

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	5.4	5.2	0.2	2.0	3.6	-1.6	0.3	4.1	-3.8	4.7	1.1	3.6	7.7	8.8	-1.1	6.8	6.2	0.6	6.9	4.8	2.1
6PR	11.5	9.1	2.4	0.9	0.6	0.3	0.5	0.9	-0.4	3.5	2.9	0.6	5.9	7.0	-1.1	27.1	20.5	6.6	13.6	10.6	3.0
MIX 94.5	18.8	17.5	1.3	14.4	12.0	2.4	16.2	9.9	6.3	20.9	17.2	3.7	27.8	28.6	-0.8	12.3	12.1	0.2	19.8	19.4	0.4
92.9	10.8	10.5	0.3	36.7	33.7	3.0	20.5	27.6	-7.1	17.5	12.0	5.5	6.8	7.8	-1.0	0.9	0.9	0.0	8.3	8.4	-0.1
96FM	10.1	12.6	-2.5	9.0	15.5	-6.5	17.6	9.4	8.2	15.7	23.9	-8.2	13.4	13.2	0.2	1.2	3.7	-2.5	8.6	10.2	-1.6
NOVA93.7	10.3	11.3	-1.0	28.0	23.7	4.3	24.3	31.5	-7.2	17.3	15.9	1.4	6.4	7.4	-1.0	0.2	1.3	-1.1	6.8	8.9	-2.1
ABC720	12.4	10.6	1.8	0.7	0.5	0.2	0.4	0.9	-0.5	4.1	2.0	2.1	13.7	9.3	4.4	23.6	24.1	-0.5	14.7	12.2	2.5
6RN	1.5	2.2	-0.7	*	1.9	-1.9	0.2	1.1	-0.9	0.8	0.6	0.2	1.3	3.6	-2.3	2.8	2.6	0.2	1.9	2.8	-0.9
NEWSR	1.8	1.0	0.8	0.4	*	0.4	0.8	0.6	0.2	1.4	0.4	1.0	1.9	1.4	0.5	2.7	1.6	1.1	2.2	1.2	1.0
6JJJ	5.7	6.1	-0.4	3.7	2.9	0.8	17.0	8.6	8.4	8.7	15.7	-7.0	5.3	3.7	1.6	0.1	0.3	-0.2	3.7	6.5	-2.8
ABC CL-FM	3.1	3.6	-0.5	0.2	2.5	-2.3	0.5	0.6	-0.1	1.3	0.9	0.4	1.2	2.3	-1.1	7.2	8.3	-1.1	3.4	4.4	-1.0

Perth Radio - Share Movement (%) by Session

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Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6iX	5.4	4.9	0.5	4.4	4.7	-0.3	5.8	5.9	-0.1	6.4	5.8	0.6	6.3	3.9	2.4	3.3	1.7	1.6	5.6	6.5	-0.9
6PR	11.5	9.2	2.3	13.3	9.4	3.9	13.4	10.5	2.9	9.5	7.1	2.4	8.0	8.5	-0.5	12.6	12.9	-0.3	11.2	8.7	2.5
MIX 94.5	18.8	17.6	1.2	17.6	17.0	0.6	19.6	18.9	0.7	20.3	19.8	0.5	18.9	15.4	3.5	16.8	13.5	3.3	18.6	17.3	1.3
92.9	11.0	10.5	0.5	8.3	8.8	-0.5	11.6	8.7	2.9	12.5	11.4	1.1	13.0	13.0	0.0	10.5	13.7	-3.2	10.1	10.8	-0.7
96FM	10.3	12.8	-2.5	7.9	10.3	-2.4	12.1	13.9	-1.8	12.1	15.5	-3.4	9.4	14.2	-4.8	9.7	8.5	1.2	9.5	11.8	-2.3
NOVA93.7	10.7	11.6	-0.9	11.1	12.2	-1.1	9.5	11.1	-1.6	11.4	11.2	0.2	11.5	12.5	-1.0	9.8	11.0	-1.2	9.0	10.2	-1.2
ABC720	12.4	10.4	2.0	17.9	15.3	2.6	10.2	8.0	2.2	8.6	6.8	1.8	10.7	8.3	2.4	13.8	14.8	-1.0	12.4	11.2	1.2
6RN	1.3	2.2	-0.9	1.8	3.7	-1.9	0.8	0.8	0.0	0.8	1.1	-0.3	1.5	3.2	-1.7	2.1	2.9	-0.8	2.0	1.9	0.1
NEWSR	1.7	1.0	0.7	2.3	1.8	0.5	0.8	0.4	0.4	1.1	0.4	0.7	1.9	0.6	1.3	3.2	2.0	1.2	2.2	1.3	0.9
6JJJ	6.1	6.6	-0.5	4.7	5.1	-0.4	5.5	6.9	-1.4	6.8	7.8	-1.0	8.6	7.0	1.6	6.3	6.2	0.1	4.2	4.5	-0.3
ABC CL-FM	2.9	3.4	-0.5	3.0	2.8	0.2	2.9	3.4	-0.5	2.4	2.6	-0.2	3.3	4.6	-1.3	3.5	5.3	-1.8	3.6	4.6	-1.0