

Perth Radio - Survey #5 2010



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6IX	5.2	6.3	-1.1	1.2	1.5	-0.3	1.9	1.1	0.8	1.9	2.3	-0.4	6.0	6.5	-0.5	13.3	19.4	-6.1	4.9	4.2	0.7
6PR	8.8	9.3	-0.5	0.3	0.6	-0.3	2.3	0.7	1.6	5.7	3.8	1.9	7.3	7.4	-0.1	10.6	15.1	-4.5	20.1	22.5	-2.4
MIX 94.5	15.3	16.0	-0.7	14.1	19.4	-5.3	9.8	14.6	-4.8	11.5	14.0	-2.5	24.6	24.6	0.0	23.0	15.8	7.2	5.0	5.8	-0.8
92.9	13.5	11.6	1.9	46.7	40.0	6.7	26.2	25.3	0.9	18.1	15.0	3.1	11.0	9.4	1.6	2.8	1.7	1.1	0.1	0.3	-0.2
96FM	8.9	9.9	-1.0	4.5	8.5	-4.0	16.0	15.6	0.4	12.3	14.2	-1.9	13.4	15.9	-2.5	2.9	1.9	1.0	0.8	0.3	0.5
NOVA93.7	10.3	9.7	0.6	22.2	19.0	3.2	21.3	20.8	0.5	19.3	17.2	2.1	5.9	6.5	-0.6	1.4	2.3	-0.9	0.5	0.4	0.1
ABC720	11.6	11.8	-0.2	1.0	3.0	-2.0	0.9	0.9	0.0	4.5	6.8	-2.3	10.5	7.2	3.3	19.5	18.4	1.1	26.2	29.0	-2.8
6RN	2.5	2.4	0.1	0.1	*	0.1	*	0.1	-0.1	0.8	1.4	-0.6	2.5	2.5	0.0	4.6	3.8	0.8	5.5	4.7	0.8
NEWSR	1.7	1.7	0.0	*	0.2	-0.2	0.1	0.1	0.0	1.4	1.5	-0.1	2.1	1.1	1.0	2.2	2.7	-0.5	2.9	3.4	-0.5
6JJJ	7.6	7.6	0.0	6.1	5.7	0.4	17.7	16.8	0.9	18.0	18.5	-0.5	3.5	3.7	-0.2	0.2	0.7	-0.5	*	*	0.0
ABCFM	2.6	2.4	0.2	0.4	0.3	0.1	0.2	0.5	-0.3	1.8	0.9	0.9	1.8	2.4	-0.6	1.8	2.5	-0.7	7.8	6.3	1.5

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	5.1	6.2	-1.1	5.1	6.0	-0.9	5.8	6.8	-1.0	5.2	6.0	-0.8	3.9	5.2	-1.3	4.6	7.3	-2.7	5.7	6.9	-1.2
6PR	8.8	9.3	-0.5	10.0	9.9	0.1	9.4	10.2	-0.8	7.3	7.8	-0.5	6.9	7.8	-0.9	11.4	11.9	-0.5	8.6	9.4	-0.8
MIX 94.5	15.2	16.0	-0.8	15.2	15.9	-0.7	15.9	15.9	0.0	17.0	17.8	-0.8	14.5	16.0	-1.5	9.0	10.5	-1.5	15.7	15.9	-0.2
92.9	13.8	11.6	2.2	11.5	10.1	1.4	10.7	8.8	1.9	13.1	11.2	1.9	22.4	18.4	4.0	16.0	12.7	3.3	12.4	11.6	0.8
96FM	9.4	10.7	-1.3	8.6	9.5	-0.9	10.7	12.3	-1.6	11.6	13.3	-1.7	6.9	8.2	-1.3	6.0	6.5	-0.5	7.0	7.4	-0.4
NOVA93.7	10.6	10.2	0.4	11.2	10.3	0.9	10.1	10.8	-0.7	11.6	11.2	0.4	9.0	8.2	0.8	9.7	8.3	1.4	9.1	7.9	1.2
ABC720	11.7	11.6	0.1	16.3	15.4	0.9	10.6	10.6	0.0	7.8	7.8	0.0	9.7	9.7	0.0	16.4	17.0	-0.6	11.2	12.6	-1.4
6RN	2.4	2.3	0.1	3.9	3.4	0.5	1.7	1.7	0.0	1.2	1.3	-0.1	3.1	2.8	0.3	2.0	2.1	-0.1	3.0	3.0	0.0
NEWSR	1.5	1.5	0.0	2.0	2.0	0.0	0.8	0.9	-0.1	1.0	1.0	0.0	1.4	1.3	0.1	3.4	3.3	0.1	2.6	2.5	0.1
6JJJ	7.8	7.8	0.0	5.6	6.4	-0.8	8.1	7.4	0.7	9.7	9.4	0.3	8.5	8.9	-0.4	6.7	6.8	-0.1	7.1	7.0	0.1
ABCFM	2.5	2.3	0.2	2.4	2.1	0.3	2.8	2.5	0.3	2.2	1.7	0.5	2.5	3.0	-0.5	3.2	3.1	0.1	2.9	2.6	0.3

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

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Perth Radio - Survey #5 2010



Average Audience (000's) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	1486			176			186			382			355			187			200		
6IX	12	15	-3	*	*	0	*	*	0	1	1	0	3	4	-1	5	8	-3	2	2	0
6PR	20	22	-2	*	*	0	1	*	1	3	2	1	4	4	0	4	6	-2	8	9	-1
MIX 94.5	35	38	-3	2	3	-1	2	4	-2	7	8	-1	14	15	-1	8	6	2	2	2	0
92.9	31	28	3	7	6	1	6	6	0	11	9	2	6	6	0	1	1	0	*	*	0
96FM	20	24	-4	1	1	0	4	4	0	7	8	-1	7	9	-2	1	1	0	*	*	0
NOVA93.7	23	23	0	3	3	0	5	5	0	11	10	1	3	4	-1	1	1	0	*	*	0
ABC720	27	28	-1	*	*	0	*	*	0	3	4	-1	6	4	2	7	7	0	11	12	-1
6RN	6	6	0	*	*	0	*	*	0	*	1	-1	1	1	0	2	2	0	2	2	0
NEWSR	4	4	0	*	*	0	*	*	0	1	1	0	1	1	0	1	1	0	1	1	0
6JJJ	17	18	-1	1	1	0	4	4	0	10	11	-1	2	2	0	*	*	0	*	*	0
ABCFM	6	6	0	*	*	0	*	*	0	1	*	1	1	1	0	1	1	0	3	3	0
ALL	228	238	-10	15	16	-1	23	24	-1	58	58	0	55	59	-4	36	39	-3	41	41	0

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

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	13	16	-3	18	22	-4	21	25	-4	16	18	-2	9	13	-4	3	6	-3	10	13	-3
6PR	22	24	-2	36	37	-1	34	38	-4	22	24	-2	16	19	-3	8	9	-1	15	18	-3
MIX 94.5	38	41	-3	54	59	-5	57	59	-2	51	55	-4	34	39	-5	7	8	-1	28	30	-2
92.9	34	30	4	41	38	3	38	33	5	40	34	6	52	45	7	12	10	2	22	22	0
96FM	23	27	-4	31	35	-4	38	45	-7	35	41	-6	16	20	-4	4	5	-1	12	14	-2
NOVA93.7	26	26	0	40	39	1	36	40	-4	35	34	1	21	20	1	7	6	1	16	15	1
ABC720	29	30	-1	58	57	1	38	39	-1	23	24	-1	23	24	-1	12	13	-1	20	24	-4
6RN	6	6	0	14	13	1	6	6	0	4	4	0	7	7	0	1	2	-1	5	6	-1
NEWSR	4	4	0	7	8	-1	3	3	0	3	3	0	3	3	0	3	3	0	5	5	0
6JJJ	19	20	-1	20	24	-4	29	27	2	29	29	0	20	22	-2	5	5	0	13	13	0
ABCFM	6	6	0	9	8	1	10	9	1	7	5	2	6	7	-1	2	2	0	5	5	0
ALL	249	258	-9	358	374	-16	358	370	-12	301	308	-7	234	245	-11	73	77	-4	178	189	-11

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

Perth Radio - Survey #5 2010



Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	1486			176			186			382			355			187			200		
6IX	135	145	-10	7	8	-1	6	6	0	19	19	0	38	43	-5	45	50	-5	21	19	2
6PR	182	208	-26	4	7	-3	6	6	0	38	35	3	52	63	-11	31	41	-10	52	57	-5
MIX 94.5	453	496	-43	66	71	-5	46	58	-12	103	125	-22	154	163	-9	65	57	8	20	22	-2
92.9	510	481	29	125	118	7	113	112	1	154	148	6	100	85	15	16	13	3	3	4	-1
96FM	301	307	-6	23	39	-16	51	48	3	108	116	-8	96	85	11	17	15	2	6	5	1
NOVA93.7	387	378	9	88	81	7	86	86	0	140	139	1	65	62	3	6	9	-3	2	1	1
ABC720	283	293	-10	6	10	-4	5	5	0	45	43	2	81	75	6	64	73	-9	82	87	-5
6RN	79	74	5	1	*	1	1	1	0	9	11	-2	20	21	-1	21	20	1	26	21	5
NEWSR	77	81	-4	*	2	-2	1	2	-1	18	21	-3	26	15	11	14	19	-5	18	22	-4
6JJJ	212	229	-17	23	22	1	54	58	-4	101	110	-9	31	33	-2	3	6	-3	*	1	-1
ABCFM	69	78	-9	3	2	1	1	2	-1	12	13	-1	17	25	-8	10	13	-3	26	22	4
ALL	1411	1414	-3	163	167	-4	171	173	-2	363	362	1	347	342	5	181	181	0	186	188	-2

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	121	128	-7	72	78	-6	80	86	-6	76	78	-2	70	75	-5	34	46	-12	94	110	-16
6PR	166	194	-28	119	135	-16	105	121	-16	96	112	-16	91	114	-23	59	74	-15	129	141	-12
MIX 94.5	420	458	-38	273	307	-34	216	242	-26	271	316	-45	237	273	-36	113	124	-11	296	329	-33
92.9	484	461	23	295	283	12	215	203	12	313	300	13	333	317	16	172	158	14	349	323	26
96FM	264	286	-22	165	172	-7	137	155	-18	167	190	-23	140	168	-28	67	74	-7	186	194	-8
NOVA93.7	368	351	17	244	237	7	174	172	2	221	201	20	195	185	10	111	104	7	256	244	12
ABC720	251	265	-14	200	196	4	141	139	2	139	142	-3	140	140	0	95	100	-5	206	218	-12
6RN	71	71	0	52	49	3	33	36	-3	34	36	-2	41	41	0	21	27	-6	57	56	1
NEWSR	64	68	-4	40	44	-4	21	24	-3	24	27	-3	30	28	2	27	25	2	56	60	-4
6JJJ	200	212	-12	110	125	-15	101	107	-6	124	138	-14	130	156	-26	75	87	-12	141	159	-18
ABCFM	58	70	-12	37	37	0	42	44	-2	35	46	-11	35	43	-8	18	22	-4	47	51	-4
ALL	1388	1397	-9	1170	1206	-36	997	1018	-21	1100	1128	-28	1080	1114	-34	643	670	-27	1245	1249	-4

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