



PERTH RADIO - SURVEY 3 2015

Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	6.0	4.9	1.1	0.9	0.5	0.4	2.1	3.3	-1.2	0.9	1.7	-0.8	6.2	4.6	1.6	12.0	10.8	1.2	10.7	6.7	4.0
6PR	7.2	9.0	-1.8	1.7	0.8	0.9	2.0	0.6	1.4	2.0	3.5	-1.5	5.9	8.8	-2.9	10.9	13.1	-2.2	16.9	20.2	-3.3
MIX 94.5	13.5	13.9	-0.4	16.8	17.7	-0.9	6.3	11.6	-5.3	13.0	11.0	2.0	20.1	22.9	-2.8	15.3	14.5	0.8	5.3	4.6	0.7
hit92.9	7.2	6.5	0.7	24.4	18.6	5.8	16.8	12.6	4.2	9.6	9.3	0.3	7.0	6.1	0.9	1.0	1.9	-0.9	0.1	0.3	-0.2
96FM	10.9	11.3	-0.4	4.5	4.0	0.5	13.1	16.5	-3.4	15.4	16.8	-1.4	14.5	14.1	0.4	10.0	9.6	0.4	1.3	0.8	0.5
NOVA93.7	11.3	11.1	0.2	30.7	35.3	-4.6	16.3	19.8	-3.5	20.3	17.2	3.1	10.4	9.2	1.2	1.9	2.7	-0.8	0.6	0.3	0.3
ABC720	9.8	10.7	-0.9	1.8	3.3	-1.5	1.8	1.1	0.7	3.8	7.7	-3.9	8.0	8.7	-0.7	14.9	13.0	1.9	22.1	22.8	-0.7
6RN	1.7	2.1	-0.4	0.2	0.1	0.1	0.3	*	*	0.7	1.8	-1.1	2.3	2.0	0.3	2.3	3.0	-0.7	2.5	3.7	-1.2
NEWSR	1.4	1.3	0.1	0.1	0.4	-0.3	0.8	0.3	0.5	1.0	0.8	0.2	1.5	1.7	-0.2	1.7	0.9	0.8	2.2	2.6	-0.4
6JJJ	12.0	9.2	2.8	6.9	6.6	0.3	32.1	20.9	11.2	22.6	18.5	4.1	10.8	7.5	3.3	2.1	1.9	0.2	0.2	*	*
ABC FM	3.3	3.5	-0.2	0.4	1.2	-0.8	0.6	3.6	-3.0	0.7	1.7	-1.0	3.4	2.5	0.9	3.6	2.1	1.5	8.6	9.2	-0.6

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	6.0	4.6	1.4	5.7	4.8	0.9	7.0	5.1	1.9	6.8	5.1	1.7	4.7	3.4	1.3	4.6	4.1	0.5	6.0	5.7	0.3
6PR	7.1	9.2	-2.1	10.6	11.7	-1.1	5.2	9.1	-3.9	4.9	7.6	-2.7	6.4	8.6	-2.2	8.3	7.7	0.6	7.5	8.1	-0.6
MIX 94.5	13.4	13.9	-0.5	12.0	12.7	-0.7	15.0	14.7	0.3	14.5	14.9	-0.4	13.1	13.3	-0.2	10.6	13.2	-2.6	13.7	14.0	-0.3
hit92.9	7.3	6.4	0.9	6.6	5.3	1.3	6.1	5.4	0.7	7.9	7.0	0.9	9.2	8.6	0.6	6.5	6.2	0.3	7.2	7.0	0.2
96FM	11.5	12.2	-0.7	9.3	10.7	-1.4	12.6	14.0	-1.4	12.8	14.8	-2.0	10.8	10.0	0.8	13.2	9.4	3.8	9.0	8.1	0.9
NOVA93.7	11.4	11.2	0.2	12.3	11.5	0.8	8.9	8.5	0.4	10.7	10.5	0.2	14.0	14.1	-0.1	11.4	13.6	-2.2	11.1	11.0	0.1
ABC720	10.0	10.7	-0.7	13.3	15.0	-1.7	10.1	9.8	0.3	7.2	7.6	-0.4	7.5	8.2	-0.7	11.9	13.7	-1.8	9.1	10.5	-1.4
6RN	1.6	2.1	-0.5	2.5	2.7	-0.2	1.0	1.8	-0.8	1.0	1.3	-0.3	2.0	2.6	-0.6	1.9	2.2	-0.3	1.7	2.2	-0.5
NEWSR	1.4	1.3	0.1	1.8	1.7	0.1	1.1	0.9	0.2	0.9	0.8	0.1	1.4	1.1	0.3	1.9	2.7	-0.8	1.5	1.5	0.0
6JJJ	12.3	9.3	3.0	11.2	9.0	2.2	12.3	8.4	3.9	13.9	9.8	4.1	12.4	10.6	1.8	10.3	8.1	2.2	11.3	8.9	2.4
ABC FM	3.2	3.4	-0.2	2.7	3.0	-0.3	2.9	4.0	-1.1	3.5	3.6	-0.1	3.7	3.6	0.1	3.9	2.8	1.1	3.5	3.6	-0.1

Please note: Listening via streaming to all radio stations except 6ix is included in these results.



PERTH RADIO - SURVEY 3 2015

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	13	11	2	*	*	*	*	1	*	*	1	*	4	3	1	4	4	0	4	3	1
6PR	16	21	-5	*	*	*	*	*	*	1	2	-1	3	5	-2	4	5	-1	7	8	-1
MIX 94.5	29	32	-3	2	3	-1	1	2	-1	7	6	1	11	13	-2	6	5	1	2	2	0
hit92.9	16	15	1	3	3	0	3	3	0	5	5	0	4	4	0	*	1	*	*	*	*
96FM	24	26	-2	1	1	0	3	3	0	8	10	-2	8	8	0	4	4	0	*	*	*
NOVA93.7	25	26	-1	4	5	-1	3	4	-1	11	10	1	6	5	1	1	1	0	*	*	*
ABC720	21	24	-3	*	*	*	*	*	*	2	5	-3	5	5	0	5	5	0	9	9	0
6RN	4	5	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	1	*	*	1	1	0	1	*	*	1	1	0
6JJJ	26	21	5	1	1	0	6	4	2	12	11	1	6	4	2	1	1	0	*	*	*
ABC FM	7	8	-1	*	*	*	*	1	*	*	1	*	2	1	1	1	1	0	3	4	-1
Total	217	229	-12	12	14	-2	20	20	0	53	59	-6	57	58	-1	36	37	-1	39	41	-2

Average Audience (000's) by Session, P10+ [Potential: 1686]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	14	11	3	19	17	2	22	17	5	19	15	4	11	8	3	3	3	0	11	11	0
6PR	16	23	-7	36	42	-6	16	30	-14	14	22	-8	15	21	-6	6	6	0	14	15	-1
MIX 94.5	31	34	-3	41	45	-4	46	49	-3	40	44	-4	31	33	-2	8	10	-2	25	26	-1
hit92.9	17	16	1	22	19	3	19	18	1	22	21	1	21	21	0	5	5	0	13	13	0
96FM	27	30	-3	32	38	-6	39	46	-7	36	43	-7	25	24	1	9	7	2	16	15	1
NOVA93.7	26	27	-1	42	41	1	28	28	0	30	31	-1	33	34	-1	8	10	-2	20	21	-1
ABC720	23	26	-3	45	53	-8	31	32	-1	20	22	-2	18	20	-2	8	11	-3	16	20	-4
6RN	4	5	-1	8	10	-2	3	6	-3	3	4	-1	5	6	-1	1	2	-1	3	4	-1
NEWSR	3	3	0	6	6	0	3	3	0	2	2	0	3	3	0	1	2	-1	3	3	0
6JJJ	28	23	5	38	32	6	38	28	10	39	29	10	29	26	3	7	6	1	21	17	4
ABC FM	7	8	-1	9	11	-2	9	13	-4	10	10	0	9	9	0	3	2	1	6	7	-1
Total	232	245	-13	340	356	-16	309	330	-21	278	293	-15	234	244	-10	71	77	-6	181	189	-8

Please note: Listening via streaming to all radio stations except 6iX is included in these results.



PERTH RADIO - SURVEY 3 2015

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	150	163	-13	7	7	0	8	5	3	15	28	-13	34	40	-6	49	50	-1	38	35	3
6PR	167	189	-22	10	13	-3	10	4	6	26	33	-7	36	52	-16	35	36	-1	49	51	-2
MIX 94.5	474	495	-21	56	61	-5	51	55	-4	122	128	-6	153	157	-4	66	67	-1	27	28	-1
hit92.9	398	366	32	90	78	12	90	79	11	123	120	3	80	73	7	15	14	1	2	3	-1
96FM	306	324	-18	23	24	-1	32	36	-4	107	111	-4	103	106	-3	32	35	-3	9	11	-2
NOVA93.7	525	537	-12	107	112	-5	101	105	-4	185	181	4	108	116	-8	17	20	-3	7	4	3
ABC720	289	315	-26	15	19	-4	9	8	1	55	63	-8	59	71	-12	64	67	-3	87	88	-1
6RN	77	80	-3	4	1	3	4	1	3	12	14	-2	25	25	0	19	19	0	14	20	-6
NEWSR	92	79	13	3	5	-2	10	3	7	19	18	1	25	22	3	18	13	5	17	18	-1
6JJJ	333	318	15	29	31	-2	87	75	12	149	150	-1	51	47	4	14	12	2	4	2	2
ABC FM	109	104	5	10	14	-4	8	4	4	16	17	-1	27	20	7	15	17	-2	32	33	-1
Total	1601	1602	-1	171	174	-3	193	194	-1	420	414	6	381	379	2	214	215	-1	222	226	-4

Cumulative Audience (000's) by Session, P10+ [Potential: 1686]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend									
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last	+/-
6iX	134	142	-8	80	87	-7	74	71	3	79	77	2	77	75	2	33	40	-7	107	115	-8							
6PR	156	179	-23	125	139	-14	70	91	-21	74	90	-16	84	101	-17	51	61	-10	111	129	-18							
MIX 94.5	431	447	-16	267	286	-19	205	229	-24	261	273	-12	239	246	-7	120	130	-10	305	320	-15							
hit92.9	356	334	22	209	204	5	145	135	10	198	188	10	195	192	3	90	100	-10	237	222	15							
96FM	278	298	-20	173	176	-3	142	143	-1	168	187	-19	158	167	-9	82	90	-8	176	191	-15							
NOVA93.7	485	496	-11	320	335	-15	206	198	8	278	286	-8	294	306	-12	147	169	-22	343	340	3							
ABC720	261	281	-20	193	211	-18	133	156	-23	136	148	-12	128	139	-11	96	97	-1	194	211	-17							
6RN	67	71	-4	44	46	-2	27	39	-12	27	32	-5	35	40	-5	21	25	-4	50	56	-6							
NEWSR	82	68	14	47	41	6	27	18	9	25	26	-1	32	21	11	14	19	-5	50	49	1							
6JJJ	308	290	18	185	183	2	163	135	28	195	173	22	193	202	-9	120	109	11	226	221	5							
ABC FM	89	93	-4	60	58	2	42	56	-14	45	48	-3	44	50	-6	26	30	-4	75	68	7							
Total	1573	1574	-1	1306	1323	-17	1022	1038	-16	1152	1175	-23	1190	1221	-31	690	726	-36	1353	1371	-18							

Please note: Listening via streaming to all radio stations except 6iX is included in these results.