



## 2009 SURVEY DATES

SURVEY ONE  
January 18 - February 14

**SURVEY TWO**  
**February 1 - March 21**

SURVEY THREE  
February 15 - May 2

SURVEY FOUR  
March 29 - June 13

SURVEY FIVE  
May 10 - August 1

SURVEY SIX  
June 28 - September 5

SURVEY SEVEN  
August 2 - October 24

SURVEY EIGHT  
September 20 - December 5

## PERTH

## Survey #2 2009

### CONTENTS

**Station Profiles**

**Shares %**

**Cumes (000's) & Averages (000's)**

**Shares by Session**

**Shares by Age Group**

**Single Source Categories**

**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.**

# PERTH

## SURVEY #2, 2009



### 6ix 1080 AM & 105.7 FM

Good Times & Great Music

6ix is Perth's feel good station, playing the best of the 60s, 70s and 80's and featuring the legendary Johnny Young for Breakfast. It's fresh, upbeat & fun, in touch with everything going on in Perth. 6ix is the only radio station in Perth broadcasting on both the AM & FM bands. In the city, tune to 1080 AM, and to 105.7 FM in the Northern suburbs and Rockingham area. 6ix targets 35-59 year olds with a secondary target of 35+.

169 Hay Street, East Perth, Western Australia, 6004  
Phone: (08) 9220 1400 Fax: (08) 9421 1200



### MIX 94.5

Mix 94.5 plays Perth's biggest variety of music and has Perth's favourite radio personalities kicking off the day with Botica's Bunch for breakfast through until The Big Couch with Clairsy, Shane & Lisa Fernandez on the way home. If you're between 25 and 54, you'll love the variety – you'll love your mix. Mix 94.5's music is upbeat and familiar. We also get behind Perth's biggest community events like Skyworks, City to Surf, Walk to Cure Diabetes, Purple Bra Day for Breast Cancer and The Great Mascot Race for Telethon.

450 Roberts Road, Subiaco, Western Australia, 6008  
Phone: (08) 9382 0945 Fax: (08) 9382 0094



### Perth's Newstalk 882 6PR

If it's News, Sport or Talk you want, 6PR has it covered. When you listen to 882 6PR, you won't miss a thing. 6PR features high-profile and entertaining personalities like Breakfast duo Millsy and Tony Mac, Simon Beaumont, Bob Maumill, Howard Sattler, Graham Mabury, Karl Langdon, Adrian Barich and Brad Hardie. 6PR's target audience is All People 40+. Our listeners like to be informed and entertained and all programs keep the focus on Perth. Everyone is given a voice on 6PR, with talkback featuring 24 hrs a day, seven days a week.

Perth's Newstalk - 882 6PR  
169 Hay Street, East Perth, WA 6004  
Phone: (08) 9220 1400 Fax: (08) 9325 2806



### 96fm

At 96fm, It's all about the music and is the home of the Breakfast Crew with Gary, Fitz and Aleysha. The latest music news, exclusive interviews and the hottest concert tickets in town. Up beat and slightly cheeky, 96fm is targeting 25-44 year olds and is proudly West Australian with high profile sponsorships including the West Coast Eagles, the Emirates Western Force, the Warriors, Perth Glory and the Avon Descent.

169 Hay Street, East Perth, Western Australia. 6004  
Phone: (08) 9323 9600 Fax: (08) 9220 1545



### 92.9

92.9 is Perth's hit music station targeting 25-39 year old females. Wake up with the new guy Sam Mac who joins Em for breakfast, the only show that gets Perth talking with the biggest stars, the biggest stunts, and the biggest events. Across the workday, no radio station plays more hits with Ad Free 50's every hour. Then end the day on a high with a lift home from those cheeky boys Hamish & Andy and the infamous Kyle and Jackie O.

450 Roberts Road, Subiaco, Western Australia, 6008  
Phone: (08) 9382 0929 Fax: (08) 9381 3183



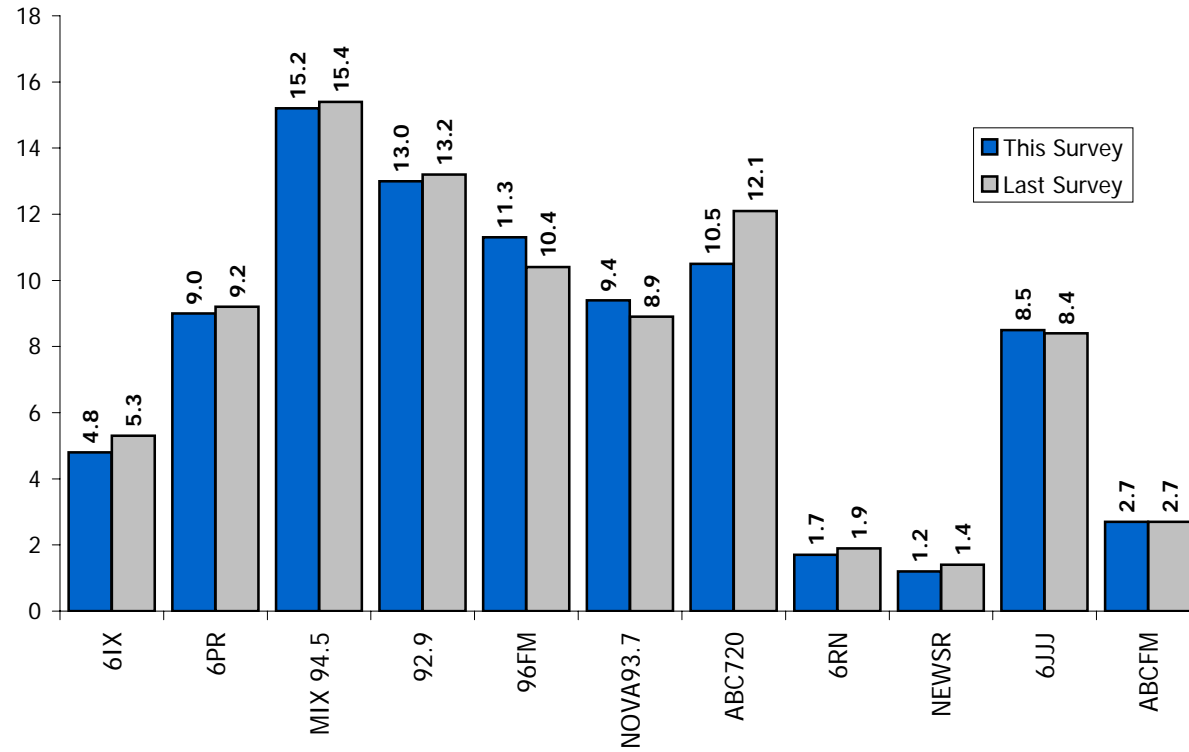
### Nova 93.7

Nova 93.7 "sounds different" for Perth's 18 – 39 year olds.

Level 1, 464 Hay Street, Subiaco WA 6008  
Phone: (08) 9489 1937 Fax: (08) 9489 1862 Email: info@nova937.com.au

MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	SHARE %	
6IX	4.8	(5.3)
6PR	9.0	(9.2)
MIX 94.5	15.2	(15.4)
92.9	13.0	(13.2)
96FM	11.3	(10.4)
NOVA93.7	9.4	(8.9)
ABC720	10.5	(12.1)
6RN	1.7	(1.9)
NEWSR	1.2	(1.4)
6JJJ	8.5	(8.4)
ABCFM	2.7	(2.7)



MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	CUME (000's)	
Potential	1434	(1,434)
6IX	133	(138)
6PR	160	(166)
MIX 94.5	431	(439)
92.9	484	(485)
96FM	271	(281)
NOVA93.7	343	(354)
ABC720	276	(307)
6RN	56	(57)
NEWSR	74	(77)
6JJJ	185	(202)
ABCFM	86	(90)

	AVERAGE (000's)	
Potential	1434	(1,434)
6IX	11	(12)
6PR	22	(21)
MIX 94.5	36	(36)
92.9	31	(31)
96FM	27	(24)
NOVA93.7	23	(21)
ABC720	25	(28)
6RN	4	(5)
NEWSR	3	(3)
6JJJ	20	(19)
ABCFM	6	(6)

MONDAY - FRIDAY 5:30am-12:00mn ALL PEOPLE 10+ SHARE BY SESSION (Previous Survey in Brackets)

	5.30am-9.00am		9.00am-12.00Noon		12.00Noon-4.00pm		4.00pm-7.00pm		7.00pm-12.00Mdnt	
6IX	4.4	(5.0)	4.8	(6.0)	4.7	(4.9)	4.0	(4.6)	4.6	(6.0)
6PR	10.3	(10.5)	9.9	(9.6)	9.1	(9.2)	6.8	(6.8)	10.0	(10.7)
MIX 94.5	14.9	(15.0)	16.4	(16.1)	17.9	(17.8)	13.7	(13.5)	11.7	(13.1)
92.9	12.0	(11.7)	8.6	(10.3)	11.3	(12.9)	23.5	(21.8)	16.2	(12.7)
96FM	10.4	(9.1)	13.6	(12.2)	14.4	(13.4)	9.9	(9.8)	7.0	(8.8)
NOVA93.7	9.7	(10.0)	9.3	(8.5)	9.2	(8.0)	9.4	(9.5)	10.2	(9.7)
ABC720	14.4	(16.2)	9.3	(10.0)	7.1	(8.6)	8.3	(10.5)	14.0	(14.0)
6RN	2.4	(2.5)	1.5	(1.9)	1.2	(1.2)	1.5	(2.1)	1.7	(1.9)
NEWSR	1.4	(1.8)	1.1	(0.9)	0.8	(0.9)	0.9	(1.2)	2.1	(2.6)
6JJJ	6.7	(6.6)	9.8	(10.0)	10.8	(10.8)	8.5	(8.7)	6.0	(6.1)
ABCFM	2.8	(2.6)	2.3	(2.6)	1.7	(1.8)	3.1	(2.5)	4.1	(3.6)

MONDAY-SUNDAY SHARE BY AGE GROUP (Previous Survey in Brackets)

	10-17		18-24		25-39		40-54		55+		Buyer	
6IX	0.7	(0.4)	0.3	(1.2)	1.1	(2.2)	7.7	(8.7)	8.0	(7.9)	5.3	(6.2)
6PR	0.4	(0.5)	0.2	(0.4)	4.9	(4.2)	7.0	(7.5)	19.2	(20.1)	12.2	(11.8)
MIX 94.5	11.1	(8.1)	13.0	(12.9)	17.4	(17.2)	22.8	(24.5)	9.4	(9.6)	16.3	(17.1)
92.9	57.1	(49.0)	21.4	(26.4)	17.7	(15.6)	8.4	(8.7)	1.4	(1.4)	10.4	(9.4)
96FM	7.6	(11.9)	16.3	(11.2)	15.5	(17.8)	16.5	(13.3)	2.6	(1.7)	9.3	(7.9)
NOVA93.7	10.8	(20.8)	23.2	(18.5)	15.7	(14.2)	7.0	(5.8)	0.2	(0.5)	6.6	(6.3)
ABC720	2.8	(1.8)	0.3	(1.0)	4.3	(6.5)	10.6	(12.9)	20.8	(22.8)	10.8	(14.0)
6RN	*	(0.2)	0.1	(0.6)	0.6	(0.8)	2.1	(2.1)	3.3	(3.6)	2.5	(2.5)
NEWSR	0.2	(1.1)	*	(0.2)	1.1	(1.0)	1.7	(2.0)	1.7	(1.9)	1.6	(1.6)
6JJJ	4.7	(2.3)	23.0	(24.3)	16.0	(15.8)	4.8	(4.2)	*	(0.1)	4.4	(4.8)
ABCFM	0.1	(0.2)	0.5	(1.1)	1.9	(1.2)	1.6	(1.7)	5.5	(5.9)	3.7	(3.8)

## SINGLE SOURCE

Radio Single Source is compiled from the Lifestyle Questionnaire included in the Nielsen Radio Diary. It allows Radio Advisor users to combine normal re-analysis routines with additional data collected from radio diary respondents on product and service usage.

Product usage and purchase intention categories are currently available for:

- Newspaper read in last 7 days
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download activity
- Visit cinema in past month
- Attend a major sporting event
- Type of pet
- Buy whitegoods in next 12 months
- Buy air conditioner/heater in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy small electrical goods in next 12 months
- Finance and investment in next 12 months
- Buy motor vehicle in next 12 months
- Buy computer/video games in next 12 months
- Buy PC and/or hardware/accessories 12 mnths
- Buy PC software in next 12 months
- Buy MP3 played/iPod in next 12 months
- Buy digital radio receiver in next 12 months
- Access to personal computer
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Service Station/convenience store purchase
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase goods/services over internet
- Travel intention & destination next 12 months
- Interstate/overseas air travel intentions
- Mobile phone ownership
- Mobile phone network carriers
- Furniture/appliance store purchases
- Newsagency/book store purchases
- Music/record store purchases
- Sell/buy house/unit in next 2 years
- Home renovations in next 12 months
- Visited hotel/licensed club in last 7 days
- Regular buyers of takeaway alcohol
- Type of alcohol purchased
- Participate in TAB betting
- Visit casino
- Internet Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments