



PERTH RADIO - SURVEY 4 2016

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	4.3	3.7	0.6	0.4	0.5	-0.1	1.2	1.2	0.0	0.8	1.2	-0.4	3.7	3.7	0.0	11.1	9.0	2.1	7.2	4.9	2.3
6PR	7.6	7.0	0.6	3.0	0.6	2.4	0.4	2.3	-1.9	3.3	2.4	0.9	6.1	5.8	0.3	11.5	10.1	1.4	17.3	16.2	1.1
MIX 94.5	15.3	14.5	0.8	15.9	12.4	3.5	11.6	12.6	-1.0	14.4	13.6	0.8	23.2	21.1	2.1	15.2	17.3	-2.1	6.3	5.8	0.5
HIT 92.9	10.9	10.2	0.7	27.7	26.9	0.8	24.8	22.9	1.9	16.9	16.0	0.9	7.6	7.4	0.2	3.9	3.4	0.5	0.9	0.1	0.8
96FM	8.4	8.6	-0.2	4.9	7.8	-2.9	5.7	7.9	-2.2	7.1	8.4	-1.3	16.2	14.9	1.3	7.5	7.5	0.0	1.7	1.5	0.2
NOVA93.7	13.2	13.2	0.0	31.7	33.6	-1.9	15.6	17.4	-1.8	20.8	18.5	2.3	14.5	15.7	-1.2	4.8	4.1	0.7	0.5	0.6	-0.1
ABC720	8.9	9.7	-0.8	1.9	2.2	-0.3	1.5	1.7	-0.2	3.4	3.2	0.2	4.9	6.2	-1.3	14.2	14.1	0.1	23.5	25.0	-1.5
6RN	1.4	1.7	-0.3	0.2	*	*	0.1	*	*	0.3	0.3	0.0	1.1	1.2	-0.1	3.2	4.1	-0.9	2.9	3.7	-0.8
NEWSR	1.4	1.2	0.2	0.1	0.1	0.0	0.3	0.3	0.0	1.1	0.5	0.6	1.3	1.4	-0.1	1.9	1.6	0.3	2.7	2.5	0.2
6JJJ	10.2	11.0	-0.8	6.1	8.6	-2.5	30.8	26.5	4.3	20.9	23.9	-3.0	7.3	8.7	-1.4	0.8	1.3	-0.5	0.1	0.2	-0.1
ABC FM	3.2	2.7	0.5	0.5	0.2	0.3	1.3	1.5	-0.2	1.3	1.5	-0.2	1.8	1.6	0.2	4.0	2.0	2.0	9.0	7.6	1.4

Share Movement (%) by Session, P10+

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	4.0	3.3	0.7	4.1	3.8	0.3	4.6	3.7	0.9	4.3	3.3	1.0	3.3	2.4	0.9	2.6	2.7	-0.1	5.4	4.7	0.7						
6PR	7.6	6.7	0.9	9.3	8.3	1.0	8.0	6.5	1.5	6.0	4.5	1.5	6.3	6.0	0.3	8.2	9.6	-1.4	7.7	8.1	-0.4						
MIX 94.5	15.8	14.9	0.9	13.6	13.1	0.5	16.9	16.4	0.5	18.4	16.6	1.8	16.2	14.3	1.9	10.8	12.2	-1.4	13.5	13.1	0.4						
HIT 92.9	11.2	10.6	0.6	9.1	8.5	0.6	10.5	9.4	1.1	12.5	13.0	-0.5	13.3	13.3	0.0	12.2	7.9	4.3	9.8	8.6	1.2						
96FM	8.5	8.9	-0.4	7.7	7.7	0.0	9.4	9.7	-0.3	10.0	10.3	-0.3	7.1	8.1	-1.0	6.5	8.3	-1.8	8.0	7.5	0.5						
NOVA93.7	13.4	13.3	0.1	14.4	14.6	-0.2	11.3	11.0	0.3	12.9	12.6	0.3	15.7	15.6	0.1	12.6	12.2	0.4	12.7	12.9	-0.2						
ABC720	8.8	9.5	-0.7	12.2	14.2	-2.0	8.6	8.1	0.5	5.9	6.2	-0.3	6.4	6.9	-0.5	12.1	12.3	-0.2	9.2	10.2	-1.0						
6RN	1.4	1.6	-0.2	2.4	2.4	0.0	0.5	0.7	-0.2	0.6	0.8	-0.2	1.6	2.2	-0.6	2.0	3.4	-1.4	1.6	2.0	-0.4						
NEWSR	1.4	1.2	0.2	1.6	1.5	0.1	1.2	0.8	0.4	1.1	0.7	0.4	1.2	1.4	-0.2	3.0	2.7	0.3	1.5	1.4	0.1						
6JJJ	10.8	11.6	-0.8	10.0	10.2	-0.2	10.9	12.1	-1.2	12.3	13.1	-0.8	10.7	11.8	-1.1	8.5	9.8	-1.3	8.1	9.0	-0.9						
ABC FM	3.0	2.6	0.4	3.4	2.3	1.1	3.2	2.7	0.5	2.5	2.3	0.2	3.2	2.8	0.4	2.9	3.3	-0.4	3.8	3.2	0.6						

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



PERTH RADIO - SURVEY 4 2016

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	10	8	2	*	*	*	*	*	*	*	1	*	2	2	0	4	3	1	3	2	1
6PR	17	15	2	*	*	*	*	*	*	2	1	1	4	3	1	4	3	1	7	7	0
MIX 94.5	34	31	3	2	2	0	2	2	0	7	7	0	14	12	2	5	5	0	3	2	1
HIT 92.9	24	22	2	4	4	0	5	4	1	9	8	1	5	4	1	1	1	0	*	*	*
96FM	19	19	0	1	1	0	1	2	-1	4	4	0	10	9	1	2	2	0	1	1	0
NOVA93.7	29	28	1	5	5	0	3	3	0	11	9	2	9	9	0	2	1	1	*	*	*
ABC720	20	21	-1	*	*	*	*	*	*	2	2	0	3	4	-1	5	4	1	10	11	-1
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	1	1	0
6JXX	23	24	-1	1	1	0	6	5	1	11	12	-1	4	5	-1	*	*	*	*	*	*
ABCFM	7	6	1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	4	3	1
Total	221	215	6	16	15	1	20	19	1	51	49	2	61	58	3	33	31	2	41	42	-1

Average Audience (000's) by Session, P10+ [Potential: 1737]

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	10	8	2	14	14	0	15	12	3	13	9	4	8	5	3	2	2	0	10	8	2
6PR	18	16	2	33	30	3	26	21	5	18	13	5	15	14	1	5	6	-1	14	14	0
MIX 94.5	38	35	3	48	47	1	54	52	2	54	46	8	38	33	5	7	8	-1	24	22	2
HIT 92.9	27	25	2	32	30	2	34	30	4	37	36	1	32	31	1	8	5	3	17	15	2
96FM	20	21	-1	27	27	0	30	31	-1	29	29	0	17	19	-2	4	5	-1	14	13	1
NOVA93.7	32	31	1	51	52	-1	36	35	1	38	35	3	37	36	1	8	8	0	22	22	0
ABC720	21	22	-1	43	51	-8	28	26	2	17	17	0	15	16	-1	8	8	0	16	17	-1
6RN	3	4	-1	8	8	0	2	2	0	2	2	0	4	5	-1	1	2	-1	3	3	0
NEWSR	3	3	0	6	5	1	4	3	1	3	2	1	3	3	0	2	2	0	3	2	1
6JXX	26	27	-1	35	36	-1	35	38	-3	36	37	-1	26	27	-1	5	6	-1	14	15	-1
ABCFM	7	6	1	12	8	4	10	8	2	7	6	1	8	7	1	2	2	0	7	5	2
Total	239	234	5	353	356	-3	322	317	5	295	278	17	238	231	7	64	66	-2	177	169	8

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

EMBARGOED UNTIL 9:30AM AEST



PERTH RADIO - SURVEY 4 2016

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	124	115	9	3	6	-3	2	2	0	9	12	-3	33	30	3	41	38	3	36	27	9
6PR	177	171	6	10	6	4	4	6	-2	24	24	0	45	46	-1	37	35	2	58	54	4
MIX 94.5	538	520	18	74	59	15	57	50	7	131	132	-1	172	165	7	69	76	-7	36	38	-2
HIT 92.9	487	497	-10	99	99	0	113	111	2	169	174	-5	87	93	-6	13	16	-3	5	5	0
96FM	316	322	-6	28	28	0	31	26	5	91	101	-10	120	121	-1	35	34	1	11	10	1
NOVA93.7	544	566	-22	108	111	-3	93	88	5	202	204	-2	115	131	-16	24	26	-2	4	6	-2
ABC720	298	294	4	11	9	2	16	13	3	43	41	2	56	59	-3	80	74	6	93	98	-5
6RN	68	65	3	2	1	1	2	1	1	5	8	-3	17	17	0	22	19	3	21	20	1
NEWSR	74	65	9	3	2	1	2	2	0	17	9	8	16	18	-2	14	15	-1	22	19	3
6JJJ	337	320	17	39	39	0	83	72	11	146	135	11	57	59	-2	10	12	-2	3	3	0
ABC FM	103	98	5	3	1	2	11	10	1	20	25	-5	20	16	4	17	11	6	33	34	-1
Total	1650	1649	1	179	182	-3	196	191	5	443	441	2	388	387	1	213	213	0	232	234	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 1737]

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	105	102	3	66	61	5	62	60	2	74	72	2	56	51	5	25	27	-2	84	78	6
6PR	161	152	9	120	109	11	84	85	-1	86	77	9	89	87	2	50	56	-6	133	129	4
MIX 94.5	492	470	22	291	283	8	238	255	-17	297	296	1	295	266	29	123	120	3	329	320	9
HIT 92.9	455	455	0	263	274	-11	198	194	4	276	269	7	259	252	7	133	102	31	295	281	14
96FM	282	286	-4	153	151	2	145	135	10	166	164	2	137	157	-20	68	79	-11	189	197	-8
NOVA93.7	516	536	-20	338	362	-24	241	248	-7	293	290	3	317	326	-9	151	142	9	355	363	-8
ABC720	271	264	7	191	210	-19	133	127	6	137	130	7	132	129	3	79	77	2	192	208	-16
6RN	60	55	5	36	33	3	19	21	-2	17	17	0	33	33	0	18	25	-7	47	47	0
NEWSR	70	60	10	42	36	6	29	22	7	32	24	8	31	30	1	25	17	8	39	37	2
6JJJ	316	305	11	184	196	-12	146	161	-15	190	182	8	184	174	10	93	105	-12	200	202	-2
ABC FM	88	81	7	55	42	13	46	40	6	51	44	7	50	41	9	31	32	-1	75	69	6
Total	1620	1613	7	1322	1343	-21	1073	1096	-23	1218	1207	11	1236	1203	33	681	667	14	1395	1394	1

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