



# PERTH RADIO - SURVEY 5 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	4.6	4.3	0.3	0.6	0.4	0.2	1.1	1.2	-0.1	0.7	0.8	-0.1	4.4	3.7	0.7	11.7	11.1	0.6	7.4	7.2	0.2
6PR	7.8	7.6	0.2	2.5	3.0	-0.5	0.3	0.4	-0.1	2.8	3.3	-0.5	6.3	6.1	0.2	12.2	11.5	0.7	18.3	17.3	1.0
MIX 94.5	14.4	15.3	-0.9	14.2	15.9	-1.7	8.2	11.6	-3.4	13.6	14.4	-0.8	23.6	23.2	0.4	14.5	15.2	-0.7	5.8	6.3	-0.5
HIT 92.9	10.9	10.9	0.0	24.1	27.7	-3.6	24.4	24.8	-0.4	18.4	16.9	1.5	7.1	7.6	-0.5	3.5	3.9	-0.4	1.1	0.9	0.2
96FM	8.1	8.4	-0.3	5.1	4.9	0.2	4.2	5.7	-1.5	8.3	7.1	1.2	14.4	16.2	-1.8	8.6	7.5	1.1	2.1	1.7	0.4
NOVA93.7	12.9	13.2	-0.3	33.1	31.7	1.4	17.6	15.6	2.0	21.0	20.8	0.2	12.1	14.5	-2.4	4.5	4.8	-0.3	0.5	0.5	0.0
ABC720	8.7	8.9	-0.2	1.9	1.9	0.0	1.3	1.5	-0.2	2.0	3.4	-1.4	4.3	4.9	-0.6	15.2	14.2	1.0	24.1	23.5	0.6
6RN	1.9	1.4	0.5	0.3	0.2	0.1	0.1	0.1	0.0	0.8	0.3	0.5	0.9	1.1	-0.2	4.8	3.2	1.6	3.6	2.9	0.7
NEWSR	1.4	1.4	0.0	0.3	0.1	0.2	*	0.3	*	1.5	1.1	0.4	0.8	1.3	-0.5	1.6	1.9	-0.3	2.9	2.7	0.2
6JJJ	10.2	10.2	0.0	8.4	6.1	2.3	30.3	30.8	-0.5	19.4	20.9	-1.5	7.9	7.3	0.6	0.6	0.8	-0.2	0.3	0.1	0.2
ABC FM	3.8	3.2	0.6	1.2	0.5	0.7	1.4	1.3	0.1	1.1	1.3	-0.2	3.7	1.8	1.9	6.0	4.0	2.0	7.9	9.0	-1.1

## 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	4.5	4.0	0.5	3.8	4.1	-0.3	4.8	4.6	0.2	5.2	4.3	0.9	4.5	3.3	1.2	3.4	2.6	0.8	4.9	5.4	-0.5						
6PR	8.0	7.6	0.4	10.1	9.3	0.8	7.7	8.0	-0.3	6.5	6.0	0.5	6.2	6.3	-0.1	10.8	8.2	2.6	7.1	7.7	-0.6						
MIX 94.5	15.2	15.8	-0.6	13.1	13.6	-0.5	16.2	16.9	-0.7	18.2	18.4	-0.2	15.0	16.2	-1.2	10.0	10.8	-0.8	11.5	13.5	-2.0						
HIT 92.9	11.1	11.2	-0.1	9.4	9.1	0.3	10.8	10.5	0.3	11.7	12.5	-0.8	13.9	13.3	0.6	10.6	12.2	-1.6	10.1	9.8	0.3						
96FM	7.9	8.5	-0.6	7.5	7.7	-0.2	8.4	9.4	-1.0	9.0	10.0	-1.0	7.2	7.1	0.1	6.0	6.5	-0.5	8.8	8.0	0.8						
NOVA93.7	12.9	13.4	-0.5	13.8	14.4	-0.6	11.4	11.3	0.1	12.5	12.9	-0.4	13.9	15.7	-1.8	13.5	12.6	0.9	12.7	12.7	0.0						
ABC720	8.8	8.8	0.0	11.6	12.2	-0.6	9.6	8.6	1.0	6.0	5.9	0.1	6.4	6.4	0.0	11.4	12.1	-0.7	8.3	9.2	-0.9						
6RN	1.7	1.4	0.3	2.5	2.4	0.1	1.1	0.5	0.6	1.0	0.6	0.4	2.0	1.6	0.4	2.4	2.0	0.4	2.4	1.6	0.8						
NEWSR	1.3	1.4	-0.1	1.7	1.6	0.1	1.0	1.2	-0.2	1.1	1.1	0.0	0.8	1.2	-0.4	2.7	3.0	-0.3	1.6	1.5	0.1						
6JJJ	10.7	10.8	-0.1	10.3	10.0	0.3	10.8	10.9	-0.1	11.8	12.3	-0.5	10.7	10.7	0.0	7.6	8.5	-0.9	8.9	8.1	0.8						
ABC FM	3.6	3.0	0.6	4.0	3.4	0.6	3.8	3.2	0.6	3.1	2.5	0.6	4.0	3.2	0.8	2.4	2.9	-0.5	4.6	3.8	0.8						

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



# PERTH RADIO - SURVEY 5 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	10	0	*	*	*	*	*	*	*	*	*	2	2	0	4	4	0	3	3	0
6PR	17	17	0	*	*	*	*	*	*	2	2	0	3	4	-1	4	4	0	8	7	1
MIX 94.5	31	34	-3	2	2	0	2	2	0	8	7	1	13	14	-1	5	5	0	2	3	-1
HIT 92.9	24	24	0	3	4	-1	5	5	0	10	9	1	4	5	-1	1	1	0	*	*	*
96FM	18	19	-1	1	1	0	1	1	0	5	4	1	8	10	-2	3	2	1	1	1	0
NOVA93.7	28	29	-1	5	5	0	3	3	0	12	11	1	7	9	-2	1	2	-1	*	*	*
ABC720	19	20	-1	*	*	*	*	*	*	1	2	-1	2	3	-1	5	5	0	10	10	0
6RN	4	3	1	*	*	*	*	*	*	*	*	*	*	1	*	2	1	1	1	1	0
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0	1	1	0
6JJJ	22	23	-1	1	1	0	6	6	0	11	11	0	4	4	0	*	*	*	*	*	*
ABCFM	8	7	1	*	*	*	*	*	*	1	1	0	2	1	1	2	1	1	3	4	-1
Total	218	221	-3	14	16	-2	19	20	-1	56	51	5	55	61	-6	33	33	0	41	41	0

## 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	11	10	1	13	14	-1	15	15	0	15	13	2	10	8	2	2	2	0	8	10	-2
6PR	19	18	1	35	33	2	24	26	-2	19	18	1	14	15	-1	7	5	2	12	14	-2
MIX 94.5	36	38	-2	45	48	-3	51	54	-3	54	54	0	35	38	-3	7	7	0	20	24	-4
HIT 92.9	26	27	-1	32	32	0	34	34	0	35	37	-2	32	32	0	7	8	-1	18	17	1
96FM	19	20	-1	26	27	-1	26	30	-4	27	29	-2	17	17	0	4	4	0	15	14	1
NOVA93.7	30	32	-2	47	51	-4	36	36	0	37	38	-1	32	37	-5	9	8	1	22	22	0
ABC720	21	21	0	40	43	-3	30	28	2	18	17	1	15	15	0	8	8	0	14	16	-2
6RN	4	3	1	9	8	1	4	2	2	3	2	1	5	4	1	2	1	1	4	3	1
NEWSR	3	3	0	6	6	0	3	4	-1	3	3	0	2	3	-1	2	2	0	3	3	0
6JJJ	25	26	-1	35	35	0	34	35	-1	35	36	-1	25	26	-1	5	5	0	15	14	1
ABCFM	8	7	1	14	12	2	12	10	2	9	7	2	9	8	1	2	2	0	8	7	1
Total	236	239	-3	341	353	-12	315	322	-7	296	295	1	233	238	-5	67	64	3	174	177	-3

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



# PERTH RADIO - SURVEY 5 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	120	124	-4	3	3	0	4	2	2	9	9	0	30	33	-3	38	41	-3	36	36	0
6PR	185	177	8	9	10	-1	6	4	2	27	24	3	48	45	3	36	37	-1	59	58	1
MIX 94.5	534	538	-4	76	74	2	54	57	-3	136	131	5	170	172	-2	63	69	-6	35	36	-1
HIT 92.9	499	487	12	109	99	10	108	113	-5	173	169	4	86	87	-1	17	13	4	5	5	0
96FM	312	316	-4	30	28	2	29	31	-2	85	91	-6	118	120	-2	36	35	1	14	11	3
NOVA93.7	571	544	27	117	108	9	94	93	1	211	202	9	119	115	4	24	24	0	6	4	2
ABC720	293	298	-5	14	11	3	11	16	-5	31	43	-12	69	56	13	74	80	-6	95	93	2
6RN	72	68	4	3	2	1	3	2	1	10	5	5	17	17	0	18	22	-4	20	21	-1
NEWSR	79	74	5	6	3	3	1	2	-1	22	17	5	18	16	2	16	14	2	17	22	-5
6JJJ	357	337	20	46	39	7	80	83	-3	148	146	2	70	57	13	11	10	1	2	3	-1
ABC FM	109	103	6	9	3	6	10	11	-1	17	20	-3	19	20	-1	20	17	3	35	33	2
<b>Total</b>	<b>1648</b>	<b>1650</b>	<b>-2</b>	<b>180</b>	<b>179</b>	<b>1</b>	<b>194</b>	<b>196</b>	<b>-2</b>	<b>447</b>	<b>443</b>	<b>4</b>	<b>382</b>	<b>388</b>	<b>-6</b>	<b>213</b>	<b>213</b>	<b>0</b>	<b>232</b>	<b>232</b>	<b>0</b>

## 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	109	105	4	62	66	-4	57	62	-5	72	74	-2	56	56	0	32	25	7	77	84	-7
6PR	166	161	5	127	120	7	73	84	-11	88	86	2	91	89	2	54	50	4	123	133	-10
MIX 94.5	487	492	-5	300	291	9	231	238	-7	284	297	-13	265	295	-30	109	123	-14	320	329	-9
HIT 92.9	470	455	15	280	263	17	206	198	8	276	276	0	276	259	17	136	133	3	307	295	12
96FM	274	282	-8	162	153	9	132	145	-13	162	166	-4	131	137	-6	63	68	-5	196	189	7
NOVA93.7	539	516	23	335	338	-3	247	241	6	323	293	30	304	317	-13	168	151	17	368	355	13
ABC720	271	271	0	181	191	-10	141	133	8	126	137	-11	134	132	2	82	79	3	183	192	-9
6RN	61	60	1	40	36	4	31	19	12	28	17	11	33	33	0	19	18	1	46	47	-1
NEWSR	74	70	4	45	42	3	29	29	0	39	32	7	27	31	-4	24	25	-1	41	39	2
6JJJ	326	316	10	202	184	18	153	146	7	193	190	3	199	184	15	86	93	-7	214	200	14
ABC FM	98	88	10	55	55	0	57	46	11	56	51	5	55	50	5	34	31	3	78	75	3
<b>Total</b>	<b>1624</b>	<b>1620</b>	<b>4</b>	<b>1321</b>	<b>1322</b>	<b>-1</b>	<b>1063</b>	<b>1073</b>	<b>-10</b>	<b>1237</b>	<b>1218</b>	<b>19</b>	<b>1234</b>	<b>1236</b>	<b>-2</b>	<b>694</b>	<b>681</b>	<b>13</b>	<b>1386</b>	<b>1395</b>	<b>-9</b>

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