

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 2008

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	5.1	-0.4	1.7	1.2	0.5	0.2	2.3	-2.1	1.3	0.9	0.4	9.4	8.5	0.9	5.8	6.7	-0.9	6.3	5.1	1.2
6PR	10.0	9.8	0.2	0.6	0.6	0.0	1.1	0.1	1.0	3.5	4.5	-1.0	6.6	9.0	-2.4	22.5	19.4	3.1	14.5	10.7	3.8
MIX 94.5	17.3	14.2	3.1	20.8	10.6	10.2	6.0	6.3	-0.3	18.1	16.5	1.6	27.0	20.8	6.2	12.4	9.7	2.7	17.3	15.7	1.6
92.9	12.9	13.3	-0.4	36.5	47.1	-10.6	29.8	30.4	-0.6	18.9	17.6	1.3	9.4	10.3	-0.9	0.6	1.3	-0.7	8.7	10.5	-1.8
96FM	8.9	10.9	-2.0	8.2	8.5	-0.3	9.7	11.1	-1.4	16.2	17.2	-1.0	10.7	15.4	-4.7	1.9	2.6	-0.7	7.4	11.5	-4.1
NOVA93.7	9.8	10.7	-0.9	16.5	22.9	-6.4	27.2	26.2	1.0	16.0	18.6	-2.6	6.6	7.0	-0.4	0.3	0.4	-0.1	8.2	8.4	-0.2
ABC720	13.0	11.9	1.1	4.9	1.8	3.1	1.9	1.4	0.5	5.0	3.7	1.3	12.7	11.0	1.7	24.8	24.3	0.5	15.0	13.3	1.7
6RN	1.8	2.6	-0.8	0.3	0.1	0.2	0.6	2.6	-2.0	0.1	1.7	-1.6	1.9	2.4	-0.5	3.6	3.8	-0.2	2.3	2.6	-0.3
NEWSR	1.2	1.0	0.2	*	0.1	-0.1	0.7	*	0.7	1.2	0.7	0.5	1.6	1.6	0.0	1.4	1.0	0.4	1.1	1.1	0.0
6JJJ	6.5	6.7	-0.2	1.8	4.7	-2.9	19.1	16.6	2.5	13.2	12.7	0.5	4.0	4.9	-0.9	0.1	0.5	-0.4	3.7	5.7	-2.0
ABC CL-FM	2.4	1.9	0.5	1.2	0.3	0.9	0.2	0.2	0.0	1.2	0.4	0.8	2.2	0.8	1.4	4.3	4.7	-0.4	3.1	2.4	0.7

Perth Radio - Share Movement (%) by Session

10+

Survey #1 - 2008

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	4.4	4.8	-0.4	4.0	3.7	0.3	5.0	5.5	-0.5	4.2	6.0	-1.8	4.4	4.5	-0.1	5.1	2.9	2.2	5.8	6.2	-0.4
6PR	10.2	10.3	-0.1	10.3	11.3	-1.0	11.1	10.2	0.9	9.6	8.7	0.9	8.6	8.6	0.0	12.0	15.6	-3.6	9.4	7.9	1.5
MIX 94.5	16.9	14.3	2.6	16.7	14.2	2.5	17.0	15.8	1.2	17.8	15.9	1.9	16.2	12.2	4.0	16.0	9.6	6.4	18.6	13.5	5.1
92.9	13.1	13.4	-0.3	11.0	11.2	-0.2	11.4	11.7	-0.3	14.0	13.9	0.1	18.1	18.4	-0.3	13.3	15.9	-2.6	12.1	13.1	-1.0
96FM	9.2	11.2	-2.0	7.8	9.0	-1.2	10.3	13.5	-3.2	11.0	14.3	-3.3	7.6	9.3	-1.7	8.2	6.0	2.2	7.6	10.0	-2.4
NOVA93.7	10.6	11.1	-0.5	11.6	11.5	0.1	11.0	10.7	0.3	11.0	12.2	-1.2	9.6	10.7	-1.1	7.1	8.0	-0.9	7.0	8.9	-1.9
ABC720	12.6	11.8	0.8	17.3	17.1	0.2	9.7	9.7	0.0	10.5	7.9	2.6	12.0	9.3	2.7	13.0	15.6	-2.6	14.6	12.5	2.1
6RN	1.7	2.5	-0.8	2.5	3.0	-0.5	1.0	1.4	-0.4	1.0	1.7	-0.7	2.0	3.5	-1.5	2.1	4.0	-1.9	2.2	2.9	-0.7
NEWSR	1.2	0.9	0.3	1.6	1.5	0.1	0.4	0.6	-0.2	0.8	0.3	0.5	0.9	0.8	0.1	4.3	2.2	2.1	1.2	1.1	0.1
6JJJ	6.6	7.0	-0.4	5.6	5.5	0.1	7.3	7.0	0.3	7.3	7.9	-0.6	7.4	8.5	-1.1	4.5	6.4	-1.9	6.2	5.5	0.7
ABC CL-FM	2.3	1.7	0.6	2.6	1.2	1.4	2.5	2.4	0.1	1.8	1.5	0.3	2.5	1.8	0.7	2.4	1.9	0.5	2.4	2.5	-0.1