

Perth Radio - Survey #1 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	5.9	5.1	0.8	0.8	0.4	0.4	1.0	0.2	0.8	1.8	2.4	-0.6	11.2	9.9	1.3	7.5	6.5	1.0	6.4	6.3	0.1
6PR	7.8	7.9	-0.1	1.1	0.9	0.2	0.3	0.6	-0.3	2.7	4.4	-1.7	8.6	6.0	2.6	14.8	16.4	-1.6	8.2	11.1	-2.9
MIX 94.5	16.0	15.2	0.8	19.1	11.1	8.0	10.6	10.1	0.5	16.1	14.3	1.8	23.5	24.9	-1.4	11.6	11.2	0.4	17.2	15.6	1.6
92.9	12.4	14.1	-1.7	43.7	44.9	-1.2	25.0	28.5	-3.5	15.9	21.4	-5.5	10.1	7.6	2.5	0.9	0.9	0.0	9.7	9.4	0.3
96FM	9.6	9.3	0.3	5.9	8.0	-2.1	12.7	12.3	0.4	14.2	14.3	-0.1	11.9	12.7	-0.8	4.4	2.3	2.1	7.8	8.2	-0.4
NOVA93.7	8.8	9.6	-0.8	20.6	22.3	-1.7	18.9	25.1	-6.2	13.9	15.2	-1.3	6.8	5.3	1.5	0.7	0.2	0.5	8.6	6.8	1.8
ABC720	11.8	11.5	0.3	0.7	1.4	-0.7	3.2	0.5	2.7	4.9	2.6	2.3	8.6	14.4	-5.8	24.4	22.5	1.9	14.4	14.8	-0.4
6RN	2.6	2.2	0.4	*	*	0.0	*	*	0.0	0.8	0.6	0.2	2.8	2.8	0.0	5.2	4.2	1.0	4.3	2.6	1.7
NEWSR	1.4	1.5	-0.1	0.2	0.2	0.0	0.1	0.7	-0.6	1.4	0.7	0.7	1.5	2.1	-0.6	1.9	2.3	-0.4	1.5	1.6	-0.1
6JJJ	9.5	7.9	1.6	4.6	9.5	-4.9	24.3	18.2	6.1	18.9	17.2	1.7	5.6	3.5	2.1	1.5	0.3	1.2	6.8	5.6	1.2
ABCFM	3.2	3.1	0.1	0.1	0.3	-0.2	0.1	0.4	-0.3	2.6	1.3	1.3	1.2	1.2	0.0	6.8	7.5	-0.7	3.4	3.4	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	+/-
6IX	5.5	4.8	0.7	5.5	4.6	0.9	5.7	5.0	0.7	5.7	5.5	0.2	5.1	3.7	1.4	4.6	5.4	-0.8	7.3	6.0	1.3
6PR	7.8	8.6	-0.8	8.4	9.2	-0.8	8.0	9.0	-1.0	6.8	8.1	-1.3	6.8	7.0	-0.2	11.0	9.5	1.5	7.7	5.8	1.9
MIX 94.5	16.5	14.9	1.6	16.0	14.2	1.8	16.8	15.4	1.4	18.9	17.9	1.0	15.5	14.0	1.5	11.5	8.6	2.9	14.3	16.1	-1.8
92.9	12.4	14.0	-1.6	10.9	10.7	0.2	10.7	11.1	-0.4	12.1	13.2	-1.1	17.6	22.4	-4.8	12.5	20.3	-7.8	12.3	14.3	-2.0
96FM	10.2	9.6	0.6	9.2	9.2	0.0	11.0	10.7	0.3	11.4	11.1	0.3	9.3	7.2	2.1	9.6	7.9	1.7	7.7	8.5	-0.8
NOVA93.7	9.1	9.5	-0.4	8.4	10.1	-1.7	9.0	8.7	0.3	10.8	9.2	1.6	8.5	9.7	-1.2	6.7	9.8	-3.1	7.8	10.1	-2.3
ABC720	11.7	11.7	0.0	17.4	16.9	0.5	10.3	11.0	-0.7	7.6	8.3	-0.7	9.1	8.4	0.7	14.5	12.3	2.2	12.3	10.9	1.4
6RN	2.5	2.1	0.4	3.2	3.1	0.1	2.0	1.6	0.4	1.8	1.1	0.7	2.1	2.7	-0.6	4.9	2.2	2.7	2.8	2.3	0.5
NEWSR	1.3	1.3	0.0	2.0	1.4	0.6	0.8	1.2	-0.4	0.6	0.6	0.0	1.3	1.3	0.0	2.3	3.5	-1.2	1.7	2.2	-0.5
6JJJ	10.0	8.5	1.5	7.7	7.1	0.6	10.9	9.0	1.9	11.6	10.2	1.4	11.9	9.6	2.3	6.4	5.0	1.4	7.9	5.8	2.1
ABCFM	2.9	3.0	-0.1	2.5	2.7	-0.2	3.0	3.2	-0.2	2.7	3.2	-0.5	3.3	3.4	-0.1	4.0	2.2	1.8	4.1	3.4	0.7

Survey Period: Sun Jan 17 - Sat Feb 13, 2010

Copyright © 2010 Commercial Radio Australia Ltd.
All Rights Reserved

Perth Radio - Survey #1 2010



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	1486	1434	52	176	178	-2	186	178	8	382	360	22	355	346	9	387	372	15	678	649	29
6IX	13	12	1	*	*	0	*	*	0	1	1	0	6	5	1	5	5	0	7	7	0
6PR	17	18	-1	*	*	0	*	*	0	1	2	-1	5	3	2	11	12	-1	9	12	-3
MIX 94.5	35	34	1	3	2	1	3	3	0	8	8	0	13	14	-1	9	8	1	19	17	2
92.9	27	32	-5	6	8	-2	7	7	0	8	12	-4	6	4	2	1	1	0	10	10	0
96FM	21	21	0	1	1	0	3	3	0	7	8	-1	7	7	0	3	2	1	8	9	-1
NOVA93.7	19	22	-3	3	4	-1	5	6	-1	7	8	-1	4	3	1	1	*	1	9	7	2
ABC720	26	26	0	*	*	0	1	*	1	3	1	2	5	8	-3	18	16	2	16	16	0
6RN	6	5	1	*	*	0	*	*	0	*	*	0	2	2	0	4	3	1	5	3	2
NEWSR	3	3	0	*	*	0	*	*	0	1	*	1	1	1	0	1	2	-1	2	2	0
6JJJ	21	18	3	1	2	-1	6	5	1	10	9	1	3	2	1	1	*	1	7	6	1
ABCFM	7	7	0	*	*	0	*	*	0	1	1	0	1	1	0	5	5	0	4	4	0
ALL	221	225	-4	14	18	-4	27	25	2	51	55	-4	55	55	0	73	72	1	108	110	-2

Average Audience (000's) by Session, P10+ [Potential: 1486]

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	13	12	1	19	17	2	19	17	2	17	15	2	12	9	3	3	4	-1	13	11	2
6PR	19	21	-2	29	34	-5	26	31	-5	20	23	-3	16	16	0	8	7	1	14	10	4
MIX 94.5	39	36	3	54	53	1	55	52	3	55	50	5	36	33	3	8	6	2	26	29	-3
92.9	29	34	-5	37	40	-3	35	38	-3	35	37	-2	41	52	-11	9	14	-5	22	26	-4
96FM	24	23	1	31	34	-3	36	36	0	33	31	2	22	17	5	7	6	1	14	15	-1
NOVA93.7	22	23	-1	29	37	-8	30	30	0	32	26	6	20	23	-3	5	7	-2	14	18	-4
ABC720	28	29	-1	59	63	-4	34	37	-3	22	23	-1	21	20	1	11	9	2	22	20	2
6RN	6	5	1	11	12	-1	7	5	2	5	3	2	5	6	-1	4	2	2	5	4	1
NEWSR	3	3	0	7	5	2	3	4	-1	2	2	0	3	3	0	2	2	0	3	4	-1
6JJJ	24	21	3	26	26	0	36	31	5	34	29	5	27	22	5	5	4	1	14	11	3
ABCFM	7	7	0	8	10	-2	10	11	-1	8	9	-1	8	8	0	3	2	1	7	6	1
ALL	237	243	-6	339	370	-31	326	340	-14	292	281	11	231	233	-2	73	71	2	179	182	-3

Survey Period: Sun Jan 17 - Sat Feb 13, 2010

Copyright © 2010 Commercial Radio Australia Ltd.
All Rights Reserved

Perth Radio - Survey #1 2010



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	1486	1434	52	176	178	-2	186	178	8	382	360	22	355	346	9	387	372	15	678	649	29
6IX	128	142	-14	3	5	-2	3	2	1	12	21	-9	53	64	-11	57	50	7	64	81	-17
6PR	155	166	-11	4	3	1	2	3	-1	21	31	-10	44	49	-5	84	81	3	74	95	-21
MIX 94.5	450	433	17	72	62	10	56	54	2	118	111	7	123	139	-16	82	66	16	197	186	11
92.9	468	481	-13	115	123	-8	106	109	-3	138	149	-11	94	88	6	16	12	4	177	159	18
96FM	279	266	13	26	36	-10	43	37	6	108	93	15	75	75	0	27	26	1	122	119	3
NOVA93.7	364	398	-34	75	89	-14	83	103	-20	131	142	-11	61	59	2	14	5	9	140	136	4
ABC720	312	292	20	6	8	-2	13	7	6	51	36	15	83	98	-15	159	143	16	154	165	-11
6RN	70	72	-2	*	*	0	*	*	0	6	7	-1	20	27	-7	43	39	4	47	44	3
NEWSR	76	78	-2	2	*	2	1	4	-3	18	12	6	20	25	-5	34	36	-2	34	36	-2
6JJJ	255	200	55	21	19	2	65	60	5	109	86	23	50	31	19	11	5	6	105	68	37
ABCFM	99	93	6	2	4	-2	4	4	0	25	18	7	15	16	-1	52	51	1	49	52	-3
ALL	1411	1356	55	166	169	-3	178	169	9	362	340	22	339	325	14	365	354	11	640	613	27

Cumulative Audience (000's) by Session, P10+ [Potential: 1486]

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	113	122	-9	72	78	-6	62	67	-5	69	68	1	60	56	4	41	39	2	85	100	-15
6PR	143	157	-14	103	114	-11	78	90	-12	80	89	-9	77	87	-10	52	57	-5	106	106	0
MIX 94.5	422	388	34	253	240	13	212	191	21	252	248	4	238	217	21	135	102	33	301	289	12
92.9	445	457	-12	265	262	3	203	199	4	276	275	1	307	339	-32	149	152	-3	330	330	0
96FM	253	241	12	140	152	-12	119	131	-12	150	156	-6	137	138	-1	82	63	19	165	164	1
NOVA93.7	340	376	-36	210	236	-26	145	172	-27	207	205	2	195	217	-22	108	121	-13	213	253	-40
ABC720	284	268	16	218	208	10	166	155	11	162	147	15	152	149	3	101	88	13	232	210	22
6RN	64	65	-1	49	51	-2	38	31	7	32	26	6	33	31	2	24	16	8	49	49	0
NEWSR	66	71	-5	46	47	-1	27	29	-2	29	28	1	27	24	3	20	30	-10	58	59	-1
6JJJ	238	185	53	143	115	28	147	90	57	149	124	25	174	126	48	75	61	14	161	122	39
ABCFM	85	84	1	51	51	0	57	47	10	51	50	1	41	46	-5	27	25	2	68	64	4
ALL	1391	1340	51	1166	1146	20	978	937	41	1064	1041	23	1081	1058	23	672	625	47	1231	1177	54

Survey Period: Sun Jan 17 - Sat Feb 13, 2010

Copyright © 2010 Commercial Radio Australia Ltd.
All Rights Reserved