

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2008

Survey Period: Sun March 23 - Sat April 26, 2008 and Sun May 04 - Sat June 07, 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	3.6	5.9	-2.3	3.3	3.0	0.3	0.7	2.5	-1.8	0.6	1.9	-1.3	7.3	10.6	-3.3	4.1	6.6	-2.5	4.9	6.9	-2.0
6PR	10.3	10.0	0.3	0.9	0.2	0.7	0.1	0.2	-0.1	2.6	3.5	-0.9	6.2	8.4	-2.2	25.2	22.6	2.6	12.9	12.2	0.7
MIX 94.5	17.5	17.5	0.0	21.4	24.5	-3.1	7.8	9.5	-1.7	19.2	20.3	-1.1	28.9	28.7	0.2	9.6	7.6	2.0	18.7	18.3	0.4
92.9	14.1	12.7	1.4	36.7	33.9	2.8	34.2	28.5	5.7	18.3	16.0	2.3	10.1	8.6	1.5	1.6	2.2	-0.6	10.8	9.8	1.0
96FM	10.2	10.7	-0.5	9.5	10.9	-1.4	13.3	15.4	-2.1	18.2	18.7	-0.5	11.7	12.2	-0.5	2.1	1.8	0.3	9.0	9.7	-0.7
NOVA93.7	10.5	9.9	0.6	21.4	18.5	2.9	27.4	25.3	2.1	16.2	15.7	0.5	6.5	5.9	0.6	0.7	0.7	0.0	7.4	7.4	0.0
ABC720	11.6	11.6	0.0	2.3	1.5	0.8	1.3	0.9	0.4	3.4	3.7	-0.3	11.8	10.6	1.2	23.4	24.8	-1.4	13.1	13.8	-0.7
6RN	1.9	1.9	0.0	*	*	0.0	0.4	0.3	0.1	0.9	0.8	0.1	3.8	2.6	1.2	2.2	3.3	-1.1	2.4	2.6	-0.2
NEWSR	1.8	1.7	0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.7	1.8	-1.1	1.8	1.0	0.8	3.2	3.0	0.2	1.5	1.4	0.1
6JJJ	4.9	5.4	-0.5	2.2	3.1	-0.9	8.7	11.9	-3.2	12.6	12.3	0.3	2.0	3.1	-1.1	0.6	0.4	0.2	3.9	3.3	0.6
ABC CL-FM	3.0	3.0	0.0	1.0	1.6	-0.6	0.8	1.2	-0.4	1.3	1.8	-0.5	1.6	1.6	0.0	6.9	6.4	0.5	3.6	3.9	-0.3

Perth Radio - Share Movement (%) by Session

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Survey #4 - 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	3.5	5.7	-2.2	3.3	4.9	-1.6	3.7	6.4	-2.7	4.2	7.5	-3.3	2.8	4.3	-1.5	3.0	3.8	-0.8	4.1	6.5	-2.4
6PR	10.1	10.0	0.1	11.5	11.5	0.0	9.6	9.4	0.2	8.9	8.1	0.8	9.0	9.4	-0.4	11.8	13.9	-2.1	10.9	10.0	0.9
MIX 94.5	17.4	17.8	-0.4	16.0	16.7	-0.7	18.7	19.2	-0.5	19.9	20.2	-0.3	16.9	17.3	-0.4	12.4	11.5	0.9	17.9	16.6	1.3
92.9	14.6	13.0	1.6	13.4	10.6	2.8	12.3	11.5	0.8	14.1	13.2	0.9	21.7	20.1	1.6	13.3	12.3	1.0	12.3	11.4	0.9
96FM	11.0	11.4	-0.4	9.4	9.4	0.0	13.0	12.7	0.3	13.7	14.6	-0.9	8.9	9.3	-0.4	7.0	8.6	-1.6	7.3	8.2	-0.9
NOVA93.7	10.8	10.4	0.4	12.5	11.8	0.7	10.9	10.2	0.7	10.4	9.3	1.1	10.3	11.0	-0.7	6.7	8.1	-1.4	9.2	8.2	1.0
ABC720	11.3	11.3	0.0	15.2	15.1	0.1	9.1	10.1	-1.0	7.5	7.7	-0.2	9.5	9.3	0.2	17.8	16.6	1.2	12.6	12.4	0.2
6RN	1.9	1.8	0.1	2.5	2.7	-0.2	1.4	1.0	0.4	1.1	1.1	0.0	1.5	1.7	-0.2	3.8	3.1	0.7	2.1	2.4	-0.3
NEWSR	1.5	1.6	-0.1	2.0	2.3	-0.3	0.6	0.6	0.0	0.7	0.6	0.1	1.5	1.1	0.4	5.2	5.5	-0.3	2.5	2.1	0.4
6JJJ	5.2	5.6	-0.4	3.7	4.9	-1.2	4.6	5.7	-1.1	5.5	6.3	-0.8	6.6	5.9	0.7	8.2	5.0	3.2	3.9	4.6	-0.7
ABC CL-FM	2.8	2.7	0.1	2.4	3.0	-0.6	2.3	2.4	-0.1	2.7	1.9	0.8	4.1	2.8	1.3	3.1	4.2	-1.1	4.0	4.4	-0.4