

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	6.8	5.1	1.7	1.6	1.3	0.3	2.7	2.8	-0.1	1.9	2.0	-0.1	9.4	7.0	2.4	10.7	7.6	3.1	8.3	5.6	2.7
6PR	9.3	9.1	0.2	0.5	0.3	0.2	0.5	1.7	-1.2	5.3	4.5	0.8	9.0	10.4	-1.4	17.6	15.9	1.7	10.9	10.4	0.5
MIX 94.5	17.8	20.7	-2.9	13.6	18.8	-5.2	10.6	10.7	-0.1	15.8	18.6	-2.8	28.3	31.5	-3.2	12.6	17.5	-4.9	19.3	22.8	-3.5
92.9	10.7	9.7	1.0	42.3	37.5	4.8	20.1	18.0	2.1	13.9	12.9	1.0	8.2	6.5	1.7	0.7	1.2	-0.5	7.9	8.2	-0.3
96FM	11.5	11.4	0.1	9.7	8.7	1.0	14.1	20.6	-6.5	20.6	18.6	2.0	13.0	12.4	0.6	2.3	2.4	-0.1	9.2	9.0	0.2
NOVA93.7	11.6	10.8	0.8	20.3	23.6	-3.3	30.3	26.0	4.3	21.8	18.3	3.5	6.0	6.7	-0.7	0.2	0.3	-0.1	10.1	8.3	1.8
ABC720	12.1	10.2	1.9	3.1	2.2	0.9	0.7	0.6	0.1	2.2	4.1	-1.9	10.6	8.1	2.5	27.2	21.7	5.5	14.2	12.1	2.1
6RN	2.0	2.3	-0.3	*	*	0.0	0.7	0.6	0.1	0.8	0.7	0.1	2.4	3.1	-0.7	3.6	4.0	-0.4	2.8	2.9	-0.1
NEWSR	1.5	1.2	0.3	0.3	0.3	0.0	0.3	0.3	0.0	1.4	0.9	0.5	0.7	1.6	-0.9	3.1	1.8	1.3	1.3	1.3	0.0
6JJJ	5.3	5.9	-0.6	3.8	3.2	0.6	12.1	10.7	1.4	11.2	13.6	-2.4	3.5	4.2	-0.7	0.4	0.4	0.0	3.8	4.8	-1.0
ABC CL-FM	2.4	2.7	-0.3	0.4	0.3	0.1	0.4	0.6	-0.2	0.7	1.4	-0.7	1.5	2.2	-0.7	5.7	5.3	0.4	2.9	3.6	-0.7

Perth Radio - Share Movement (%) by Session

10+

Survey #4 - 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	6.7	5.0	1.7	6.1	4.3	1.8	7.5	5.8	1.7	8.3	5.8	2.5	5.4	4.4	1.0	3.5	3.5	0.0	7.2	5.7	1.5
6PR	9.2	9.3	-0.1	10.8	11.7	-0.9	9.8	10.1	-0.3	7.4	7.3	0.1	7.5	6.9	0.6	10.6	9.3	1.3	9.7	8.4	1.3
MIX 94.5	17.7	21.2	-3.5	17.1	20.5	-3.4	18.4	22.3	-3.9	19.9	23.8	-3.9	17.3	20.7	-3.4	10.8	12.6	-1.8	17.9	19.0	-1.1
92.9	10.9	9.6	1.3	9.4	8.8	0.6	9.0	7.3	1.7	11.6	9.7	1.9	14.7	13.3	1.4	12.4	12.2	0.2	10.0	10.0	0.0
96FM	12.0	11.6	0.4	9.6	10.2	-0.6	13.6	12.9	0.7	15.0	14.1	0.9	10.3	9.4	0.9	9.0	9.2	-0.2	9.4	10.7	-1.3
NOVA93.7	12.1	11.5	0.6	11.5	10.5	1.0	12.2	11.3	0.9	13.0	12.5	0.5	11.9	12.9	-1.0	11.2	10.0	1.2	9.5	8.4	1.1
ABC720	11.6	9.7	1.9	16.5	15.2	1.3	10.0	7.0	3.0	7.5	5.8	1.7	10.4	8.4	2.0	15.4	13.8	1.6	13.7	12.0	1.7
6RN	2.0	2.2	-0.2	2.8	2.6	0.2	1.6	1.8	-0.2	1.3	1.4	-0.1	2.4	3.1	-0.7	1.9	2.9	-1.0	2.2	2.7	-0.5
NEWSR	1.3	1.1	0.2	1.8	1.4	0.4	0.6	0.5	0.1	0.6	0.5	0.1	1.0	0.9	0.1	5.1	4.5	0.6	2.2	1.7	0.5
6JJJ	5.4	6.1	-0.7	5.1	5.1	0.0	4.5	5.9	-1.4	5.2	6.4	-1.2	6.8	7.0	-0.2	6.7	7.0	-0.3	5.2	5.4	-0.2
ABC CL-FM	2.3	2.6	-0.3	2.2	2.3	-0.1	2.7	3.1	-0.4	2.2	2.5	-0.3	2.4	2.8	-0.4	1.6	2.4	-0.8	2.6	3.0	-0.4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	1337	0	167	167	0	167	167	0	314	314	0	337	337	0	352	352	0	625	625	0
6iX	14	11	3	*	*	0	1	1	0	1	1	0	6	4	2	7	5	2	9	6	3
6PR	19	19	0	*	*	0	*	*	0	3	2	1	5	6	-1	11	10	1	12	10	2
MIX 94.5	37	43	-6	2	3	-1	2	3	-1	8	9	-1	17	17	0	8	12	-4	21	23	-2
92.9	23	20	3	6	5	1	5	4	1	7	6	1	5	3	2	*	1	-1	8	8	0
96FM	24	23	1	1	1	0	3	5	-2	10	9	1	8	7	1	1	2	-1	10	9	1
NOVA93.7	24	22	2	3	3	0	7	6	1	11	9	2	4	4	0	*	*	0	11	8	3
ABC720	25	21	4	*	*	0	*	*	0	1	2	-1	6	4	2	17	14	3	15	12	3
6RN	4	5	-1	*	*	0	*	*	0	*	*	0	1	2	-1	2	3	-1	3	3	0
NEWSR	3	3	0	*	*	0	*	*	0	1	*	1	*	1	-1	2	1	1	1	1	0
6JJJ	11	12	-1	1	*	1	3	3	0	6	7	-1	2	2	0	*	*	0	4	5	-1
ABC CL-FM	5	6	-1	*	*	0	*	*	0	*	1	-1	1	1	0	4	3	1	3	4	-1
ALL	210	206	4	13	14	-1	23	24	-1	50	49	1	60	53	7	63	66	-3	106	100	6

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

10+ [Potential: 1337]

Survey #4 - 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	15	11	4	21	14	7	25	19	6	23	16	7	11	9	2	2	2	0	11	9	2
6PR	21	21	0	37	38	-1	33	33	0	21	20	1	16	14	2	7	6	1	15	14	1
MIX 94.5	41	47	-6	58	67	-9	62	72	-10	56	64	-8	36	43	-7	7	8	-1	28	31	-3
92.9	25	22	3	32	29	3	30	24	6	33	26	7	31	28	3	8	8	0	16	16	0
96FM	28	26	2	33	33	0	45	42	3	42	38	4	22	20	2	6	6	0	15	17	-2
NOVA93.7	28	26	2	39	34	5	41	36	5	37	34	3	25	27	-2	7	7	0	15	14	1
ABC720	27	22	5	56	50	6	34	23	11	21	16	5	22	17	5	10	9	1	21	19	2
6RN	5	5	0	10	8	2	5	6	-1	4	4	0	5	7	-2	1	2	-1	3	4	-1
NEWSR	3	2	1	6	4	2	2	2	0	2	1	1	2	2	0	3	3	0	3	3	0
6JJJ	12	14	-2	17	16	1	15	19	-4	15	17	-2	14	14	0	4	5	-1	8	9	-1
ABC CL-FM	5	6	-1	8	7	1	9	10	-1	6	7	-1	5	6	-1	1	2	-1	4	5	-1
ALL	231	224	7	341	325	16	335	322	13	283	270	13	210	208	2	63	65	-2	156	162	-6

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

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	1337	0	167	167	0	167	167	0	314	314	0	337	337	0	352	352	0	625	625	0
6iX	147	119	28	8	4	4	9	8	1	13	12	1	47	41	6	70	55	15	81	63	18
6PR	192	179	13	4	3	1	5	8	-3	36	24	12	56	54	2	92	91	1	107	94	13
MIX 94.5	464	461	3	55	52	3	53	57	-4	120	116	4	161	152	9	76	84	-8	225	220	5
92.9	374	368	6	92	94	-2	69	73	-4	116	110	6	85	77	8	13	14	-1	145	145	0
96FM	286	304	-18	35	43	-8	42	51	-9	110	111	-1	78	80	-2	21	19	2	122	123	-1
NOVA93.7	326	361	-35	63	74	-11	80	88	-8	119	120	-1	59	68	-9	5	11	-6	133	142	-9
ABC720	277	254	23	12	10	2	10	6	4	31	41	-10	82	71	11	142	126	16	148	136	12
6RN	85	85	0	1	*	1	5	4	1	14	13	1	28	28	0	38	40	-2	51	49	2
NEWSR	74	71	3	3	3	0	4	5	-1	11	10	1	17	23	-6	38	30	8	36	34	2
6JJJ	139	144	-5	12	6	6	31	36	-5	64	67	-3	27	29	-2	5	5	0	57	57	0
ABC CL-FM	76	79	-3	6	6	0	4	7	-3	11	14	-3	14	18	-4	42	35	7	46	47	-1
ALL	1268	1266	2	151	149	2	155	154	1	301	300	1	327	326	1	333	336	-3	601	603	-2

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

10+ [Potential: 1337]

Survey #4 - 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	124	105	19	79	65	14	66	55	11	78	64	14	74	60	14	33	25	8	96	78	18
6PR	171	160	11	123	122	1	89	93	-4	87	89	-2	87	83	4	61	57	4	131	126	5
MIX 94.5	417	425	-8	268	280	-12	210	220	-10	253	260	-7	231	249	-18	118	114	4	291	283	8
92.9	341	336	5	213	213	0	145	135	10	205	202	3	205	199	6	99	108	-9	222	225	-3
96FM	254	266	-12	152	152	0	132	133	-1	155	163	-8	143	150	-7	64	69	-5	164	179	-15
NOVA93.7	298	326	-28	197	205	-8	150	152	-2	192	202	-10	173	189	-16	101	101	0	196	212	-16
ABC720	235	218	17	184	176	8	126	112	14	117	102	15	121	102	19	80	66	14	207	180	27
6RN	70	74	-4	50	51	-1	30	29	1	30	37	-7	37	43	-6	17	19	-2	58	53	5
NEWSR	58	55	3	43	33	10	14	14	0	20	19	1	23	22	1	23	22	1	51	44	7
6JJJ	130	129	1	84	78	6	58	70	-12	76	81	-5	81	84	-3	48	57	-9	79	84	-5
ABC CL-FM	66	69	-3	38	38	0	40	43	-3	39	36	3	32	38	-6	17	16	1	48	49	-1
ALL	1245	1244	1	1077	1084	-7	838	836	2	929	928	1	929	915	14	537	546	-9	1059	1051	8