

Perth Radio - Survey #2 2010



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	5.4	5.9	-0.5	0.9	0.8	0.1	2.1	1.0	1.1	1.4	1.8	-0.4	8.5	11.2	-2.7	8.1	7.5	0.6	5.5	6.4	-0.9
6PR	7.9	7.8	0.1	1.1	1.1	0.0	0.4	0.3	0.1	2.9	2.7	0.2	7.5	8.6	-1.1	15.8	14.8	1.0	7.9	8.2	-0.3
MIX 94.5	15.8	16.0	-0.2	14.9	19.1	-4.2	8.9	10.6	-1.7	18.3	16.1	2.2	26.5	23.5	3.0	8.7	11.6	-2.9	19.7	17.2	2.5
92.9	12.5	12.4	0.1	45.6	43.7	1.9	28.1	25.0	3.1	14.9	15.9	-1.0	8.8	10.1	-1.3	0.8	0.9	-0.1	8.1	9.7	-1.6
96FM	11.1	9.6	1.5	5.3	5.9	-0.6	11.8	12.7	-0.9	14.5	14.2	0.3	15.6	11.9	3.7	6.3	4.4	1.9	9.3	7.8	1.5
NOVA93.7	9.7	8.8	0.9	23.8	20.6	3.2	14.5	18.9	-4.4	18.5	13.9	4.6	7.5	6.8	0.7	0.5	0.7	-0.2	9.7	8.6	1.1
ABC720	11.3	11.8	-0.5	0.6	0.7	-0.1	1.5	3.2	-1.7	4.4	4.9	-0.5	8.6	8.6	0.0	24.0	24.4	-0.4	13.5	14.4	-0.9
6RN	2.7	2.6	0.1	*	*	0.0	1.0	*	1.0	0.7	0.8	-0.1	2.5	2.8	-0.3	5.3	5.2	0.1	4.2	4.3	-0.1
NEWSR	1.6	1.4	0.2	0.5	0.2	0.3	0.1	0.1	0.0	1.4	1.4	0.0	2.0	1.5	0.5	2.1	1.9	0.2	1.3	1.5	-0.2
6JJJ	8.3	9.5	-1.2	3.8	4.6	-0.8	26.9	24.3	2.6	15.8	18.9	-3.1	3.8	5.6	-1.8	0.6	1.5	-0.9	4.6	6.8	-2.2
ABCFM	3.2	3.2	0.0	*	0.1	-0.1	1.3	0.1	1.2	2.0	2.6	-0.6	1.6	1.2	0.4	6.5	6.8	-0.3	3.3	3.4	-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	+/-
6IX	5.4	5.5	-0.1	4.9	5.5	-0.6	6.1	5.7	0.4	6.0	5.7	0.3	4.6	5.1	-0.5	4.1	4.6	-0.5	5.8	7.3	-1.5
6PR	8.1	7.8	0.3	7.7	8.4	-0.7	8.8	8.0	0.8	8.2	6.8	1.4	7.3	6.8	0.5	9.1	11.0	-1.9	7.2	7.7	-0.5
MIX 94.5	15.9	16.5	-0.6	15.4	16.0	-0.6	16.7	16.8	-0.1	18.0	18.9	-0.9	14.4	15.5	-1.1	10.8	11.5	-0.7	15.4	14.3	1.1
92.9	12.6	12.4	0.2	11.5	10.9	0.6	9.9	10.7	-0.8	11.7	12.1	-0.4	19.5	17.6	1.9	12.7	12.5	0.2	12.1	12.3	-0.2
96FM	11.7	10.2	1.5	9.7	9.2	0.5	13.3	11.0	2.3	14.1	11.4	2.7	10.1	9.3	0.8	9.5	9.6	-0.1	9.1	7.7	1.4
NOVA93.7	10.1	9.1	1.0	10.6	8.4	2.2	9.6	9.0	0.6	10.5	10.8	-0.3	9.4	8.5	0.9	10.0	6.7	3.3	8.1	7.8	0.3
ABC720	11.3	11.7	-0.4	15.7	17.4	-1.7	10.4	10.3	0.1	7.7	7.6	0.1	9.1	9.1	0.0	14.8	14.5	0.3	11.2	12.3	-1.1
6RN	2.5	2.5	0.0	3.6	3.2	0.4	1.7	2.0	-0.3	1.4	1.8	-0.4	2.0	2.1	-0.1	5.0	4.9	0.1	3.4	2.8	0.6
NEWSR	1.4	1.3	0.1	2.0	2.0	0.0	0.6	0.8	-0.2	0.8	0.6	0.2	1.3	1.3	0.0	3.5	2.3	1.2	2.2	1.7	0.5
6JJJ	8.6	10.0	-1.4	7.3	7.7	-0.4	9.0	10.9	-1.9	9.6	11.6	-2.0	9.6	11.9	-2.3	6.3	6.4	-0.1	7.3	7.9	-0.6
ABCFM	2.9	2.9	0.0	2.7	2.5	0.2	3.1	3.0	0.1	2.5	2.7	-0.2	3.6	3.3	0.3	3.8	4.0	-0.2	4.0	4.1	-0.1

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

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