

# Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	5.5	0.7	1.4	0.6	0.8	2.8	1.1	1.7	1.2	1.3	-0.1	9.2	7.3	1.9	9.3	9.8	-0.5	7.0	6.9	0.1
6PR	9.3	9.8	-0.5	1.6	1.6	0.0	0.4	0.6	-0.2	6.5	6.9	-0.4	10.2	10.6	-0.4	15.0	16.4	-1.4	10.1	10.2	-0.1
MIX 94.5	16.2	17.5	-1.3	12.0	14.2	-2.2	6.9	11.7	-4.8	15.5	17.0	-1.5	29.0	29.7	-0.7	9.1	9.8	-0.7	17.8	18.0	-0.2
92.9	12.3	10.6	1.7	45.6	34.2	11.4	27.7	24.5	3.2	16.1	12.3	3.8	8.9	7.5	1.4	0.9	1.4	-0.5	10.1	9.4	0.7
96FM	11.3	12.3	-1.0	12.6	11.2	1.4	14.0	15.0	-1.0	19.0	22.0	-3.0	13.0	14.2	-1.2	2.9	3.0	-0.1	9.9	9.5	0.4
NOVA93.7	10.2	11.0	-0.8	16.4	26.2	-9.8	33.5	34.1	-0.6	18.1	16.0	2.1	4.5	5.1	-0.6	0.3	0.4	-0.1	7.7	7.5	0.2
ABC720	11.6	11.0	0.6	2.9	3.2	-0.3	0.4	0.6	-0.2	5.6	5.8	-0.2	9.5	10.3	-0.8	23.5	21.1	2.4	13.3	13.0	0.3
6RN	2.5	1.8	0.7	0.9	0.5	0.4	0.4	0.1	0.3	1.3	0.9	0.4	2.5	1.7	0.8	4.3	3.4	0.9	2.8	2.3	0.5
NEWSR	1.0	0.8	0.2	0.3	0.1	0.2	*	0.1	-0.1	0.6	0.3	0.3	1.5	1.3	0.2	1.3	1.3	0.0	1.0	1.2	-0.2
6JJJ	5.4	4.5	0.9	4.7	3.9	0.8	11.5	8.3	3.2	10.9	11.1	-0.2	4.2	2.6	1.6	0.4	0.4	0.0	4.1	3.9	0.2
ABC CL-FM	3.3	3.9	-0.6	0.3	0.3	0.0	0.8	0.6	0.2	1.4	2.1	-0.7	1.8	2.4	-0.6	7.6	8.7	-1.1	4.5	5.3	-0.8

# Perth Radio - Share Movement (%) by Session

10+

Survey #7 - 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	5.9	5.3	0.6	4.7	5.0	-0.3	7.8	6.8	1.0	6.4	5.1	1.3	5.1	3.8	1.3	4.9	4.4	0.5	7.2	6.6	0.6
6PR	9.3	9.8	-0.5	9.3	10.1	-0.8	9.5	9.8	-0.3	8.6	9.7	-1.1	8.1	8.2	-0.1	13.5	11.6	1.9	9.1	9.7	-0.6
MIX 94.5	16.3	17.6	-1.3	17.3	17.5	-0.2	16.0	16.4	-0.4	18.0	19.7	-1.7	14.6	17.3	-2.7	11.7	14.5	-2.8	15.7	17.1	-1.4
92.9	12.5	11.1	1.4	9.9	9.4	0.5	11.2	9.2	2.0	13.5	11.8	1.7	17.2	15.5	1.7	14.1	12.6	1.5	11.8	8.9	2.9
96FM	11.7	12.9	-1.2	9.6	11.2	-1.6	12.8	14.3	-1.5	15.3	16.3	-1.0	10.7	11.7	-1.0	6.0	5.7	0.3	9.9	10.1	-0.2
NOVA93.7	10.7	11.6	-0.9	10.6	11.3	-0.7	10.2	11.9	-1.7	12.2	12.2	0.0	10.0	11.0	-1.0	8.6	10.8	-2.2	8.4	8.9	-0.5
ABC720	11.5	10.7	0.8	16.6	16.1	0.5	9.5	8.6	0.9	7.2	6.2	1.0	10.1	10.5	-0.4	15.2	13.3	1.9	12.0	12.1	-0.1
6RN	2.4	1.7	0.7	2.9	1.8	1.1	1.3	1.1	0.2	2.1	1.0	1.1	3.3	2.3	1.0	3.6	4.2	-0.6	2.6	2.1	0.5
NEWSR	0.9	0.8	0.1	1.3	0.9	0.4	0.7	0.7	0.0	0.4	0.4	0.0	0.7	0.5	0.2	1.9	1.9	0.0	1.2	1.2	0.0
6JJJ	5.4	4.6	0.8	4.3	4.4	-0.1	5.0	4.5	0.5	5.7	4.5	1.2	7.2	5.6	1.6	5.6	3.9	1.7	5.4	4.3	1.1
ABC CL-FM	3.3	3.8	-0.5	3.1	3.4	-0.3	3.7	4.0	-0.3	2.9	3.3	-0.4	3.8	4.4	-0.6	3.5	4.7	-1.2	3.3	4.6	-1.3

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

Mon-Sun 5.30am-12.00Mdnt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	12	11	1	*	*	0	1	*	1	1	1	0	5	4	1	6	6	0	7	7	0
6PR	18	20	-2	*	*	0	*	*	0	3	3	0	6	6	0	9	10	-1	10	10	0
MIX 94.5	32	36	-4	1	2	-1	1	3	-2	7	8	-1	16	17	-1	6	6	0	18	18	0
92.9	24	22	2	6	5	1	6	6	0	7	5	2	5	4	1	1	1	0	10	10	0
96FM	22	25	-3	2	2	0	3	4	-1	9	10	-1	7	8	-1	2	2	0	10	10	0
NOVA93.7	20	22	-2	2	4	-2	7	8	-1	8	7	1	3	3	0	*	*	0	8	8	0
ABC720	23	22	1	*	*	0	*	*	0	3	3	0	5	6	-1	15	13	2	13	13	0
6RN	5	4	1	*	*	0	*	*	0	1	*	1	1	1	0	3	2	1	3	2	1
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	1	1	0	1	1	0	1	1	0
6JJJ	11	9	2	1	1	0	2	2	0	5	5	0	2	1	1	*	*	0	4	4	0
ABC CL-FM	7	8	-1	*	*	0	*	*	0	1	1	0	1	1	0	5	6	-1	5	5	0
ALL	199	203	-4	12	14	-2	22	25	-3	45	44	1	57	56	1	62	63	-1	100	102	-2

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

10+ [Potential: 1337]

Survey #7 - 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	13	12	1	16	17	-1	24	22	2	17	14	3	10	7	3	3	3	0	11	10	1
6PR	20	22	-2	31	33	-2	29	32	-3	22	26	-4	16	16	0	8	7	1	14	15	-1
MIX 94.5	35	39	-4	57	58	-1	49	53	-4	46	53	-7	28	34	-6	7	9	-2	24	27	-3
92.9	27	25	2	33	31	2	35	30	5	35	32	3	33	31	2	9	8	1	18	14	4
96FM	25	29	-4	32	37	-5	40	47	-7	39	44	-5	21	23	-2	4	3	1	15	16	-1
NOVA93.7	23	26	-3	35	37	-2	32	39	-7	31	33	-2	20	22	-2	5	6	-1	13	14	-1
ABC720	25	24	1	55	53	2	29	28	1	19	17	2	20	21	-1	9	8	1	18	19	-1
6RN	5	4	1	10	6	4	4	4	0	5	3	2	6	4	2	2	3	-1	4	3	1
NEWSR	2	2	0	4	3	1	2	2	0	1	1	0	1	1	0	1	1	0	2	2	0
6JJJ	12	10	2	14	15	-1	16	15	1	15	12	3	14	11	3	3	2	1	8	7	1
ABC CL-FM	7	8	-1	10	11	-1	11	13	-2	7	9	-2	7	9	-2	2	3	-1	5	7	-2
ALL	217	222	-5	330	330	0	310	326	-16	258	269	-11	194	197	-3	61	60	1	154	158	-4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	144	3	12	8	4	9	9	0	10	12	-2	56	52	4	60	63	-3	71	76	-5
6PR	211	206	5	20	17	3	6	6	0	39	36	3	67	64	3	80	82	-2	105	100	5
MIX 94.5	400	437	-37	51	57	-6	34	41	-7	105	110	-5	146	152	-6	65	76	-11	207	218	-11
92.9	369	380	-11	75	85	-10	81	75	6	111	119	-8	82	84	-2	20	17	3	158	167	-9
96FM	261	265	-4	32	29	3	47	39	8	98	97	1	62	73	-11	23	28	-5	113	115	-2
NOVA93.7	332	340	-8	60	67	-7	80	86	-6	122	120	2	61	60	1	9	7	2	137	130	7
ABC720	281	306	-25	15	18	-3	9	11	-2	36	47	-11	81	94	-13	140	137	3	141	156	-15
6RN	80	70	10	4	2	2	3	1	2	10	15	-5	26	21	5	36	31	5	40	36	4
NEWSR	55	56	-1	2	1	1	1	1	0	8	8	0	21	23	-2	22	24	-2	31	33	-2
6JJJ	148	128	20	20	12	8	38	35	3	58	57	1	27	20	7	5	5	0	62	54	8
ABC CL-FM	85	93	-8	4	3	1	6	4	2	15	15	0	17	16	1	45	54	-9	51	61	-10
ALL	1261	1263	-2	151	152	-1	150	154	-4	302	299	3	323	325	-2	334	333	1	600	601	-1

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

10+ [Potential: 1337]

Survey #7 - 2007

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
6iX	117	115	2	65	69	-4	71	65	6	69	61	8	60	47	13	31	30	1	101	94	7
6PR	185	175	10	121	125	-4	102	101	1	97	101	-4	97	92	5	60	63	-3	132	136	-4
MIX 94.5	359	388	-29	229	266	-37	183	196	-13	221	240	-19	183	213	-30	96	105	-9	243	267	-24
92.9	340	339	1	196	192	4	151	157	-6	203	199	4	223	208	15	98	99	-1	224	222	2
96FM	228	232	-4	138	142	-4	113	122	-9	145	150	-5	128	143	-15	53	61	-8	159	161	-2
NOVA93.7	311	315	-4	212	216	-4	137	145	-8	170	165	5	154	160	-6	81	86	-5	185	202	-17
ABC720	247	266	-19	190	204	-14	106	117	-11	116	120	-4	124	137	-13	81	76	5	197	216	-19
6RN	69	58	11	45	35	10	21	19	2	26	19	7	38	33	5	26	25	1	46	40	6
NEWSR	45	45	0	31	27	4	16	17	-1	16	20	-4	15	14	1	14	13	1	33	36	-3
6JJJ	132	119	13	77	74	3	65	65	0	72	59	13	73	68	5	47	39	8	90	70	20
ABC CL-FM	79	86	-7	43	42	1	45	55	-10	52	54	-2	45	50	-5	25	28	-3	56	66	-10
ALL	1236	1231	5	1060	1057	3	813	836	-23	900	901	-1	885	900	-15	500	524	-24	1050	1054	-4