

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	6.2	-1.1	1.2	1.4	-0.2	2.3	2.8	-0.5	0.9	1.2	-0.3	8.5	9.2	-0.7	6.7	9.3	-2.6	5.1	7.0	-1.9
6PR	9.8	9.3	0.5	0.6	1.6	-1.0	0.1	0.4	-0.3	4.5	6.5	-2.0	9.0	10.2	-1.2	19.4	15.0	4.4	10.7	10.1	0.6
MIX 94.5	14.2	16.2	-2.0	10.6	12.0	-1.4	6.3	6.9	-0.6	16.5	15.5	1.0	20.8	29.0	-8.2	9.7	9.1	0.6	15.7	17.8	-2.1
92.9	13.3	12.3	1.0	47.1	45.6	1.5	30.4	27.7	2.7	17.6	16.1	1.5	10.3	8.9	1.4	1.3	0.9	0.4	10.5	10.1	0.4
96FM	10.9	11.3	-0.4	8.5	12.6	-4.1	11.1	14.0	-2.9	17.2	19.0	-1.8	15.4	13.0	2.4	2.6	2.9	-0.3	11.5	9.9	1.6
NOVA93.7	10.7	10.2	0.5	22.9	16.4	6.5	26.2	33.5	-7.3	18.6	18.1	0.5	7.0	4.5	2.5	0.4	0.3	0.1	8.4	7.7	0.7
ABC720	11.9	11.6	0.3	1.8	2.9	-1.1	1.4	0.4	1.0	3.7	5.6	-1.9	11.0	9.5	1.5	24.3	23.5	0.8	13.3	13.3	0.0
6RN	2.6	2.5	0.1	0.1	0.9	-0.8	2.6	0.4	2.2	1.7	1.3	0.4	2.4	2.5	-0.1	3.8	4.3	-0.5	2.6	2.8	-0.2
NEWSR	1.0	1.0	0.0	0.1	0.3	-0.2	*	*	0.0	0.7	0.6	0.1	1.6	1.5	0.1	1.0	1.3	-0.3	1.1	1.0	0.1
6JJJ	6.7	5.4	1.3	4.7	4.7	0.0	16.6	11.5	5.1	12.7	10.9	1.8	4.9	4.2	0.7	0.5	0.4	0.1	5.7	4.1	1.6
ABC CL-FM	1.9	3.3	-1.4	0.3	0.3	0.0	0.2	0.8	-0.6	0.4	1.4	-1.0	0.8	1.8	-1.0	4.7	7.6	-2.9	2.4	4.5	-2.1

Perth Radio - Share Movement (%) by Session

10+

Survey #8 - 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	4.8	5.9	-1.1	3.7	4.7	-1.0	5.5	7.8	-2.3	6.0	6.4	-0.4	4.5	5.1	-0.6	2.9	4.9	-2.0	6.2	7.2	-1.0
6PR	10.3	9.3	1.0	11.3	9.3	2.0	10.2	9.5	0.7	8.7	8.6	0.1	8.6	8.1	0.5	15.6	13.5	2.1	7.9	9.1	-1.2
MIX 94.5	14.3	16.3	-2.0	14.2	17.3	-3.1	15.8	16.0	-0.2	15.9	18.0	-2.1	12.2	14.6	-2.4	9.6	11.7	-2.1	13.5	15.7	-2.2
92.9	13.4	12.5	0.9	11.2	9.9	1.3	11.7	11.2	0.5	13.9	13.5	0.4	18.4	17.2	1.2	15.9	14.1	1.8	13.1	11.8	1.3
96FM	11.2	11.7	-0.5	9.0	9.6	-0.6	13.5	12.8	0.7	14.3	15.3	-1.0	9.3	10.7	-1.4	6.0	6.0	0.0	10.0	9.9	0.1
NOVA93.7	11.1	10.7	0.4	11.5	10.6	0.9	10.7	10.2	0.5	12.2	12.2	0.0	10.7	10.0	0.7	8.0	8.6	-0.6	8.9	8.4	0.5
ABC720	11.8	11.5	0.3	17.1	16.6	0.5	9.7	9.5	0.2	7.9	7.2	0.7	9.3	10.1	-0.8	15.6	15.2	0.4	12.5	12.0	0.5
6RN	2.5	2.4	0.1	3.0	2.9	0.1	1.4	1.3	0.1	1.7	2.1	-0.4	3.5	3.3	0.2	4.0	3.6	0.4	2.9	2.6	0.3
NEWSR	0.9	0.9	0.0	1.5	1.3	0.2	0.6	0.7	-0.1	0.3	0.4	-0.1	0.8	0.7	0.1	2.2	1.9	0.3	1.1	1.2	-0.1
6JJJ	7.0	5.4	1.6	5.5	4.3	1.2	7.0	5.0	2.0	7.9	5.7	2.2	8.5	7.2	1.3	6.4	5.6	0.8	5.5	5.4	0.1
ABC CL-FM	1.7	3.3	-1.6	1.2	3.1	-1.9	2.4	3.7	-1.3	1.5	2.9	-1.4	1.8	3.8	-2.0	1.9	3.5	-1.6	2.5	3.3	-0.8

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

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	10	12	-2	*	*	0	1	1	0	*	1	-1	5	5	0	4	6	-2	5	7	-2
6PR	20	18	2	*	*	0	*	*	0	2	3	-1	5	6	-1	12	9	3	11	10	1
MIX 94.5	29	32	-3	1	1	0	1	1	0	8	7	1	12	16	-4	6	6	0	16	18	-2
92.9	27	24	3	5	6	-1	7	6	1	9	7	2	6	5	1	1	1	0	11	10	1
96FM	22	22	0	1	2	-1	2	3	-1	8	9	-1	9	7	2	2	2	0	12	10	2
NOVA93.7	22	20	2	3	2	1	6	7	-1	9	8	1	4	3	1	*	*	0	9	8	1
ABC720	24	23	1	*	*	0	*	*	0	2	3	-1	6	5	1	16	15	1	14	13	1
6RN	5	5	0	*	*	0	1	*	1	1	1	0	1	1	0	2	3	-1	3	3	0
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	1	1	0	1	1	0	1	1	0
6JJJ	14	11	3	1	1	0	4	2	2	6	5	1	3	2	1	*	*	0	6	4	2
ABC CL-FM	4	7	-3	*	*	0	*	*	0	*	1	-1	*	1	-1	3	5	-2	2	5	-3
ALL	204	199	5	11	12	-1	22	22	0	49	45	4	57	57	0	64	62	2	102	100	2

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

10+ [Potential: 1337]

Survey #8 - 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	13	-2	13	16	-3	17	24	-7	16	17	-1	9	10	-1	2	3	-1	10	11	-1
6PR	23	20	3	39	31	8	32	29	3	23	22	1	17	16	1	10	8	2	12	14	-2
MIX 94.5	32	35	-3	49	57	-8	50	49	1	42	46	-4	25	28	-3	6	7	-1	21	24	-3
92.9	30	27	3	38	33	5	37	35	2	37	35	2	37	33	4	10	9	1	20	18	2
96FM	25	25	0	31	32	-1	42	40	2	38	39	-1	19	21	-2	4	4	0	15	15	0
NOVA93.7	25	23	2	39	35	4	34	32	2	33	31	2	22	20	2	5	5	0	14	13	1
ABC720	26	25	1	59	55	4	31	29	2	21	19	2	19	20	-1	10	9	1	19	18	1
6RN	5	5	0	10	10	0	4	4	0	4	5	-1	7	6	1	3	2	1	5	4	1
NEWSR	2	2	0	5	4	1	2	2	0	1	1	0	2	1	1	1	1	0	2	2	0
6JJJ	16	12	4	19	14	5	22	16	6	21	15	6	17	14	3	4	3	1	9	8	1
ABC CL-FM	4	7	-3	4	10	-6	7	11	-4	4	7	-3	4	7	-3	1	2	-1	4	5	-1
ALL	223	217	6	343	330	13	313	310	3	267	258	9	201	194	7	64	61	3	154	154	0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	129	147	-18	8	12	-4	7	9	-2	11	10	1	49	56	-7	53	60	-7	65	71	-6
6PR	199	211	-12	8	20	-12	6	6	0	31	39	-8	62	67	-5	92	80	12	105	105	0
MIX 94.5	401	400	1	49	51	-2	42	34	8	105	105	0	135	146	-11	70	65	5	202	207	-5
92.9	383	369	14	85	75	10	86	81	5	109	111	-2	83	82	1	19	20	-1	146	158	-12
96FM	273	261	12	41	32	9	45	47	-2	90	98	-8	74	62	12	23	23	0	115	113	2
NOVA93.7	335	332	3	64	60	4	77	80	-3	118	122	-4	65	61	4	12	9	3	139	137	2
ABC720	284	281	3	12	15	-3	10	9	1	33	36	-3	86	81	5	142	140	2	146	141	5
6RN	75	80	-5	2	4	-2	4	3	1	10	10	0	26	26	0	33	36	-3	38	40	-2
NEWSR	50	55	-5	2	2	0	1	1	0	9	8	1	18	21	-3	19	22	-3	25	31	-6
6JJJ	153	148	5	15	20	-5	40	38	2	60	58	2	34	27	7	4	5	-1	68	62	6
ABC CL-FM	67	85	-18	5	4	1	4	6	-2	11	15	-4	15	17	-2	32	45	-13	35	51	-16
ALL	1263	1261	2	149	151	-2	154	150	4	299	302	-3	328	323	5	334	334	0	600	600	0

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

10+ [Potential: 1337]

Survey #8 - 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	99	117	-18	54	65	-11	58	71	-13	69	69	0	52	60	-8	21	31	-10	92	101	-9
6PR	179	185	-6	126	121	5	95	102	-7	91	97	-6	87	97	-10	68	60	8	115	132	-17
MIX 94.5	354	359	-5	222	229	-7	183	183	0	217	221	-4	172	183	-11	73	96	-23	243	243	0
92.9	361	340	21	206	196	10	157	151	6	208	203	5	225	223	2	102	98	4	225	224	1
96FM	230	228	2	126	138	-12	119	113	6	141	145	-4	116	128	-12	49	53	-4	162	159	3
NOVA93.7	309	311	-2	221	212	9	142	137	5	179	170	9	158	154	4	85	81	4	191	185	6
ABC720	257	247	10	195	190	5	120	106	14	129	116	13	115	124	-9	86	81	5	192	197	-5
6RN	67	69	-2	46	45	1	25	21	4	25	26	-1	37	38	-1	21	26	-5	45	46	-1
NEWSR	43	45	-2	28	31	-3	13	16	-3	10	16	-6	16	15	1	11	14	-3	28	33	-5
6JJJ	141	132	9	92	77	15	76	65	11	89	72	17	89	73	16	44	47	-3	92	90	2
ABC CL-FM	54	79	-25	27	43	-16	28	45	-17	33	52	-19	27	45	-18	16	25	-9	43	56	-13
ALL	1243	1236	7	1063	1060	3	800	813	-13	908	900	8	886	885	1	485	500	-15	1032	1050	-18