

# Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	6.8	5.1	1.7	1.6	1.3	0.3	2.7	2.8	-0.1	1.9	2.0	-0.1	9.4	7.0	2.4	10.7	7.6	3.1	8.3	5.6	2.7
6PR	9.3	9.1	0.2	0.5	0.3	0.2	0.5	1.7	-1.2	5.3	4.5	0.8	9.0	10.4	-1.4	17.6	15.9	1.7	10.9	10.4	0.5
MIX 94.5	17.8	20.7	-2.9	13.6	18.8	-5.2	10.6	10.7	-0.1	15.8	18.6	-2.8	28.3	31.5	-3.2	12.6	17.5	-4.9	19.3	22.8	-3.5
92.9	10.7	9.7	1.0	42.3	37.5	4.8	20.1	18.0	2.1	13.9	12.9	1.0	8.2	6.5	1.7	0.7	1.2	-0.5	7.9	8.2	-0.3
96FM	11.5	11.4	0.1	9.7	8.7	1.0	14.1	20.6	-6.5	20.6	18.6	2.0	13.0	12.4	0.6	2.3	2.4	-0.1	9.2	9.0	0.2
NOVA93.7	11.6	10.8	0.8	20.3	23.6	-3.3	30.3	26.0	4.3	21.8	18.3	3.5	6.0	6.7	-0.7	0.2	0.3	-0.1	10.1	8.3	1.8
ABC720	12.1	10.2	1.9	3.1	2.2	0.9	0.7	0.6	0.1	2.2	4.1	-1.9	10.6	8.1	2.5	27.2	21.7	5.5	14.2	12.1	2.1
6RN	2.0	2.3	-0.3	*	*	0.0	0.7	0.6	0.1	0.8	0.7	0.1	2.4	3.1	-0.7	3.6	4.0	-0.4	2.8	2.9	-0.1
NEWSR	1.5	1.2	0.3	0.3	0.3	0.0	0.3	0.3	0.0	1.4	0.9	0.5	0.7	1.6	-0.9	3.1	1.8	1.3	1.3	1.3	0.0
6JJJ	5.3	5.9	-0.6	3.8	3.2	0.6	12.1	10.7	1.4	11.2	13.6	-2.4	3.5	4.2	-0.7	0.4	0.4	0.0	3.8	4.8	-1.0
ABC CL-FM	2.4	2.7	-0.3	0.4	0.3	0.1	0.4	0.6	-0.2	0.7	1.4	-0.7	1.5	2.2	-0.7	5.7	5.3	0.4	2.9	3.6	-0.7

# Perth Radio - Share Movement (%) by Session

10+

Survey #4 - 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	6.7	5.0	1.7	6.1	4.3	1.8	7.5	5.8	1.7	8.3	5.8	2.5	5.4	4.4	1.0	3.5	3.5	0.0	7.2	5.7	1.5
6PR	9.2	9.3	-0.1	10.8	11.7	-0.9	9.8	10.1	-0.3	7.4	7.3	0.1	7.5	6.9	0.6	10.6	9.3	1.3	9.7	8.4	1.3
MIX 94.5	17.7	21.2	-3.5	17.1	20.5	-3.4	18.4	22.3	-3.9	19.9	23.8	-3.9	17.3	20.7	-3.4	10.8	12.6	-1.8	17.9	19.0	-1.1
92.9	10.9	9.6	1.3	9.4	8.8	0.6	9.0	7.3	1.7	11.6	9.7	1.9	14.7	13.3	1.4	12.4	12.2	0.2	10.0	10.0	0.0
96FM	12.0	11.6	0.4	9.6	10.2	-0.6	13.6	12.9	0.7	15.0	14.1	0.9	10.3	9.4	0.9	9.0	9.2	-0.2	9.4	10.7	-1.3
NOVA93.7	12.1	11.5	0.6	11.5	10.5	1.0	12.2	11.3	0.9	13.0	12.5	0.5	11.9	12.9	-1.0	11.2	10.0	1.2	9.5	8.4	1.1
ABC720	11.6	9.7	1.9	16.5	15.2	1.3	10.0	7.0	3.0	7.5	5.8	1.7	10.4	8.4	2.0	15.4	13.8	1.6	13.7	12.0	1.7
6RN	2.0	2.2	-0.2	2.8	2.6	0.2	1.6	1.8	-0.2	1.3	1.4	-0.1	2.4	3.1	-0.7	1.9	2.9	-1.0	2.2	2.7	-0.5
NEWSR	1.3	1.1	0.2	1.8	1.4	0.4	0.6	0.5	0.1	0.6	0.5	0.1	1.0	0.9	0.1	5.1	4.5	0.6	2.2	1.7	0.5
6JJJ	5.4	6.1	-0.7	5.1	5.1	0.0	4.5	5.9	-1.4	5.2	6.4	-1.2	6.8	7.0	-0.2	6.7	7.0	-0.3	5.2	5.4	-0.2
ABC CL-FM	2.3	2.6	-0.3	2.2	2.3	-0.1	2.7	3.1	-0.4	2.2	2.5	-0.3	2.4	2.8	-0.4	1.6	2.4	-0.8	2.6	3.0	-0.4