



PERTH RADIO - SURVEY 8 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	6.0	5.5	0.5	3.4	1.5	1.9	0.6	*	*	0.9	1.6	-0.7	5.0	6.1	-1.1	16.2	11.4	4.8	8.9	9.1	-0.2
6PR	7.3	8.5	-1.2	1.6	0.7	0.9	*	0.2	*	2.9	4.5	-1.6	5.1	8.9	-3.8	12.5	11.8	0.7	17.4	18.2	-0.8
MIX 94.5	13.8	14.5	-0.7	10.7	13.8	-3.1	12.3	11.5	0.8	11.4	11.9	-0.5	22.3	21.9	0.4	13.0	16.1	-3.1	5.9	6.9	-1.0
92.9	8.2	8.4	-0.2	21.9	21.1	0.8	13.8	17.9	-4.1	14.4	12.8	1.6	6.6	6.4	0.2	2.3	2.5	-0.2	0.4	0.6	-0.2
96FM	10.2	9.4	0.8	8.0	3.8	4.2	11.0	12.5	-1.5	11.2	11.5	-0.3	17.6	13.6	4.0	5.4	7.2	-1.8	1.7	1.5	0.2
NOVA93.7	12.6	13.5	-0.9	28.7	31.5	-2.8	20.2	25.0	-4.8	22.3	23.3	-1.0	11.8	10.8	1.0	3.0	3.6	-0.6	0.4	0.6	-0.2
ABC720	9.6	9.6	0.0	1.4	1.8	-0.4	1.9	1.4	0.5	2.0	2.3	-0.3	6.0	7.3	-1.3	17.8	17.2	0.6	24.3	24.2	0.1
6RN	1.5	1.7	-0.2	0.3	0.4	-0.1	0.5	*	*	1.3	0.8	0.5	1.2	2.3	-1.1	2.1	2.3	-0.2	2.4	3.1	-0.7
NEWSR	1.0	1.3	-0.3	0.2	0.7	-0.5	0.1	*	*	0.7	1.1	-0.4	1.4	1.3	0.1	0.7	2.0	-1.3	1.5	1.7	-0.2
6JJJ	11.0	10.4	0.6	9.5	10.5	-1.0	33.0	26.5	6.5	19.2	16.9	2.3	8.2	9.4	-1.2	4.3	2.8	1.5	*	*	*
ABC FM	2.5	2.4	0.1	1.7	0.3	1.4	0.3	0.4	-0.1	0.5	0.5	0.0	0.8	1.1	-0.3	3.7	4.4	-0.7	8.3	7.5	0.8

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	5.5	5.3	0.2	5.6	4.7	0.9	5.5	6.6	-1.1	5.7	5.4	0.3	5.2	4.6	0.6	5.1	4.3	0.8	7.6	6.3	1.3						
6PR	7.5	8.8	-1.3	8.9	10.4	-1.5	7.6	8.4	-0.8	6.0	8.1	-2.1	6.9	8.2	-1.3	8.4	8.4	0.0	6.5	7.3	-0.8						
MIX 94.5	14.2	14.9	-0.7	14.3	14.0	0.3	15.7	16.9	-1.2	15.2	16.1	-0.9	13.2	13.7	-0.5	9.5	10.4	-0.9	12.1	13.4	-1.3						
92.9	8.1	8.5	-0.4	7.5	7.4	0.1	6.5	8.2	-1.7	8.1	8.9	-0.8	11.1	10.2	0.9	8.9	8.2	0.7	8.4	7.9	0.5						
96FM	10.6	9.8	0.8	8.4	8.5	-0.1	10.7	10.8	-0.1	13.1	12.1	1.0	9.7	8.3	1.4	11.0	7.6	3.4	8.9	7.7	1.2						
NOVA93.7	12.8	13.6	-0.8	12.8	13.8	-1.0	11.3	11.9	-0.6	12.2	14.0	-1.8	15.6	15.5	0.1	13.0	12.4	0.6	12.0	13.3	-1.3						
ABC720	9.7	9.8	-0.1	13.7	14.2	-0.5	9.2	8.6	0.6	7.1	6.3	0.8	7.2	7.6	-0.4	11.1	13.4	-2.3	8.9	9.1	-0.2						
6RN	1.4	1.6	-0.2	2.0	2.3	-0.3	0.9	1.1	-0.2	1.2	1.5	-0.3	1.5	1.6	-0.1	1.6	1.6	0.0	1.5	2.0	-0.5						
NEWSR	0.9	1.1	-0.2	1.2	1.7	-0.5	0.7	0.8	-0.1	0.5	0.7	-0.2	0.5	0.7	-0.2	2.1	2.3	-0.2	1.2	1.6	-0.4						
6JJJ	11.3	10.6	0.7	11.0	10.0	1.0	11.9	9.9	2.0	11.8	10.9	0.9	10.8	11.4	-0.6	9.4	11.6	-2.2	10.1	9.8	0.3						
ABC FM	2.5	2.3	0.2	2.3	1.9	0.4	2.4	2.4	0.0	2.5	2.5	0.0	2.9	2.6	0.3	2.3	2.1	0.2	2.8	3.0	-0.2						

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.



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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	12	1	*	*	*	*	*	*	*	1	*	3	4	-1	6	4	2	4	3	1
6PR	16	19	-3	*	*	*	*	*	*	1	2	-1	3	5	-2	4	4	0	7	7	0
MIX 94.5	30	32	-2	1	2	-1	2	3	-1	6	6	0	14	13	1	4	6	-2	2	3	-1
92.9	18	18	0	3	3	0	3	4	-1	7	6	1	4	4	0	1	1	0	*	*	*
96FM	22	20	2	1	*	*	2	3	-1	6	6	0	11	8	3	2	3	-1	1	1	0
NOVA93.7	28	30	-2	4	4	0	4	6	-2	11	12	-1	7	6	1	1	1	0	*	*	*
ABC720	21	21	0	*	*	*	*	*	*	1	1	0	4	4	0	6	6	0	10	9	1
6RN	3	4	-1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	1	1	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	1	*	1	1	0	*	1	*	1	1	0
6JJJ	24	23	1	1	1	0	6	6	0	10	9	1	5	6	-1	1	1	0	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	3	3	0
Total	220	218	2	14	13	1	20	24	-4	51	51	0	62	60	2	34	35	-1	40	37	3

Average 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	13	12	1	20	16	4	18	21	-3	16	15	1	13	11	2	4	3	1	13	11	2
6PR	18	21	-3	31	36	-5	24	27	-3	17	23	-6	17	19	-2	6	6	0	11	13	-2
MIX 94.5	34	35	-1	50	49	1	50	55	-5	43	46	-3	32	32	0	7	8	-1	21	23	-2
92.9	19	20	-1	26	26	0	21	26	-5	23	26	-3	27	24	3	7	6	1	15	14	1
96FM	25	23	2	30	29	1	34	35	-1	37	35	2	23	20	3	8	6	2	15	13	2
NOVA93.7	31	32	-1	45	48	-3	36	38	-2	34	40	-6	38	36	2	10	9	1	21	23	-2
ABC720	23	23	0	48	49	-1	30	28	2	20	18	2	17	18	-1	8	10	-2	16	16	0
6RN	3	4	-1	7	8	-1	3	3	0	3	4	-1	4	4	0	1	1	0	3	3	0
NEWSR	2	3	-1	4	6	-2	2	3	-1	2	2	0	1	2	-1	2	2	0	2	3	-1
6JJJ	27	25	2	39	34	5	38	32	6	33	31	2	26	27	-1	7	8	-1	18	17	1
ABCFM	6	5	1	8	7	1	8	8	0	7	7	0	7	6	1	2	2	0	5	5	0
Total	238	237	1	351	346	5	320	322	-2	282	286	-4	241	234	7	74	73	1	174	172	2

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.



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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	154	147	7	10	6	4	4	2	2	15	14	1	34	42	-8	55	48	7	36	34	2
6PR	168	186	-18	8	7	1	1	4	-3	28	33	-5	48	56	-8	35	35	0	49	51	-2
MIX 94.5	492	508	-16	61	65	-4	59	66	-7	118	120	-2	161	153	8	62	71	-9	31	33	-2
92.9	416	437	-21	89	83	6	78	97	-19	150	147	3	78	86	-8	16	18	-2	5	6	-1
96FM	303	294	9	37	29	8	40	43	-3	74	93	-19	116	91	25	29	29	0	7	10	-3
NOVA93.7	525	530	-5	99	110	-11	98	102	-4	193	190	3	107	101	6	23	19	4	5	6	-1
ABC720	267	293	-26	13	16	-3	9	12	-3	26	31	-5	64	74	-10	64	78	-14	92	81	11
6RN	68	69	-1	5	4	1	3	1	2	8	8	0	16	18	-2	16	19	-3	20	19	1
NEWSR	60	77	-17	5	7	-2	1	*	*	11	12	-1	19	24	-5	9	18	-9	16	17	-1
6JJJ	338	323	15	40	39	1	91	78	13	129	133	-4	65	59	6	12	12	0	1	2	-1
ABC FM	102	82	20	14	6	8	3	5	-2	16	15	1	16	14	2	21	17	4	32	25	7
Total	1558	1557	1	170	169	1	187	187	0	401	404	-3	375	374	1	208	210	-2	216	214	2

Cumulative 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	134	126	8	80	86	-6	73	69	4	83	66	17	82	74	8	35	37	-2	108	106	2						
6PR	157	170	-13	115	120	-5	83	80	3	88	95	-7	99	97	2	54	58	-4	110	122	-12						
MIX 94.5	440	468	-28	267	292	-25	221	226	-5	269	273	-4	261	257	4	105	120	-15	314	314	0						
92.9	371	386	-15	231	239	-8	161	170	-9	223	231	-8	234	223	11	129	122	7	280	261	19						
96FM	278	261	17	163	156	7	149	141	8	169	167	2	159	152	7	89	73	16	180	174	6						
NOVA93.7	492	493	-1	318	324	-6	218	229	-11	267	267	0	295	288	7	151	151	0	368	376	-8						
ABC720	245	265	-20	192	197	-5	143	133	10	129	128	1	131	145	-14	70	87	-17	187	205	-18						
6RN	57	59	-2	42	38	4	26	23	3	29	31	-2	28	34	-6	18	23	-5	50	51	-1						
NEWSR	52	68	-16	36	44	-8	24	34	-10	17	23	-6	21	29	-8	19	26	-7	43	53	-10						
6JJJ	314	301	13	208	191	17	162	132	30	179	167	12	198	203	-5	97	103	-6	210	197	13						
ABC FM	88	74	14	52	39	13	36	42	-6	49	43	6	51	40	11	24	19	5	64	50	14						
Total	1526	1515	11	1284	1271	13	1027	1011	16	1134	1118	16	1209	1173	36	694	701	-7	1360	1335	25						

Please note: Listening via streaming for all radio stations except 6ix is included in these results. 6ix stopped streaming in January 2014.