

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 2008

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	+/-
1170-2CH	5.4	6.0	-0.6	1.3	0.4	0.9	0.4	0.1	0.3	1.0	1.4	-0.4	2.7	2.7	0.0	12.6	14.5	-1.9	6.7	7.2	-0.5
2GB	13.0	13.4	-0.4	1.5	3.1	-1.6	2.0	3.0	-1.0	4.8	5.9	-1.1	10.2	11.9	-1.7	25.7	24.7	1.0	14.6	15.0	-0.4
2UE	7.1	7.8	-0.7	1.7	1.8	-0.1	0.3	1.1	-0.8	1.6	2.9	-1.3	6.1	6.7	-0.6	14.6	15.2	-0.6	9.1	9.0	0.1
2DAY	9.6	11.4	-1.8	25.2	30.7	-5.5	17.9	30.1	-12.2	14.5	15.8	-1.3	10.0	9.4	0.6	1.4	1.1	0.3	8.5	8.6	-0.1
MIX 106.5	6.7	7.0	-0.3	11.4	8.6	2.8	8.2	10.6	-2.4	8.3	7.7	0.6	10.1	10.4	-0.3	2.0	2.6	-0.6	6.9	7.6	-0.7
2MMM	4.4	4.9	-0.5	4.7	4.7	0.0	10.9	6.9	4.0	7.0	10.4	-3.4	4.7	4.1	0.6	0.4	0.9	-0.5	3.4	3.5	-0.1
NOVA 96.9	9.0	8.2	0.8	21.1	17.6	3.5	24.2	22.2	2.0	17.3	14.5	2.8	3.9	4.4	-0.5	0.8	0.8	0.0	6.0	4.9	1.1
vega 95.3	4.5	4.3	0.2	7.6	5.1	2.5	2.8	2.8	0.0	6.0	5.9	0.1	6.3	7.3	-1.0	2.2	1.1	1.1	3.8	3.9	-0.1
WSFM	8.0	6.8	1.2	4.5	10.8	-6.3	1.9	3.0	-1.1	7.4	5.5	1.9	13.9	11.6	2.3	6.1	4.7	1.4	8.4	7.3	1.1
ABC702	9.9	8.7	1.2	2.9	3.6	-0.7	0.6	0.6	0.0	7.0	4.8	2.2	12.1	12.0	0.1	13.9	12.4	1.5	11.5	10.3	1.2
2RN	2.0	1.7	0.3	0.1	0.1	0.0	*	0.2	-0.2	1.6	1.1	0.5	1.5	1.2	0.3	3.5	3.3	0.2	2.8	2.5	0.3
NEWSR	1.1	1.1	0.0	0.7	0.2	0.5	0.6	0.2	0.4	1.4	0.8	0.6	0.8	1.5	-0.7	1.3	1.4	-0.1	0.7	1.1	-0.4
2JJJ	3.7	3.8	-0.1	2.4	2.1	0.3	14.1	9.1	5.0	7.3	8.9	-1.6	1.4	1.7	-0.3	0.1	0.3	-0.2	2.5	3.1	-0.6
ABC CL-FM	2.3	2.2	0.1	0.6	0.5	0.1	0.4	*	0.4	0.9	1.3	-0.4	2.2	2.3	-0.1	4.1	3.8	0.3	2.7	3.1	-0.4

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10+

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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	+/-
1170-2CH	4.9	5.4	-0.5	4.5	5.2	-0.7	5.3	6.3	-1.0	4.9	5.0	-0.1	3.8	4.6	-0.8	7.2	6.3	0.9	7.1	8.1	-1.0
2GB	13.0	13.4	-0.4	15.3	15.7	-0.4	13.6	14.3	-0.7	10.7	10.9	-0.2	7.5	8.7	-1.2	17.9	18.1	-0.2	13.2	13.1	0.1
2UE	6.7	7.3	-0.6	7.1	7.3	-0.2	7.2	8.1	-0.9	5.7	6.7	-1.0	6.7	6.0	0.7	7.3	8.5	-1.2	8.6	9.9	-1.3
2DAY	10.3	12.1	-1.8	10.6	12.1	-1.5	9.1	11.0	-1.9	10.2	12.1	-1.9	14.1	15.9	-1.8	6.8	8.3	-1.5	7.1	9.0	-1.9
MIX 106.5	6.8	7.0	-0.2	4.3	4.7	-0.4	7.2	7.1	0.1	8.1	8.1	0.0	8.3	8.2	0.1	8.8	9.0	-0.2	6.3	6.9	-0.6
2MMM	4.7	5.2	-0.5	4.1	4.7	-0.6	4.6	5.1	-0.5	5.1	5.9	-0.8	4.5	5.6	-1.1	6.0	5.0	1.0	3.3	3.8	-0.5
NOVA 96.9	9.4	8.6	0.8	10.1	9.7	0.4	8.3	7.6	0.7	10.2	9.1	1.1	9.3	8.8	0.5	7.9	6.2	1.7	7.5	6.8	0.7
vega 95.3	4.5	4.4	0.1	4.2	3.4	0.8	5.4	4.8	0.6	5.6	5.7	-0.1	4.0	4.0	0.0	2.0	3.6	-1.6	4.5	3.9	0.6
WSFM	8.1	6.7	1.4	7.4	6.5	0.9	9.3	6.8	2.5	9.3	7.7	1.6	7.7	6.6	1.1	5.5	5.3	0.2	7.6	7.0	0.6
ABC702	10.0	9.0	1.0	11.9	10.2	1.7	8.9	8.7	0.2	8.2	8.3	-0.1	11.6	9.9	1.7	8.0	5.9	2.1	9.4	7.6	1.8
2RN	2.0	1.7	0.3	2.9	2.8	0.1	1.7	1.2	0.5	0.8	0.6	0.2	2.2	2.0	0.2	2.2	1.9	0.3	2.1	1.8	0.3
NEWSR	1.0	0.9	0.1	1.5	1.4	0.1	0.5	0.7	-0.2	0.6	0.6	0.0	0.8	0.7	0.1	1.6	1.1	0.5	1.4	1.7	-0.3
2JJJ	3.8	3.8	0.0	3.1	3.2	-0.1	4.0	3.7	0.3	4.8	4.3	0.5	4.0	4.2	-0.2	2.9	3.8	-0.9	3.3	3.9	-0.6
ABC CL-FM	2.0	2.1	-0.1	1.7	1.8	-0.1	2.2	2.6	-0.4	1.8	1.9	-0.1	2.0	2.3	-0.3	2.8	2.4	0.4	3.2	2.7	0.5

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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	+/-
SEN	5.3	5.2	0.1	3.4	4.7	-1.3	3.5	1.5	2.0	4.8	6.5	-1.7	6.8	5.8	1.0	5.1	4.9	0.2	3.9	4.1	-0.2
3AW	14.0	14.9	-0.9	1.2	1.7	-0.5	2.5	1.9	0.6	3.7	4.4	-0.7	10.9	12.3	-1.4	29.0	30.7	-1.7	17.6	19.0	-1.4
MAGIC1278	4.6	5.4	-0.8	0.4	1.6	-1.2	*	0.3	-0.3	0.1	0.4	-0.3	3.4	3.2	0.2	10.5	12.8	-2.3	5.6	6.9	-1.3
3MP	3.3	2.9	0.4	1.3	1.2	0.1	0.2	0.2	0.0	0.4	0.4	0.0	3.8	4.1	-0.3	6.2	4.8	1.4	4.1	3.4	0.7
FOXF	14.6	15.1	-0.5	42.6	42.5	0.1	33.2	31.2	2.0	20.4	21.1	-0.7	13.8	14.8	-1.0	1.5	1.5	0.0	10.7	12.3	-1.6
GOLD FM	6.0	6.8	-0.8	6.0	8.1	-2.1	3.9	5.4	-1.5	6.1	5.7	0.4	9.1	10.8	-1.7	4.2	4.5	-0.3	6.2	6.9	-0.7
MIX101.1FM	5.6	4.3	1.3	10.2	5.9	4.3	6.7	5.2	1.5	8.5	6.2	2.3	6.9	5.8	1.1	1.5	1.3	0.2	5.9	4.8	1.1
3MMM	5.9	6.5	-0.6	7.5	6.6	0.9	6.6	9.4	-2.8	12.9	13.2	-0.3	6.2	6.3	-0.1	0.4	0.9	-0.5	3.5	3.4	0.1
NOVA 100	8.3	7.4	0.9	14.3	13.6	0.7	22.0	20.7	1.3	14.1	13.7	0.4	6.5	4.0	2.5	0.9	0.5	0.4	6.7	5.6	1.1
vega 91.5	3.7	3.9	-0.2	4.4	4.9	-0.5	3.2	2.5	0.7	5.2	5.8	-0.6	5.9	6.4	-0.5	1.0	0.8	0.2	3.9	3.7	0.2
ABC774	10.3	10.0	0.3	2.3	2.4	-0.1	0.8	0.9	-0.1	5.0	4.0	1.0	11.1	9.9	1.2	17.4	18.3	-0.9	13.4	12.0	1.4
3RN	2.1	1.7	0.4	0.1	0.1	0.0	0.3	0.2	0.1	1.0	0.5	0.5	2.2	1.5	0.7	3.7	3.3	0.4	2.8	2.3	0.5
NEWSR	1.2	1.5	-0.3	0.1	*	0.1	0.2	*	0.2	1.0	0.8	0.2	1.1	1.6	-0.5	1.9	2.8	-0.9	1.1	1.9	-0.8
3JJJ	3.7	3.9	-0.2	2.2	1.7	0.5	11.8	10.4	1.4	8.0	9.6	-1.6	1.9	1.4	0.5	*	0.1	-0.1	3.0	3.2	-0.2
ABC CL-FM	2.9	2.5	0.4	0.3	0.2	0.1	0.6	0.1	0.5	0.9	0.8	0.1	2.3	2.1	0.2	5.7	5.0	0.7	3.1	2.8	0.3

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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	+/-
SEN	5.5	5.1	0.4	5.1	4.5	0.6	5.7	4.9	0.8	5.1	4.9	0.2	6.3	5.7	0.6	5.6	6.8	-1.2	4.5	5.5	-1.0
3AW	13.9	14.5	-0.6	18.3	20.3	-2.0	15.4	15.1	0.3	8.8	8.8	0.0	10.4	10.9	-0.5	15.9	16.3	-0.4	14.5	16.5	-2.0
MAGIC1278	4.3	5.1	-0.8	3.5	4.5	-1.0	5.4	6.0	-0.6	4.9	5.8	-0.9	3.8	4.3	-0.5	3.2	4.7	-1.5	5.6	6.2	-0.6
3MP	3.2	2.9	0.3	3.3	2.6	0.7	3.9	3.4	0.5	3.5	3.4	0.1	2.3	2.1	0.2	2.1	2.2	-0.1	3.8	2.8	1.0
FOXF	15.5	16.1	-0.6	13.4	15.0	-1.6	13.1	13.8	-0.7	16.6	16.6	0.0	21.8	22.1	-0.3	14.0	13.6	0.4	11.6	11.4	0.2
GOLD FM	6.0	6.9	-0.9	5.2	5.9	-0.7	5.9	7.5	-1.6	7.5	9.4	-1.9	5.5	5.9	-0.4	5.4	4.1	1.3	6.1	6.3	-0.2
MIX101.1FM	5.4	4.3	1.1	4.6	3.2	1.4	4.9	4.0	0.9	5.9	4.8	1.1	5.1	5.0	0.1	7.4	5.2	2.2	6.4	4.5	1.9
3MMM	5.8	6.3	-0.5	5.0	5.4	-0.4	6.1	6.4	-0.3	7.1	7.8	-0.7	6.0	6.6	-0.6	3.7	5.0	-1.3	6.3	6.9	-0.6
NOVA 100	8.7	7.9	0.8	8.8	7.8	1.0	7.8	7.1	0.7	10.1	8.9	1.2	9.4	8.9	0.5	6.0	6.1	-0.1	6.9	5.6	1.3
vega 91.5	3.9	4.2	-0.3	3.1	3.3	-0.2	4.4	4.8	-0.4	4.7	5.2	-0.5	3.7	4.0	-0.3	3.2	3.3	-0.1	3.1	2.9	0.2
ABC774	10.1	9.6	0.5	13.3	12.3	1.0	9.5	9.7	-0.2	7.9	7.5	0.4	8.0	7.4	0.6	10.3	10.4	-0.1	11.3	11.1	0.2
3RN	2.1	1.6	0.5	2.8	2.4	0.4	1.5	1.1	0.4	1.2	0.8	0.4	2.0	1.5	0.5	3.4	2.9	0.5	2.2	1.7	0.5
NEWSR	1.1	1.5	-0.4	1.7	1.9	-0.2	0.7	1.6	-0.9	0.4	0.9	-0.5	0.9	1.0	-0.1	2.2	2.2	0.0	1.6	1.8	-0.2
3JJJ	3.9	4.0	-0.1	3.1	3.2	-0.1	4.0	4.2	-0.2	4.4	4.8	-0.4	4.6	4.2	0.4	3.8	3.5	0.3	3.1	3.4	-0.3
ABC CL-FM	2.9	2.4	0.5	2.6	1.9	0.7	3.3	3.1	0.2	2.9	2.2	0.7	2.6	2.8	-0.2	3.0	2.8	0.2	2.9	2.6	0.3

Brisbane Radio - Share Movement (%) by Demographic

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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	+/-
4BC	6.4	6.1	0.3	2.5	0.3	2.2	*	0.4	-0.4	1.9	0.8	1.1	5.9	5.4	0.5	13.9	14.4	-0.5	8.7	7.6	1.1
4BH-882	7.7	7.4	0.3	0.4	0.6	-0.2	2.1	2.2	-0.1	1.3	0.4	0.9	5.8	5.3	0.5	18.4	18.2	0.2	8.5	7.7	0.8
4KQ	7.0	7.7	-0.7	1.7	0.8	0.9	1.4	2.7	-1.3	2.5	3.3	-0.8	10.7	11.2	-0.5	11.3	11.5	-0.2	8.7	9.9	-1.2
B105	13.0	11.7	1.3	33.0	27.7	5.3	21.6	21.2	0.4	19.3	18.0	1.3	8.6	7.4	1.2	3.5	3.2	0.3	9.0	8.6	0.4
97.3 FM	11.0	11.7	-0.7	10.8	15.4	-4.6	11.7	15.5	-3.8	14.5	15.7	-1.2	15.5	15.1	0.4	4.4	3.4	1.0	13.0	13.8	-0.8
FM104 MMM	11.4	11.6	-0.2	9.1	10.5	-1.4	14.0	12.0	2.0	18.7	18.1	0.6	14.4	16.9	-2.5	2.6	2.2	0.4	9.7	9.8	-0.1
NOVA 106.9	13.8	13.3	0.5	25.8	31.3	-5.5	32.5	29.3	3.2	23.3	21.9	1.4	7.3	8.5	-1.2	0.6	0.6	0.0	8.9	8.4	0.5
ABC612	9.9	11.0	-1.1	1.7	1.0	0.7	1.8	2.4	-0.6	1.8	2.1	-0.3	9.6	10.2	-0.6	22.0	24.1	-2.1	11.5	12.9	-1.4
4RN	2.5	2.4	0.1	0.1	1.1	-1.0	0.9	1.6	-0.7	0.4	1.3	-0.9	3.6	2.8	0.8	4.5	3.5	1.0	3.6	3.4	0.2
NEWSR	1.3	0.8	0.5	0.2	1.2	-1.0	0.3	0.1	0.2	0.5	0.5	0.0	1.6	0.7	0.9	2.5	1.4	1.1	1.4	0.7	0.7
4JJJ	4.9	4.4	0.5	6.4	6.0	0.4	8.8	5.3	3.5	9.2	10.1	-0.9	3.9	3.0	0.9	0.3	0.4	-0.1	4.5	3.9	0.6
ABC CL-FM	2.2	2.6	-0.4	0.6	0.3	0.3	*	0.7	-0.7	0.7	1.3	-0.6	1.8	2.4	-0.6	5.1	5.2	-0.1	2.9	3.4	-0.5

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	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	6.4	6.0	0.4	8.1	7.4	0.7	4.9	5.7	-0.8	4.4	3.8	0.6	6.0	5.2	0.8	10.7	9.8	0.9	6.3	6.6	-0.3
4BH-882	6.9	6.7	0.2	7.5	7.1	0.4	7.6	7.1	0.5	6.4	7.1	-0.7	5.6	5.5	0.1	7.0	5.2	1.8	10.3	9.8	0.5
4KQ	7.1	7.5	-0.4	7.7	8.7	-1.0	6.9	8.4	-1.5	8.0	8.1	-0.1	5.6	4.8	0.8	4.6	2.6	2.0	6.8	8.4	-1.6
B105	13.4	12.2	1.2	10.9	10.3	0.6	11.6	11.4	0.2	13.2	12.9	0.3	20.6	16.5	4.1	16.3	11.5	4.8	11.8	10.0	1.8
97.3 FM	11.0	11.7	-0.7	10.6	11.3	-0.7	12.1	12.0	0.1	11.6	11.3	0.3	9.8	12.6	-2.8	9.5	12.3	-2.8	11.1	11.7	-0.6
FM104 MMM	12.3	13.1	-0.8	11.9	11.0	0.9	13.5	15.1	-1.6	13.8	16.2	-2.4	10.8	12.4	-1.6	8.5	7.4	1.1	8.2	6.3	1.9
NOVA 106.9	14.7	14.2	0.5	13.3	13.9	-0.6	15.0	13.1	1.9	17.5	14.9	2.6	14.4	15.5	-1.1	10.6	14.1	-3.5	10.5	10.0	0.5
ABC612	9.5	10.4	-0.9	11.1	12.5	-1.4	8.3	9.1	-0.8	8.6	8.8	-0.2	8.3	8.3	0.0	11.4	14.8	-3.4	11.5	13.0	-1.5
4RN	2.4	2.4	0.0	3.5	3.3	0.2	2.4	1.7	0.7	1.2	1.3	-0.1	2.8	3.4	-0.6	1.5	2.1	-0.6	2.7	2.5	0.2
NEWSR	1.2	0.7	0.5	1.8	0.9	0.9	0.8	0.3	0.5	0.5	0.3	0.2	1.0	1.0	0.0	2.1	2.3	-0.2	1.9	1.3	0.6
4JJJ	5.1	4.3	0.8	4.3	3.6	0.7	5.7	4.0	1.7	5.8	4.5	1.3	5.1	5.6	-0.5	4.9	4.8	0.1	4.1	4.7	-0.6
ABC CL-FM	2.1	2.4	-0.3	2.2	2.8	-0.6	2.3	2.8	-0.5	1.7	2.1	-0.4	1.9	2.2	-0.3	2.7	1.9	0.8	2.6	3.3	-0.7

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 2008

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	+/-
5AA	16.6	16.3	0.3	1.5	2.6	-1.1	1.1	1.2	-0.1	5.4	6.5	-1.1	13.6	13.4	0.2	30.9	29.6	1.3	19.7	18.7	1.0
CRUISE 1323	6.9	7.1	-0.2	0.4	1.9	-1.5	3.5	0.7	2.8	0.7	1.3	-0.6	6.5	7.2	-0.7	12.6	12.9	-0.3	8.8	9.7	-0.9
MIX102.3	13.2	12.8	0.4	11.2	14.1	-2.9	10.5	8.9	1.6	10.9	10.7	0.2	22.6	22.2	0.4	9.5	9.2	0.3	14.6	13.4	1.2
5MMM	10.3	10.3	0.0	11.3	13.6	-2.3	8.1	9.7	-1.6	15.1	18.0	-2.9	15.4	14.5	0.9	4.7	3.0	1.7	7.6	8.2	-0.6
NOVA91.9	9.9	8.9	1.0	26.0	22.6	3.4	22.4	20.5	1.9	19.8	16.0	3.8	6.6	6.0	0.6	1.1	1.8	-0.7	7.3	7.0	0.3
SAFM	12.8	12.7	0.1	37.0	28.7	8.3	31.0	33.8	-2.8	19.8	17.7	2.1	13.1	13.6	-0.5	1.0	1.5	-0.5	10.7	10.0	0.7
ABC891	11.7	12.1	-0.4	0.2	1.4	-1.2	2.0	0.4	1.6	3.5	4.6	-1.1	8.1	7.0	1.1	22.7	24.2	-1.5	14.9	15.3	-0.4
5RN	2.4	2.7	-0.3	1.3	1.4	-0.1	*	*	0.0	0.7	1.3	-0.6	3.3	4.0	-0.7	3.6	3.6	0.0	2.5	2.9	-0.4
NEWSR	1.1	1.1	0.0	0.2	0.6	-0.4	0.6	0.6	0.0	1.1	0.8	0.3	1.2	0.7	0.5	1.3	1.7	-0.4	1.1	1.1	0.0
5JJJ	6.0	5.4	0.6	4.0	7.2	-3.2	11.6	12.5	-0.9	14.0	10.9	3.1	4.6	4.2	0.4	1.0	0.7	0.3	4.0	3.6	0.4
ABC CL-FM	2.4	2.8	-0.4	0.8	0.7	0.1	0.3	1.8	-1.5	0.6	1.0	-0.4	1.9	2.5	-0.6	4.5	4.6	-0.1	3.2	3.4	-0.2

Adelaide Radio - Share Movement (%) by Session

10+

Survey #7 - 2008

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	+/-
5AA	16.4	15.8	0.6	19.9	19.2	0.7	15.0	15.0	0.0	10.4	9.7	0.7	21.0	17.9	3.1	18.1	20.0	-1.9	17.5	18.0	-0.5
CRUISE 1323	6.6	6.9	-0.3	4.8	4.9	-0.1	8.3	8.3	0.0	8.2	8.9	-0.7	4.6	5.0	-0.4	7.0	6.7	0.3	8.1	8.1	0.0
MIX102.3	13.3	12.7	0.6	11.8	12.9	-1.1	15.6	13.8	1.8	16.3	13.7	2.6	10.5	10.9	-0.4	7.5	9.4	-1.9	13.0	13.5	-0.5
5MMM	11.0	10.8	0.2	10.0	10.6	-0.6	11.7	11.0	0.7	13.0	12.8	0.2	9.3	8.9	0.4	9.3	9.2	0.1	7.8	8.4	-0.6
NOVA91.9	10.4	9.5	0.9	10.4	9.8	0.6	10.0	9.5	0.5	12.5	11.7	0.8	9.6	8.6	1.0	6.7	5.1	1.6	8.0	6.8	1.2
SAFM	13.2	13.2	0.0	11.8	10.9	0.9	11.2	11.8	-0.6	13.0	14.2	-1.2	18.9	18.7	0.2	14.2	11.8	2.4	11.4	10.9	0.5
ABC891	11.1	11.7	-0.6	13.7	14.3	-0.6	12.1	12.8	-0.7	8.2	8.6	-0.4	8.1	9.7	-1.6	14.1	12.8	1.3	13.9	13.6	0.3
5RN	2.3	2.7	-0.4	4.2	4.0	0.2	1.4	1.9	-0.5	1.1	1.7	-0.6	2.3	3.1	-0.8	2.6	2.4	0.2	2.8	2.7	0.1
NEWSR	1.1	1.1	0.0	1.4	1.7	-0.3	0.4	0.2	0.2	0.8	0.9	-0.1	1.0	0.7	0.3	3.2	2.4	0.8	1.1	1.1	0.0
5JJJ	6.1	5.8	0.3	4.8	4.6	0.2	5.9	5.3	0.6	7.3	6.9	0.4	6.8	6.3	0.5	5.9	6.9	-1.0	5.5	3.9	1.6
ABC CL-FM	2.2	2.4	-0.2	2.6	2.3	0.3	2.5	2.1	0.4	1.8	1.6	0.2	1.9	3.0	-1.1	2.1	4.5	-2.4	3.1	4.4	-1.3

Perth Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 2008

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	5.2	4.9	0.3	0.9	1.6	-0.7	3.4	2.1	1.3	2.2	3.4	-1.2	6.2	4.4	1.8	7.8	8.0	-0.2	5.9	5.0	0.9
6PR	10.2	10.8	-0.6	0.7	0.8	-0.1	0.4	0.3	0.1	5.6	6.1	-0.5	12.9	11.1	1.8	16.6	19.7	-3.1	11.3	11.6	-0.3
MIX 94.5	16.8	16.7	0.1	15.0	18.7	-3.7	11.9	12.9	-1.0	16.9	13.5	3.4	27.4	28.8	-1.4	10.6	10.6	0.0	18.7	17.3	1.4
92.9	11.9	11.3	0.6	36.2	30.7	5.5	25.0	26.0	-1.0	18.9	15.3	3.6	8.0	9.0	-1.0	1.2	1.3	-0.1	9.0	9.8	-0.8
96FM	11.7	13.0	-1.3	8.9	10.4	-1.5	18.8	23.8	-5.0	21.0	24.0	-3.0	12.0	11.0	1.0	2.9	3.1	-0.2	8.4	9.4	-1.0
NOVA93.7	10.1	10.1	0.0	23.4	25.1	-1.7	23.7	20.0	3.7	15.1	14.4	0.7	6.8	8.8	-2.0	1.9	1.3	0.6	7.3	8.7	-1.4
ABC720	11.2	11.1	0.1	3.4	2.1	1.3	0.4	0.6	-0.2	3.0	4.5	-1.5	10.8	11.0	-0.2	22.5	21.6	0.9	13.2	13.2	0.0
6RN	2.8	3.4	-0.6	0.1	0.5	-0.4	0.6	0.3	0.3	0.7	1.0	-0.3	3.1	4.1	-1.0	5.4	6.4	-1.0	3.3	4.2	-0.9
NEWSR	1.2	1.2	0.0	0.3	*	0.3	0.1	0.1	0.0	0.9	1.5	-0.6	1.4	1.3	0.1	1.9	1.6	0.3	1.3	1.4	-0.1
6JJJ	5.2	4.7	0.5	6.3	4.5	1.8	13.7	11.8	1.9	11.9	11.2	0.7	1.6	0.9	0.7	0.2	0.3	-0.1	2.9	3.1	-0.2
ABC CL-FM	3.1	2.5	0.6	0.9	0.5	0.4	1.1	0.1	1.0	1.0	2.0	-1.0	2.7	2.5	0.2	6.0	4.2	1.8	4.3	3.4	0.9

Perth Radio - Share Movement (%) by Session

10+

Survey #7 - 2008

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	5.2	4.7	0.5	4.3	4.1	0.2	6.6	5.1	1.5	6.4	5.2	1.2	3.2	3.8	-0.6	3.9	6.1	-2.2	5.2	5.3	-0.1
6PR	10.4	11.1	-0.7	11.1	13.0	-1.9	11.1	9.9	1.2	9.7	10.0	-0.3	8.6	10.6	-2.0	11.6	12.0	-0.4	9.5	9.5	0.0
MIX 94.5	16.8	16.9	-0.1	15.9	14.6	1.3	16.9	18.2	-1.3	18.6	19.5	-0.9	17.8	17.6	0.2	12.3	12.4	-0.1	16.9	16.0	0.9
92.9	12.1	11.5	0.6	11.6	11.2	0.4	9.8	9.0	0.8	11.4	10.1	1.3	17.5	17.3	0.2	13.0	13.7	-0.7	11.1	10.6	0.5
96FM	12.4	13.9	-1.5	11.0	11.9	-0.9	13.6	15.6	-2.0	15.2	17.3	-2.1	11.3	11.7	-0.4	7.7	9.9	-2.2	8.7	9.8	-1.1
NOVA93.7	10.0	10.2	-0.2	10.8	11.6	-0.8	9.0	9.2	-0.2	10.1	9.6	0.5	9.1	9.8	-0.7	11.1	10.2	0.9	10.3	9.8	0.5
ABC720	10.9	10.4	0.5	14.8	14.4	0.4	10.2	9.7	0.5	6.9	6.8	0.1	8.4	8.5	-0.1	15.2	12.5	2.7	12.6	13.7	-1.1
6RN	2.7	3.4	-0.7	3.2	4.3	-1.1	2.0	2.6	-0.6	1.7	2.0	-0.3	4.0	4.3	-0.3	3.4	4.5	-1.1	3.4	3.6	-0.2
NEWSR	1.1	1.1	0.0	1.6	1.6	0.0	0.5	0.6	-0.1	0.5	0.6	-0.1	0.9	0.8	0.1	2.5	2.7	-0.2	1.8	1.8	0.0
6JJJ	5.7	5.0	0.7	4.7	3.7	1.0	6.0	5.6	0.4	7.0	6.5	0.5	6.1	4.9	1.2	3.9	3.6	0.3	3.5	3.5	0.0
ABC CL-FM	3.0	2.3	0.7	2.5	1.8	0.7	3.1	3.0	0.1	2.6	2.0	0.6	3.8	2.0	1.8	4.0	3.2	0.8	3.6	3.6	0.0