

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2006

Survey Period: Sun January 15 - Sat February 11, 2006

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	5.4	6.6	-1.2	2.5	0.9	1.6	0.8	4.0	-3.2	3.8	2.2	1.6	8.2	7.9	0.3	6.8	11.3	-4.5	5.7	7.1	-1.4
6PR	9.6	10.1	-0.5	0.1	1.5	-1.4	1.5	4.9	-3.4	2.8	4.8	-2.0	9.2	7.4	1.8	21.2	20.9	0.3	11.4	9.9	1.5
MIX 94.5	16.4	17.8	-1.4	11.9	15.7	-3.8	13.0	14.0	-1.0	18.8	20.7	-1.9	24.4	28.1	-3.7	10.1	7.6	2.5	17.1	19.7	-2.6
92.9	11.2	7.6	3.6	37.2	24.9	12.3	20.8	11.3	9.5	14.4	12.5	1.9	9.0	5.1	3.9	0.4	0.8	-0.4	8.2	6.5	1.7
96FM	11.5	12.3	-0.8	16.2	15.6	0.6	15.2	21.7	-6.5	18.4	16.2	2.2	13.7	15.6	-1.9	1.4	1.6	-0.2	7.9	9.5	-1.6
NOVA93.7	11.3	11.6	-0.3	22.9	23.7	-0.8	27.8	28.1	-0.3	20.2	20.9	-0.7	4.4	5.7	-1.3	0.6	0.4	0.2	9.4	9.9	-0.5
ABC720	11.6	12.6	-1.0	0.9	2.5	-1.6	1.6	1.6	0.0	2.6	3.9	-1.3	12.6	11.6	1.0	24.6	27.2	-2.6	14.1	14.1	0.0
6RN	2.4	2.8	-0.4	0.8	1.3	-0.5	1.1	0.2	0.9	0.9	1.4	-0.5	2.8	3.6	-0.8	4.3	4.7	-0.4	3.0	4.1	-1.1
NEWSR	1.4	0.8	0.6	0.1	1.0	-0.9	0.7	*	0.7	1.3	0.6	0.7	1.4	1.2	0.2	2.0	0.8	1.2	1.4	0.9	0.5
6JJJ	5.5	5.1	0.4	3.9	7.1	-3.2	12.7	10.6	2.1	10.4	10.4	0.0	3.8	2.5	1.3	0.4	0.4	0.0	5.1	3.3	1.8
ABC CL-FM	2.7	3.6	-0.9	0.3	0.4	-0.1	1.1	*	1.1	0.8	1.2	-0.4	2.4	2.9	-0.5	5.7	8.2	-2.5	3.5	4.4	-0.9

Perth Radio - Share Movement (%) by Session

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Survey #1 - 2006

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	5.3	6.3	-1.0	4.9	5.5	-0.6	5.5	7.5	-2.0	6.4	7.6	-1.2	4.2	5.8	-1.6	4.6	2.3	2.3	5.7	7.8	-2.1
6PR	9.9	10.5	-0.6	10.5	10.8	-0.3	10.0	11.7	-1.7	9.3	10.1	-0.8	8.5	6.1	2.4	12.3	14.5	-2.2	8.7	8.7	0.0
MIX 94.5	16.1	17.7	-1.6	15.0	17.7	-2.7	16.7	17.2	-0.5	17.3	18.4	-1.1	16.7	18.3	-1.6	13.6	15.2	-1.6	17.4	18.1	-0.7
92.9	11.1	7.6	3.5	8.5	6.5	2.0	11.7	6.6	5.1	12.1	8.0	4.1	12.0	9.2	2.8	13.5	10.1	3.4	11.6	7.6	4.0
96FM	12.0	12.9	-0.9	9.3	11.5	-2.2	13.8	13.4	0.4	15.0	15.8	-0.8	10.9	13.4	-2.5	9.3	6.5	2.8	9.8	10.2	-0.4
NOVA93.7	11.8	12.2	-0.4	12.1	12.3	-0.2	11.0	12.0	-1.0	11.3	12.4	-1.1	13.0	13.0	0.0	12.2	9.9	2.3	9.8	9.8	0.0
ABC720	11.5	12.7	-1.2	17.0	16.6	0.4	10.0	13.1	-3.1	8.1	8.5	-0.4	9.9	10.7	-0.8	10.2	13.4	-3.2	11.7	12.3	-0.6
6RN	2.5	2.8	-0.3	3.8	3.9	-0.1	2.1	1.9	0.2	1.7	1.4	0.3	2.4	3.4	-1.0	2.2	4.2	-2.0	2.2	3.2	-1.0
NEWSR	1.3	0.7	0.6	1.9	1.2	0.7	0.7	0.4	0.3	0.7	0.3	0.4	1.3	0.6	0.7	2.6	1.4	1.2	1.7	1.1	0.6
6JJJ	5.9	5.2	0.7	4.3	4.2	0.1	5.6	4.1	1.5	6.4	5.5	0.9	8.1	6.9	1.2	6.3	7.6	-1.3	4.2	4.8	-0.6
ABC CL-FM	2.6	3.4	-0.8	2.3	3.2	-0.9	2.5	3.0	-0.5	2.2	3.0	-0.8	3.5	4.2	-0.7	3.3	5.0	-1.7	3.1	4.2	-1.1