

# Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	6.2	6.8	-0.6	1.4	1.6	-0.2	2.5	2.7	-0.2	2.0	1.9	0.1	8.5	9.4	-0.9	10.0	10.7	-0.7	7.5	8.3	-0.8
6PR	9.0	9.3	-0.3	0.9	0.5	0.4	0.5	0.5	0.0	5.4	5.3	0.1	8.3	9.0	-0.7	17.7	17.6	0.1	9.6	10.9	-1.3
MIX 94.5	16.8	17.8	-1.0	13.7	13.6	0.1	12.1	10.6	1.5	16.0	15.8	0.2	26.3	28.3	-2.0	11.2	12.6	-1.4	18.2	19.3	-1.1
92.9	11.5	10.7	0.8	35.0	42.3	-7.3	25.4	20.1	5.3	13.7	13.9	-0.2	8.9	8.2	0.7	1.3	0.7	0.6	9.4	7.9	1.5
96FM	12.5	11.5	1.0	9.3	9.7	-0.4	13.0	14.1	-1.1	22.5	20.6	1.9	16.0	13.0	3.0	2.3	2.3	0.0	10.2	9.2	1.0
NOVA93.7	11.2	11.6	-0.4	26.4	20.3	6.1	29.1	30.3	-1.2	19.0	21.8	-2.8	5.0	6.0	-1.0	0.3	0.2	0.1	8.9	10.1	-1.2
ABC720	11.9	12.1	-0.2	3.5	3.1	0.4	0.4	0.7	-0.3	2.3	2.2	0.1	11.7	10.6	1.1	25.8	27.2	-1.4	14.3	14.2	0.1
6RN	1.6	2.0	-0.4	*	*	0.0	0.1	0.7	-0.6	1.1	0.8	0.3	1.9	2.4	-0.5	2.7	3.6	-0.9	2.3	2.8	-0.5
NEWSR	1.2	1.5	-0.3	0.1	0.3	-0.2	0.1	0.3	-0.2	1.1	1.4	-0.3	0.8	0.7	0.1	2.4	3.1	-0.7	1.3	1.3	0.0
6JJJ	4.8	5.3	-0.5	3.9	3.8	0.1	10.0	12.1	-2.1	11.0	11.2	-0.2	2.8	3.5	-0.7	0.1	0.4	-0.3	3.9	3.8	0.1
ABC CL-FM	2.4	2.4	0.0	*	0.4	-0.4	*	0.4	-0.4	1.0	0.7	0.3	0.9	1.5	-0.6	6.2	5.7	0.5	2.9	2.9	0.0

# Perth Radio - Share Movement (%) by Session

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Survey #5 - 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	6.1	6.7	-0.6	5.8	6.1	-0.3	6.6	7.5	-0.9	7.0	8.3	-1.3	5.1	5.4	-0.3	3.6	3.5	0.1	6.8	7.2	-0.4
6PR	8.9	9.2	-0.3	9.6	10.8	-1.2	8.4	9.8	-1.4	8.4	7.4	1.0	8.2	7.5	0.7	11.2	10.6	0.6	9.5	9.7	-0.2
MIX 94.5	16.8	17.7	-0.9	15.8	17.1	-1.3	17.3	18.4	-1.1	19.0	19.9	-0.9	16.3	17.3	-1.0	12.1	10.8	1.3	16.7	17.9	-1.2
92.9	12.2	10.9	1.3	10.2	9.4	0.8	10.0	9.0	1.0	12.9	11.6	1.3	16.5	14.7	1.8	15.6	12.4	3.2	8.9	10.0	-1.1
96FM	13.2	12.0	1.2	11.2	9.6	1.6	15.0	13.6	1.4	16.3	15.0	1.3	11.6	10.3	1.3	6.9	9.0	-2.1	10.0	9.4	0.6
NOVA93.7	11.6	12.1	-0.5	11.3	11.5	-0.2	12.2	12.2	0.0	11.9	13.0	-1.1	11.0	11.9	-0.9	10.3	11.2	-0.9	9.5	9.5	0.0
ABC720	11.6	11.6	0.0	16.7	16.5	0.2	10.1	10.0	0.1	7.1	7.5	-0.4	10.8	10.4	0.4	14.9	15.4	-0.5	13.0	13.7	-0.7
6RN	1.5	2.0	-0.5	2.1	2.8	-0.7	1.0	1.6	-0.6	0.7	1.3	-0.6	1.8	2.4	-0.6	3.3	1.9	1.4	2.0	2.2	-0.2
NEWSR	1.1	1.3	-0.2	1.4	1.8	-0.4	0.7	0.6	0.1	0.6	0.6	0.0	0.7	1.0	-0.3	3.6	5.1	-1.5	1.8	2.2	-0.4
6JJJ	5.0	5.4	-0.4	5.2	5.1	0.1	4.6	4.5	0.1	4.7	5.2	-0.5	5.7	6.8	-1.1	4.7	6.7	-2.0	4.2	5.2	-1.0
ABC CL-FM	2.1	2.3	-0.2	1.9	2.2	-0.3	2.0	2.7	-0.7	1.8	2.2	-0.4	2.7	2.4	0.3	2.6	1.6	1.0	3.5	2.6	0.9