

# Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	5.5	6.2	-0.7	0.6	1.4	-0.8	1.1	2.5	-1.4	1.3	2.0	-0.7	7.3	8.5	-1.2	9.8	10.0	-0.2	6.9	7.5	-0.6
6PR	9.8	9.0	0.8	1.6	0.9	0.7	0.6	0.5	0.1	6.9	5.4	1.5	10.6	8.3	2.3	16.4	17.7	-1.3	10.2	9.6	0.6
MIX 94.5	17.5	16.8	0.7	14.2	13.7	0.5	11.7	12.1	-0.4	17.0	16.0	1.0	29.7	26.3	3.4	9.8	11.2	-1.4	18.0	18.2	-0.2
92.9	10.6	11.5	-0.9	34.2	35.0	-0.8	24.5	25.4	-0.9	12.3	13.7	-1.4	7.5	8.9	-1.4	1.4	1.3	0.1	9.4	9.4	0.0
96FM	12.3	12.5	-0.2	11.2	9.3	1.9	15.0	13.0	2.0	22.0	22.5	-0.5	14.2	16.0	-1.8	3.0	2.3	0.7	9.5	10.2	-0.7
NOVA93.7	11.0	11.2	-0.2	26.2	26.4	-0.2	34.1	29.1	5.0	16.0	19.0	-3.0	5.1	5.0	0.1	0.4	0.3	0.1	7.5	8.9	-1.4
ABC720	11.0	11.9	-0.9	3.2	3.5	-0.3	0.6	0.4	0.2	5.8	2.3	3.5	10.3	11.7	-1.4	21.1	25.8	-4.7	13.0	14.3	-1.3
6RN	1.8	1.6	0.2	0.5	*	0.5	0.1	0.1	0.0	0.9	1.1	-0.2	1.7	1.9	-0.2	3.4	2.7	0.7	2.3	2.3	0.0
NEWSR	0.8	1.2	-0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.3	1.1	-0.8	1.3	0.8	0.5	1.3	2.4	-1.1	1.2	1.3	-0.1
6JJJ	4.5	4.8	-0.3	3.9	3.9	0.0	8.3	10.0	-1.7	11.1	11.0	0.1	2.6	2.8	-0.2	0.4	0.1	0.3	3.9	3.9	0.0
ABC CL-FM	3.9	2.4	1.5	0.3	*	0.3	0.6	*	0.6	2.1	1.0	1.1	2.4	0.9	1.5	8.7	6.2	2.5	5.3	2.9	2.4

# Perth Radio - Share Movement (%) by Session

10+

Survey #6 - 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	5.3	6.1	-0.8	5.0	5.8	-0.8	6.8	6.6	0.2	5.1	7.0	-1.9	3.8	5.1	-1.3	4.4	3.6	0.8	6.6	6.8	-0.2
6PR	9.8	8.9	0.9	10.1	9.6	0.5	9.8	8.4	1.4	9.7	8.4	1.3	8.2	8.2	0.0	11.6	11.2	0.4	9.7	9.5	0.2
MIX 94.5	17.6	16.8	0.8	17.5	15.8	1.7	16.4	17.3	-0.9	19.7	19.0	0.7	17.3	16.3	1.0	14.5	12.1	2.4	17.1	16.7	0.4
92.9	11.1	12.2	-1.1	9.4	10.2	-0.8	9.2	10.0	-0.8	11.8	12.9	-1.1	15.5	16.5	-1.0	12.6	15.6	-3.0	8.9	8.9	0.0
96FM	12.9	13.2	-0.3	11.2	11.2	0.0	14.3	15.0	-0.7	16.3	16.3	0.0	11.7	11.6	0.1	5.7	6.9	-1.2	10.1	10.0	0.1
NOVA93.7	11.6	11.6	0.0	11.3	11.3	0.0	11.9	12.2	-0.3	12.2	11.9	0.3	11.0	11.0	0.0	10.8	10.3	0.5	8.9	9.5	-0.6
ABC720	10.7	11.6	-0.9	16.1	16.7	-0.6	8.6	10.1	-1.5	6.2	7.1	-0.9	10.5	10.8	-0.3	13.3	14.9	-1.6	12.1	13.0	-0.9
6RN	1.7	1.5	0.2	1.8	2.1	-0.3	1.1	1.0	0.1	1.0	0.7	0.3	2.3	1.8	0.5	4.2	3.3	0.9	2.1	2.0	0.1
NEWSR	0.8	1.1	-0.3	0.9	1.4	-0.5	0.7	0.7	0.0	0.4	0.6	-0.2	0.5	0.7	-0.2	1.9	3.6	-1.7	1.2	1.8	-0.6
6JJJ	4.6	5.0	-0.4	4.4	5.2	-0.8	4.5	4.6	-0.1	4.5	4.7	-0.2	5.6	5.7	-0.1	3.9	4.7	-0.8	4.3	4.2	0.1
ABC CL-FM	3.8	2.1	1.7	3.4	1.9	1.5	4.0	2.0	2.0	3.3	1.8	1.5	4.4	2.7	1.7	4.7	2.6	2.1	4.6	3.5	1.1

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

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	13	-2	*	*	0	*	1	-1	1	1	0	4	5	-1	6	6	0	7	8	-1
6PR	20	19	1	*	*	0	*	*	0	3	3	0	6	5	1	10	11	-1	10	10	0
MIX 94.5	36	35	1	2	2	0	3	3	0	8	8	0	17	15	2	6	7	-1	18	19	-1
92.9	22	24	-2	5	5	0	6	6	0	5	7	-2	4	5	-1	1	1	0	10	10	0
96FM	25	26	-1	2	1	1	4	3	1	10	11	-1	8	9	-1	2	1	1	10	11	-1
NOVA93.7	22	23	-1	4	4	0	8	7	1	7	9	-2	3	3	0	*	*	0	8	9	-1
ABC720	22	25	-3	*	*	0	*	*	0	3	1	2	6	7	-1	13	16	-3	13	15	-2
6RN	4	3	1	*	*	0	*	*	0	*	1	-1	1	1	0	2	2	0	2	2	0
NEWSR	2	3	-1	*	*	0	*	*	0	*	1	-1	1	*	1	1	2	-1	1	1	0
6JJJ	9	10	-1	1	1	0	2	3	-1	5	5	0	1	2	-1	*	*	0	4	4	0
ABC CL-FM	8	5	3	*	*	0	*	*	0	1	1	0	1	1	0	6	4	2	5	3	2
ALL	203	208	-5	14	14	0	25	25	0	44	48	-4	56	58	-2	63	63	0	102	105	-3

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

10+ [Potential: 1337]

Survey #6 - 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	12	14	-2	17	20	-3	22	23	-1	14	20	-6	7	11	-4	3	2	1	10	10	0
6PR	22	21	1	33	33	0	32	29	3	26	25	1	16	17	-1	7	7	0	15	14	1
MIX 94.5	39	39	0	58	54	4	53	59	-6	53	55	-2	34	33	1	9	7	2	27	25	2
92.9	25	28	-3	31	35	-4	30	34	-4	32	38	-6	31	34	-3	8	9	-1	14	13	1
96FM	29	31	-2	37	38	-1	47	51	-4	44	47	-3	23	24	-1	3	4	-1	16	15	1
NOVA93.7	26	27	-1	37	39	-2	39	41	-2	33	35	-2	22	23	-1	6	6	0	14	14	0
ABC720	24	27	-3	53	57	-4	28	34	-6	17	21	-4	21	22	-1	8	9	-1	19	19	0
6RN	4	3	1	6	7	-1	4	3	1	3	2	1	4	4	0	3	2	1	3	3	0
NEWSR	2	2	0	3	5	-2	2	2	0	1	2	-1	1	1	0	1	2	-1	2	3	-1
6JJJ	10	12	-2	15	18	-3	15	16	-1	12	14	-2	11	12	-1	2	3	-1	7	6	1
ABC CL-FM	8	5	3	11	6	5	13	7	6	9	5	4	9	5	4	3	2	1	7	5	2
ALL	222	232	-10	330	342	-12	326	340	-14	269	290	-21	197	205	-8	60	59	1	158	150	8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	144	0	8	6	2	9	8	1	12	12	0	52	49	3	63	69	-6	76	77	-1
6PR	206	196	10	17	7	10	6	4	2	36	40	-4	64	55	9	82	90	-8	100	105	-5
MIX 94.5	437	458	-21	57	60	-3	41	48	-7	110	113	-3	152	155	-3	76	82	-6	218	223	-5
92.9	380	392	-12	85	95	-10	75	74	1	119	115	4	84	90	-6	17	17	0	167	155	12
96FM	265	279	-14	29	27	2	39	37	2	97	97	0	73	88	-15	28	30	-2	115	122	-7
NOVA93.7	340	323	17	67	67	0	86	83	3	120	113	7	60	55	5	7	5	2	130	126	4
ABC720	306	293	13	18	15	3	11	7	4	47	38	9	94	98	-4	137	134	3	156	155	1
6RN	70	73	-3	2	1	1	1	2	-1	15	17	-2	21	25	-4	31	29	2	36	45	-9
NEWSR	56	61	-5	1	1	0	1	1	0	8	13	-5	23	16	7	24	30	-6	33	34	-1
6JJJ	128	127	1	12	11	1	35	26	9	57	65	-8	20	22	-2	5	3	2	54	55	-1
ABC CL-FM	93	74	19	3	3	0	4	1	3	15	13	2	16	11	5	54	46	8	61	47	14
ALL	1263	1264	-1	152	153	-1	154	155	-1	299	294	5	325	329	-4	333	332	1	601	597	4

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

10+ [Potential: 1337]

Survey #6 - 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	115	118	-3	69	74	-5	65	60	5	61	69	-8	47	59	-12	30	30	0	94	94	0
6PR	175	168	7	125	117	8	101	91	10	101	91	10	92	84	8	63	60	3	136	126	10
MIX 94.5	388	403	-15	266	269	-3	196	207	-11	240	251	-11	213	223	-10	105	101	4	267	283	-16
92.9	339	352	-13	192	203	-11	157	160	-3	199	208	-9	208	212	-4	99	100	-1	222	222	0
96FM	232	244	-12	142	153	-11	122	138	-16	150	156	-6	143	146	-3	61	54	7	161	166	-5
NOVA93.7	315	296	19	216	208	8	145	143	2	165	164	1	160	157	3	86	86	0	202	193	9
ABC720	266	249	17	204	196	8	117	128	-11	120	118	2	137	135	2	76	79	-3	216	211	5
6RN	58	57	1	35	39	-4	19	23	-4	19	16	3	33	31	2	25	21	4	40	46	-6
NEWSR	45	49	-4	27	32	-5	17	16	1	20	20	0	14	19	-5	13	16	-3	36	42	-6
6JJJ	119	122	-3	74	87	-13	65	60	5	59	67	-8	68	69	-1	39	33	6	70	66	4
ABC CL-FM	86	64	22	42	33	9	55	38	17	54	37	17	50	29	21	28	16	12	66	51	15
ALL	1231	1234	-3	1057	1055	2	836	831	5	901	912	-11	900	912	-12	524	510	14	1054	1044	10