



PERTH RADIO - SURVEY 5 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	4.6	6.4	-1.8	2.2	0.6	1.6	0.5	1.5	-1.0	0.9	1.0	-0.1	4.6	6.9	-2.3	11.2	12.0	-0.8	6.6	11.5	-4.9
6PR	8.4	6.9	1.5	2.7	2.2	0.5	1.9	2.4	-0.5	2.3	1.9	0.4	5.7	3.9	1.8	13.2	12.5	0.7	20.4	15.9	4.5
MIX 94.5	14.2	14.3	-0.1	10.9	13.3	-2.4	11.1	9.2	1.9	14.4	12.4	2.0	21.8	22.5	-0.7	15.8	16.6	-0.8	5.7	6.0	-0.3
hit92.9	9.9	7.8	2.1	21.3	25.4	-4.1	26.7	19.9	6.8	15.5	10.8	4.7	5.5	6.1	-0.6	4.6	2.1	2.5	1.4	0.1	1.3
96FM	10.2	10.5	-0.3	7.4	5.1	2.3	7.2	9.3	-2.1	12.2	12.3	-0.1	18.3	16.1	2.2	9.4	12.5	-3.1	0.5	1.3	-0.8
NOVA93.7	11.7	12.5	-0.8	30.5	29.3	1.2	14.9	16.4	-1.5	16.9	20.8	-3.9	14.2	15.4	-1.2	3.6	2.8	0.8	0.4	0.7	-0.3
ABC720	10.2	10.1	0.1	1.1	0.6	0.5	0.6	1.3	-0.7	3.4	4.5	-1.1	6.7	7.5	-0.8	17.1	16.9	0.2	24.7	21.8	2.9
6RN	1.5	1.7	-0.2	0.1	0.2	-0.1	*	0.2	*	0.4	0.9	-0.5	1.2	1.9	-0.7	2.2	2.3	-0.1	3.9	2.8	1.1
NEWSR	1.1	1.3	-0.2	0.2	0.1	0.1	*	0.3	*	1.1	1.3	-0.2	1.0	1.0	0.0	1.5	2.0	-0.5	1.8	2.0	-0.2
6JJJ	10.2	10.3	-0.1	10.7	13.0	-2.3	28.5	30.3	-1.8	19.4	20.2	-0.8	6.2	6.7	-0.5	5.4	2.3	3.1	*	0.2	*
ABC FM	3.0	3.3	-0.3	4.1	0.3	3.8	2.1	0.8	1.3	1.0	1.0	0.0	2.3	2.8	-0.5	1.7	3.3	-1.6	7.2	8.6	-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	4.3	6.3	-2.0	4.5	5.7	-1.2	4.6	7.5	-2.9	4.7	7.6	-2.9	3.4	5.3	-1.9	2.6	3.7	-1.1	5.8	6.7	-0.9						
6PR	8.6	7.0	1.6	10.4	9.7	0.7	8.8	5.5	3.3	7.4	5.4	2.0	6.2	5.6	0.6	10.6	9.4	1.2	7.8	6.8	1.0						
MIX 94.5	14.6	14.5	0.1	13.2	12.1	1.1	15.9	16.9	-1.0	16.9	16.7	0.2	14.1	14.2	-0.1	10.0	10.0	0.0	12.9	13.7	-0.8						
hit92.9	10.2	7.9	2.3	9.2	8.0	1.2	8.8	6.2	2.6	11.5	8.7	2.8	12.8	9.3	3.5	8.7	6.9	1.8	9.0	7.7	1.3						
96FM	10.4	10.7	-0.3	10.5	9.4	1.1	10.1	10.3	-0.2	11.5	10.9	0.6	8.9	11.1	-2.2	10.4	14.3	-3.9	9.5	9.8	-0.3						
NOVA93.7	11.9	12.7	-0.8	12.0	12.9	-0.9	9.7	10.6	-0.9	11.5	13.0	-1.5	15.5	15.6	-0.1	11.8	11.1	0.7	11.0	12.0	-1.0						
ABC720	10.1	10.4	-0.3	14.3	14.8	-0.5	10.1	11.1	-1.0	6.6	7.5	-0.9	6.4	6.7	-0.3	13.5	10.7	2.8	10.5	9.1	1.4						
6RN	1.5	1.7	-0.2	2.2	2.5	-0.3	1.5	1.6	-0.1	0.8	0.9	-0.1	1.5	2.0	-0.5	1.7	1.2	0.5	1.5	1.5	0.0						
NEWSR	1.1	1.2	-0.1	1.7	1.6	0.1	0.9	1.1	-0.2	0.4	0.5	-0.1	1.1	1.4	-0.3	1.6	2.3	-0.7	1.1	1.4	-0.3						
6JJJ	10.6	10.4	0.2	9.4	9.6	-0.2	10.7	9.8	0.9	11.3	10.9	0.4	12.5	12.2	0.3	8.6	9.8	-1.2	8.9	10.0	-1.1						
ABC FM	2.9	3.2	-0.3	2.0	2.8	-0.8	2.4	3.0	-0.6	3.2	3.5	-0.3	4.1	3.7	0.4	3.5	3.4	0.1	3.6	3.4	0.2						

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

EMBARGOED UNTIL 9:30AM AEST



PERTH RADIO - SURVEY 5 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	10	14	-4	*	*	*	*	*	*	*	*	*	3	4	-1	4	4	0	3	5	-2
6PR	18	15	3	*	*	*	*	1	*	1	1	0	3	2	1	4	4	0	9	7	2
MIX 94.5	31	30	1	2	2	0	2	2	0	7	5	2	13	13	0	5	6	-1	2	2	0
hit92.9	22	17	5	3	3	0	6	4	2	7	5	2	3	3	0	1	1	0	1	*	*
96FM	22	22	0	1	1	0	2	2	0	6	5	1	11	9	2	3	4	-1	*	1	*
NOVA93.7	26	27	-1	5	4	1	3	4	-1	8	9	-1	8	9	-1	1	1	0	*	*	*
ABC720	22	21	1	*	*	*	*	*	*	2	2	0	4	4	0	6	6	0	11	9	2
6RN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
NEWSR	2	3	-1	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	1	1	0
6JJJ	22	22	0	2	2	0	6	7	-1	9	9	0	4	4	0	2	1	1	*	*	*
ABC FM	7	7	0	1	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	3	4	-1
Total	218	211	7	16	13	3	21	22	-1	47	44	3	58	57	1	32	34	-2	44	41	3

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	10	14	-4	15	19	-4	15	22	-7	13	20	-7	8	12	-4	2	3	-1	10	12	-2
6PR	20	16	4	35	32	3	28	16	12	21	15	6	14	12	2	8	7	1	14	12	2
MIX 94.5	34	32	2	45	40	5	51	50	1	48	45	3	32	32	0	7	7	0	23	25	-2
hit92.9	24	18	6	31	26	5	28	18	10	32	23	9	29	21	8	6	5	1	16	14	2
96FM	24	24	0	36	31	5	32	31	1	32	29	3	20	25	-5	8	10	-2	17	17	0
NOVA93.7	28	29	-1	41	43	-2	31	32	-1	32	35	-3	35	35	0	9	8	1	20	22	-2
ABC720	24	23	1	48	49	-1	32	33	-1	19	20	-1	14	15	-1	10	8	2	19	16	3
6RN	4	4	0	8	8	0	5	5	0	2	2	0	3	5	-2	1	1	0	3	3	0
NEWSR	3	3	0	6	5	1	3	3	0	1	1	0	3	3	0	1	2	-1	2	2	0
6JJJ	25	23	2	32	32	0	34	29	5	32	29	3	28	27	1	6	7	-1	16	18	-2
ABC FM	7	7	0	7	9	-2	8	9	-1	9	9	0	9	8	1	3	2	1	6	6	0
Total	234	224	10	339	330	9	320	298	22	281	268	13	227	224	3	75	72	3	179	179	0

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



PERTH RADIO - SURVEY 5 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	140	129	11	10	5	5	2	5	-3	10	9	1	40	32	8	43	41	2	35	36	-1
6PR	172	156	16	10	8	2	6	9	-3	23	18	5	37	28	9	40	41	-1	56	51	5
MIX 94.5	482	481	1	59	57	2	58	56	2	127	126	1	137	145	-8	71	67	4	30	29	1
hit92.9	417	392	25	78	80	-2	94	88	6	147	134	13	72	74	-2	18	14	4	8	2	6
96FM	305	309	-4	25	28	-3	34	40	-6	84	91	-7	113	101	12	42	38	4	7	11	-4
NOVA93.7	525	542	-17	102	104	-2	90	104	-14	181	178	3	120	124	-4	26	22	4	6	10	-4
ABC720	290	271	19	11	8	3	9	6	3	43	44	-1	63	55	8	69	69	0	94	88	6
6RN	66	68	-2	3	3	0	*	2	*	6	9	-3	17	21	-4	18	19	-1	22	13	9
NEWSR	69	85	-16	3	3	0	*	5	*	23	23	0	15	23	-8	14	16	-2	14	16	-2
6JJJ	306	315	-9	38	34	4	77	83	-6	129	137	-8	40	43	-3	22	15	7	1	3	-2
ABC FM	102	107	-5	8	5	3	8	10	-2	21	21	0	22	23	-1	14	14	0	29	34	-5
Total	1600	1600	0	169	167	2	191	195	-4	420	422	-2	384	381	3	215	215	0	221	220	1

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	124	113	11	75	72	3	58	62	-4	73	72	1	57	63	-6	28	23	5	97	98	-1							
6PR	161	147	14	118	114	4	89	68	21	90	78	12	89	76	13	65	51	14	127	106	21							
MIX 94.5	438	438	0	266	260	6	215	215	0	279	263	16	242	253	-11	119	123	-4	313	312	1							
hit92.9	386	356	30	230	216	14	174	154	20	235	206	29	232	197	35	103	87	16	257	245	12							
96FM	270	278	-8	169	174	-5	123	136	-13	162	169	-7	153	168	-15	69	81	-12	201	188	13							
NOVA93.7	479	500	-21	299	306	-7	209	213	-4	279	288	-9	273	287	-14	133	139	-6	324	348	-24							
ABC720	259	250	9	188	191	-3	140	133	7	129	132	-3	119	123	-4	87	86	1	189	181	8							
6RN	56	60	-4	36	44	-8	28	26	2	26	27	-1	25	30	-5	20	15	5	42	44	-2							
NEWSR	63	75	-12	40	45	-5	23	30	-7	17	22	-5	30	32	-2	15	18	-3	41	49	-8							
6JJJ	277	290	-13	179	186	-7	144	151	-7	171	187	-16	193	188	5	97	102	-5	207	210	-3							
ABC FM	92	94	-2	41	55	-14	42	49	-7	57	52	5	49	46	3	33	25	8	67	74	-7							
Total	1575	1577	-2	1279	1286	-7	1022	1018	4	1178	1162	16	1188	1184	4	682	664	18	1366	1360	6							

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