



2007 SURVEY DATES

SURVEY ONE
January 14 - February 10

SURVEY TWO
January 28 - March 17

SURVEY THREE
February 11 - April 28

SURVEY FOUR
March 25 - June 9

SURVEY FIVE
May 6 - July 28

SURVEY SIX
June 24 - September 1

SURVEY SEVEN
July 29 - October 20

SURVEY EIGHT
September 16 - November 24

Perth

SURVEY No. 2 2007

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Shares %

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

Shares by Session

Shares by Age Group

Single Source Categories

PERTH

SURVEY #2, 2007



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 a bigger variety, a better MIX.

On MIX 94.5 you never know what we'll play next. MIX 94.5 targets Perth's 25-54 year olds and has been Perth's number one station for over seven years. As well as having Perth's biggest radio contests, MIX 94.5 also gets behind Perth's biggest community events like Skyworks, The City to Surf, Walk to Cure Diabetes, Purple Bra Day for Breast Cancer and Barbies in the Burbs.

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



Perth's Newstalk 882 6PR

When you listen to 882 6PR - Perth's only commercial talk radio station, you won't miss a thing. 6PR features high-profile and entertaining personalities like Breakfast duo Millsy and Tony Mac, Simon Beaumont, Howard Sattler, Gary Shannon, Deborah Kennedy, Karl Langdon, George Grljusich and Brad Hardie. 6PR's target audience is 35-64 with a core target of 40-64. 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 weeks.

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



96fm

96fm is the place for discerning music fans from 25 - 44 years of age, playing the classics as well as the best new music. Up-beat and slightly cheeky, 96fm is truly West Australian with high profile sponsorships of not only Emirates Western Force, but The West Coast Eagles, The Warriors, Rally Australia & The Avon Descent and is one of Perth's favourite stations for great music, Knowledgeable DJ's and fantastic contests.

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



92.9

Home of Em, Wippa & Ollie.

Home of the Gotcha Call.

Perth's number 1 Hit Music Station.

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.

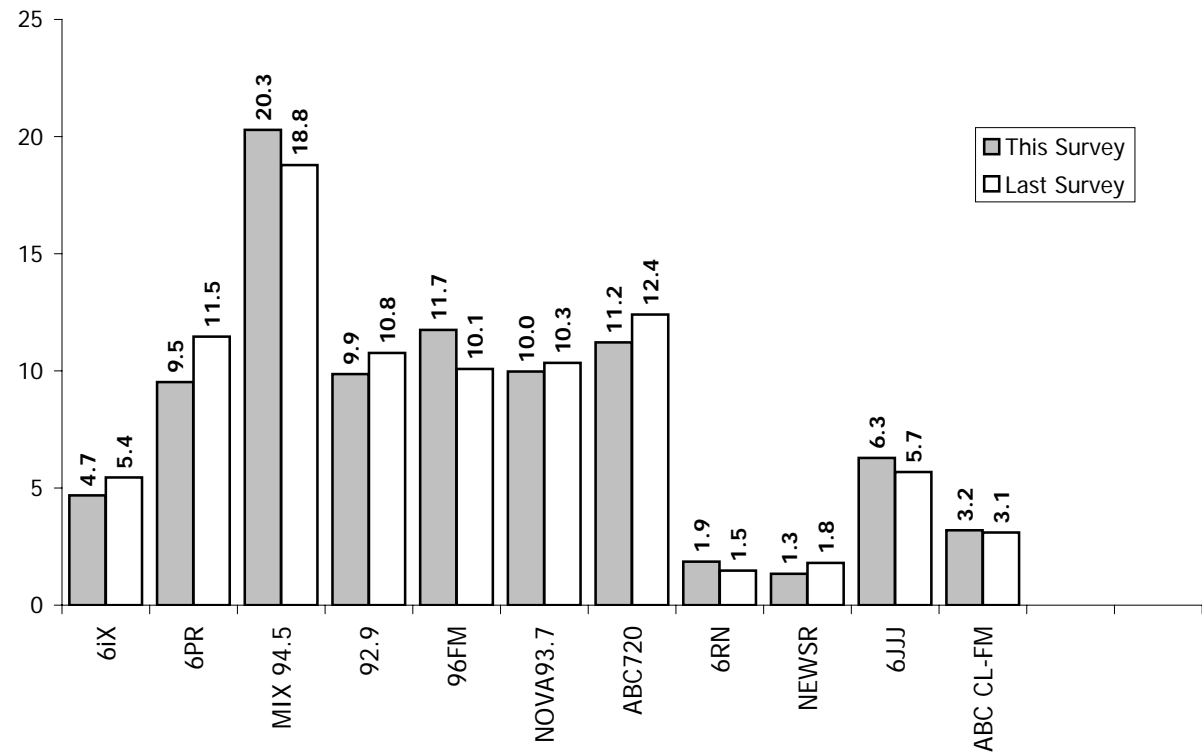
NOVA 93.7
sounds different

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

Nielsen Media Research SURVEY No. 2 2007

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

	SHARE %	
6iX	4.7	(5.4)
6PR	9.5	(11.5)
MIX 94.5	20.3	(18.8)
92.9	9.9	(10.8)
96FM	11.7	(10.1)
NOVA93.7	10.0	(10.3)
ABC720	11.2	(12.4)
6RN	1.9	(1.5)
NEWSR	1.3	(1.8)
6JJJ	6.3	(5.7)
ABC CL-FM	3.2	(3.1)



Perth

Nielsen Media Research
SURVEY No. 2 2007

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

	CUME (000's)	
Potential	1337	(1,337)
6iX	130	(151)
6PR	170	(188)
MIX 94.5	471	(484)
92.9	372	(372)
96FM	327	(323)
NOVA93.7	366	(341)
ABC720	281	(311)
6RN	82	(77)
NEWSR	56	(69)
6JJJ	162	(172)
ABC CL-FM	81	(87)

	AVERAGE (000's)	
Potential	1337	(1,337)
6iX	9	(11)
6PR	19	(23)
MIX 94.5	41	(37)
92.9	20	(21)
96FM	23	(20)
NOVA93.7	20	(20)
ABC720	22	(24)
6RN	4	(3)
NEWSR	3	(4)
6JJJ	13	(11)
ABC CL-FM	6	(6)

**Nielsen Media Research
SURVEY No. 2 2007**

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	3.5	(4.4)	5.5	(5.8)	5.5	(6.4)	4.8	(6.3)	3.4	(3.3)
6PR	11.1	(13.3)	11.4	(13.4)	8.6	(9.5)	6.8	(8.0)	9.2	(12.6)
MIX 94.5	20.3	(17.6)	21.6	(19.6)	22.8	(20.3)	20.4	(18.9)	13.2	(16.8)
92.9	8.5	(8.3)	7.9	(11.6)	10.4	(12.5)	13.9	(13.0)	12.6	(10.5)
96FM	10.1	(7.9)	13.7	(12.1)	14.4	(12.1)	10.2	(9.4)	12.0	(9.7)
NOVA93.7	10.8	(11.1)	9.0	(9.5)	10.4	(11.4)	12.9	(11.5)	9.0	(9.8)
ABC720	17.0	(17.9)	8.8	(10.2)	6.3	(8.6)	8.6	(10.7)	15.6	(13.8)
6RN	1.8	(1.8)	1.2	(0.8)	1.1	(0.8)	2.4	(1.5)	2.6	(2.1)
NEWSR	1.4	(2.3)	0.7	(0.8)	0.9	(1.1)	1.1	(1.9)	3.5	(3.2)
6JJJ	5.4	(4.7)	6.6	(5.5)	7.0	(6.8)	7.5	(8.6)	6.8	(6.3)
ABC CL-FM	3.2	(3.0)	2.8	(2.9)	2.7	(2.4)	3.5	(3.3)	3.1	(3.5)

Nielsen Media Research
SURVEY No. 2 2007

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

	10-17		18-24		25-39		40-54		55+		Buyer	
6iX	2.7	(2.0)	2.5	(0.3)	2.1	(4.7)	6.7	(7.7)	6.2	(6.8)	5.0	(6.9)
6PR	0.7	(0.9)	1.7	(0.5)	3.0	(3.5)	8.4	(5.9)	19.5	(27.1)	11.6	(13.6)
MIX 94.5	17.5	(14.4)	14.0	(16.2)	19.6	(20.9)	29.1	(27.8)	17.1	(12.3)	22.0	(19.8)
92.9	34.9	(36.7)	19.1	(20.5)	14.5	(17.5)	6.1	(6.8)	1.4	(0.9)	8.0	(8.3)
96FM	7.3	(9.0)	21.4	(17.6)	20.8	(15.7)	13.0	(13.4)	1.7	(1.2)	9.5	(8.6)
NOVA93.7	28.5	(28.0)	21.2	(24.3)	17.1	(17.3)	6.2	(6.4)	0.3	(0.2)	7.1	(6.8)
ABC720	0.5	(0.7)	0.3	(0.4)	4.6	(4.1)	10.7	(13.7)	22.3	(23.6)	13.7	(14.7)
6RN	0.0	(*)	0.2	(0.2)	0.7	(0.8)	2.6	(1.3)	3.1	(2.8)	2.4	(1.9)
NEWSR	0.5	(0.4)	0.3	(0.8)	1.3	(1.4)	1.6	(1.9)	1.7	(2.7)	1.7	(2.2)
6JJJ	4.1	(3.7)	15.4	(17.0)	11.4	(8.7)	5.6	(5.3)	0.1	(0.1)	4.9	(3.7)
ABC CL-FM	0.1	(0.2)	0.2	(0.5)	1.9	(1.3)	1.9	(1.2)	6.8	(7.2)	3.9	(3.4)

SINGLE SOURCE

Radio Single Source is compiled from the Nielsen Media Research Lifestyle Questionnaire. 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 in last 7 days
- Visit cinema in past month
- Attend a major sporting event
- Shopped for fashion/clothing accessories
- Type of pet
- Buy whitegoods 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
- 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
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Time spent on internet per week
- Purchase goods/services over internet
- Access to personal computer
- 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