

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2008

Survey Period: Sun June 22 - Sat August 30, 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	4.9	3.7	1.2	1.6	1.6	0.0	2.1	0.9	1.2	3.4	2.1	1.3	4.4	5.3	-0.9	8.0	5.1	2.9	5.0	4.4	0.6
6PR	10.8	10.5	0.3	0.8	1.3	-0.5	0.3	0.1	0.2	6.1	2.9	3.2	11.1	6.7	4.4	19.7	24.3	-4.6	11.6	12.2	-0.6
MIX 94.5	16.7	17.2	-0.5	18.7	21.4	-2.7	12.9	14.5	-1.6	13.5	15.2	-1.7	28.8	29.1	-0.3	10.6	9.5	1.1	17.3	18.3	-1.0
92.9	11.3	13.1	-1.8	30.7	36.8	-6.1	26.0	33.2	-7.2	15.3	17.2	-1.9	9.0	10.8	-1.8	1.3	1.2	0.1	9.8	10.3	-0.5
96FM	13.0	10.2	2.8	10.4	7.5	2.9	23.8	13.7	10.1	24.0	19.0	5.0	11.0	10.0	1.0	3.1	2.8	0.3	9.4	8.6	0.8
NOVA93.7	10.1	9.8	0.3	25.1	21.7	3.4	20.0	22.0	-2.0	14.4	15.4	-1.0	8.8	8.1	0.7	1.3	0.8	0.5	8.7	7.9	0.8
ABC720	11.1	12.6	-1.5	2.1	3.4	-1.3	0.6	1.5	-0.9	4.5	5.2	-0.7	11.0	12.4	-1.4	21.6	23.7	-2.1	13.2	14.1	-0.9
6RN	3.4	2.4	1.0	0.5	0.4	0.1	0.3	*	0.3	1.0	1.3	-0.3	4.1	3.6	0.5	6.4	3.3	3.1	4.2	2.9	1.3
NEWSR	1.2	1.3	-0.1	*	*	0.0	0.1	0.6	-0.5	1.5	1.4	0.1	1.3	1.9	-0.6	1.6	1.3	0.3	1.4	1.4	0.0
6JJJ	4.7	5.3	-0.6	4.5	2.9	1.6	11.8	11.5	0.3	11.2	12.7	-1.5	0.9	1.9	-1.0	0.3	0.5	-0.2	3.1	4.1	-1.0
ABC CL-FM	2.5	2.9	-0.4	0.5	*	0.5	0.1	0.3	-0.2	2.0	2.1	-0.1	2.5	1.8	0.7	4.2	5.6	-1.4	3.4	3.3	0.1

Perth Radio - Share Movement (%) by Session

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Survey #6 - 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	4.7	3.5	1.2	4.1	3.5	0.6	5.1	3.6	1.5	5.2	3.1	2.1	3.8	3.0	0.8	6.1	5.5	0.6	5.3	4.5	0.8
6PR	11.1	10.3	0.8	13.0	11.8	1.2	9.9	8.3	1.6	10.0	9.3	0.7	10.6	11.0	-0.4	12.0	12.0	0.0	9.5	11.1	-1.6
MIX 94.5	16.9	17.1	-0.2	14.6	14.9	-0.3	18.2	18.3	-0.1	19.5	20.3	-0.8	17.6	16.5	1.1	12.4	13.5	-1.1	16.0	17.3	-1.3
92.9	11.5	13.8	-2.3	11.2	12.7	-1.5	9.0	11.5	-2.5	10.1	13.8	-3.7	17.3	19.6	-2.3	13.7	13.3	0.4	10.6	10.8	-0.2
96FM	13.9	10.7	3.2	11.9	8.7	3.2	15.6	12.4	3.2	17.3	12.8	4.5	11.7	9.4	2.3	9.9	8.9	1.0	9.8	8.4	1.4
NOVA93.7	10.2	10.2	0.0	11.6	12.0	-0.4	9.2	10.1	-0.9	9.6	10.5	-0.9	9.8	9.0	0.8	10.2	6.2	4.0	9.8	8.3	1.5
ABC720	10.4	12.1	-1.7	14.4	17.0	-2.6	9.7	11.3	-1.6	6.8	7.8	-1.0	8.5	10.0	-1.5	12.5	14.0	-1.5	13.7	14.4	-0.7
6RN	3.4	2.3	1.1	4.3	3.0	1.3	2.6	1.9	0.7	2.0	1.5	0.5	4.3	2.1	2.2	4.5	4.1	0.4	3.6	2.4	1.2
NEWSR	1.1	1.1	0.0	1.6	1.5	0.1	0.6	0.6	0.0	0.6	0.5	0.1	0.8	1.2	-0.4	2.7	3.0	-0.3	1.8	1.9	-0.1
6JJJ	5.0	5.6	-0.6	3.7	4.2	-0.5	5.6	4.9	0.7	6.5	6.4	0.1	4.9	7.2	-2.3	3.6	6.9	-3.3	3.5	4.0	-0.5
ABC CL-FM	2.3	2.6	-0.3	1.8	1.8	0.0	3.0	3.1	-0.1	2.0	2.8	-0.8	2.0	3.0	-1.0	3.2	3.3	-0.1	3.6	3.6	0.0