

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	5.1	6.2	-1.1	1.2	1.4	-0.2	2.3	2.8	-0.5	0.9	1.2	-0.3	8.5	9.2	-0.7	6.7	9.3	-2.6	5.1	7.0	-1.9
6PR	9.8	9.3	0.5	0.6	1.6	-1.0	0.1	0.4	-0.3	4.5	6.5	-2.0	9.0	10.2	-1.2	19.4	15.0	4.4	10.7	10.1	0.6
MIX 94.5	14.2	16.2	-2.0	10.6	12.0	-1.4	6.3	6.9	-0.6	16.5	15.5	1.0	20.8	29.0	-8.2	9.7	9.1	0.6	15.7	17.8	-2.1
92.9	13.3	12.3	1.0	47.1	45.6	1.5	30.4	27.7	2.7	17.6	16.1	1.5	10.3	8.9	1.4	1.3	0.9	0.4	10.5	10.1	0.4
96FM	10.9	11.3	-0.4	8.5	12.6	-4.1	11.1	14.0	-2.9	17.2	19.0	-1.8	15.4	13.0	2.4	2.6	2.9	-0.3	11.5	9.9	1.6
NOVA93.7	10.7	10.2	0.5	22.9	16.4	6.5	26.2	33.5	-7.3	18.6	18.1	0.5	7.0	4.5	2.5	0.4	0.3	0.1	8.4	7.7	0.7
ABC720	11.9	11.6	0.3	1.8	2.9	-1.1	1.4	0.4	1.0	3.7	5.6	-1.9	11.0	9.5	1.5	24.3	23.5	0.8	13.3	13.3	0.0
6RN	2.6	2.5	0.1	0.1	0.9	-0.8	2.6	0.4	2.2	1.7	1.3	0.4	2.4	2.5	-0.1	3.8	4.3	-0.5	2.6	2.8	-0.2
NEWSR	1.0	1.0	0.0	0.1	0.3	-0.2	*	*	0.0	0.7	0.6	0.1	1.6	1.5	0.1	1.0	1.3	-0.3	1.1	1.0	0.1
6JJJ	6.7	5.4	1.3	4.7	4.7	0.0	16.6	11.5	5.1	12.7	10.9	1.8	4.9	4.2	0.7	0.5	0.4	0.1	5.7	4.1	1.6
ABC CL-FM	1.9	3.3	-1.4	0.3	0.3	0.0	0.2	0.8	-0.6	0.4	1.4	-1.0	0.8	1.8	-1.0	4.7	7.6	-2.9	2.4	4.5	-2.1

Perth Radio - Share Movement (%) by Session

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Survey #8 - 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	4.8	5.9	-1.1	3.7	4.7	-1.0	5.5	7.8	-2.3	6.0	6.4	-0.4	4.5	5.1	-0.6	2.9	4.9	-2.0	6.2	7.2	-1.0
6PR	10.3	9.3	1.0	11.3	9.3	2.0	10.2	9.5	0.7	8.7	8.6	0.1	8.6	8.1	0.5	15.6	13.5	2.1	7.9	9.1	-1.2
MIX 94.5	14.3	16.3	-2.0	14.2	17.3	-3.1	15.8	16.0	-0.2	15.9	18.0	-2.1	12.2	14.6	-2.4	9.6	11.7	-2.1	13.5	15.7	-2.2
92.9	13.4	12.5	0.9	11.2	9.9	1.3	11.7	11.2	0.5	13.9	13.5	0.4	18.4	17.2	1.2	15.9	14.1	1.8	13.1	11.8	1.3
96FM	11.2	11.7	-0.5	9.0	9.6	-0.6	13.5	12.8	0.7	14.3	15.3	-1.0	9.3	10.7	-1.4	6.0	6.0	0.0	10.0	9.9	0.1
NOVA93.7	11.1	10.7	0.4	11.5	10.6	0.9	10.7	10.2	0.5	12.2	12.2	0.0	10.7	10.0	0.7	8.0	8.6	-0.6	8.9	8.4	0.5
ABC720	11.8	11.5	0.3	17.1	16.6	0.5	9.7	9.5	0.2	7.9	7.2	0.7	9.3	10.1	-0.8	15.6	15.2	0.4	12.5	12.0	0.5
6RN	2.5	2.4	0.1	3.0	2.9	0.1	1.4	1.3	0.1	1.7	2.1	-0.4	3.5	3.3	0.2	4.0	3.6	0.4	2.9	2.6	0.3
NEWSR	0.9	0.9	0.0	1.5	1.3	0.2	0.6	0.7	-0.1	0.3	0.4	-0.1	0.8	0.7	0.1	2.2	1.9	0.3	1.1	1.2	-0.1
6JJJ	7.0	5.4	1.6	5.5	4.3	1.2	7.0	5.0	2.0	7.9	5.7	2.2	8.5	7.2	1.3	6.4	5.6	0.8	5.5	5.4	0.1
ABC CL-FM	1.7	3.3	-1.6	1.2	3.1	-1.9	2.4	3.7	-1.3	1.5	2.9	-1.4	1.8	3.8	-2.0	1.9	3.5	-1.6	2.5	3.3	-0.8