

Perth Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	4.7	5.4	-0.7	2.7	2.0	0.7	2.5	0.3	2.2	2.1	4.7	-2.6	6.7	7.7	-1.0	6.2	6.8	-0.6	5.0	6.9	-1.9
6PR	9.5	11.5	-2.0	0.7	0.9	-0.2	1.7	0.5	1.2	3.0	3.5	-0.5	8.4	5.9	2.5	19.5	27.1	-7.6	11.6	13.6	-2.0
MIX 94.5	20.3	18.8	1.5	17.5	14.4	3.1	14.0	16.2	-2.2	19.6	20.9	-1.3	29.1	27.8	1.3	17.1	12.3	4.8	22.0	19.8	2.2
92.9	9.9	10.8	-0.9	34.9	36.7	-1.8	19.1	20.5	-1.4	14.5	17.5	-3.0	6.1	6.8	-0.7	1.4	0.9	0.5	8.0	8.3	-0.3
96FM	11.7	10.1	1.6	7.3	9.0	-1.7	21.4	17.6	3.8	20.8	15.7	5.1	13.0	13.4	-0.4	1.7	1.2	0.5	9.5	8.6	0.9
NOVA93.7	10.0	10.3	-0.3	28.5	28.0	0.5	21.2	24.3	-3.1	17.1	17.3	-0.2	6.2	6.4	-0.2	0.3	0.2	0.1	7.1	6.8	0.3
ABC720	11.2	12.4	-1.2	0.5	0.7	-0.2	0.3	0.4	-0.1	4.6	4.1	0.5	10.7	13.7	-3.0	22.3	23.6	-1.3	13.7	14.7	-1.0
6RN	1.9	1.5	0.4	*	*	0.0	0.2	0.2	0.0	0.7	0.8	-0.1	2.6	1.3	1.3	3.1	2.8	0.3	2.4	1.9	0.5
NEWSR	1.3	1.8	-0.5	0.5	0.4	0.1	0.3	0.8	-0.5	1.3	1.4	-0.1	1.6	1.9	-0.3	1.7	2.7	-1.0	1.7	2.2	-0.5
6JJJ	6.3	5.7	0.6	4.1	3.7	0.4	15.4	17.0	-1.6	11.4	8.7	2.7	5.6	5.3	0.3	0.1	0.1	0.0	4.9	3.7	1.2
ABC CL-FM	3.2	3.1	0.1	0.1	0.2	-0.1	0.2	0.5	-0.3	1.9	1.3	0.6	1.9	1.2	0.7	6.8	7.2	-0.4	3.9	3.4	0.5

Perth Radio - Share Movement (%) by Session

10+

Survey #2 - 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	4.6	5.4	-0.8	3.5	4.4	-0.9	5.5	5.8	-0.3	5.5	6.4	-0.9	4.8	6.3	-1.5	3.4	3.3	0.1	5.0	5.6	-0.6
6PR	9.7	11.5	-1.8	11.1	13.3	-2.2	11.4	13.4	-2.0	8.6	9.5	-0.9	6.8	8.0	-1.2	9.2	12.6	-3.4	8.8	11.2	-2.4
MIX 94.5	20.6	18.8	1.8	20.3	17.6	2.7	21.6	19.6	2.0	22.8	20.3	2.5	20.4	18.9	1.5	13.2	16.8	-3.6	19.1	18.6	0.5
92.9	10.0	11.0	-1.0	8.5	8.3	0.2	7.9	11.6	-3.7	10.4	12.5	-2.1	13.9	13.0	0.9	12.6	10.5	2.1	9.3	10.1	-0.8
96FM	12.1	10.3	1.8	10.1	7.9	2.2	13.7	12.1	1.6	14.4	12.1	2.3	10.2	9.4	0.8	12.0	9.7	2.3	10.4	9.5	0.9
NOVA93.7	10.5	10.7	-0.2	10.8	11.1	-0.3	9.0	9.5	-0.5	10.4	11.4	-1.0	12.9	11.5	1.4	9.0	9.8	-0.8	8.3	9.0	-0.7
ABC720	11.1	12.4	-1.3	17.0	17.9	-0.9	8.8	10.2	-1.4	6.3	8.6	-2.3	8.6	10.7	-2.1	15.6	13.8	1.8	11.6	12.4	-0.8
6RN	1.6	1.3	0.3	1.8	1.8	0.0	1.2	0.8	0.4	1.1	0.8	0.3	2.4	1.5	0.9	2.6	2.1	0.5	2.6	2.0	0.6
NEWSR	1.2	1.7	-0.5	1.4	2.3	-0.9	0.7	0.8	-0.1	0.9	1.1	-0.2	1.1	1.9	-0.8	3.5	3.2	0.3	1.7	2.2	-0.5
6JJJ	6.5	6.1	0.4	5.4	4.7	0.7	6.6	5.5	1.1	7.0	6.8	0.2	7.5	8.6	-1.1	6.8	6.3	0.5	5.5	4.2	1.3
ABC CL-FM	3.0	2.9	0.1	3.2	3.0	0.2	2.8	2.9	-0.1	2.7	2.4	0.3	3.5	3.3	0.2	3.1	3.5	-0.4	3.7	3.6	0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	9	11	-2	*	*	0	1	*	1	1	2	-1	3	4	-1	4	4	0	5	7	-2
6PR	19	23	-4	*	*	0	*	*	0	1	2	-1	4	3	1	13	18	-5	12	14	-2
MIX 94.5	41	37	4	2	2	0	4	4	0	9	9	0	14	14	0	11	8	3	22	20	2
92.9	20	21	-1	4	4	0	5	5	0	7	8	-1	3	3	0	1	1	0	8	8	0
96FM	23	20	3	1	1	0	6	4	2	10	7	3	6	7	-1	1	1	0	9	9	0
NOVA93.7	20	20	0	3	3	0	5	6	-1	8	8	0	3	3	0	*	*	0	7	7	0
ABC720	22	24	-2	*	*	0	*	*	0	2	2	0	5	7	-2	15	16	-1	13	15	-2
6RN	4	3	1	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	2	2	0
NEWSR	3	4	-1	*	*	0	*	*	0	1	1	0	1	1	0	1	2	-1	2	2	0
6JJJ	13	11	2	*	*	0	4	4	0	5	4	1	3	3	0	*	*	0	5	4	1
ABC CL-FM	6	6	0	*	*	0	*	*	0	1	1	0	1	1	0	5	5	0	4	3	1
ALL	200	197	3	12	12	0	26	25	1	46	44	2	50	50	0	67	66	1	99	101	-2

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

10+ [Potential: 1337]

Survey #2 - 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	10	11	-1	12	14	-2	16	17	-1	14	15	-1	10	12	-2	2	2	0	8	9	-1
6PR	21	25	-4	37	43	-6	34	40	-6	21	23	-2	14	16	-2	6	9	-3	14	17	-3
MIX 94.5	45	40	5	68	57	11	64	58	6	57	49	8	42	37	5	9	12	-3	30	29	1
92.9	22	23	-1	28	27	1	23	34	-11	26	30	-4	29	26	3	8	8	0	15	16	-1
96FM	26	22	4	34	26	8	40	36	4	36	29	7	21	19	2	8	7	1	17	15	2
NOVA93.7	23	23	0	36	36	0	26	28	-2	26	27	-1	27	23	4	6	7	-1	13	14	-1
ABC720	24	26	-2	56	58	-2	26	30	-4	16	20	-4	18	21	-3	10	10	0	19	19	0
6RN	4	3	1	6	6	0	3	2	1	3	2	1	5	3	2	2	2	0	4	3	1
NEWSR	3	4	-1	5	8	-3	2	2	0	2	3	-1	2	4	-2	2	2	0	3	3	0
6JJJ	14	13	1	18	15	3	20	16	4	18	16	2	15	17	-2	5	5	0	9	7	2
ABC CL-FM	7	6	1	11	10	1	8	9	-1	7	6	1	7	7	0	2	3	-1	6	6	0
ALL	216	213	3	333	326	7	294	297	-3	248	239	9	207	198	9	67	73	-6	160	156	4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	130	151	-21	7	9	-2	6	6	0	12	23	-11	49	50	-1	56	63	-7	73	90	-17
6PR	170	188	-18	5	6	-1	6	2	4	20	31	-11	46	41	5	93	107	-14	94	101	-7
MIX 94.5	471	484	-13	61	65	-4	54	53	1	119	131	-12	149	155	-6	88	81	7	224	234	-10
92.9	372	372	0	90	83	7	75	70	5	114	126	-12	72	75	-3	20	18	2	143	146	-3
96FM	327	323	4	33	34	-1	60	53	7	119	115	4	92	97	-5	22	23	-1	135	142	-7
NOVA93.7	366	341	25	78	76	2	93	88	5	122	114	8	62	56	6	11	8	3	136	121	15
ABC720	281	311	-30	6	6	0	11	13	-2	44	45	-1	89	101	-12	132	147	-15	151	163	-12
6RN	82	77	5	*	*	0	2	5	-3	10	10	0	23	19	4	47	43	4	51	47	4
NEWSR	56	69	-13	2	3	-1	2	4	-2	10	12	-2	18	21	-3	24	29	-5	30	36	-6
6JJJ	162	172	-10	11	16	-5	43	48	-5	70	67	3	32	36	-4	6	5	1	66	68	-2
ABC CL-FM	81	87	-6	2	3	-1	4	8	-4	16	17	-1	19	17	2	40	42	-2	50	51	-1
ALL	1264	1265	-1	152	151	1	153	155	-2	298	299	-1	325	326	-1	335	334	1	601	602	-1

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

10+ [Potential: 1337]

Survey #2 - 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	111	123	-12	61	73	-12	51	56	-5	64	63	1	62	72	-10	30	36	-6	84	94	-10
6PR	155	172	-17	113	129	-16	91	100	-9	84	94	-10	77	81	-4	51	62	-11	114	118	-4
MIX 94.5	425	442	-17	305	289	16	213	227	-14	251	243	8	262	261	1	107	138	-31	294	294	0
92.9	331	336	-5	197	178	19	121	162	-41	186	201	-15	207	207	0	99	107	-8	223	223	0
96FM	287	284	3	163	148	15	136	141	-5	165	158	7	163	148	15	89	93	-4	188	179	9
NOVA93.7	330	317	13	226	211	15	133	151	-18	187	189	-2	185	167	18	93	104	-11	227	212	15
ABC720	246	283	-37	194	207	-13	118	122	-4	113	137	-24	116	137	-21	88	101	-13	191	212	-21
6RN	64	61	3	39	35	4	19	21	-2	32	26	6	29	22	7	19	23	-4	51	50	1
NEWSR	48	64	-16	27	39	-12	15	20	-5	22	29	-7	22	24	-2	24	32	-8	38	45	-7
6JJJ	137	151	-14	87	87	0	72	70	2	85	88	-3	87	99	-12	60	63	-3	99	101	-2
ABC CL-FM	67	75	-8	44	40	4	36	36	0	33	37	-4	42	42	0	16	33	-17	51	52	-1
ALL	1232	1228	4	1079	1036	43	774	826	-52	897	894	3	913	925	-12	560	616	-56	1067	1090	-23