.9	6.7	-0.8	1.8	2.5	-0.7	4.6	6.2	-1.6
2MMM	3.8	3.6	0.2	9.9	8.1	1.8	5.3	4.0	1.3	6.2	6.2	0.0	4.0	4.3	-0.3	0.8	0.6	0.2	2.8	3.0	-0.2
NOVA96.9	7.6	8.2	-0.6	17.7	18.9	-1.2	18.3	19.6	-1.3	13.9	14.2	-0.3	6.6	6.9	-0.3	0.4	0.4	0.0	7.2	7.7	-0.5
vega 95.3	4.1	3.4	0.7	4.1	3.8	0.3	3.0	3.9	-0.9	6.6	5.5	1.1	6.4	4.6	1.8	0.9	1.0	-0.1	3.7	2.1	1.6
WSFM	7.3	7.7	-0.4	5.0	3.4	1.6	3.5	2.2	1.3	6.1	8.0	-1.9	12.2	13.5	-1.3	5.5	5.5	0.0	6.7	8.0	-1.3
ABC702	9.5	9.0	0.5	3.0	3.3	-0.3	0.9	1.1	-0.2	4.5	4.9	-0.4	10.7	8.8	1.9	14.6	14.9	-0.3	11.1	10.3	0.8
2RN	3.2	2.7	0.5	0.5	0.9	-0.4	0.1	0.2	-0.1	1.0	1.9	-0.9	4.0	3.9	0.1	5.1	3.4	1.7	3.9	3.0	0.9
NEWSR	2.3	2.0	0.3	2.3	3.2	-0.9	0.8	0.8	0.0	1.5	1.1	0.4	2.0	1.6	0.4	3.3	2.9	0.4	2.4	2.0	0.4
2JJJ	5.2	4.1	1.1	5.0	3.0	2.0	13.1	8.5	4.6	11.5	8.4	3.1	3.9	4.1	-0.2	0.3	0.2	0.1	3.5	2.7	0.8
ABCFM	3.0	3.2	-0.2	0.1	1.6	-1.5	2.0	1.4	0.6	1.5	1.2	0.3	1.7	2.3	-0.6	5.5	5.9	-0.4	3.2	3.5	-0.3

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	4.9	0.2	4.6	4.2	0.4	6.3	6.4	-0.1	5.4	5.3	0.1	3.7	3.3	0.4	5.9	5.5	0.4	6.6	6.8	-0.2
2GB	13.1	13.8	-0.7	16.5	17.8	-1.3	15.3	15.9	-0.6	10.6	10.8	-0.2	7.5	8.1	-0.6	13.3	13.0	0.3	14.0	13.6	0.4
2UE	7.9	6.7	1.2	8.1	6.6	1.5	9.1	6.8	2.3	7.3	5.9	1.4	6.4	6.0	0.4	8.2	9.8	-1.6	9.5	8.8	0.7
2DAY	9.2	11.6	-2.4	9.8	12.0	-2.2	6.6	9.5	-2.9	7.9	10.4	-2.5	14.2	17.2	-3.0	7.2	7.7	-0.5	8.1	7.6	0.5
MIX106.5	5.2	5.8	-0.6	3.3	3.3	0.0	5.0	6.1	-1.1	5.7	7.7	-2.0	5.9	6.1	-0.2	8.8	7.9	0.9	5.4	5.7	-0.3
2MMM	3.8	3.6	0.2	3.4	3.3	0.1	3.3	3.1	0.2	3.6	3.8	-0.2	5.3	4.4	0.9	4.8	4.4	0.4	3.6	3.6	0.0
NOVA96.9	7.9	8.5	-0.6	8.1	8.5	-0.4	7.3	7.9	-0.6	8.4	8.8	-0.4	8.1	8.7	-0.6	7.3	8.9	-1.6	6.5	7.2	-0.7
vega 95.3	4.3	3.5	0.8	3.3	2.6	0.7	4.8	3.8	1.0	5.7	5.0	0.7	4.4	3.8	0.6	2.7	1.3	1.4	3.4	3.1	0.3
WSFM	7.3	7.8	-0.5	7.5	8.1	-0.6	7.6	8.8	-1.2	8.6	9.3	-0.7	6.3	6.2	0.1	4.8	3.6	1.2	7.3	7.3	0.0
ABC702	9.8	9.1	0.7	11.4	10.9	0.5	8.1	8.1	0.0	9.2	7.7	1.5	10.5	9.6	0.9	8.8	8.6	0.2	8.4	8.4	0.0
2RN	3.1	2.6	0.5	3.6	3.2	0.4	3.0	1.9	1.1	2.4	1.9	0.5	3.1	2.5	0.6	3.6	3.6	0.0	3.5	3.2	0.3
NEWSR	2.2	1.8	0.4	3.1	2.9	0.2	1.5	1.2	0.3	1.3	0.9	0.4	1.5	1.3	0.2	4.4	2.8	1.6	2.4	2.5	-0.1
2JJJ	5.4	4.2	1.2	4.4	3.7	0.7	5.5	4.2	1.3	6.8	4.7	2.1	6.3	4.7	1.6	3.2	3.9	-0.7	4.5	3.6	0.9
ABCFM	2.8	3.0	-0.2	2.2	2.4	-0.2	3.4	3.2	0.2	3.0	2.8	0.2	3.2	3.7	-0.5	2.6	3.7	-1.1	3.4	3.9	-0.5

Survey Period: Sun Jun 28 - Sat Sep 5, 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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Sydney Radio - Survey #6 2009



Average Audience (000's) 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	+/-
Potential	3883			445			461			1057			914			1005			1660		
2CH	31	30	1	*	*	0	*	*	0	1	1	0	4	4	0	26	25	1	19	16	3
2GB	75	76	-1	1	1	0	2	1	1	9	6	3	16	17	-1	47	52	-5	39	37	2
2UE	46	40	6	*	*	0	*	*	0	2	3	-1	14	9	5	30	27	3	28	23	5
2DAY	50	59	-9	7	7	0	12	17	-5	17	20	-3	12	12	0	2	3	-1	17	22	-5
MIX106.5	29	32	-3	2	2	0	3	4	-1	12	11	1	9	10	-1	4	5	-1	12	16	-4
2MMM	21	20	1	3	3	0	2	2	0	8	8	0	6	6	0	2	1	1	8	8	0
NOVA96.9	43	46	-3	5	6	-1	8	10	-2	18	18	0	10	10	0	1	1	0	19	20	-1
vega 95.3	23	19	4	1	1	0	1	2	-1	9	7	2	10	7	3	2	2	0	10	5	5
WSFM	41	43	-2	2	1	1	2	1	1	8	10	-2	19	19	0	11	11	0	18	20	-2
ABC702	53	50	3	1	1	0	*	1	-1	6	6	0	17	13	4	29	29	0	30	26	4
2RN	18	15	3	*	*	0	*	*	0	1	2	-1	6	6	0	10	7	3	11	8	3
NEWSR	13	11	2	1	1	0	*	*	0	2	1	1	3	2	1	7	6	1	6	5	1
2JJJ	29	23	6	2	1	1	6	4	2	15	11	4	6	6	0	1	*	1	9	7	2
ABCFM	17	18	-1	*	1	-1	1	1	0	2	2	0	3	3	0	11	12	-1	9	9	0
ALL	559	554	5	31	32	-1	45	53	-8	129	129	0	154	144	10	201	197	4	268	254	14

Average Audience (000's) by Session, P10+ [Potential: 3883]

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	31	29	2	44	40	4	50	50	0	34	34	0	22	20	2	13	11	2	30	31	-1
2GB	79	82	-3	158	171	-13	121	124	-3	68	69	-1	45	49	-4	28	26	2	63	61	2
2UE	47	40	7	78	64	14	71	53	18	47	38	9	38	36	2	17	20	-3	43	39	4
2DAY	55	69	-14	94	115	-21	52	74	-22	50	66	-16	85	104	-19	15	16	-1	37	34	3
MIX106.5	31	34	-3	32	31	1	40	47	-7	37	49	-12	35	37	-2	19	16	3	24	25	-1
2MMM	23	22	1	33	32	1	26	24	2	23	24	-1	31	26	5	10	9	1	16	16	0
NOVA96.9	48	51	-3	78	82	-4	58	62	-4	54	56	-2	48	52	-4	16	18	-2	30	32	-2
vega 95.3	26	21	5	32	25	7	38	30	8	37	32	5	26	23	3	6	3	3	15	14	1
WSFM	44	47	-3	72	78	-6	60	69	-9	55	59	-4	38	37	1	10	7	3	33	33	0
ABC702	59	55	4	109	104	5	64	63	1	59	49	10	62	58	4	19	17	2	38	38	0
2RN	19	15	4	35	31	4	23	15	8	15	12	3	18	15	3	8	7	1	16	14	2
NEWSR	13	11	2	30	28	2	12	9	3	8	5	3	9	8	1	9	6	3	11	11	0
2JJJ	32	25	7	43	36	7	43	33	10	44	30	14	38	28	10	7	8	-1	20	16	4
ABCFM	17	18	-1	21	23	-2	27	25	2	19	18	1	19	22	-3	6	8	-2	15	17	-2
ALL	602	597	5	960	956	4	788	780	8	642	634	8	595	601	-6	213	203	10	452	447	5

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Sydney Radio - Survey #6 2009



Cumulative Audience (000's) 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	+/-
Potential	3883			445			461			1057			914			1005			1660		
2CH	289	297	-8	2	2	0	1	*	1	9	8	1	39	50	-11	238	237	1	162	152	10
2GB	637	635	2	33	27	6	33	24	9	81	88	-7	156	172	-16	333	324	9	300	297	3
2UE	381	378	3	9	17	-8	5	9	-4	36	52	-16	121	93	28	210	206	4	202	196	6
2DAY	966	1018	-52	198	197	1	221	234	-13	323	354	-31	187	191	-4	37	41	-4	317	359	-42
MIX106.5	588	573	15	87	84	3	82	65	17	207	197	10	153	155	-2	60	71	-11	232	254	-22
2MMM	482	451	31	94	80	14	74	74	0	168	173	-5	117	106	11	29	18	11	169	155	14
NOVA96.9	862	907	-45	185	183	2	183	220	-37	326	329	-3	141	154	-13	27	20	7	293	308	-15
vega 95.3	373	302	71	55	44	11	33	36	-3	110	94	16	138	102	36	37	26	11	154	113	41
WSFM	529	506	23	61	59	2	40	47	-7	113	116	-3	197	167	30	117	116	1	232	206	26
ABC702	669	667	2	30	39	-9	14	21	-7	108	117	-9	237	203	34	279	288	-9	338	303	35
2RN	227	214	13	7	8	-1	4	6	-2	31	34	-3	76	59	17	109	107	2	122	106	16
NEWSR	272	254	18	15	17	-2	8	9	-1	60	46	14	81	71	10	108	111	-3	120	117	3
2JJJ	470	409	61	55	35	20	105	83	22	185	178	7	112	102	10	12	11	1	172	147	25
ABCFM	238	263	-25	3	23	-20	12	16	-4	55	44	11	53	54	-1	115	127	-12	118	128	-10
ALL	3676	3680	-4	422	431	-9	422	412	10	993	993	0	883	880	3	955	964	-9	1572	1581	-9

Cumulative Audience (000's) by Session, P10+ [Potential: 3883]

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	251	255	-4	164	152	12	151	154	-3	149	164	-15	116	112	4	94	78	16	231	235	-4
2GB	559	560	-1	432	443	-11	331	326	5	306	319	-13	261	275	-14	188	205	-17	457	451	6
2UE	343	334	9	234	210	24	197	147	50	189	174	15	191	186	5	122	125	-3	278	258	20
2DAY	909	966	-57	572	607	-35	358	406	-48	405	415	-10	587	615	-28	275	282	-7	623	632	-9
MIX106.5	510	499	11	229	236	-7	201	257	-56	238	253	-15	240	239	1	211	199	12	361	332	29
2MMM	426	391	35	216	216	0	157	145	12	184	175	9	232	229	3	144	143	1	301	272	29
NOVA96.9	801	847	-46	525	528	-3	332	355	-23	385	394	-9	436	441	-5	271	287	-16	503	527	-24
vega 95.3	345	273	72	202	162	40	139	109	30	187	153	34	178	161	17	90	69	21	220	202	18
WSFM	464	456	8	307	298	9	207	222	-15	266	270	-4	250	243	7	130	124	6	336	321	15
ABC702	600	592	8	431	414	17	293	296	-3	363	336	27	347	347	0	210	205	5	446	457	-11
2RN	200	187	13	153	140	13	100	70	30	99	79	20	104	107	-3	76	75	1	151	151	0
NEWSR	244	222	22	155	149	6	95	78	17	95	79	16	73	81	-8	85	72	13	178	175	3
2JJJ	417	361	56	248	203	45	191	163	28	238	196	42	252	208	44	155	140	15	284	234	50
ABCFM	206	223	-17	123	140	-17	106	118	-12	118	116	2	110	141	-31	69	82	-13	164	193	-29
ALL	3610	3607	3	3055	3047	8	2335	2359	-24	2498	2510	-12	2734	2727	7	1746	1788	-42	3158	3138	20

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Melbourne Radio - Survey #6 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	+/-
SEN	3.8	4.5	-0.7	0.6	1.3	-0.7	0.7	4.8	-4.1	5.6	6.5	-0.9	5.6	6.1	-0.5	2.8	2.6	0.2	3.5	3.4	0.1
3AW	16.2	16.8	-0.6	1.7	1.9	-0.2	2.6	1.5	1.1	4.4	3.9	0.5	15.9	16.8	-0.9	29.5	31.2	-1.7	19.6	19.5	0.1
MAGIC	3.7	4.1	-0.4	0.1	0.1	0.0	0.6	0.4	0.2	0.4	0.6	-0.2	1.0	1.4	-0.4	9.0	9.9	-0.9	4.5	5.4	-0.9
3MP	2.7	2.2	0.5	*	*	0.0	*	*	0.0	0.1	0.3	-0.2	2.2	2.2	0.0	5.8	4.3	1.5	3.3	2.7	0.6
FOXFM	13.4	13.6	-0.2	40.5	38.0	2.5	23.6	24.7	-1.1	19.7	20.9	-1.2	12.5	13.3	-0.8	3.0	2.2	0.8	12.6	12.3	0.3
GOLD	6.3	5.5	0.8	4.2	7.7	-3.5	5.7	1.9	3.8	6.1	5.3	0.8	9.9	8.4	1.5	4.3	4.1	0.2	5.6	5.8	-0.2
MIX101.1	4.6	4.4	0.2	7.2	7.8	-0.6	8.8	6.8	2.0	7.4	7.2	0.2	5.1	5.2	-0.1	1.1	0.9	0.2	3.9	3.9	0.0
3MMM	4.3	4.5	-0.2	7.3	3.6	3.7	9.4	13.0	-3.6	8.1	8.2	-0.1	3.8	4.4	-0.6	0.6	0.4	0.2	2.9	3.1	-0.2
NOVA 100	7.6	7.9	-0.3	17.8	18.5	-0.7	20.9	20.7	0.2	13.3	14.4	-1.1	5.0	5.3	-0.3	0.9	0.7	0.2	5.5	5.5	0.0
vega 91.5	4.5	5.1	-0.6	8.2	7.0	1.2	6.8	6.9	-0.1	4.8	5.3	-0.5	7.6	9.0	-1.4	0.9	1.6	-0.7	4.1	4.3	-0.2
ABC774	14.1	14.1	0.0	1.9	4.2	-2.3	1.6	1.5	0.1	7.2	5.7	1.5	14.3	14.1	0.2	23.5	24.4	-0.9	16.3	17.3	-1.0
3RN	2.9	2.4	0.5	0.3	0.1	0.2	0.1	0.3	-0.2	1.1	1.3	-0.2	3.8	3.2	0.6	4.7	3.6	1.1	3.3	2.8	0.5
NEWSR	1.5	1.4	0.1	0.3	0.9	-0.6	0.5	0.6	-0.1	1.9	1.6	0.3	1.4	1.5	-0.1	1.8	1.4	0.4	1.7	1.3	0.4
3JJJ	4.2	3.6	0.6	3.2	3.7	-0.5	13.1	11.9	1.2	9.3	8.1	1.2	2.5	1.6	0.9	0.1	0.1	0.0	3.2	2.5	0.7
ABCFM	2.2	2.3	-0.1	0.2	0.4	-0.2	0.5	0.7	-0.2	1.4	1.4	0.0	1.1	0.9	0.2	4.3	4.5	-0.2	2.6	2.5	0.1

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	3.9	4.8	-0.9	3.6	4.1	-0.5	3.9	4.7	-0.8	3.7	5.4	-1.7	5.0	5.3	-0.3	3.7	4.3	-0.6	3.5	3.5	0.0
3AW	16.4	16.7	-0.3	20.5	21.8	-1.3	17.1	17.4	-0.3	12.7	12.2	0.5	13.7	13.6	0.1	16.9	17.5	-0.6	15.3	17.1	-1.8
MAGIC	3.4	3.9	-0.5	2.6	3.6	-1.0	4.2	5.0	-0.8	4.2	4.3	-0.1	2.9	3.0	-0.1	2.8	2.8	0.0	4.6	5.0	-0.4
3MP	2.6	2.1	0.5	1.9	1.5	0.4	3.5	3.0	0.5	3.6	2.9	0.7	2.0	1.7	0.3	2.0	1.1	0.9	2.9	2.4	0.5
FOXFM	14.3	14.4	-0.1	12.5	12.5	0.0	10.8	11.7	-0.9	14.4	15.1	-0.7	22.6	20.7	1.9	12.0	13.1	-1.1	10.9	11.1	-0.2
GOLD	6.3	5.7	0.6	5.7	4.5	1.2	6.4	5.7	0.7	8.0	7.4	0.6	5.4	5.7	-0.3	5.6	4.6	1.0	6.1	4.9	1.2
MIX101.1	4.5	4.2	0.3	3.3	3.4	-0.1	4.4	3.8	0.6	5.5	4.5	1.0	4.8	4.6	0.2	5.4	6.3	-0.9	4.9	4.8	0.1
3MMM	3.9	4.3	-0.4	3.7	3.7	0.0	4.0	4.4	-0.4	4.4	5.0	-0.6	3.6	4.4	-0.8	3.6	4.0	-0.4	5.8	5.3	0.5
NOVA 100	8.3	8.5	-0.2	8.6	8.0	0.6	8.6	8.8	-0.2	8.9	9.8	-0.9	6.8	7.6	-0.8	8.3	7.9	0.4	5.5	6.0	-0.5
vega 91.5	4.8	5.3	-0.5	3.9	4.8	-0.9	5.6	5.8	-0.2	6.6	6.7	-0.1	4.3	5.1	-0.8	2.6	2.3	0.3	3.4	4.5	-1.1
ABC774	13.9	13.8	0.1	16.3	16.1	0.2	15.6	15.2	0.4	11.2	10.8	0.4	11.2	10.9	0.3	14.0	16.7	-2.7	15.0	15.2	-0.2
3RN	2.9	2.4	0.5	4.2	3.3	0.9	1.7	1.3	0.4	1.6	1.2	0.4	2.8	2.9	-0.1	4.8	4.3	0.5	3.1	2.5	0.6
NEWSR	1.3	1.2	0.1	2.1	2.0	0.1	0.8	0.6	0.2	0.6	0.7	-0.1	1.1	1.1	0.0	2.5	2.0	0.5	2.0	1.8	0.2
3JJJ	4.3	3.7	0.6	3.4	3.2	0.2	4.2	3.4	0.8	4.8	4.0	0.8	5.2	4.6	0.6	4.5	3.8	0.7	3.7	3.3	0.4
ABCFM	2.0	2.2	-0.2	1.7	1.9	-0.2	2.1	2.2	-0.1	1.9	2.0	-0.1	2.4	2.7	-0.3	2.8	2.4	0.4	2.9	2.7	0.2

Survey Period: Sun Jun 28 - Sat Sep 5, 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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Melbourne Radio - Survey #6 2009



Average Audience (000's) 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	+/-
Potential	3726			423			456			981			880			986			1632		
SEN	22	26	-4	*	*	0	*	3	-3	7	9	-2	8	9	-1	6	6	0	10	10	0
3AW	93	98	-5	1	1	0	1	1	0	6	5	1	23	24	-1	62	67	-5	56	57	-1
MAGIC	21	24	-3	*	*	0	*	*	0	*	1	-1	1	2	-1	19	21	-2	13	16	-3
3MP	16	13	3	*	*	0	*	*	0	*	*	0	3	3	0	12	9	3	9	8	1
FOXFM	78	79	-1	15	14	1	12	13	-1	26	28	-2	18	19	-1	6	5	1	36	36	0
GOLD	36	32	4	2	3	-1	3	1	2	8	7	1	15	12	3	9	9	0	16	17	-1
MIX101.1	27	25	2	3	3	0	5	4	1	10	9	1	7	8	-1	2	2	0	11	11	0
3MMM	25	26	-1	3	1	2	5	7	-2	11	11	0	6	6	0	1	1	0	8	9	-1
NOVA 100	44	46	-2	7	7	0	11	11	0	17	19	-2	7	8	-1	2	1	1	16	16	0
vega 91.5	26	30	-4	3	3	0	3	4	-1	6	7	-1	11	13	-2	2	3	-1	12	13	-1
ABC774	82	82	0	1	2	-1	1	1	0	9	7	2	21	20	1	50	52	-2	46	50	-4
3RN	17	14	3	*	*	0	*	*	0	1	2	-1	6	5	1	10	8	2	9	8	1
NEWSR	9	8	1	*	*	0	*	*	0	3	2	1	2	2	0	4	3	1	5	4	1
3JJJ	24	21	3	1	1	0	7	6	1	12	11	1	4	2	2	*	*	0	9	7	2
ABCFM	13	13	0	*	*	0	*	*	0	2	2	0	2	1	1	9	10	-1	7	7	0
ALL	578	582	-4	38	38	0	51	54	-3	131	132	-1	147	145	2	211	214	-3	283	291	-8

Average Audience (000's) by Session, P10+ [Potential: 3726]

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	24	30	-6	33	38	-5	32	39	-7	24	38	-14	33	34	-1	9	10	-1	17	17	0
3AW	101	104	-3	188	200	-12	139	144	-5	84	84	0	89	87	2	39	39	0	74	83	-9
MAGIC	21	24	-3	24	33	-9	34	41	-7	28	30	-2	19	19	0	6	6	0	22	24	-2
3MP	16	13	3	17	14	3	29	25	4	23	20	3	13	11	2	5	2	3	14	12	2
FOXFM	88	89	-1	115	115	0	88	97	-9	95	105	-10	147	132	15	27	30	-3	53	54	-1
GOLD	39	35	4	52	41	11	52	47	5	53	51	2	35	36	-1	13	10	3	30	23	7
MIX101.1	28	26	2	31	31	0	36	31	5	36	31	5	31	29	2	12	14	-2	24	23	1
3MMM	24	27	-3	34	34	0	33	37	-4	29	35	-6	23	28	-5	8	9	-1	28	26	2
NOVA 100	51	53	-2	80	73	7	70	73	-3	59	68	-9	44	49	-5	19	18	1	26	29	-3
vega 91.5	30	33	-3	36	45	-9	45	48	-3	43	47	-4	28	33	-5	6	5	1	17	22	-5
ABC774	85	86	-1	150	148	2	127	126	1	74	75	-1	73	70	3	32	38	-6	73	73	0
3RN	18	15	3	39	30	9	14	11	3	10	8	2	19	19	0	11	10	1	15	12	3
NEWSR	8	8	0	19	18	1	7	5	2	4	5	-1	7	7	0	6	4	2	9	9	0
3JJJ	27	23	4	32	29	3	34	28	6	31	28	3	34	29	5	10	9	1	18	16	2
ABCFM	13	13	0	15	17	-2	17	18	-1	13	14	-1	16	18	-2	6	5	1	14	13	1
ALL	616	622	-6	920	918	2	814	828	-14	659	693	-34	651	638	13	228	225	3	483	483	0

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Melbourne Radio - Survey #6 2009



Cumulative Audience (000's) 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	+/-
Potential	3726			423			456			981			880			986			1632		
SEN	289	322	-33	11	20	-9	12	29	-17	106	106	0	85	94	-9	74	73	1	116	119	-3
3AW	691	680	11	24	22	2	18	11	7	79	80	-1	222	207	15	347	360	-13	370	350	20
MAGIC	238	259	-21	5	4	1	9	5	4	11	13	-2	34	41	-7	179	197	-18	132	156	-24
3MP	188	165	23	2	3	-1	2	2	0	3	6	-3	46	40	6	135	114	21	105	92	13
FOXFM	1201	1177	24	281	264	17	219	239	-20	399	383	16	231	235	-4	71	56	15	417	407	10
GOLD	586	593	-7	51	58	-7	56	52	4	162	152	10	205	203	2	111	128	-17	254	249	5
MIX101.1	583	618	-35	102	112	-10	119	116	3	181	213	-32	140	139	1	41	39	2	224	243	-19
3MMM	527	552	-25	68	66	2	86	113	-27	213	221	-8	123	121	2	37	31	6	189	185	4
NOVA 100	774	808	-34	162	166	-4	199	214	-15	268	299	-31	119	107	12	27	22	5	252	242	10
vega 91.5	388	414	-26	60	60	0	41	45	-4	109	129	-20	147	142	5	31	39	-8	167	172	-5
ABC774	925	913	12	38	44	-6	31	24	7	145	130	15	276	279	-3	436	435	1	466	456	10
3RN	245	224	21	3	7	-4	3	3	0	36	44	-8	95	75	20	107	95	12	144	120	24
NEWSR	220	209	11	3	6	-3	11	5	6	64	63	1	59	61	-2	84	74	10	101	95	6
3JJJ	351	325	26	17	20	-3	106	119	-13	172	154	18	53	30	23	2	2	0	116	99	17
ABCFM	221	196	25	1	6	-5	5	11	-6	51	48	3	50	34	16	113	97	16	129	93	36
ALL	3521	3523	-2	393	388	5	409	418	-9	937	931	6	834	837	-3	947	949	-2	1549	1548	1

Cumulative Audience (000's) by Session, P10+ [Potential: 3726]

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	260	290	-30	168	195	-27	132	120	12	141	164	-23	166	187	-21	100	102	-2	186	204	-18
3AW	648	643	5	534	526	8	388	384	4	353	334	19	374	389	-15	256	257	-1	508	499	9
MAGIC	202	237	-35	112	136	-24	118	155	-37	140	158	-18	117	129	-12	63	62	1	162	177	-15
3MP	170	142	28	97	79	18	104	94	10	113	99	14	89	75	14	44	36	8	134	123	11
FOXFM	1149	1116	33	687	674	13	492	504	-12	690	661	29	841	822	19	411	415	-4	758	763	-5
GOLD	491	515	-24	279	245	34	227	230	-3	277	282	-5	261	290	-29	149	158	-9	390	378	12
MIX101.1	524	568	-44	244	266	-22	233	237	-4	276	295	-19	286	321	-35	203	234	-31	335	359	-24
3MMM	403	443	-40	232	227	5	148	174	-26	184	225	-41	205	235	-30	131	144	-13	344	361	-17
NOVA 100	725	754	-29	469	467	2	338	351	-13	388	421	-33	396	430	-34	249	278	-29	471	508	-37
vega 91.5	354	385	-31	208	236	-28	165	181	-16	182	210	-28	232	246	-14	93	88	5	221	240	-19
ABC774	817	810	7	592	577	15	442	440	2	419	398	21	419	420	-1	325	334	-9	678	688	-10
3RN	221	207	14	157	135	22	83	80	3	84	76	8	96	93	3	98	98	0	160	143	17
NEWSR	198	188	10	127	116	11	66	52	14	67	66	1	74	76	-2	83	67	16	149	147	2
3JJJ	323	299	24	201	171	30	154	162	-8	186	188	-2	232	196	36	117	124	-7	234	209	25
ABCFM	195	173	22	78	91	-13	93	97	-4	114	112	2	101	101	0	81	78	3	157	143	14
ALL	3468	3470	-2	2986	2954	32	2331	2363	-32	2548	2585	-37	2750	2806	-56	1854	1858	-4	3081	3114	-33

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Brisbane Radio - Survey #6 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	+/-
4BC	8.1	7.8	0.3	0.2	0.4	-0.2	0.5	0.1	0.4	1.2	1.6	-0.4	9.2	4.9	4.3	17.7	19.5	-1.8	10.3	9.6	0.7
4BH	6.7	7.6	-0.9	2.0	1.2	0.8	0.3	0.5	-0.2	0.5	1.5	-1.0	6.3	7.5	-1.2	15.8	16.6	-0.8	8.3	10.2	-1.9
4KQ	6.9	6.7	0.2	3.0	3.4	-0.4	0.3	0.3	0.0	2.6	2.3	0.3	8.6	7.0	1.6	12.6	13.1	-0.5	8.3	8.0	0.3
B105	12.1	11.8	0.3	33.1	34.2	-1.1	25.7	25.0	0.7	17.2	15.5	1.7	8.4	10.1	-1.7	1.2	1.2	0.0	9.5	10.1	-0.6
97.3FM	10.7	11.6	-0.9	18.6	19.9	-1.3	8.5	9.2	-0.7	13.2	14.2	-1.0	14.8	16.5	-1.7	4.2	4.4	-0.2	10.1	11.5	-1.4
4MMM	10.3	11.3	-1.0	5.4	5.7	-0.3	10.7	13.0	-2.3	16.8	18.6	-1.8	12.8	13.9	-1.1	3.8	3.6	0.2	10.1	11.4	-1.3
NOVA106.9	12.8	12.4	0.4	26.6	24.8	1.8	34.6	33.5	1.1	18.6	19.3	-0.7	8.2	7.7	0.5	0.6	0.8	-0.2	8.8	9.4	-0.6
ABC612	10.9	9.5	1.4	2.6	1.3	1.3	1.3	0.5	0.8	4.4	5.2	-0.8	8.2	8.0	0.2	24.1	19.3	4.8	12.4	9.2	3.2
4RN	1.6	1.8	-0.2	*	0.1	-0.1	1.1	0.2	0.9	0.8	0.9	-0.1	2.5	2.8	-0.3	2.2	2.7	-0.5	1.5	2.1	-0.6
NEWSR	1.5	1.9	-0.4	0.7	0.4	0.3	0.2	1.3	-1.1	0.8	1.0	-0.2	1.9	1.7	0.2	2.4	3.4	-1.0	1.6	1.9	-0.3
4JJJ	6.5	6.0	0.5	3.5	1.9	1.6	10.9	9.6	1.3	12.9	10.8	2.1	6.7	7.4	-0.7	0.1	0.4	-0.3	7.5	6.4	1.1
ABCFM	2.6	2.7	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	1.2	1.3	-0.1	1.7	2.9	-1.2	5.8	5.2	0.6	2.7	2.7	0.0

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	8.4	8.1	0.3	8.5	8.4	0.1	10.0	10.0	0.0	8.4	7.8	0.6	5.4	5.6	-0.2	10.1	8.6	1.5	7.2	6.5	0.7
4BH	6.3	7.1	-0.8	7.1	7.1	0.0	6.7	7.4	-0.7	5.8	6.8	-1.0	5.1	6.2	-1.1	7.0	9.8	-2.8	8.1	9.2	-1.1
4KQ	6.9	6.6	0.3	8.0	7.8	0.2	7.6	7.8	-0.2	7.3	6.4	0.9	4.6	4.2	0.4	4.6	4.4	0.2	7.0	7.1	-0.1
B105	12.6	12.2	0.4	11.3	11.0	0.3	9.8	9.6	0.2	12.3	11.1	1.2	20.2	18.9	1.3	11.0	14.1	-3.1	10.6	10.6	0.0
97.3FM	10.8	11.5	-0.7	9.9	9.9	0.0	10.8	12.7	-1.9	12.3	13.3	-1.0	11.1	11.4	-0.3	8.4	8.3	0.1	10.5	12.1	-1.6
4MMM	11.0	12.2	-1.2	9.9	11.6	-1.7	13.1	14.4	-1.3	12.5	14.6	-2.1	8.4	8.6	-0.2	9.1	7.9	1.2	8.2	8.3	-0.1
NOVA106.9	13.4	13.2	0.2	12.5	12.3	0.2	12.9	13.5	-0.6	14.6	14.5	0.1	15.1	13.9	1.2	11.3	10.1	1.2	10.5	9.6	0.9
ABC612	10.6	9.1	1.5	13.4	12.3	1.1	9.4	7.2	2.2	7.5	6.7	0.8	8.8	7.8	1.0	16.9	13.1	3.8	12.2	11.0	1.2
4RN	1.7	1.9	-0.2	2.3	2.8	-0.5	1.5	1.4	0.1	1.2	1.2	0.0	1.6	1.6	0.0	1.2	2.8	-1.6	1.5	1.7	-0.2
NEWSR	1.3	1.9	-0.6	2.3	3.0	-0.7	0.7	1.3	-0.6	0.8	1.2	-0.4	0.6	1.1	-0.5	2.7	3.0	-0.3	1.9	2.1	-0.2
4JJJ	6.2	5.7	0.5	5.8	5.2	0.6	5.8	4.5	1.3	6.2	5.2	1.0	7.5	8.4	-0.9	6.6	7.8	-1.2	7.5	6.9	0.6
ABCFM	2.3	2.7	-0.4	2.0	2.1	-0.1	2.7	3.4	-0.7	2.3	2.7	-0.4	2.6	2.7	-0.1	2.3	2.4	-0.1	3.3	3.1	0.2

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Brisbane Radio - Survey #6 2009



Average Audience (000's) 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	+/-
Potential	1714			214			219			456			404			421			746		
4BC	20	18	2	*	*	0	*	*	0	1	1	0	6	3	3	13	14	-1	12	11	1
4BH	16	18	-2	*	*	0	*	*	0	*	1	-1	4	5	-1	12	12	0	9	12	-3
4KQ	17	16	1	1	1	0	*	*	0	2	1	1	5	4	1	9	10	-1	9	9	0
B105	29	28	1	6	5	1	7	6	1	11	9	2	5	6	-1	1	1	0	11	12	-1
97.3FM	26	28	-2	3	3	0	2	2	0	8	9	-1	9	10	-1	3	3	0	12	13	-1
4MMM	25	27	-2	1	1	0	3	3	0	11	11	0	8	9	-1	3	3	0	12	13	-1
NOVA106.9	31	29	2	5	4	1	9	9	0	12	12	0	5	5	0	*	1	-1	10	11	-1
ABC612	26	23	3	*	*	0	*	*	0	3	3	0	5	5	0	18	14	4	14	11	3
4RN	4	4	0	*	*	0	*	*	0	*	1	-1	2	2	0	2	2	0	2	2	0
NEWSR	4	5	-1	*	*	0	*	*	0	*	1	-1	1	1	0	2	3	-1	2	2	0
4JJJ	16	14	2	1	*	1	3	2	1	8	6	2	4	5	-1	*	*	0	9	7	2
ABCFM	6	7	-1	*	*	0	*	*	0	1	1	0	1	2	-1	4	4	0	3	3	0
ALL	242	237	5	17	15	2	26	26	0	63	60	3	61	63	-2	74	73	1	114	115	-1

Average Audience (000's) by Session, P10+ [Potential: 1714]

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	22	21	1	35	34	1	34	34	0	27	24	3	13	14	-1	7	6	1	14	12	2
4BH	17	18	-1	29	29	0	23	25	-2	18	21	-3	12	15	-3	5	7	-2	16	17	-1
4KQ	18	17	1	33	31	2	26	26	0	23	20	3	11	10	1	3	3	0	13	13	0
B105	33	31	2	47	44	3	34	32	2	39	34	5	49	46	3	8	10	-2	21	20	1
97.3FM	28	29	-1	41	40	1	37	43	-6	39	41	-2	27	28	-1	6	6	0	20	23	-3
4MMM	29	31	-2	41	46	-5	45	48	-3	39	45	-6	21	21	0	7	6	1	16	16	0
NOVA106.9	35	34	1	52	49	3	44	45	-1	46	44	2	37	34	3	8	7	1	20	18	2
ABC612	28	23	5	56	49	7	32	24	8	23	20	3	22	19	3	12	10	2	24	21	3
4RN	4	5	-1	9	11	-2	5	5	0	4	4	0	4	4	0	1	2	-1	3	3	0
NEWSR	4	5	-1	10	12	-2	2	4	-2	2	4	-2	1	3	-2	2	2	0	4	4	0
4JJJ	16	15	1	24	21	3	20	15	5	19	16	3	18	20	-2	5	6	-1	14	13	1
ABCFM	6	7	-1	8	9	-1	9	11	-2	7	8	-1	6	7	-1	2	2	0	6	6	0
ALL	261	256	5	416	400	16	341	336	5	314	305	9	245	244	1	72	73	-1	194	189	5

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Brisbane Radio - Survey #6 2009



Cumulative Audience (000's) 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	+/-
Potential	1714			214			219			456			404			421			746		
4BC	154	160	-6	5	6	-1	4	1	3	14	17	-3	45	35	10	85	101	-16	81	82	-1
4BH	178	189	-11	14	9	5	2	2	0	5	12	-7	43	46	-3	114	120	-6	97	105	-8
4KQ	180	161	19	14	8	6	3	5	-2	20	19	1	59	47	12	84	82	2	93	85	8
B105	528	522	6	125	123	2	104	112	-8	195	184	11	83	81	2	21	21	0	181	175	6
97.3FM	407	410	-3	67	53	14	47	45	2	128	147	-19	123	123	0	43	42	1	169	188	-19
4MMM	355	358	-3	46	45	1	47	48	-1	133	132	1	106	109	-3	24	25	-1	147	150	-3
NOVA106.9	471	471	0	111	105	6	116	119	-3	174	175	-1	61	62	-1	10	10	0	143	154	-11
ABC612	299	309	-10	18	9	9	7	8	-1	43	55	-12	80	89	-9	151	148	3	142	145	-3
4RN	66	76	-10	1	1	0	7	1	6	9	11	-2	26	33	-7	23	29	-6	27	40	-13
NEWSR	83	90	-7	5	2	3	2	5	-3	16	16	0	29	26	3	31	40	-9	38	44	-6
4JJJ	218	221	-3	21	15	6	54	53	1	89	96	-7	47	52	-5	6	6	0	97	98	-1
ABCFM	78	83	-5	3	4	-1	1	2	-1	16	18	-2	15	17	-2	44	42	2	40	40	0
ALL	1616	1623	-7	206	202	4	194	201	-7	434	432	2	385	390	-5	397	398	-1	705	706	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 1714]

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	+/-
4BC	137	144	-7	101	104	-3	93	98	-5	86	90	-4	71	75	-4	45	47	-2	107	108	-1
4BH	161	170	-9	112	116	-4	94	100	-6	94	100	-6	85	85	0	41	51	-10	126	139	-13
4KQ	159	145	14	119	110	9	85	82	3	91	86	5	68	70	-2	30	33	-3	127	117	10
B105	497	491	6	307	305	2	190	186	4	280	253	27	345	330	15	145	143	2	321	330	-9
97.3FM	373	377	-4	242	239	3	200	206	-6	234	239	-5	211	226	-15	97	98	-1	271	278	-7
4MMM	312	318	-6	191	208	-17	141	147	-6	177	181	-4	166	164	2	85	86	-1	199	205	-6
NOVA106.9	442	446	-4	302	304	-2	200	218	-18	274	259	15	282	276	6	128	143	-15	302	297	5
ABC612	271	277	-6	214	209	5	132	125	7	134	131	3	126	135	-9	104	94	10	213	206	7
4RN	60	72	-12	44	51	-7	30	35	-5	24	35	-11	31	34	-3	11	18	-7	40	48	-8
NEWSR	72	81	-9	51	59	-8	21	34	-13	28	31	-3	20	28	-8	23	28	-5	54	59	-5
4JJJ	187	199	-12	124	120	4	83	84	-1	103	115	-12	124	137	-13	69	75	-6	159	143	16
ABCFM	68	70	-2	38	42	-4	37	40	-3	37	38	-1	38	37	1	15	19	-4	56	58	-2
ALL	1586	1591	-5	1364	1358	6	1013	1022	-9	1170	1163	7	1181	1216	-35	621	665	-44	1360	1371	-11

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Adelaide Radio - Survey #6 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	14.1	14.4	-0.3	1.6	2.4	-0.8	7.6	5.5	2.1	5.7	4.8	0.9	8.5	8.8	-0.3	26.2	27.2	-1.0	15.6	16.8	-1.2
CRUISE1323	7.3	7.3	0.0	*	0.8	-0.8	1.5	1.9	-0.4	2.0	1.2	0.8	4.2	5.0	-0.8	15.1	14.4	0.7	8.1	8.4	-0.3
MIX102.3	13.0	13.2	-0.2	12.9	11.8	1.1	13.5	13.5	0.0	13.5	13.3	0.2	18.3	19.2	-0.9	9.0	9.2	-0.2	12.7	12.3	0.4
5MMM	10.3	9.7	0.6	8.6	9.8	-1.2	4.9	7.0	-2.1	11.0	12.7	-1.7	20.7	18.0	2.7	4.4	3.4	1.0	11.5	11.0	0.5
NOVA91.9	9.2	9.1	0.1	24.4	25.1	-0.7	22.2	21.9	0.3	16.3	19.3	-3.0	7.4	5.4	2.0	0.5	0.5	0.0	6.6	6.6	0.0
SAFM	13.8	14.3	-0.5	34.7	36.7	-2.0	22.7	21.2	1.5	19.5	21.4	-1.9	18.5	19.8	-1.3	1.5	1.9	-0.4	12.3	12.2	0.1
ABC891	13.2	12.8	0.4	3.0	0.3	2.7	2.9	0.6	2.3	7.2	5.4	1.8	6.8	10.1	-3.3	25.4	23.7	1.7	14.2	15.1	-0.9
5RN	2.3	2.7	-0.4	*	*	0.0	0.2	0.1	0.1	0.5	0.1	0.4	3.2	4.2	-1.0	3.6	4.2	-0.6	3.2	3.6	-0.4
NEWSR	1.4	1.6	-0.2	*	0.2	-0.2	1.5	0.9	0.6	1.1	1.0	0.1	1.5	1.6	-0.1	1.8	2.2	-0.4	1.7	1.9	-0.2
5JJJ	4.6	4.3	0.3	7.7	4.4	3.3	8.4	13.4	-5.0	12.5	10.7	1.8	2.2	1.5	0.7	0.5	0.4	0.1	3.9	2.9	1.0
ABCFM	2.3	2.4	-0.1	0.9	0.2	0.7	0.3	1.3	-1.0	0.4	0.3	0.1	1.4	1.0	0.4	4.9	5.0	-0.1	3.0	2.5	0.5

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	13.7	14.1	-0.4	17.8	17.3	0.5	12.1	12.5	-0.4	8.4	9.2	-0.8	13.8	14.9	-1.1	19.8	19.8	0.0	15.2	15.3	-0.1
CRUISE1323	6.8	6.9	-0.1	5.4	4.9	0.5	7.9	8.1	-0.2	8.2	8.9	-0.7	5.5	6.0	-0.5	6.8	6.5	0.3	8.9	8.5	0.4
MIX102.3	13.2	13.4	-0.2	11.1	11.9	-0.8	15.0	15.4	-0.4	16.6	15.5	1.1	11.5	11.4	0.1	9.0	11.1	-2.1	12.4	12.3	0.1
5MMM	10.7	10.2	0.5	11.0	11.1	-0.1	11.6	11.2	0.4	12.3	11.6	0.7	8.8	8.3	0.5	6.9	4.8	2.1	8.9	8.1	0.8
NOVA91.9	9.2	9.4	-0.2	8.9	9.7	-0.8	8.0	7.5	0.5	9.5	10.4	-0.9	10.7	10.0	0.7	9.1	9.2	-0.1	9.3	8.3	1.0
SAFM	14.3	14.9	-0.6	12.6	12.7	-0.1	12.2	14.2	-2.0	14.3	15.7	-1.4	20.5	20.8	-0.3	12.9	11.6	1.3	12.2	12.2	0.0
ABC891	13.4	12.7	0.7	14.9	14.9	0.0	16.5	14.5	2.0	11.0	10.1	0.9	10.1	9.4	0.7	14.5	15.0	-0.5	12.4	13.2	-0.8
5RN	2.2	2.6	-0.4	3.7	4.0	-0.3	1.1	1.7	-0.6	1.3	1.5	-0.2	2.4	2.7	-0.3	3.0	3.4	-0.4	2.7	3.0	-0.3
NEWSR	1.3	1.4	-0.1	1.7	2.1	-0.4	0.8	0.9	-0.1	0.9	0.8	0.1	1.1	1.0	0.1	2.6	3.0	-0.4	1.9	2.0	-0.1
5JJJ	4.6	4.2	0.4	4.1	3.4	0.7	4.2	3.9	0.3	5.1	4.5	0.6	5.2	5.2	0.0	4.4	4.9	-0.5	4.8	4.8	0.0
ABCFM	2.3	2.3	0.0	2.2	2.0	0.2	2.5	2.7	-0.2	2.3	2.6	-0.3	2.4	2.2	0.2	1.3	1.5	-0.2	2.6	2.7	-0.1

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Adelaide Radio - Survey #6 2009



Average Audience (000's) 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	+/-
Potential	1048			117			126			239			249			317			490		
5AA	22	22	0	*	*	0	1	1	0	2	1	1	3	3	0	15	16	-1	12	13	-1
CRUISE1323	11	11	0	*	*	0	*	*	0	1	*	1	2	2	0	9	9	0	6	7	-1
MIX102.3	20	20	0	1	1	0	2	2	0	4	4	0	7	8	-1	5	5	0	10	10	0
5MMM	16	15	1	1	1	0	1	1	0	3	4	-1	8	7	1	3	2	1	9	9	0
NOVA91.9	14	14	0	2	2	0	4	4	0	5	6	-1	3	2	1	*	*	0	5	5	0
SAFM	22	22	0	3	3	0	4	3	1	6	7	-1	8	8	0	1	1	0	10	10	0
ABC891	21	20	1	*	*	0	*	*	0	2	2	0	3	4	-1	15	14	1	11	12	-1
5RN	4	4	0	*	*	0	*	*	0	*	*	0	1	2	-1	2	2	0	3	3	0
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	1	1	0	1	1	0	1	2	-1
5JJJ	7	7	0	1	*	1	1	2	-1	4	3	1	1	1	0	*	*	0	3	2	1
ABCFM	4	4	0	*	*	0	*	*	0	*	*	0	1	*	1	3	3	0	2	2	0
ALL	156	155	1	10	9	1	16	16	0	31	32	-1	41	39	2	58	60	-2	79	80	-1

Average Audience (000's) by Session, P10+ [Potential: 1048]

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	23	24	-1	41	42	-1	28	28	0	17	18	-1	23	24	-1	12	12	0	19	19	0
CRUISE1323	11	12	-1	13	12	1	18	18	0	16	17	-1	9	10	-1	4	4	0	11	11	0
MIX102.3	22	22	0	26	29	-3	35	35	0	33	30	3	20	19	1	5	7	-2	16	15	1
5MMM	18	17	1	25	27	-2	27	25	2	24	23	1	15	14	1	4	3	1	11	10	1
NOVA91.9	15	16	-1	21	23	-2	18	17	1	19	20	-1	18	16	2	5	6	-1	12	10	2
SAFM	24	25	-1	29	31	-2	28	32	-4	28	31	-3	35	34	1	8	7	1	15	15	0
ABC891	23	21	2	35	36	-1	38	33	5	22	20	2	17	15	2	9	9	0	16	16	0
5RN	4	4	0	9	10	-1	3	4	-1	2	3	-1	4	4	0	2	2	0	3	4	-1
NEWSR	2	2	0	4	5	-1	2	2	0	2	2	0	2	2	0	2	2	0	2	2	0
5JJJ	8	7	1	10	8	2	10	9	1	10	9	1	9	9	0	3	3	0	6	6	0
ABCFM	4	4	0	5	5	0	6	6	0	5	5	0	4	4	0	1	1	0	3	3	0
ALL	168	167	1	232	240	-8	230	226	4	196	195	1	171	163	8	60	60	0	126	125	1

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Cumulative Audience (000's) 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	+/-
Potential	1048			117			126			239			249			317			490		
5AA	187	197	-10	7	8	-1	6	5	1	28	28	0	40	48	-8	105	108	-3	90	101	-11
CRUISE1323	126	128	-2	*	2	-2	6	6	0	11	8	3	23	27	-4	86	85	1	70	74	-4
MIX102.3	279	279	0	37	31	6	26	30	-4	60	59	1	97	94	3	58	65	-7	128	133	-5
5MMM	242	234	8	31	31	0	24	26	-2	64	62	2	93	86	7	29	30	-1	103	107	-4
NOVA91.9	259	264	-5	62	65	-3	66	67	-1	83	85	-2	43	41	2	4	6	-2	80	81	-1
SAFM	319	321	-2	60	68	-8	66	59	7	89	95	-6	84	79	5	19	20	-1	121	121	0
ABC891	208	196	12	8	2	6	11	6	5	29	27	2	41	46	-5	118	114	4	104	109	-5
5RN	57	48	9	*	*	0	3	1	2	7	2	5	14	16	-2	33	30	3	34	30	4
NEWSR	60	54	6	1	*	1	7	5	2	12	12	0	12	13	-1	29	24	5	32	28	4
5JJJ	105	110	-5	10	14	-4	21	28	-7	52	51	1	18	15	3	3	3	0	43	37	6
ABCFM	65	60	5	3	2	1	2	6	-4	7	5	2	14	11	3	38	35	3	41	33	8
ALL	992	992	0	110	111	-1	117	117	0	224	223	1	242	242	0	299	299	0	466	464	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1048]

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	172	183	-11	121	126	-5	86	86	0	92	97	-5	93	109	-16	69	67	2	140	143	-3
CRUISE1323	115	115	0	63	61	2	66	65	1	77	77	0	57	63	-6	35	30	5	94	90	4
MIX102.3	248	250	-2	143	149	-6	124	121	3	151	150	1	131	129	2	76	72	4	177	179	-2
5MMM	214	205	9	125	127	-2	109	101	8	120	118	2	118	107	11	71	56	15	150	145	5
NOVA91.9	243	249	-6	139	149	-10	102	108	-6	146	153	-7	146	142	4	93	93	0	160	154	6
SAFM	298	306	-8	162	173	-11	139	144	-5	173	190	-17	206	211	-5	107	105	2	194	199	-5
ABC891	188	177	11	137	135	2	118	109	9	115	102	13	106	104	2	82	74	8	143	143	0
5RN	50	44	6	33	30	3	20	22	-2	18	18	0	26	22	4	17	16	1	38	33	5
NEWSR	51	46	5	32	34	-2	20	19	1	22	20	2	18	16	2	17	19	-2	40	37	3
5JJJ	99	103	-4	57	58	-1	51	45	6	60	54	6	59	59	0	38	41	-3	67	68	-1
ABCFM	57	52	5	31	27	4	32	30	2	26	28	-2	30	27	3	16	13	3	43	36	7
ALL	973	975	-2	795	812	-17	671	663	8	743	731	12	748	753	-5	506	486	20	858	868	-10

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Perth Radio - Survey #6 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	4.8	0.5	0.7	0.6	0.1	0.4	1.3	-0.9	2.5	3.1	-0.6	8.3	6.3	2.0	7.0	6.7	0.3	6.3	5.8	0.5
6PR	8.8	8.8	0.0	1.8	1.9	-0.1	0.7	0.8	-0.1	2.1	3.5	-1.4	6.8	8.6	-1.8	19.4	17.0	2.4	9.8	9.2	0.6
MIX 94.5	18.5	15.8	2.7	10.5	11.0	-0.5	16.1	11.6	4.5	20.4	16.8	3.6	28.2	24.3	3.9	10.7	10.1	0.6	18.8	17.1	1.7
92.9	11.9	12.2	-0.3	49.7	45.7	4.0	19.2	22.5	-3.3	16.3	16.0	0.3	8.8	8.8	0.0	1.8	1.9	-0.1	8.8	8.8	0.0
96FM	11.6	12.6	-1.0	9.0	5.9	3.1	21.8	21.8	0.0	15.0	15.2	-0.2	16.4	18.2	-1.8	2.4	3.9	-1.5	10.6	11.8	-1.2
NOVA93.7	7.7	9.5	-1.8	15.3	19.7	-4.4	19.7	20.1	-0.4	13.8	17.5	-3.7	4.6	6.6	-2.0	0.7	0.5	0.2	6.5	7.9	-1.4
ABC720	10.5	10.5	0.0	0.8	2.2	-1.4	0.7	1.1	-0.4	4.0	2.8	1.2	8.0	8.2	-0.2	22.3	23.0	-0.7	11.7	12.2	-0.5
6RN	2.1	2.9	-0.8	*	0.2	-0.2	0.2	0.3	-0.1	1.1	1.2	-0.1	1.6	4.1	-2.5	4.1	4.6	-0.5	2.6	3.4	-0.8
NEWSR	1.8	1.6	0.2	0.4	0.8	-0.4	0.8	0.7	0.1	1.6	1.0	0.6	2.2	2.1	0.1	2.0	2.1	-0.1	1.7	1.8	-0.1
6JJJ	7.6	7.7	-0.1	7.3	8.5	-1.2	18.4	18.1	0.3	16.7	18.2	-1.5	4.8	3.2	1.6	0.3	0.4	-0.1	5.3	4.7	0.6
ABCFM	3.1	3.2	-0.1	0.1	0.4	-0.3	0.7	0.6	0.1	1.3	1.0	0.3	2.5	3.4	-0.9	6.2	6.1	0.1	3.4	4.2	-0.8

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6IX	5.1	4.7	0.4	5.0	3.7	1.3	5.9	5.2	0.7	5.8	5.4	0.4	3.2	4.0	-0.8	4.8	5.6	-0.8	5.8	5.0	0.8
6PR	8.9	8.9	0.0	9.6	9.7	-0.1	9.9	9.7	0.2	7.6	7.8	-0.2	7.7	7.4	0.3	10.1	10.0	0.1	8.6	8.5	0.1
MIX 94.5	19.1	16.3	2.8	17.3	15.6	1.7	21.3	18.6	2.7	23.0	18.0	5.0	16.0	13.5	2.5	11.7	10.6	1.1	16.3	14.4	1.9
92.9	12.1	12.1	0.0	11.2	10.4	0.8	8.7	9.9	-1.2	10.5	11.8	-1.3	19.8	18.8	1.0	15.8	13.2	2.6	11.1	12.6	-1.5
96FM	11.8	13.0	-1.2	10.9	12.0	-1.1	11.8	14.5	-2.7	13.7	14.9	-1.2	11.4	11.1	0.3	9.1	9.3	-0.2	11.2	11.1	0.1
NOVA93.7	7.8	9.9	-2.1	8.3	9.9	-1.6	7.1	9.0	-1.9	8.0	10.8	-2.8	7.5	10.3	-2.8	7.6	8.9	-1.3	7.3	8.3	-1.0
ABC720	10.4	10.0	0.4	14.3	14.3	0.0	10.2	9.5	0.7	6.9	6.1	0.8	8.5	7.6	0.9	13.0	15.0	-2.0	10.8	11.9	-1.1
6RN	2.0	3.0	-1.0	2.4	4.2	-1.8	1.7	2.3	-0.6	1.4	2.0	-0.6	2.6	3.6	-1.0	2.3	3.4	-1.1	2.3	2.5	-0.2
NEWSR	1.7	1.5	0.2	2.2	2.2	0.0	1.0	0.8	0.2	1.0	1.1	-0.1	1.5	1.5	0.0	4.1	2.7	1.4	2.0	1.9	0.1
6JJJ	7.7	7.9	-0.2	7.1	6.6	0.5	7.0	7.5	-0.5	8.7	9.8	-1.1	8.9	8.4	0.5	6.4	6.5	-0.1	7.4	7.1	0.3
ABCFM	2.8	2.9	-0.1	2.6	2.6	0.0	2.5	2.1	0.4	2.1	2.3	-0.2	4.0	4.4	-0.4	4.3	5.3	-1.0	4.1	4.0	0.1

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Perth Radio - Survey #6 2009



Average Audience (000's) 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	+/-
Potential	1434			178			178			360			346			372			649		
6IX	12	11	1	*	*	0	*	*	0	1	2	-1	5	4	1	5	5	0	7	7	0
6PR	20	20	0	*	*	0	*	*	0	1	2	-1	4	5	-1	14	12	2	12	11	1
MIX 94.5	42	35	7	1	2	-1	4	3	1	11	9	2	18	15	3	8	7	1	22	20	2
92.9	27	27	0	7	7	0	4	5	-1	9	8	1	6	5	1	1	1	0	10	10	0
96FM	26	28	-2	1	1	0	5	5	0	8	8	0	10	11	-1	2	3	-1	12	14	-2
NOVA93.7	17	21	-4	2	3	-1	4	5	-1	7	9	-2	3	4	-1	*	*	0	8	9	-1
ABC720	24	23	1	*	*	0	*	*	0	2	1	1	5	5	0	16	16	0	14	14	0
6RN	5	6	-1	*	*	0	*	*	0	1	1	0	1	3	-2	3	3	0	3	4	-1
NEWSR	4	4	0	*	*	0	*	*	0	1	1	0	1	1	0	1	1	0	2	2	0
6JJJ	17	17	0	1	1	0	4	4	0	9	9	0	3	2	1	*	*	0	6	5	1
ABCFM	7	7	0	*	*	0	*	*	0	1	*	1	2	2	0	4	4	0	4	5	-1
ALL	225	222	3	14	15	-1	23	24	-1	53	51	2	64	62	2	72	70	2	118	116	2

Average Audience (000's) by Session, P10+ [Potential: 1434]

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	12	11	1	17	13	4	20	18	2	17	16	1	7	9	-2	4	4	0	10	9	1
6PR	22	21	1	34	34	0	34	34	0	23	23	0	18	16	2	7	7	0	15	15	0
MIX 94.5	47	39	8	61	54	7	74	65	9	69	53	16	37	30	7	9	7	2	29	26	3
92.9	29	29	0	39	36	3	30	35	-5	31	35	-4	45	42	3	12	9	3	20	22	-2
96FM	29	31	-2	38	42	-4	41	51	-10	41	44	-3	26	25	1	7	6	1	20	20	0
NOVA93.7	19	24	-5	29	34	-5	25	32	-7	24	32	-8	17	23	-6	6	6	0	13	15	-2
ABC720	25	24	1	50	49	1	36	33	3	21	18	3	20	17	3	10	10	0	19	21	-2
6RN	5	7	-2	8	15	-7	6	8	-2	4	6	-2	6	8	-2	2	2	0	4	4	0
NEWSR	4	4	0	8	8	0	4	3	1	3	3	0	4	3	1	3	2	1	4	3	1
6JJJ	19	19	0	25	23	2	24	26	-2	26	29	-3	20	19	1	5	4	1	13	13	0
ABCFM	7	7	0	9	9	0	9	7	2	6	7	-1	9	10	-1	3	4	-1	7	7	0
ALL	244	240	4	349	346	3	347	350	-3	299	294	5	229	222	7	73	69	4	179	178	1

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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Cumulative Audience (000's) 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	+/-
Potential	1434			178			178			360			346			372			649		
6IX	127	123	4	5	4	1	4	5	-1	14	11	3	46	42	4	58	61	-3	70	65	5
6PR	172	183	-11	11	11	0	4	6	-2	25	28	-3	48	54	-6	84	85	-1	85	89	-4
MIX 94.5	463	448	15	64	59	5	52	53	-1	131	119	12	147	141	6	69	77	-8	209	213	-4
92.9	483	464	19	127	123	4	94	93	1	157	147	10	88	79	9	19	23	-4	182	165	17
96FM	323	304	19	39	31	8	57	50	7	105	104	1	94	89	5	29	30	-1	141	140	1
NOVA93.7	345	348	-3	77	71	6	84	91	-7	123	127	-4	55	54	1	7	5	2	125	119	6
ABC720	287	291	-4	11	10	1	8	8	0	44	40	4	79	81	-2	145	153	-8	143	157	-14
6RN	63	79	-16	*	1	-1	1	2	-1	9	11	-2	18	27	-9	36	37	-1	37	42	-5
NEWSR	85	80	5	3	7	-4	5	3	2	17	15	2	24	21	3	35	34	1	38	35	3
6JJJ	210	224	-14	19	24	-5	55	57	-2	93	94	-1	39	42	-3	5	6	-1	82	84	-2
ABCFM	95	102	-7	2	4	-2	7	6	1	16	17	-1	19	24	-5	51	51	0	49	54	-5
ALL	1363	1356	7	171	166	5	167	163	4	345	345	0	334	327	7	346	355	-9	617	612	5

Cumulative Audience (000's) by Session, P10+ [Potential: 1434]

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	+/-
6IX	116	108	8	66	55	11	62	57	5	70	65	5	51	59	-8	27	31	-4	82	84	-2
6PR	160	168	-8	114	111	3	94	97	-3	99	99	0	97	102	-5	50	60	-10	116	122	-6
MIX 94.5	427	417	10	286	273	13	230	219	11	270	252	18	252	231	21	124	117	7	295	284	11
92.9	455	439	16	282	273	9	185	189	-4	242	252	-10	312	293	19	154	130	24	311	312	-1
96FM	288	280	8	172	170	2	134	147	-13	171	172	-1	167	168	-1	79	87	-8	211	194	17
NOVA93.7	325	332	-7	183	211	-28	152	157	-5	185	207	-22	187	201	-14	99	91	8	199	213	-14
ABC720	255	250	5	195	191	4	124	125	-1	142	126	16	126	121	5	98	93	5	195	204	-9
6RN	57	73	-16	38	54	-16	28	34	-6	32	38	-6	36	44	-8	18	21	-3	41	47	-6
NEWSR	75	71	4	48	49	-1	23	26	-3	35	35	0	33	32	1	30	26	4	60	57	3
6JJJ	190	201	-11	124	115	9	100	102	-2	120	126	-6	124	133	-9	72	73	-1	141	154	-13
ABCFM	83	93	-10	49	49	0	40	37	3	45	53	-8	49	59	-10	30	33	-3	69	67	2
ALL	1343	1341	2	1125	1142	-17	911	916	-5	1021	1031	-10	1058	1052	6	630	604	26	1177	1173	4

Survey Period: Sun Jun 28 - Sat Sep 5, 2009

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