

Perth Radio - Share Movement (%) by Demographic

The Nielsen Company

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2008

Survey Period: Sun September 14 - Sat November 22, 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	5.3	5.2	0.1	2.2	0.9	1.3	2.0	3.4	-1.4	1.2	2.2	-1.0	10.1	6.2	3.9	6.0	7.8	-1.8	6.2	5.9	0.3
6PR	9.8	10.2	-0.4	0.8	0.7	0.1	0.3	0.4	-0.1	3.2	5.6	-2.4	10.7	12.9	-2.2	19.0	16.6	2.4	11.5	11.3	0.2
MIX 94.5	16.5	16.8	-0.3	12.3	15.0	-2.7	15.5	11.9	3.6	21.1	16.9	4.2	24.8	27.4	-2.6	7.5	10.6	-3.1	18.9	18.7	0.2
92.9	13.6	11.9	1.7	37.4	36.2	1.2	24.1	25.0	-0.9	23.5	18.9	4.6	9.9	8.0	1.9	1.6	1.2	0.4	9.2	9.0	0.2
96FM	10.3	11.7	-1.4	14.1	8.9	5.2	11.9	18.8	-6.9	18.5	21.0	-2.5	10.8	12.0	-1.2	2.7	2.9	-0.2	8.4	8.4	0.0
NOVA93.7	9.5	10.1	-0.6	21.3	23.4	-2.1	28.4	23.7	4.7	13.4	15.1	-1.7	5.0	6.8	-1.8	1.5	1.9	-0.4	6.2	7.3	-1.1
ABC720	11.8	11.2	0.6	2.6	3.4	-0.8	1.0	0.4	0.6	3.3	3.0	0.3	11.7	10.8	0.9	23.5	22.5	1.0	14.1	13.2	0.9
6RN	2.3	2.8	-0.5	0.2	0.1	0.1	0.7	0.6	0.1	0.7	0.7	0.0	4.0	3.1	0.9	2.9	5.4	-2.5	3.1	3.3	-0.2
NEWSR	1.1	1.2	-0.1	0.3	0.3	0.0	0.7	0.1	0.6	0.4	0.9	-0.5	1.3	1.4	-0.1	1.6	1.9	-0.3	1.2	1.3	-0.1
6JJJ	5.2	5.2	0.0	6.0	6.3	-0.3	13.0	13.7	-0.7	10.4	11.9	-1.5	2.9	1.6	1.3	0.4	0.2	0.2	2.9	2.9	0.0
ABC CL-FM	3.3	3.1	0.2	0.4	0.9	-0.5	1.5	1.1	0.4	1.4	1.0	0.4	1.7	2.7	-1.0	7.2	6.0	1.2	4.2	4.3	-0.1

Perth Radio - Share Movement (%) by Session

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Survey #8 - 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	5.1	5.2	-0.1	4.8	4.3	0.5	5.8	6.6	-0.8	5.1	6.4	-1.3	4.8	3.2	1.6	5.4	3.9	1.5	5.8	5.2	0.6
6PR	10.0	10.4	-0.4	10.0	11.1	-1.1	9.9	11.1	-1.2	9.3	9.7	-0.4	9.4	8.6	0.8	13.6	11.6	2.0	9.2	9.5	-0.3
MIX 94.5	16.6	16.8	-0.2	15.9	15.9	0.0	17.7	16.9	0.8	19.2	18.6	0.6	14.2	17.8	-3.6	12.0	12.3	-0.3	16.4	16.9	-0.5
92.9	13.8	12.1	1.7	12.3	11.6	0.7	12.1	9.8	2.3	14.5	11.4	3.1	19.0	17.5	1.5	12.1	13.0	-0.9	12.9	11.1	1.8
96FM	10.9	12.4	-1.5	9.1	11.0	-1.9	12.1	13.6	-1.5	13.4	15.2	-1.8	9.5	11.3	-1.8	8.4	7.7	0.7	8.3	8.7	-0.4
NOVA93.7	9.8	10.0	-0.2	10.4	10.8	-0.4	9.0	9.0	0.0	10.9	10.1	0.8	9.6	9.1	0.5	6.7	11.1	-4.4	8.6	10.3	-1.7
ABC720	11.6	10.9	0.7	16.3	14.8	1.5	11.0	10.2	0.8	7.6	6.9	0.7	9.1	8.4	0.7	13.4	15.2	-1.8	12.3	12.6	-0.3
6RN	2.2	2.7	-0.5	2.9	3.2	-0.3	1.1	2.0	-0.9	1.0	1.7	-0.7	3.4	4.0	-0.6	3.7	3.4	0.3	2.8	3.4	-0.6
NEWSR	0.9	1.1	-0.2	1.3	1.6	-0.3	0.9	0.5	0.4	0.3	0.5	-0.2	0.7	0.9	-0.2	2.0	2.5	-0.5	1.5	1.8	-0.3
6JJJ	5.5	5.7	-0.2	4.8	4.7	0.1	5.1	6.0	-0.9	6.1	7.0	-0.9	7.4	6.1	1.3	3.8	3.9	-0.1	4.2	3.5	0.7
ABC CL-FM	3.2	3.0	0.2	2.7	2.5	0.2	2.8	3.1	-0.3	2.6	2.6	0.0	4.6	3.8	0.8	5.0	4.0	1.0	3.8	3.6	0.2