

# Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 2007

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	4.7	5.4	-0.7	2.7	2.0	0.7	2.5	0.3	2.2	2.1	4.7	-2.6	6.7	7.7	-1.0	6.2	6.8	-0.6	5.0	6.9	-1.9
6PR	9.5	11.5	-2.0	0.7	0.9	-0.2	1.7	0.5	1.2	3.0	3.5	-0.5	8.4	5.9	2.5	19.5	27.1	-7.6	11.6	13.6	-2.0
MIX 94.5	20.3	18.8	1.5	17.5	14.4	3.1	14.0	16.2	-2.2	19.6	20.9	-1.3	29.1	27.8	1.3	17.1	12.3	4.8	22.0	19.8	2.2
92.9	9.9	10.8	-0.9	34.9	36.7	-1.8	19.1	20.5	-1.4	14.5	17.5	-3.0	6.1	6.8	-0.7	1.4	0.9	0.5	8.0	8.3	-0.3
96FM	11.7	10.1	1.6	7.3	9.0	-1.7	21.4	17.6	3.8	20.8	15.7	5.1	13.0	13.4	-0.4	1.7	1.2	0.5	9.5	8.6	0.9
NOVA93.7	10.0	10.3	-0.3	28.5	28.0	0.5	21.2	24.3	-3.1	17.1	17.3	-0.2	6.2	6.4	-0.2	0.3	0.2	0.1	7.1	6.8	0.3
ABC720	11.2	12.4	-1.2	0.5	0.7	-0.2	0.3	0.4	-0.1	4.6	4.1	0.5	10.7	13.7	-3.0	22.3	23.6	-1.3	13.7	14.7	-1.0
6RN	1.9	1.5	0.4	*	*	0.0	0.2	0.2	0.0	0.7	0.8	-0.1	2.6	1.3	1.3	3.1	2.8	0.3	2.4	1.9	0.5
NEWSR	1.3	1.8	-0.5	0.5	0.4	0.1	0.3	0.8	-0.5	1.3	1.4	-0.1	1.6	1.9	-0.3	1.7	2.7	-1.0	1.7	2.2	-0.5
6JJJ	6.3	5.7	0.6	4.1	3.7	0.4	15.4	17.0	-1.6	11.4	8.7	2.7	5.6	5.3	0.3	0.1	0.1	0.0	4.9	3.7	1.2
ABC CL-FM	3.2	3.1	0.1	0.1	0.2	-0.1	0.2	0.5	-0.3	1.9	1.3	0.6	1.9	1.2	0.7	6.8	7.2	-0.4	3.9	3.4	0.5

# Perth Radio - Share Movement (%) by Session

10+

Survey #2 - 2007

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	4.6	5.4	-0.8	3.5	4.4	-0.9	5.5	5.8	-0.3	5.5	6.4	-0.9	4.8	6.3	-1.5	3.4	3.3	0.1	5.0	5.6	-0.6
6PR	9.7	11.5	-1.8	11.1	13.3	-2.2	11.4	13.4	-2.0	8.6	9.5	-0.9	6.8	8.0	-1.2	9.2	12.6	-3.4	8.8	11.2	-2.4
MIX 94.5	20.6	18.8	1.8	20.3	17.6	2.7	21.6	19.6	2.0	22.8	20.3	2.5	20.4	18.9	1.5	13.2	16.8	-3.6	19.1	18.6	0.5
92.9	10.0	11.0	-1.0	8.5	8.3	0.2	7.9	11.6	-3.7	10.4	12.5	-2.1	13.9	13.0	0.9	12.6	10.5	2.1	9.3	10.1	-0.8
96FM	12.1	10.3	1.8	10.1	7.9	2.2	13.7	12.1	1.6	14.4	12.1	2.3	10.2	9.4	0.8	12.0	9.7	2.3	10.4	9.5	0.9
NOVA93.7	10.5	10.7	-0.2	10.8	11.1	-0.3	9.0	9.5	-0.5	10.4	11.4	-1.0	12.9	11.5	1.4	9.0	9.8	-0.8	8.3	9.0	-0.7
ABC720	11.1	12.4	-1.3	17.0	17.9	-0.9	8.8	10.2	-1.4	6.3	8.6	-2.3	8.6	10.7	-2.1	15.6	13.8	1.8	11.6	12.4	-0.8
6RN	1.6	1.3	0.3	1.8	1.8	0.0	1.2	0.8	0.4	1.1	0.8	0.3	2.4	1.5	0.9	2.6	2.1	0.5	2.6	2.0	0.6
NEWSR	1.2	1.7	-0.5	1.4	2.3	-0.9	0.7	0.8	-0.1	0.9	1.1	-0.2	1.1	1.9	-0.8	3.5	3.2	0.3	1.7	2.2	-0.5
6JJJ	6.5	6.1	0.4	5.4	4.7	0.7	6.6	5.5	1.1	7.0	6.8	0.2	7.5	8.6	-1.1	6.8	6.3	0.5	5.5	4.2	1.3
ABC CL-FM	3.0	2.9	0.1	3.2	3.0	0.2	2.8	2.9	-0.1	2.7	2.4	0.3	3.5	3.3	0.2	3.1	3.5	-0.4	3.7	3.6	0.1