



PERTH RADIO - SURVEY 5 2014

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	5.3	5.4	-0.1	1.7	2.0	-0.3	0.4	0.9	-0.5	2.3	2.4	-0.1	3.0	5.0	-2.0	16.0	12.9	3.1	6.3	6.8	-0.5
6PR	10.2	9.0	1.2	2.1	1.2	0.9	1.7	1.2	0.5	3.6	3.9	-0.3	7.6	8.8	-1.2	13.5	12.4	1.1	25.4	19.4	6.0
MIX 94.5	14.2	15.1	-0.9	14.8	13.5	1.3	12.6	19.1	-6.5	10.6	11.4	-0.8	22.1	22.7	-0.6	15.6	16.6	-1.0	7.8	5.7	2.1
92.9	8.0	9.3	-1.3	30.2	29.7	0.5	16.1	17.2	-1.1	13.0	15.4	-2.4	4.5	6.3	-1.8	2.9	3.0	-0.1	0.1	0.7	-0.6
96FM	10.7	11.1	-0.4	3.0	4.5	-1.5	7.4	10.6	-3.2	14.1	13.9	0.2	21.0	18.4	2.6	6.3	7.8	-1.5	0.9	2.3	-1.4
NOVA93.7	12.4	11.8	0.6	32.4	32.1	0.3	20.7	19.4	1.3	18.6	18.2	0.4	14.0	12.1	1.9	3.3	3.1	0.2	0.4	0.7	-0.3
ABC720	10.0	10.6	-0.6	0.2	0.4	-0.2	2.0	1.3	0.7	3.8	3.6	0.2	8.9	9.2	-0.3	15.1	14.9	0.2	21.7	26.0	-4.3
6RN	1.7	1.7	0.0	0.5	0.4	0.1	0.2	*	*	0.4	0.6	-0.2	0.9	1.9	-1.0	3.0	3.2	-0.2	4.2	2.7	1.5
NEWSR	1.1	1.1	0.0	0.2	0.6	-0.4	1.1	*	*	1.2	0.7	0.5	0.8	1.1	-0.3	1.9	1.8	0.1	0.8	1.7	-0.9
6JJJ	10.3	9.7	0.6	8.3	11.1	-2.8	32.7	23.8	8.9	19.8	19.4	0.4	6.2	5.9	0.3	2.5	3.1	-0.6	*	0.1	*
ABC FM	2.4	2.2	0.2	0.3	0.7	-0.4	0.2	0.3	-0.1	1.7	1.6	0.1	1.4	1.0	0.4	2.8	1.8	1.0	5.9	6.3	-0.4

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	5.1	5.1	0.0	4.8	4.4	0.4	5.4	6.5	-1.1	5.8	5.6	0.2	4.2	3.7	0.5	4.5	4.7	-0.2	6.0	6.5	-0.5						
6PR	10.1	8.6	1.5	11.8	11.0	0.8	10.0	7.5	2.5	8.1	6.6	1.5	9.2	7.4	1.8	12.5	12.6	-0.1	10.5	10.2	0.3						
MIX 94.5	14.4	15.5	-1.1	13.5	14.3	-0.8	15.1	16.7	-1.6	16.7	16.8	-0.1	14.2	15.2	-1.0	9.1	12.2	-3.1	13.4	13.9	-0.5						
92.9	7.7	9.2	-1.5	7.8	9.1	-1.3	6.5	7.6	-1.1	7.9	9.5	-1.6	9.5	11.3	-1.8	7.0	9.4	-2.4	8.8	9.5	-0.7						
96FM	11.5	11.8	-0.3	10.2	10.3	-0.1	13.0	13.2	-0.2	13.6	14.0	-0.4	9.8	10.6	-0.8	8.8	8.6	0.2	8.0	8.7	-0.7						
NOVA93.7	12.5	11.9	0.6	13.2	12.2	1.0	10.3	10.7	-0.4	12.1	12.9	-0.8	15.4	12.9	2.5	11.4	9.2	2.2	12.1	11.4	0.7						
ABC720	10.1	10.7	-0.6	13.5	15.0	-1.5	9.6	9.9	-0.3	7.6	7.8	-0.2	7.3	7.5	-0.2	13.5	14.3	-0.8	9.9	10.2	-0.3						
6RN	1.6	1.7	-0.1	2.0	2.2	-0.2	1.3	1.4	-0.1	1.0	0.9	0.1	2.1	2.5	-0.4	1.7	1.7	0.0	1.9	1.6	0.3						
NEWSR	1.0	1.1	-0.1	1.2	1.4	-0.2	0.6	0.6	0.0	0.8	0.8	0.0	0.8	1.2	-0.4	2.5	2.1	0.4	1.2	1.2	0.0						
6JJJ	10.5	9.7	0.8	9.4	8.8	0.6	10.3	8.5	1.8	10.8	10.0	0.8	12.0	12.2	-0.2	10.9	10.0	0.9	9.4	9.7	-0.3						
ABC FM	2.2	2.1	0.1	2.7	2.0	0.7	2.4	2.2	0.2	1.8	1.8	0.0	2.3	2.0	0.3	1.9	2.5	-0.6	2.8	2.5	0.3						

EMBARGOED UNTIL 9:30AM AEST



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Average 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	11	12	-1	*	*	*	*	*	*	1	1	0	2	3	-1	6	5	1	3	3	0
6PR	22	20	2	*	*	*	*	*	*	2	2	0	4	5	-1	5	4	1	10	8	2
MIX 94.5	30	34	-4	2	2	0	2	5	-3	5	6	-1	12	13	-1	5	6	-1	3	2	1
92.9	17	21	-4	4	4	0	3	4	-1	7	8	-1	2	4	-2	1	1	0	*	*	*
96FM	23	25	-2	*	1	*	1	3	-2	7	7	0	11	11	0	2	3	-1	*	1	*
NOVA93.7	26	27	-1	4	4	0	4	5	-1	10	9	1	7	7	0	1	1	0	*	*	*
ABC720	21	24	-3	*	*	*	*	*	*	2	2	0	5	5	0	5	5	0	9	11	-2
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
NEWSR	2	3	-1	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0	*	1	*
6JJJ	22	22	0	1	1	0	6	6	0	10	10	0	3	4	-1	1	1	0	*	*	*
ABC FM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	3	-1
Total	213	225	-12	12	12	0	20	24	-4	51	52	-1	54	59	-5	35	36	-1	41	42	-1

Average Audience (000's) by Session, P10+ [Potential: 1642]

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	12	12	0	16	15	1	17	22	-5	16	17	-1	10	9	1	3	4	-1	10	12	-2						
6PR	23	21	2	39	38	1	31	25	6	23	20	3	21	18	3	9	10	-1	18	18	0						
MIX 94.5	33	38	-5	45	50	-5	47	55	-8	47	50	-3	32	36	-4	7	10	-3	22	25	-3						
92.9	18	23	-5	26	32	-6	20	25	-5	22	28	-6	22	27	-5	5	7	-2	15	17	-2						
96FM	27	29	-2	34	36	-2	41	44	-3	38	42	-4	22	25	-3	6	7	-1	13	15	-2						
NOVA93.7	29	29	0	44	43	1	32	36	-4	34	39	-5	35	31	4	8	7	1	20	20	0						
ABC720	23	26	-3	45	53	-8	30	33	-3	21	23	-2	17	18	-1	10	11	-1	16	18	-2						
6RN	4	4	0	6	8	-2	4	5	-1	3	3	0	5	6	-1	1	1	0	3	3	0						
NEWSR	2	3	-1	4	5	-1	2	2	0	2	2	0	2	3	-1	2	2	0	2	2	0						
6JJJ	24	24	0	31	31	0	32	28	4	30	30	0	27	29	-2	8	8	0	16	17	-1						
ABC FM	5	5	0	9	7	2	7	7	0	5	5	0	5	5	0	1	2	-1	5	5	0						
Total	231	245	-14	331	350	-19	312	332	-20	281	299	-18	229	239	-10	74	78	-4	167	177	-10						



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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	144	133	11	5	4	1	7	6	1	18	15	3	23	27	-4	59	51	8	31	30	1
6PR	197	214	-17	7	4	3	8	3	5	29	39	-10	50	59	-9	41	48	-7	61	61	0
MIX 94.5	484	483	1	60	53	7	55	71	-16	118	117	1	154	145	9	70	68	2	27	28	-1
92.9	392	424	-32	98	95	3	82	86	-4	122	139	-17	66	80	-14	21	18	3	2	5	-3
96FM	293	309	-16	15	25	-10	38	42	-4	100	104	-4	102	101	1	31	27	4	6	11	-5
NOVA93.7	520	514	6	116	112	4	90	101	-11	178	178	0	106	99	7	25	20	5	4	4	0
ABC720	306	309	-3	4	4	0	16	10	6	57	46	11	77	85	-8	66	72	-6	86	91	-5
6RN	60	62	-2	4	3	1	2	1	1	8	9	-1	10	15	-5	16	17	-1	21	17	4
NEWSR	63	70	-7	2	2	0	5	2	3	17	13	4	16	19	-3	13	17	-4	12	16	-4
6JJJ	302	297	5	23	26	-3	74	69	5	140	133	7	52	52	0	12	13	-1	1	2	-1
ABC FM	88	81	7	2	7	-5	4	6	-2	25	18	7	14	11	3	16	15	1	27	24	3
Total	1556	1558	-2	169	171	-2	190	191	-1	410	405	5	367	370	-3	207	208	-1	214	212	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1642]

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	128	119	9	83	77	6	78	74	4	84	82	2	73	67	6	43	35	8	99	100	-1
6PR	179	185	-6	135	133	2	97	98	-1	105	106	-1	103	110	-7	65	67	-2	137	160	-23
MIX 94.5	449	447	2	286	276	10	216	235	-19	269	276	-7	260	261	-1	123	139	-16	303	299	4
92.9	360	398	-38	207	253	-46	133	170	-37	207	225	-18	214	243	-29	104	119	-15	260	256	4
96FM	263	286	-23	171	180	-9	136	154	-18	167	191	-24	157	184	-27	65	76	-11	174	195	-21
NOVA93.7	476	478	-2	314	312	2	192	197	-5	274	276	-2	296	275	21	143	136	7	328	298	30
ABC720	270	284	-14	201	214	-13	143	152	-9	140	152	-12	138	135	3	94	99	-5	198	215	-17
6RN	52	55	-3	38	39	-1	20	24	-4	21	25	-4	33	35	-2	15	18	-3	40	41	-1
NEWSR	59	60	-1	37	36	1	14	16	-2	21	20	1	18	21	-3	20	18	2	32	42	-10
6JJJ	280	275	5	195	184	11	134	130	4	152	149	3	173	181	-8	103	92	11	193	195	-2
ABC FM	78	73	5	53	42	11	40	41	-1	41	37	4	39	35	4	21	23	-2	55	46	9
Total	1532	1537	-5	1279	1286	-7	982	1021	-39	1156	1156	0	1157	1191	-34	701	710	-9	1333	1330	3