

Perth Radio - Survey #3 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	6.1	5.4	0.7	0.7	0.9	-0.2	2.1	2.1	0.0	2.4	1.4	1.0	8.5	8.5	0.0	9.1	8.1	1.0	6.9	5.5	1.4
6PR	9.0	7.9	1.1	1.0	1.1	-0.1	0.6	0.4	0.2	3.2	2.9	0.3	6.3	7.5	-1.2	19.4	15.8	3.6	10.1	7.9	2.2
MIX 94.5	17.0	15.8	1.2	18.2	14.9	3.3	13.1	8.9	4.2	16.7	18.3	-1.6	29.2	26.5	2.7	8.5	8.7	-0.2	19.9	19.7	0.2
92.9	11.4	12.5	-1.1	41.3	45.6	-4.3	26.7	28.1	-1.4	13.8	14.9	-1.1	8.8	8.8	0.0	0.8	0.8	0.0	7.6	8.1	-0.5
96FM	10.7	11.1	-0.4	8.1	5.3	2.8	11.5	11.8	-0.3	13.8	14.5	-0.7	17.1	15.6	1.5	3.7	6.3	-2.6	9.4	9.3	0.1
NOVA93.7	9.6	9.7	-0.1	21.1	23.8	-2.7	15.8	14.5	1.3	18.5	18.5	0.0	7.3	7.5	-0.2	0.8	0.5	0.3	9.2	9.7	-0.5
ABC720	11.0	11.3	-0.3	2.1	0.6	1.5	1.9	1.5	0.4	4.6	4.4	0.2	6.9	8.6	-1.7	23.4	24.0	-0.6	12.0	13.5	-1.5
6RN	2.3	2.7	-0.4	*	*	0.0	1.4	1.0	1.0	1.6	0.7	0.9	2.2	2.5	-0.3	3.6	5.3	-1.7	3.3	4.2	-0.9
NEWSR	1.7	1.6	0.1	0.4	0.5	-0.1	*	0.1	-0.1	1.5	1.4	0.1	1.0	2.0	-1.0	3.2	2.1	1.1	1.5	1.3	0.2
6JJJ	7.4	8.3	-0.9	4.4	3.8	0.6	20.2	26.9	-6.7	18.3	15.8	2.5	2.2	3.8	-1.6	0.6	0.6	0.0	4.2	4.6	-0.4
ABCFM	2.7	3.2	-0.5	0.3	*	0.3	2.0	1.3	0.7	1.0	2.0	-1.0	1.9	1.6	0.3	5.3	6.5	-1.2	3.6	3.3	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	+/-
6IX	6.0	5.4	0.6	5.3	4.9	0.4	6.5	6.1	0.4	6.8	6.0	0.8	5.3	4.6	0.7	6.1	4.1	2.0	6.3	5.8	0.5
6PR	9.2	8.1	1.1	9.0	7.7	1.3	10.2	8.8	1.4	8.4	8.2	0.2	8.6	7.3	1.3	10.2	9.1	1.1	8.5	7.2	1.3
MIX 94.5	17.1	15.9	1.2	16.2	15.4	0.8	18.3	16.7	1.6	19.2	18.0	1.2	16.1	14.4	1.7	12.0	10.8	1.2	16.5	15.4	1.1
92.9	11.5	12.6	-1.1	10.3	11.5	-1.2	9.7	9.9	-0.2	10.5	11.7	-1.2	17.2	19.5	-2.3	12.4	12.7	-0.3	11.2	12.1	-0.9
96FM	11.2	11.7	-0.5	9.7	9.7	0.0	12.6	13.3	-0.7	13.9	14.1	-0.2	9.4	10.1	-0.7	6.6	9.5	-2.9	9.0	9.1	-0.1
NOVA93.7	10.0	10.1	-0.1	11.0	10.6	0.4	9.4	9.6	-0.2	10.2	10.5	-0.3	8.7	9.4	-0.7	9.5	10.0	-0.5	8.2	8.1	0.1
ABC720	10.9	11.3	-0.4	14.6	15.7	-1.1	9.5	10.4	-0.9	7.8	7.7	0.1	9.5	9.1	0.4	15.5	14.8	0.7	11.3	11.2	0.1
6RN	2.1	2.5	-0.4	3.1	3.6	-0.5	1.6	1.7	-0.1	1.2	1.4	-0.2	2.0	2.0	0.0	3.3	5.0	-1.7	3.0	3.4	-0.4
NEWSR	1.5	1.4	0.1	2.0	2.0	0.0	1.0	0.6	0.4	1.0	0.8	0.2	1.0	1.3	-0.3	3.8	3.5	0.3	2.4	2.2	0.2
6JJJ	7.6	8.6	-1.0	6.9	7.3	-0.4	6.8	9.0	-2.2	8.3	9.6	-1.3	9.2	9.6	-0.4	6.7	6.3	0.4	6.8	7.3	-0.5
ABCFM	2.6	2.9	-0.3	2.2	2.7	-0.5	2.9	3.1	-0.2	1.9	2.5	-0.6	3.5	3.6	-0.1	3.2	3.8	-0.6	3.4	4.0	-0.6

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010