

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdt

Survey #2 - 2008

Survey Period: Sun January 27 - Sat March 15, 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	6.0	4.7	1.3	2.3	1.7	0.6	1.6	0.2	1.4	1.9	1.3	0.6	11.3	9.4	1.9	6.9	5.8	1.1	7.3	6.3	1.0
6PR	10.4	10.0	0.4	0.6	0.6	0.0	0.7	1.1	-0.4	3.0	3.5	-0.5	7.2	6.6	0.6	23.8	22.5	1.3	14.0	14.5	-0.5
MIX 94.5	17.6	17.3	0.3	20.6	20.8	-0.2	8.9	6.0	2.9	20.4	18.1	2.3	30.2	27.0	3.2	8.7	12.4	-3.7	18.3	17.3	1.0
92.9	11.9	12.9	-1.0	36.6	36.5	0.1	26.2	29.8	-3.6	17.4	18.9	-1.5	8.0	9.4	-1.4	1.3	0.6	0.7	8.5	8.7	-0.2
96FM	9.0	8.9	0.1	7.1	8.2	-1.1	14.3	9.7	4.6	15.4	16.2	-0.8	10.9	10.7	0.2	1.4	1.9	-0.5	8.1	7.4	0.7
NOVA93.7	9.6	9.8	-0.2	17.5	16.5	1.0	27.2	27.2	0.0	15.5	16.0	-0.5	5.8	6.6	-0.8	0.2	0.3	-0.1	7.1	8.2	-1.1
ABC720	13.2	13.0	0.2	2.0	4.9	-2.9	1.8	1.9	-0.1	4.6	5.0	-0.4	11.9	12.7	-0.8	26.4	24.8	1.6	15.0	15.0	0.0
6RN	2.2	1.8	0.4	*	0.3	-0.3	0.7	0.6	0.1	0.8	0.1	0.7	1.8	1.9	-0.1	4.6	3.6	1.0	2.9	2.3	0.6
NEWSR	1.4	1.2	0.2	*	*	0.0	1.3	0.7	0.6	2.1	1.2	0.9	1.4	1.6	-0.2	1.3	1.4	-0.1	1.2	1.1	0.1
6JJJ	6.2	6.5	-0.3	3.6	1.8	1.8	14.9	19.1	-4.2	13.5	13.2	0.3	3.7	4.0	-0.3	0.2	0.1	0.1	3.4	3.7	-0.3
ABC CL-FM	2.6	2.4	0.2	1.5	1.2	0.3	0.9	0.2	0.7	1.8	1.2	0.6	1.8	2.2	-0.4	4.7	4.3	0.4	3.5	3.1	0.4

Perth Radio - Share Movement (%) by Session

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Survey #2 - 2008

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6iX	5.7	4.4	1.3	4.8	4.0	0.8	6.3	5.0	1.3	6.7	4.2	2.5	4.5	4.4	0.1	5.3	5.1	0.2	7.3	5.8	1.5
6PR	10.4	10.2	0.2	10.4	10.3	0.1	10.6	11.1	-0.5	9.8	9.6	0.2	10.0	8.6	1.4	13.0	12.0	1.0	10.4	9.4	1.0
MIX 94.5	17.8	16.9	0.9	16.5	16.7	-0.2	18.0	17.0	1.0	19.8	17.8	2.0	17.7	16.2	1.5	15.7	16.0	-0.3	17.0	18.6	-1.6
92.9	12.2	13.1	-0.9	10.6	11.0	-0.4	10.4	11.4	-1.0	12.6	14.0	-1.4	17.2	18.1	-0.9	12.1	13.3	-1.2	11.2	12.1	-0.9
96FM	9.4	9.2	0.2	8.4	7.8	0.6	10.1	10.3	-0.2	11.2	11.0	0.2	8.1	7.6	0.5	7.6	8.2	-0.6	7.5	7.6	-0.1
NOVA93.7	10.3	10.6	-0.3	11.2	11.6	-0.4	10.7	11.0	-0.3	9.8	11.0	-1.2	10.7	9.6	1.1	7.9	7.1	0.8	7.0	7.0	0.0
ABC720	12.7	12.6	0.1	17.6	17.3	0.3	11.1	9.7	1.4	8.8	10.5	-1.7	10.8	12.0	-1.2	15.2	13.0	2.2	14.9	14.6	0.3
6RN	2.1	1.7	0.4	2.8	2.5	0.3	1.4	1.0	0.4	1.5	1.0	0.5	2.3	2.0	0.3	2.9	2.1	0.8	2.8	2.2	0.6
NEWSR	1.4	1.2	0.2	1.9	1.6	0.3	0.6	0.4	0.2	0.6	0.8	-0.2	1.0	0.9	0.1	5.1	4.3	0.8	1.6	1.2	0.4
6JJJ	6.5	6.6	-0.1	5.7	5.6	0.1	7.0	7.3	-0.3	7.6	7.3	0.3	6.7	7.4	-0.7	4.0	4.5	-0.5	5.1	6.2	-1.1
ABC CL-FM	2.5	2.3	0.2	2.8	2.6	0.2	3.0	2.5	0.5	1.9	1.8	0.1	1.7	2.5	-0.8	3.5	2.4	1.1	3.1	2.4	0.7