

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	4.7	0.4	1.3	2.7	-1.4	2.8	2.5	0.3	2.0	2.1	-0.1	7.0	6.7	0.3	7.6	6.2	1.4	5.6	5.0	0.6
6PR	9.1	9.5	-0.4	0.3	0.7	-0.4	1.7	1.7	0.0	4.5	3.0	1.5	10.4	8.4	2.0	15.9	19.5	-3.6	10.4	11.6	-1.2
MIX 94.5	20.7	20.3	0.4	18.8	17.5	1.3	10.7	14.0	-3.3	18.6	19.6	-1.0	31.5	29.1	2.4	17.5	17.1	0.4	22.8	22.0	0.8
92.9	9.7	9.9	-0.2	37.5	34.9	2.6	18.0	19.1	-1.1	12.9	14.5	-1.6	6.5	6.1	0.4	1.2	1.4	-0.2	8.2	8.0	0.2
96FM	11.4	11.7	-0.3	8.7	7.3	1.4	20.6	21.4	-0.8	18.6	20.8	-2.2	12.4	13.0	-0.6	2.4	1.7	0.7	9.0	9.5	-0.5
NOVA93.7	10.8	10.0	0.8	23.6	28.5	-4.9	26.0	21.2	4.8	18.3	17.1	1.2	6.7	6.2	0.5	0.3	0.3	0.0	8.3	7.1	1.2
ABC720	10.2	11.2	-1.0	2.2	0.5	1.7	0.6	0.3	0.3	4.1	4.6	-0.5	8.1	10.7	-2.6	21.7	22.3	-0.6	12.1	13.7	-1.6
6RN	2.3	1.9	0.4	*	*	0.0	0.6	0.2	0.4	0.7	0.7	0.0	3.1	2.6	0.5	4.0	3.1	0.9	2.9	2.4	0.5
NEWSR	1.2	1.3	-0.1	0.3	0.5	-0.2	0.3	0.3	0.0	0.9	1.3	-0.4	1.6	1.6	0.0	1.8	1.7	0.1	1.3	1.7	-0.4
6JJJ	5.9	6.3	-0.4	3.2	4.1	-0.9	10.7	15.4	-4.7	13.6	11.4	2.2	4.2	5.6	-1.4	0.4	0.1	0.3	4.8	4.9	-0.1
ABC CL-FM	2.7	3.2	-0.5	0.3	0.1	0.2	0.6	0.2	0.4	1.4	1.9	-0.5	2.2	1.9	0.3	5.3	6.8	-1.5	3.6	3.9	-0.3

Perth Radio - Share Movement (%) by Session

10+

Survey #3 - 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	5.0	4.6	0.4	4.3	3.5	0.8	5.8	5.5	0.3	5.8	5.5	0.3	4.4	4.8	-0.4	3.5	3.4	0.1	5.7	5.0	0.7
6PR	9.3	9.7	-0.4	11.7	11.1	0.6	10.1	11.4	-1.3	7.3	8.6	-1.3	6.9	6.8	0.1	9.3	9.2	0.1	8.4	8.8	-0.4
MIX 94.5	21.2	20.6	0.6	20.5	20.3	0.2	22.3	21.6	0.7	23.8	22.8	1.0	20.7	20.4	0.3	12.6	13.2	-0.6	19.0	19.1	-0.1
92.9	9.6	10.0	-0.4	8.8	8.5	0.3	7.3	7.9	-0.6	9.7	10.4	-0.7	13.3	13.9	-0.6	12.2	12.6	-0.4	10.0	9.3	0.7
96FM	11.6	12.1	-0.5	10.2	10.1	0.1	12.9	13.7	-0.8	14.1	14.4	-0.3	9.4	10.2	-0.8	9.2	12.0	-2.8	10.7	10.4	0.3
NOVA93.7	11.5	10.5	1.0	10.5	10.8	-0.3	11.3	9.0	2.3	12.5	10.4	2.1	12.9	12.9	0.0	10.0	9.0	1.0	8.4	8.3	0.1
ABC720	9.7	11.1	-1.4	15.2	17.0	-1.8	7.0	8.8	-1.8	5.8	6.3	-0.5	8.4	8.6	-0.2	13.8	15.6	-1.8	12.0	11.6	0.4
6RN	2.2	1.6	0.6	2.6	1.8	0.8	1.8	1.2	0.6	1.4	1.1	0.3	3.1	2.4	0.7	2.9	2.6	0.3	2.7	2.6	0.1
NEWSR	1.1	1.2	-0.1	1.4	1.4	0.0	0.5	0.7	-0.2	0.5	0.9	-0.4	0.9	1.1	-0.2	4.5	3.5	1.0	1.7	1.7	0.0
6JJJ	6.1	6.5	-0.4	5.1	5.4	-0.3	5.9	6.6	-0.7	6.4	7.0	-0.6	7.0	7.5	-0.5	7.0	6.8	0.2	5.4	5.5	-0.1
ABC CL-FM	2.6	3.0	-0.4	2.3	3.2	-0.9	3.1	2.8	0.3	2.5	2.7	-0.2	2.8	3.5	-0.7	2.4	3.1	-0.7	3.0	3.7	-0.7