2013 SURVEY DATES

SURVEY ONE

SURVEY TWO
January 20 - March 30

SURVEY THREE
February 24 - May 11

SURVEY FOUR
April 7 - June 22

SURVEY FIVE
May 19 - August 10

SURVEY SIX
July 7 - September 14

SURVEY SEVEN
August 11 - October 26

SURVEY EIGHT
September 22 - November 30

PERTH

Survey #8 2013

CONTENTS

Station Profiles

Shares %

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

Shares by Session

Shares by Age Group

Single Source Categories
PERTH
SURVEY #8, 2013

6IX 1080 AM & 105.7 FM

6IX plays classic favourites from the 60’s, 70’s and 80’s, featuring the return to Perth Radio of John Burgess with “Burgo’s Classic Breakfast”. It’s fresh, upbeat & fun, in touch with everything going on in Perth. 6IX is the only radio station in Perth broadcasting on AM, FM and Digital. In the city tune to 1080AM and to 105.7FM in the Northern suburbs and the Rockingham area. Digital is available across our entire listening area. 6IX targets 45-59 year olds with a secondary target, all people 40+.

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

MIX 94.5

Mix 94.5 is Perth’s Home Of Variety. Starting the day with The unch for breakfast. Then it’s the No Repeat Workday, followed by he Big Couch with Clarry, Shane & Kymba for the drive home. If you’re between 25 and 54, you’ll love the variety. Mix 94.5’s music is upbeat and familiar. We also support Perth’s biggest community events like Skyworks, Purple Bra Day for Breast Cancer and The real 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 you want Perth’s most up to date News, Sport or Talk, 6PR has it covered. 6PR features high-profile and entertaining personalities like Steve Mills, Paul Murray, Peter Bell, Bob Maumill, Graham Mabury, Karl Langdon, Brad Hardie and Mark Readings. 6PR’s target audience is All People 35+. Our listeners like to be informed and entertained and all programs keep the focus on Perth. We’re Perth’s only 24hr live and local radio station – so when you listen to 882 6PR, you don’t miss a thing. Join the Conversation anytime 922 11 882

169 Hay Street, East Perth, WA 6004
Phone: (08) 9220 1400  Fax: (08) 9325 2806

96fm

96fm is home to Blackers, Carmen & Fitzi for Breakfast. The station is one of Perth’s favourites for great music, entertaining presenters, exciting contests and several high profile sporting sponsorships including the West Coast Eagles and Emirates Western Force. At the core of 96fm is the music, It’s the station for real music lovers.

169 Hay Street, East Perth, Western Australia. 6004
Phone: (08) 9323 9600  Fax: (08) 9220 1548

92.9

92.9 is Perth’s number one hit music station for the under 40’s Fresh for Breakfast Lisa, Paul and Baz cover everything that is hot right now from the latest celebrity gossip, interviews to what has Perth talking. Across the workday get more music non-stop. From 4pm, drive home with Perth’s funniest drive shows, Hamish & Andy on Mondays, Fifi & Jules Tuesday to Friday.

450 Roberts Road, Subiaco, Western Australia, 6008
Phone: (08) 9382 0029  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
**Survey #8 2013**

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

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![Bar Chart]

Copyright © Commercial Radio Australia Ltd  A.C.N.  059 731  467
### MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

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**Perth**

Copyright © Commercial Radio Australia Ltd. A.C.N. 059 731 467
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### MONDAY-SUNDAY  SHARE BY AGE GROUP  (Previous Survey in Brackets)

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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 (Paper & Online)
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download activity (from #2)
- 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 computer/tablet device 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 mths
- 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
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase activities over internet (from #2)
- Use of social media sites (from #2)
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- 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 Betting/Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have home and/or contents insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments