

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	5.5	0.7	1.4	0.6	0.8	2.8	1.1	1.7	1.2	1.3	-0.1	9.2	7.3	1.9	9.3	9.8	-0.5	7.0	6.9	0.1
6PR	9.3	9.8	-0.5	1.6	1.6	0.0	0.4	0.6	-0.2	6.5	6.9	-0.4	10.2	10.6	-0.4	15.0	16.4	-1.4	10.1	10.2	-0.1
MIX 94.5	16.2	17.5	-1.3	12.0	14.2	-2.2	6.9	11.7	-4.8	15.5	17.0	-1.5	29.0	29.7	-0.7	9.1	9.8	-0.7	17.8	18.0	-0.2
92.9	12.3	10.6	1.7	45.6	34.2	11.4	27.7	24.5	3.2	16.1	12.3	3.8	8.9	7.5	1.4	0.9	1.4	-0.5	10.1	9.4	0.7
96FM	11.3	12.3	-1.0	12.6	11.2	1.4	14.0	15.0	-1.0	19.0	22.0	-3.0	13.0	14.2	-1.2	2.9	3.0	-0.1	9.9	9.5	0.4
NOVA93.7	10.2	11.0	-0.8	16.4	26.2	-9.8	33.5	34.1	-0.6	18.1	16.0	2.1	4.5	5.1	-0.6	0.3	0.4	-0.1	7.7	7.5	0.2
ABC720	11.6	11.0	0.6	2.9	3.2	-0.3	0.4	0.6	-0.2	5.6	5.8	-0.2	9.5	10.3	-0.8	23.5	21.1	2.4	13.3	13.0	0.3
6RN	2.5	1.8	0.7	0.9	0.5	0.4	0.4	0.1	0.3	1.3	0.9	0.4	2.5	1.7	0.8	4.3	3.4	0.9	2.8	2.3	0.5
NEWSR	1.0	0.8	0.2	0.3	0.1	0.2	*	0.1	-0.1	0.6	0.3	0.3	1.5	1.3	0.2	1.3	1.3	0.0	1.0	1.2	-0.2
6JJJ	5.4	4.5	0.9	4.7	3.9	0.8	11.5	8.3	3.2	10.9	11.1	-0.2	4.2	2.6	1.6	0.4	0.4	0.0	4.1	3.9	0.2
ABC CL-FM	3.3	3.9	-0.6	0.3	0.3	0.0	0.8	0.6	0.2	1.4	2.1	-0.7	1.8	2.4	-0.6	7.6	8.7	-1.1	4.5	5.3	-0.8

Perth Radio - Share Movement (%) by Session

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Survey #7 - 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	5.9	5.3	0.6	4.7	5.0	-0.3	7.8	6.8	1.0	6.4	5.1	1.3	5.1	3.8	1.3	4.9	4.4	0.5	7.2	6.6	0.6
6PR	9.3	9.8	-0.5	9.3	10.1	-0.8	9.5	9.8	-0.3	8.6	9.7	-1.1	8.1	8.2	-0.1	13.5	11.6	1.9	9.1	9.7	-0.6
MIX 94.5	16.3	17.6	-1.3	17.3	17.5	-0.2	16.0	16.4	-0.4	18.0	19.7	-1.7	14.6	17.3	-2.7	11.7	14.5	-2.8	15.7	17.1	-1.4
92.9	12.5	11.1	1.4	9.9	9.4	0.5	11.2	9.2	2.0	13.5	11.8	1.7	17.2	15.5	1.7	14.1	12.6	1.5	11.8	8.9	2.9
96FM	11.7	12.9	-1.2	9.6	11.2	-1.6	12.8	14.3	-1.5	15.3	16.3	-1.0	10.7	11.7	-1.0	6.0	5.7	0.3	9.9	10.1	-0.2
NOVA93.7	10.7	11.6	-0.9	10.6	11.3	-0.7	10.2	11.9	-1.7	12.2	12.2	0.0	10.0	11.0	-1.0	8.6	10.8	-2.2	8.4	8.9	-0.5
ABC720	11.5	10.7	0.8	16.6	16.1	0.5	9.5	8.6	0.9	7.2	6.2	1.0	10.1	10.5	-0.4	15.2	13.3	1.9	12.0	12.1	-0.1
6RN	2.4	1.7	0.7	2.9	1.8	1.1	1.3	1.1	0.2	2.1	1.0	1.1	3.3	2.3	1.0	3.6	4.2	-0.6	2.6	2.1	0.5
NEWSR	0.9	0.8	0.1	1.3	0.9	0.4	0.7	0.7	0.0	0.4	0.4	0.0	0.7	0.5	0.2	1.9	1.9	0.0	1.2	1.2	0.0
6JJJ	5.4	4.6	0.8	4.3	4.4	-0.1	5.0	4.5	0.5	5.7	4.5	1.2	7.2	5.6	1.6	5.6	3.9	1.7	5.4	4.3	1.1
ABC CL-FM	3.3	3.8	-0.5	3.1	3.4	-0.3	3.7	4.0	-0.3	2.9	3.3	-0.4	3.8	4.4	-0.6	3.5	4.7	-1.2	3.3	4.6	-1.3