

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	6.2	6.8	-0.6	1.4	1.6	-0.2	2.5	2.7	-0.2	2.0	1.9	0.1	8.5	9.4	-0.9	10.0	10.7	-0.7	7.5	8.3	-0.8
6PR	9.0	9.3	-0.3	0.9	0.5	0.4	0.5	0.5	0.0	5.4	5.3	0.1	8.3	9.0	-0.7	17.7	17.6	0.1	9.6	10.9	-1.3
MIX 94.5	16.8	17.8	-1.0	13.7	13.6	0.1	12.1	10.6	1.5	16.0	15.8	0.2	26.3	28.3	-2.0	11.2	12.6	-1.4	18.2	19.3	-1.1
92.9	11.5	10.7	0.8	35.0	42.3	-7.3	25.4	20.1	5.3	13.7	13.9	-0.2	8.9	8.2	0.7	1.3	0.7	0.6	9.4	7.9	1.5
96FM	12.5	11.5	1.0	9.3	9.7	-0.4	13.0	14.1	-1.1	22.5	20.6	1.9	16.0	13.0	3.0	2.3	2.3	0.0	10.2	9.2	1.0
NOVA93.7	11.2	11.6	-0.4	26.4	20.3	6.1	29.1	30.3	-1.2	19.0	21.8	-2.8	5.0	6.0	-1.0	0.3	0.2	0.1	8.9	10.1	-1.2
ABC720	11.9	12.1	-0.2	3.5	3.1	0.4	0.4	0.7	-0.3	2.3	2.2	0.1	11.7	10.6	1.1	25.8	27.2	-1.4	14.3	14.2	0.1
6RN	1.6	2.0	-0.4	*	*	0.0	0.1	0.7	-0.6	1.1	0.8	0.3	1.9	2.4	-0.5	2.7	3.6	-0.9	2.3	2.8	-0.5
NEWSR	1.2	1.5	-0.3	0.1	0.3	-0.2	0.1	0.3	-0.2	1.1	1.4	-0.3	0.8	0.7	0.1	2.4	3.1	-0.7	1.3	1.3	0.0
6JJJ	4.8	5.3	-0.5	3.9	3.8	0.1	10.0	12.1	-2.1	11.0	11.2	-0.2	2.8	3.5	-0.7	0.1	0.4	-0.3	3.9	3.8	0.1
ABC CL-FM	2.4	2.4	0.0	*	0.4	-0.4	*	0.4	-0.4	1.0	0.7	0.3	0.9	1.5	-0.6	6.2	5.7	0.5	2.9	2.9	0.0

Perth Radio - Share Movement (%) by Session

10+

Survey #5 - 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	6.1	6.7	-0.6	5.8	6.1	-0.3	6.6	7.5	-0.9	7.0	8.3	-1.3	5.1	5.4	-0.3	3.6	3.5	0.1	6.8	7.2	-0.4
6PR	8.9	9.2	-0.3	9.6	10.8	-1.2	8.4	9.8	-1.4	8.4	7.4	1.0	8.2	7.5	0.7	11.2	10.6	0.6	9.5	9.7	-0.2
MIX 94.5	16.8	17.7	-0.9	15.8	17.1	-1.3	17.3	18.4	-1.1	19.0	19.9	-0.9	16.3	17.3	-1.0	12.1	10.8	1.3	16.7	17.9	-1.2
92.9	12.2	10.9	1.3	10.2	9.4	0.8	10.0	9.0	1.0	12.9	11.6	1.3	16.5	14.7	1.8	15.6	12.4	3.2	8.9	10.0	-1.1
96FM	13.2	12.0	1.2	11.2	9.6	1.6	15.0	13.6	1.4	16.3	15.0	1.3	11.6	10.3	1.3	6.9	9.0	-2.1	10.0	9.4	0.6
NOVA93.7	11.6	12.1	-0.5	11.3	11.5	-0.2	12.2	12.2	0.0	11.9	13.0	-1.1	11.0	11.9	-0.9	10.3	11.2	-0.9	9.5	9.5	0.0
ABC720	11.6	11.6	0.0	16.7	16.5	0.2	10.1	10.0	0.1	7.1	7.5	-0.4	10.8	10.4	0.4	14.9	15.4	-0.5	13.0	13.7	-0.7
6RN	1.5	2.0	-0.5	2.1	2.8	-0.7	1.0	1.6	-0.6	0.7	1.3	-0.6	1.8	2.4	-0.6	3.3	1.9	1.4	2.0	2.2	-0.2
NEWSR	1.1	1.3	-0.2	1.4	1.8	-0.4	0.7	0.6	0.1	0.6	0.6	0.0	0.7	1.0	-0.3	3.6	5.1	-1.5	1.8	2.2	-0.4
6JJJ	5.0	5.4	-0.4	5.2	5.1	0.1	4.6	4.5	0.1	4.7	5.2	-0.5	5.7	6.8	-1.1	4.7	6.7	-2.0	4.2	5.2	-1.0
ABC CL-FM	2.1	2.3	-0.2	1.9	2.2	-0.3	2.0	2.7	-0.7	1.8	2.2	-0.4	2.7	2.4	0.3	2.6	1.6	1.0	3.5	2.6	0.9

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

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	13	14	-1	*	*	0	1	1	0	1	1	0	5	6	-1	6	7	-1	8	9	-1
6PR	19	19	0	*	*	0	*	*	0	3	3	0	5	5	0	11	11	0	10	12	-2
MIX 94.5	35	37	-2	2	2	0	3	2	1	8	8	0	15	17	-2	7	8	-1	19	21	-2
92.9	24	23	1	5	6	-1	6	5	1	7	7	0	5	5	0	1	*	1	10	8	2
96FM	26	24	2	1	1	0	3	3	0	11	10	1	9	8	1	1	1	0	11	10	1
NOVA93.7	23	24	-1	4	3	1	7	7	0	9	11	-2	3	4	-1	*	*	0	9	11	-2
ABC720	25	25	0	*	*	0	*	*	0	1	1	0	7	6	1	16	17	-1	15	15	0
6RN	3	4	-1	*	*	0	*	*	0	1	*	1	1	1	0	2	2	0	2	3	-1
NEWSR	3	3	0	*	*	0	*	*	0	1	1	0	*	*	0	2	2	0	1	1	0
6JJJ	10	11	-1	1	1	0	3	3	0	5	6	-1	2	2	0	*	*	0	4	4	0
ABC CL-FM	5	5	0	*	*	0	*	*	0	1	*	1	1	1	0	4	4	0	3	3	0
ALL	208	210	-2	14	13	1	25	23	2	48	50	-2	58	60	-2	63	63	0	105	106	-1

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

10+ [Potential: 1337]

Survey #5 - 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	14	15	-1	20	21	-1	23	25	-2	20	23	-3	11	11	0	2	2	0	10	11	-1
6PR	21	21	0	33	37	-4	29	33	-4	25	21	4	17	16	1	7	7	0	14	15	-1
MIX 94.5	39	41	-2	54	58	-4	59	62	-3	55	56	-1	33	36	-3	7	7	0	25	28	-3
92.9	28	25	3	35	32	3	34	30	4	38	33	5	34	31	3	9	8	1	13	16	-3
96FM	31	28	3	38	33	5	51	45	6	47	42	5	24	22	2	4	6	-2	15	15	0
NOVA93.7	27	28	-1	39	39	0	41	41	0	35	37	-2	23	25	-2	6	7	-1	14	15	-1
ABC720	27	27	0	57	56	1	34	34	0	21	21	0	22	22	0	9	10	-1	19	21	-2
6RN	3	5	-2	7	10	-3	3	5	-2	2	4	-2	4	5	-1	2	1	1	3	3	0
NEWSR	2	3	-1	5	6	-1	2	2	0	2	2	0	1	2	-1	2	3	-1	3	3	0
6JJJ	12	12	0	18	17	1	16	15	1	14	15	-1	12	14	-2	3	4	-1	6	8	-2
ABC CL-FM	5	5	0	6	8	-2	7	9	-2	5	6	-1	5	5	0	2	1	1	5	4	1
ALL	232	231	1	342	341	1	340	335	5	290	283	7	205	210	-5	59	63	-4	150	156	-6

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

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	144	147	-3	6	8	-2	8	9	-1	12	13	-1	49	47	2	69	70	-1	77	81	-4
6PR	196	192	4	7	4	3	4	5	-1	40	36	4	55	56	-1	90	92	-2	105	107	-2
MIX 94.5	458	464	-6	60	55	5	48	53	-5	113	120	-7	155	161	-6	82	76	6	223	225	-2
92.9	392	374	18	95	92	3	74	69	5	115	116	-1	90	85	5	17	13	4	155	145	10
96FM	279	286	-7	27	35	-8	37	42	-5	97	110	-13	88	78	10	30	21	9	122	122	0
NOVA93.7	323	326	-3	67	63	4	83	80	3	113	119	-6	55	59	-4	5	5	0	126	133	-7
ABC720	293	277	16	15	12	3	7	10	-3	38	31	7	98	82	16	134	142	-8	155	148	7
6RN	73	85	-12	1	1	0	2	5	-3	17	14	3	25	28	-3	29	38	-9	45	51	-6
NEWSR	61	74	-13	1	3	-2	1	4	-3	13	11	2	16	17	-1	30	38	-8	34	36	-2
6JJJ	127	139	-12	11	12	-1	26	31	-5	65	64	1	22	27	-5	3	5	-2	55	57	-2
ABC CL-FM	74	76	-2	3	6	-3	1	4	-3	13	11	2	11	14	-3	46	42	4	47	46	1
ALL	1264	1268	-4	153	151	2	155	155	0	294	301	-7	329	327	2	332	333	-1	597	601	-4

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

10+ [Potential: 1337]

Survey #5 - 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	118	124	-6	74	79	-5	60	66	-6	69	78	-9	59	74	-15	30	33	-3	94	96	-2
6PR	168	171	-3	117	123	-6	91	89	2	91	87	4	84	87	-3	60	61	-1	126	131	-5
MIX 94.5	403	417	-14	269	268	1	207	210	-3	251	253	-2	223	231	-8	101	118	-17	283	291	-8
92.9	352	341	11	203	213	-10	160	145	15	208	205	3	212	205	7	100	99	1	222	222	0
96FM	244	254	-10	153	152	1	138	132	6	156	155	1	146	143	3	54	64	-10	166	164	2
NOVA93.7	296	298	-2	208	197	11	143	150	-7	164	192	-28	157	173	-16	86	101	-15	193	196	-3
ABC720	249	235	14	196	184	12	128	126	2	118	117	1	135	121	14	79	80	-1	211	207	4
6RN	57	70	-13	39	50	-11	23	30	-7	16	30	-14	31	37	-6	21	17	4	46	58	-12
NEWSR	49	58	-9	32	43	-11	16	14	2	20	20	0	19	23	-4	16	23	-7	42	51	-9
6JJJ	122	130	-8	87	84	3	60	58	2	67	76	-9	69	81	-12	33	48	-15	66	79	-13
ABC CL-FM	64	66	-2	33	38	-5	38	40	-2	37	39	-2	29	32	-3	16	17	-1	51	48	3
ALL	1234	1245	-11	1055	1077	-22	831	838	-7	912	929	-17	912	929	-17	510	537	-27	1044	1059	-15