

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2008

Survey Period: Sun May 04 - Sat June 07, 2008 and Sun June 22 - Sat July 26, 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	3.7	3.6	0.1	1.6	3.3	-1.7	0.9	0.7	0.2	2.1	0.6	1.5	5.3	7.3	-2.0	5.1	4.1	1.0	4.4	4.9	-0.5
6PR	10.5	10.3	0.2	1.3	0.9	0.4	0.1	0.1	0.0	2.9	2.6	0.3	6.7	6.2	0.5	24.3	25.2	-0.9	12.2	12.9	-0.7
MIX 94.5	17.2	17.5	-0.3	21.4	21.4	0.0	14.5	7.8	6.7	15.2	19.2	-4.0	29.1	28.9	0.2	9.5	9.6	-0.1	18.3	18.7	-0.4
92.9	13.1	14.1	-1.0	36.8	36.7	0.1	33.2	34.2	-1.0	17.2	18.3	-1.1	10.8	10.1	0.7	1.2	1.6	-0.4	10.3	10.8	-0.5
96FM	10.2	10.2	0.0	7.5	9.5	-2.0	13.7	13.3	0.4	19.0	18.2	0.8	10.0	11.7	-1.7	2.8	2.1	0.7	8.6	9.0	-0.4
NOVA93.7	9.8	10.5	-0.7	21.7	21.4	0.3	22.0	27.4	-5.4	15.4	16.2	-0.8	8.1	6.5	1.6	0.8	0.7	0.1	7.9	7.4	0.5
ABC720	12.6	11.6	1.0	3.4	2.3	1.1	1.5	1.3	0.2	5.2	3.4	1.8	12.4	11.8	0.6	23.7	23.4	0.3	14.1	13.1	1.0
6RN	2.4	1.9	0.5	0.4	*	0.4	*	0.4	-0.4	1.3	0.9	0.4	3.6	3.8	-0.2	3.3	2.2	1.1	2.9	2.4	0.5
NEWSR	1.3	1.8	-0.5	*	0.4	-0.4	0.6	0.5	0.1	1.4	0.7	0.7	1.9	1.8	0.1	1.3	3.2	-1.9	1.4	1.5	-0.1
6JJJ	5.3	4.9	0.4	2.9	2.2	0.7	11.5	8.7	2.8	12.7	12.6	0.1	1.9	2.0	-0.1	0.5	0.6	-0.1	4.1	3.9	0.2
ABC CL-FM	2.9	3.0	-0.1	*	1.0	-1.0	0.3	0.8	-0.5	2.1	1.3	0.8	1.8	1.6	0.2	5.6	6.9	-1.3	3.3	3.6	-0.3

Perth Radio - Share Movement (%) by Session

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Survey #5 - 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	3.5	0.0	3.5	3.3	0.2	3.6	3.7	-0.1	3.1	4.2	-1.1	3.0	2.8	0.2	5.5	3.0	2.5	4.5	4.1	0.4
6PR	10.3	10.1	0.2	11.8	11.5	0.3	8.3	9.6	-1.3	9.3	8.9	0.4	11.0	9.0	2.0	12.0	11.8	0.2	11.1	10.9	0.2
MIX 94.5	17.1	17.4	-0.3	14.9	16.0	-1.1	18.3	18.7	-0.4	20.3	19.9	0.4	16.5	16.9	-0.4	13.5	12.4	1.1	17.3	17.9	-0.6
92.9	13.8	14.6	-0.8	12.7	13.4	-0.7	11.5	12.3	-0.8	13.8	14.1	-0.3	19.6	21.7	-2.1	13.3	13.3	0.0	10.8	12.3	-1.5
96FM	10.7	11.0	-0.3	8.7	9.4	-0.7	12.4	13.0	-0.6	12.8	13.7	-0.9	9.4	8.9	0.5	8.9	7.0	1.9	8.4	7.3	1.1
NOVA93.7	10.2	10.8	-0.6	12.0	12.5	-0.5	10.1	10.9	-0.8	10.5	10.4	0.1	9.0	10.3	-1.3	6.2	6.7	-0.5	8.3	9.2	-0.9
ABC720	12.1	11.3	0.8	17.0	15.2	1.8	11.3	9.1	2.2	7.8	7.5	0.3	10.0	9.5	0.5	14.0	17.8	-3.8	14.4	12.6	1.8
6RN	2.3	1.9	0.4	3.0	2.5	0.5	1.9	1.4	0.5	1.5	1.1	0.4	2.1	1.5	0.6	4.1	3.8	0.3	2.4	2.1	0.3
NEWSR	1.1	1.5	-0.4	1.5	2.0	-0.5	0.6	0.6	0.0	0.5	0.7	-0.2	1.2	1.5	-0.3	3.0	5.2	-2.2	1.9	2.5	-0.6
6JJJ	5.6	5.2	0.4	4.2	3.7	0.5	4.9	4.6	0.3	6.4	5.5	0.9	7.2	6.6	0.6	6.9	8.2	-1.3	4.0	3.9	0.1
ABC CL-FM	2.6	2.8	-0.2	1.8	2.4	-0.6	3.1	2.3	0.8	2.8	2.7	0.1	3.0	4.1	-1.1	3.3	3.1	0.2	3.6	4.0	-0.4