

# Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	5.4	5.2	0.2	2.0	3.6	-1.6	0.3	4.1	-3.8	4.7	1.1	3.6	7.7	8.8	-1.1	6.8	6.2	0.6	6.9	4.8	2.1
6PR	11.5	9.1	2.4	0.9	0.6	0.3	0.5	0.9	-0.4	3.5	2.9	0.6	5.9	7.0	-1.1	27.1	20.5	6.6	13.6	10.6	3.0
MIX 94.5	18.8	17.5	1.3	14.4	12.0	2.4	16.2	9.9	6.3	20.9	17.2	3.7	27.8	28.6	-0.8	12.3	12.1	0.2	19.8	19.4	0.4
92.9	10.8	10.5	0.3	36.7	33.7	3.0	20.5	27.6	-7.1	17.5	12.0	5.5	6.8	7.8	-1.0	0.9	0.9	0.0	8.3	8.4	-0.1
96FM	10.1	12.6	-2.5	9.0	15.5	-6.5	17.6	9.4	8.2	15.7	23.9	-8.2	13.4	13.2	0.2	1.2	3.7	-2.5	8.6	10.2	-1.6
NOVA93.7	10.3	11.3	-1.0	28.0	23.7	4.3	24.3	31.5	-7.2	17.3	15.9	1.4	6.4	7.4	-1.0	0.2	1.3	-1.1	6.8	8.9	-2.1
ABC720	12.4	10.6	1.8	0.7	0.5	0.2	0.4	0.9	-0.5	4.1	2.0	2.1	13.7	9.3	4.4	23.6	24.1	-0.5	14.7	12.2	2.5
6RN	1.5	2.2	-0.7	*	1.9	-1.9	0.2	1.1	-0.9	0.8	0.6	0.2	1.3	3.6	-2.3	2.8	2.6	0.2	1.9	2.8	-0.9
NEWSR	1.8	1.0	0.8	0.4	*	0.4	0.8	0.6	0.2	1.4	0.4	1.0	1.9	1.4	0.5	2.7	1.6	1.1	2.2	1.2	1.0
6JJJ	5.7	6.1	-0.4	3.7	2.9	0.8	17.0	8.6	8.4	8.7	15.7	-7.0	5.3	3.7	1.6	0.1	0.3	-0.2	3.7	6.5	-2.8
ABC CL-FM	3.1	3.6	-0.5	0.2	2.5	-2.3	0.5	0.6	-0.1	1.3	0.9	0.4	1.2	2.3	-1.1	7.2	8.3	-1.1	3.4	4.4	-1.0

# Perth Radio - Share Movement (%) by Session

10+

Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6iX	5.4	4.9	0.5	4.4	4.7	-0.3	5.8	5.9	-0.1	6.4	5.8	0.6	6.3	3.9	2.4	3.3	1.7	1.6	5.6	6.5	-0.9
6PR	11.5	9.2	2.3	13.3	9.4	3.9	13.4	10.5	2.9	9.5	7.1	2.4	8.0	8.5	-0.5	12.6	12.9	-0.3	11.2	8.7	2.5
MIX 94.5	18.8	17.6	1.2	17.6	17.0	0.6	19.6	18.9	0.7	20.3	19.8	0.5	18.9	15.4	3.5	16.8	13.5	3.3	18.6	17.3	1.3
92.9	11.0	10.5	0.5	8.3	8.8	-0.5	11.6	8.7	2.9	12.5	11.4	1.1	13.0	13.0	0.0	10.5	13.7	-3.2	10.1	10.8	-0.7
96FM	10.3	12.8	-2.5	7.9	10.3	-2.4	12.1	13.9	-1.8	12.1	15.5	-3.4	9.4	14.2	-4.8	9.7	8.5	1.2	9.5	11.8	-2.3
NOVA93.7	10.7	11.6	-0.9	11.1	12.2	-1.1	9.5	11.1	-1.6	11.4	11.2	0.2	11.5	12.5	-1.0	9.8	11.0	-1.2	9.0	10.2	-1.2
ABC720	12.4	10.4	2.0	17.9	15.3	2.6	10.2	8.0	2.2	8.6	6.8	1.8	10.7	8.3	2.4	13.8	14.8	-1.0	12.4	11.2	1.2
6RN	1.3	2.2	-0.9	1.8	3.7	-1.9	0.8	0.8	0.0	0.8	1.1	-0.3	1.5	3.2	-1.7	2.1	2.9	-0.8	2.0	1.9	0.1
NEWSR	1.7	1.0	0.7	2.3	1.8	0.5	0.8	0.4	0.4	1.1	0.4	0.7	1.9	0.6	1.3	3.2	2.0	1.2	2.2	1.3	0.9
6JJJ	6.1	6.6	-0.5	4.7	5.1	-0.4	5.5	6.9	-1.4	6.8	7.8	-1.0	8.6	7.0	1.6	6.3	6.2	0.1	4.2	4.5	-0.3
ABC CL-FM	2.9	3.4	-0.5	3.0	2.8	0.2	2.9	3.4	-0.5	2.4	2.6	-0.2	3.3	4.6	-1.3	3.5	5.3	-1.8	3.6	4.6	-1.0

# Perth Radio - Average Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	+/-
Potential	1337	1316	21	167	166	1	167	164	3	314	310	4	337	334	3	352	342	10	625	612	13
6iX	11	11	0	*	*	0	*	1	-1	2	1	1	4	5	-1	4	4	0	7	5	2
6PR	23	18	5	*	*	0	*	*	0	2	1	1	3	4	-1	18	13	5	14	11	3
MIX 94.5	37	36	1	2	2	0	4	2	2	9	9	0	14	16	-2	8	8	0	20	20	0
92.9	21	21	0	4	5	-1	5	6	-1	8	6	2	3	4	-1	1	1	0	8	9	-1
96FM	20	26	-6	1	2	-1	4	2	2	7	12	-5	7	7	0	1	2	-1	9	10	-1
NOVA93.7	20	23	-3	3	3	0	6	7	-1	8	8	0	3	4	-1	*	1	-1	7	9	-2
ABC720	24	22	2	*	*	0	*	*	0	2	1	1	7	5	2	16	15	1	15	12	3
6RN	3	4	-1	*	*	0	*	*	0	*	*	0	1	2	-1	2	2	0	2	3	-1
NEWSR	4	2	2	*	*	0	*	*	0	1	*	1	1	1	0	2	1	1	2	1	1
6JJJ	11	12	-1	*	*	0	4	2	2	4	8	-4	3	2	1	*	*	0	4	7	-3
ABC CL-FM	6	7	-1	*	*	0	*	*	0	1	*	1	1	1	0	5	5	0	3	5	-2
ALL	197	203	-6	12	13	-1	25	22	3	44	50	-6	50	55	-5	66	63	3	101	102	-1

# Perth Radio - Average Audience (000's) by Session

10+ [Potential: 1337]

Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6iX	11	11	0	14	16	-2	17	18	-1	15	15	0	12	8	4	2	1	1	9	11	-2
6PR	25	20	5	43	32	11	40	31	9	23	18	5	16	17	-1	9	9	0	17	14	3
MIX 94.5	40	38	2	57	57	0	58	57	1	49	51	-2	37	31	6	12	9	3	29	28	1
92.9	23	23	0	27	30	-3	34	26	8	30	29	1	26	26	0	8	9	-1	16	18	-2
96FM	22	28	-6	26	35	-9	36	42	-6	29	40	-11	19	28	-9	7	6	1	15	19	-4
NOVA93.7	23	25	-2	36	41	-5	28	33	-5	27	29	-2	23	25	-2	7	8	-1	14	17	-3
ABC720	26	23	3	58	52	6	30	24	6	20	17	3	21	17	4	10	10	0	19	18	1
6RN	3	5	-2	6	12	-6	2	2	0	2	3	-1	3	6	-3	2	2	0	3	3	0
NEWSR	4	2	2	8	6	2	2	1	1	3	1	2	4	1	3	2	1	1	3	2	1
6JJJ	13	14	-1	15	17	-2	16	21	-5	16	20	-4	17	14	3	5	4	1	7	7	0
ABC CL-FM	6	7	-1	10	9	1	9	10	-1	6	7	-1	7	9	-2	3	4	-1	6	8	-2
ALL	213	219	-6	326	337	-11	297	299	-2	239	257	-18	198	199	-1	73	69	4	156	164	-8

# Perth Radio - Cumulative Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	+/-
Potential	1337	1316	21	167	166	1	167	164	3	314	310	4	337	334	3	352	342	10	625	612	13
6iX	151	150	1	9	12	-3	6	10	-4	23	14	9	50	57	-7	63	56	7	90	75	15
6PR	188	181	7	6	5	1	2	5	-3	31	24	7	41	52	-11	107	94	13	101	97	4
MIX 94.5	484	444	40	65	51	14	53	44	9	131	113	18	155	155	0	81	80	1	234	220	14
92.9	372	365	7	83	90	-7	70	85	-15	126	94	32	75	77	-2	18	19	-1	146	142	4
96FM	323	308	15	34	44	-10	53	36	17	115	115	0	97	87	10	23	26	-3	142	134	8
NOVA93.7	341	334	7	76	65	11	88	80	8	114	107	7	56	69	-13	8	12	-4	121	138	-17
ABC720	311	253	58	6	7	-1	13	8	5	45	25	20	101	78	23	147	136	11	163	136	27
6RN	77	80	-3	*	5	-5	5	3	2	10	7	3	19	29	-10	43	37	6	47	50	-3
NEWSR	69	59	10	3	1	2	4	4	0	12	8	4	21	22	-1	29	24	5	36	32	4
6JJJ	172	135	37	16	8	8	48	26	22	67	68	-1	36	24	12	5	9	-4	68	62	6
ABC CL-FM	87	103	-16	3	4	-1	8	8	0	17	14	3	17	24	-7	42	52	-10	51	55	-4
ALL	1265	1245	20	151	149	2	155	151	4	299	297	2	326	323	3	334	325	9	602	591	11

# Perth Radio - Cumulative Audience (000's) by Session

10+ [Potential: 1337]

Survey #1 - 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	123	117	6	73	77	-4	56	69	-13	63	73	-10	72	58	14	36	23	13	94	101	-7
6PR	172	162	10	129	106	23	100	95	5	94	89	5	81	90	-9	62	61	1	118	117	1
MIX 94.5	442	390	52	289	268	21	227	202	25	243	247	-4	261	195	66	138	110	28	294	304	-10
92.9	336	330	6	178	193	-15	162	146	16	201	201	0	207	193	14	107	107	0	223	230	-7
96FM	284	263	21	148	157	-9	141	134	7	158	175	-17	148	160	-12	93	67	26	179	201	-22
NOVA93.7	317	300	17	211	206	5	151	132	19	189	172	17	167	172	-5	104	99	5	212	217	-5
ABC720	283	240	43	207	185	22	122	111	11	137	117	20	137	118	19	101	80	21	212	168	44
6RN	61	68	-7	35	44	-9	21	18	3	26	24	2	22	26	-4	23	22	1	50	49	1
NEWSR	64	53	11	39	37	2	20	12	8	29	15	14	24	10	14	32	19	13	45	34	11
6JJJ	151	120	31	87	83	4	70	69	1	88	76	12	99	81	18	63	46	17	101	87	14
ABC CL-FM	75	91	-16	40	45	-5	36	52	-16	37	45	-8	42	56	-14	33	34	-1	52	66	-14
ALL	1228	1215	13	1036	1055	-19	826	796	30	894	910	-16	925	908	17	616	549	67	1090	1054	36