

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 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	5.2	4.9	0.3	0.9	1.6	-0.7	3.4	2.1	1.3	2.2	3.4	-1.2	6.2	4.4	1.8	7.8	8.0	-0.2	5.9	5.0	0.9
6PR	10.2	10.8	-0.6	0.7	0.8	-0.1	0.4	0.3	0.1	5.6	6.1	-0.5	12.9	11.1	1.8	16.6	19.7	-3.1	11.3	11.6	-0.3
MIX 94.5	16.8	16.7	0.1	15.0	18.7	-3.7	11.9	12.9	-1.0	16.9	13.5	3.4	27.4	28.8	-1.4	10.6	10.6	0.0	18.7	17.3	1.4
92.9	11.9	11.3	0.6	36.2	30.7	5.5	25.0	26.0	-1.0	18.9	15.3	3.6	8.0	9.0	-1.0	1.2	1.3	-0.1	9.0	9.8	-0.8
96FM	11.7	13.0	-1.3	8.9	10.4	-1.5	18.8	23.8	-5.0	21.0	24.0	-3.0	12.0	11.0	1.0	2.9	3.1	-0.2	8.4	9.4	-1.0
NOVA93.7	10.1	10.1	0.0	23.4	25.1	-1.7	23.7	20.0	3.7	15.1	14.4	0.7	6.8	8.8	-2.0	1.9	1.3	0.6	7.3	8.7	-1.4
ABC720	11.2	11.1	0.1	3.4	2.1	1.3	0.4	0.6	-0.2	3.0	4.5	-1.5	10.8	11.0	-0.2	22.5	21.6	0.9	13.2	13.2	0.0
6RN	2.8	3.4	-0.6	0.1	0.5	-0.4	0.6	0.3	0.3	0.7	1.0	-0.3	3.1	4.1	-1.0	5.4	6.4	-1.0	3.3	4.2	-0.9
NEWSR	1.2	1.2	0.0	0.3	*	0.3	0.1	0.1	0.0	0.9	1.5	-0.6	1.4	1.3	0.1	1.9	1.6	0.3	1.3	1.4	-0.1
6JJJ	5.2	4.7	0.5	6.3	4.5	1.8	13.7	11.8	1.9	11.9	11.2	0.7	1.6	0.9	0.7	0.2	0.3	-0.1	2.9	3.1	-0.2
ABC CL-FM	3.1	2.5	0.6	0.9	0.5	0.4	1.1	0.1	1.0	1.0	2.0	-1.0	2.7	2.5	0.2	6.0	4.2	1.8	4.3	3.4	0.9

Perth Radio - Share Movement (%) by Session

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Survey #7 - 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	5.2	4.7	0.5	4.3	4.1	0.2	6.6	5.1	1.5	6.4	5.2	1.2	3.2	3.8	-0.6	3.9	6.1	-2.2	5.2	5.3	-0.1
6PR	10.4	11.1	-0.7	11.1	13.0	-1.9	11.1	9.9	1.2	9.7	10.0	-0.3	8.6	10.6	-2.0	11.6	12.0	-0.4	9.5	9.5	0.0
MIX 94.5	16.8	16.9	-0.1	15.9	14.6	1.3	16.9	18.2	-1.3	18.6	19.5	-0.9	17.8	17.6	0.2	12.3	12.4	-0.1	16.9	16.0	0.9
92.9	12.1	11.5	0.6	11.6	11.2	0.4	9.8	9.0	0.8	11.4	10.1	1.3	17.5	17.3	0.2	13.0	13.7	-0.7	11.1	10.6	0.5
96FM	12.4	13.9	-1.5	11.0	11.9	-0.9	13.6	15.6	-2.0	15.2	17.3	-2.1	11.3	11.7	-0.4	7.7	9.9	-2.2	8.7	9.8	-1.1
NOVA93.7	10.0	10.2	-0.2	10.8	11.6	-0.8	9.0	9.2	-0.2	10.1	9.6	0.5	9.1	9.8	-0.7	11.1	10.2	0.9	10.3	9.8	0.5
ABC720	10.9	10.4	0.5	14.8	14.4	0.4	10.2	9.7	0.5	6.9	6.8	0.1	8.4	8.5	-0.1	15.2	12.5	2.7	12.6	13.7	-1.1
6RN	2.7	3.4	-0.7	3.2	4.3	-1.1	2.0	2.6	-0.6	1.7	2.0	-0.3	4.0	4.3	-0.3	3.4	4.5	-1.1	3.4	3.6	-0.2
NEWSR	1.1	1.1	0.0	1.6	1.6	0.0	0.5	0.6	-0.1	0.5	0.6	-0.1	0.9	0.8	0.1	2.5	2.7	-0.2	1.8	1.8	0.0
6JJJ	5.7	5.0	0.7	4.7	3.7	1.0	6.0	5.6	0.4	7.0	6.5	0.5	6.1	4.9	1.2	3.9	3.6	0.3	3.5	3.5	0.0
ABC CL-FM	3.0	2.3	0.7	2.5	1.8	0.7	3.1	3.0	0.1	2.6	2.0	0.6	3.8	2.0	1.8	4.0	3.2	0.8	3.6	3.6	0.0