

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	5.1	4.7	0.4	1.3	2.7	-1.4	2.8	2.5	0.3	2.0	2.1	-0.1	7.0	6.7	0.3	7.6	6.2	1.4	5.6	5.0	0.6
6PR	9.1	9.5	-0.4	0.3	0.7	-0.4	1.7	1.7	0.0	4.5	3.0	1.5	10.4	8.4	2.0	15.9	19.5	-3.6	10.4	11.6	-1.2
MIX 94.5	20.7	20.3	0.4	18.8	17.5	1.3	10.7	14.0	-3.3	18.6	19.6	-1.0	31.5	29.1	2.4	17.5	17.1	0.4	22.8	22.0	0.8
92.9	9.7	9.9	-0.2	37.5	34.9	2.6	18.0	19.1	-1.1	12.9	14.5	-1.6	6.5	6.1	0.4	1.2	1.4	-0.2	8.2	8.0	0.2
96FM	11.4	11.7	-0.3	8.7	7.3	1.4	20.6	21.4	-0.8	18.6	20.8	-2.2	12.4	13.0	-0.6	2.4	1.7	0.7	9.0	9.5	-0.5
NOVA93.7	10.8	10.0	0.8	23.6	28.5	-4.9	26.0	21.2	4.8	18.3	17.1	1.2	6.7	6.2	0.5	0.3	0.3	0.0	8.3	7.1	1.2
ABC720	10.2	11.2	-1.0	2.2	0.5	1.7	0.6	0.3	0.3	4.1	4.6	-0.5	8.1	10.7	-2.6	21.7	22.3	-0.6	12.1	13.7	-1.6
6RN	2.3	1.9	0.4	*	*	0.0	0.6	0.2	0.4	0.7	0.7	0.0	3.1	2.6	0.5	4.0	3.1	0.9	2.9	2.4	0.5
NEWSR	1.2	1.3	-0.1	0.3	0.5	-0.2	0.3	0.3	0.0	0.9	1.3	-0.4	1.6	1.6	0.0	1.8	1.7	0.1	1.3	1.7	-0.4
6JJJ	5.9	6.3	-0.4	3.2	4.1	-0.9	10.7	15.4	-4.7	13.6	11.4	2.2	4.2	5.6	-1.4	0.4	0.1	0.3	4.8	4.9	-0.1
ABC CL-FM	2.7	3.2	-0.5	0.3	0.1	0.2	0.6	0.2	0.4	1.4	1.9	-0.5	2.2	1.9	0.3	5.3	6.8	-1.5	3.6	3.9	-0.3

Perth Radio - Share Movement (%) by Session

10+

Survey #3 - 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	5.0	4.6	0.4	4.3	3.5	0.8	5.8	5.5	0.3	5.8	5.5	0.3	4.4	4.8	-0.4	3.5	3.4	0.1	5.7	5.0	0.7
6PR	9.3	9.7	-0.4	11.7	11.1	0.6	10.1	11.4	-1.3	7.3	8.6	-1.3	6.9	6.8	0.1	9.3	9.2	0.1	8.4	8.8	-0.4
MIX 94.5	21.2	20.6	0.6	20.5	20.3	0.2	22.3	21.6	0.7	23.8	22.8	1.0	20.7	20.4	0.3	12.6	13.2	-0.6	19.0	19.1	-0.1
92.9	9.6	10.0	-0.4	8.8	8.5	0.3	7.3	7.9	-0.6	9.7	10.4	-0.7	13.3	13.9	-0.6	12.2	12.6	-0.4	10.0	9.3	0.7
96FM	11.6	12.1	-0.5	10.2	10.1	0.1	12.9	13.7	-0.8	14.1	14.4	-0.3	9.4	10.2	-0.8	9.2	12.0	-2.8	10.7	10.4	0.3
NOVA93.7	11.5	10.5	1.0	10.5	10.8	-0.3	11.3	9.0	2.3	12.5	10.4	2.1	12.9	12.9	0.0	10.0	9.0	1.0	8.4	8.3	0.1
ABC720	9.7	11.1	-1.4	15.2	17.0	-1.8	7.0	8.8	-1.8	5.8	6.3	-0.5	8.4	8.6	-0.2	13.8	15.6	-1.8	12.0	11.6	0.4
6RN	2.2	1.6	0.6	2.6	1.8	0.8	1.8	1.2	0.6	1.4	1.1	0.3	3.1	2.4	0.7	2.9	2.6	0.3	2.7	2.6	0.1
NEWSR	1.1	1.2	-0.1	1.4	1.4	0.0	0.5	0.7	-0.2	0.5	0.9	-0.4	0.9	1.1	-0.2	4.5	3.5	1.0	1.7	1.7	0.0
6JJJ	6.1	6.5	-0.4	5.1	5.4	-0.3	5.9	6.6	-0.7	6.4	7.0	-0.6	7.0	7.5	-0.5	7.0	6.8	0.2	5.4	5.5	-0.1
ABC CL-FM	2.6	3.0	-0.4	2.3	3.2	-0.9	3.1	2.8	0.3	2.5	2.7	-0.2	2.8	3.5	-0.7	2.4	3.1	-0.7	3.0	3.7	-0.7

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

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	11	9	2	*	*	0	1	1	0	1	1	0	4	3	1	5	4	1	6	5	1
6PR	19	19	0	*	*	0	*	*	0	2	1	1	6	4	2	10	13	-3	10	12	-2
MIX 94.5	43	41	2	3	2	1	3	4	-1	9	9	0	17	14	3	12	11	1	23	22	1
92.9	20	20	0	5	4	1	4	5	-1	6	7	-1	3	3	0	1	1	0	8	8	0
96FM	23	23	0	1	1	0	5	6	-1	9	10	-1	7	6	1	2	1	1	9	9	0
NOVA93.7	22	20	2	3	3	0	6	5	1	9	8	1	4	3	1	*	*	0	8	7	1
ABC720	21	22	-1	*	*	0	*	*	0	2	2	0	4	5	-1	14	15	-1	12	13	-1
6RN	5	4	1	*	*	0	*	*	0	*	*	0	2	1	1	3	2	1	3	2	1
NEWSR	3	3	0	*	*	0	*	*	0	*	1	-1	1	1	0	1	1	0	1	2	-1
6JJJ	12	13	-1	*	*	0	3	4	-1	7	5	2	2	3	-1	*	*	0	5	5	0
ABC CL-FM	6	6	0	*	*	0	*	*	0	1	1	0	1	1	0	3	5	-2	4	4	0
ALL	206	200	6	14	12	2	24	26	-2	49	46	3	53	50	3	66	67	-1	100	99	1

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

10+ [Potential: 1337]

Survey #3 - 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	11	10	1	14	12	2	19	16	3	16	14	2	9	10	-1	2	2	0	9	8	1
6PR	21	21	0	38	37	1	33	34	-1	20	21	-1	14	14	0	6	6	0	14	14	0
MIX 94.5	47	45	2	67	68	-1	72	64	8	64	57	7	43	42	1	8	9	-1	31	30	1
92.9	22	22	0	29	28	1	24	23	1	26	26	0	28	29	-1	8	8	0	16	15	1
96FM	26	26	0	33	34	-1	42	40	2	38	36	2	20	21	-1	6	8	-2	17	17	0
NOVA93.7	26	23	3	34	36	-2	36	26	10	34	26	8	27	27	0	7	6	1	14	13	1
ABC720	22	24	-2	50	56	-6	23	26	-3	16	16	0	17	18	-1	9	10	-1	19	19	0
6RN	5	4	1	8	6	2	6	3	3	4	3	1	7	5	2	2	2	0	4	4	0
NEWSR	2	3	-1	4	5	-1	2	2	0	1	2	-1	2	2	0	3	2	1	3	3	0
6JJJ	14	14	0	16	18	-2	19	20	-1	17	18	-1	14	15	-1	5	5	0	9	9	0
ABC CL-FM	6	7	-1	7	11	-4	10	8	2	7	7	0	6	7	-1	2	2	0	5	6	-1
ALL	224	216	8	325	333	-8	322	294	28	270	248	22	208	207	1	65	67	-2	162	160	2

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

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	119	130	-11	4	7	-3	8	6	2	12	12	0	41	49	-8	55	56	-1	63	73	-10
6PR	179	170	9	3	5	-2	8	6	2	24	20	4	54	46	8	91	93	-2	94	94	0
MIX 94.5	461	471	-10	52	61	-9	57	54	3	116	119	-3	152	149	3	84	88	-4	220	224	-4
92.9	368	372	-4	94	90	4	73	75	-2	110	114	-4	77	72	5	14	20	-6	145	143	2
96FM	304	327	-23	43	33	10	51	60	-9	111	119	-8	80	92	-12	19	22	-3	123	135	-12
NOVA93.7	361	366	-5	74	78	-4	88	93	-5	120	122	-2	68	62	6	11	11	0	142	136	6
ABC720	254	281	-27	10	6	4	6	11	-5	41	44	-3	71	89	-18	126	132	-6	136	151	-15
6RN	85	82	3	*	*	0	4	2	2	13	10	3	28	23	5	40	47	-7	49	51	-2
NEWSR	71	56	15	3	2	1	5	2	3	10	10	0	23	18	5	30	24	6	34	30	4
6JJJ	144	162	-18	6	11	-5	36	43	-7	67	70	-3	29	32	-3	5	6	-1	57	66	-9
ABC CL-FM	79	81	-2	6	2	4	7	4	3	14	16	-2	18	19	-1	35	40	-5	47	50	-3
ALL	1266	1264	2	149	152	-3	154	153	1	300	298	2	326	325	1	336	335	1	603	601	2

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

10+ [Potential: 1337]

Survey #3 - 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	105	111	-6	65	61	4	55	51	4	64	64	0	60	62	-2	25	30	-5	78	84	-6
6PR	160	155	5	122	113	9	93	91	2	89	84	5	83	77	6	57	51	6	126	114	12
MIX 94.5	425	425	0	280	305	-25	220	213	7	260	251	9	249	262	-13	114	107	7	283	294	-11
92.9	336	331	5	213	197	16	135	121	14	202	186	16	199	207	-8	108	99	9	225	223	2
96FM	266	287	-21	152	163	-11	133	136	-3	163	165	-2	150	163	-13	69	89	-20	179	188	-9
NOVA93.7	326	330	-4	205	226	-21	152	133	19	202	187	15	189	185	4	101	93	8	212	227	-15
ABC720	218	246	-28	176	194	-18	112	118	-6	102	113	-11	102	116	-14	66	88	-22	180	191	-11
6RN	74	64	10	51	39	12	29	19	10	37	32	5	43	29	14	19	19	0	53	51	2
NEWSR	55	48	7	33	27	6	14	15	-1	19	22	-3	22	22	0	22	24	-2	44	38	6
6JJJ	129	137	-8	78	87	-9	70	72	-2	81	85	-4	84	87	-3	57	60	-3	84	99	-15
ABC CL-FM	69	67	2	38	44	-6	43	36	7	36	33	3	38	42	-4	16	16	0	49	51	-2
ALL	1244	1232	12	1084	1079	5	836	774	62	928	897	31	915	913	2	546	560	-14	1051	1067	-16