



PERTH RADIO - SURVEY 1 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	4.5	-0.2	2.3	1.4	0.9	2.0	0.1	1.9	1.2	0.4	0.8	3.4	5.9	-2.5	9.6	10.4	-0.8	6.7	5.9	0.8
6PR	8.2	7.8	0.4	0.9	1.8	-0.9	0.6	0.1	0.5	2.5	2.6	-0.1	7.8	8.0	-0.2	14.1	11.6	2.5	17.5	16.5	1.0
MIX 94.5	15.0	15.0	0.0	12.6	13.5	-0.9	12.7	12.2	0.5	15.8	15.1	0.7	22.0	19.7	2.3	15.0	19.5	-4.5	6.0	6.6	-0.6
hit92.9	10.9	9.8	1.1	24.5	28.3	-3.8	20.3	23.8	-3.5	17.9	17.1	0.8	8.2	5.1	3.1	6.2	1.4	4.8	0.3	1.3	-1.0
96FM	7.9	7.7	0.2	8.8	3.8	5.0	8.3	10.3	-2.0	6.9	8.7	-1.8	13.2	9.7	3.5	7.5	9.6	-2.1	1.7	2.0	-0.3
NOVA93.7	13.7	12.0	1.7	26.5	29.9	-3.4	19.7	16.1	3.6	22.1	20.2	1.9	16.5	10.8	5.7	3.5	5.8	-2.3	0.3	1.3	-1.0
ABC720	10.0	9.6	0.4	1.7	1.5	0.2	1.9	2.1	-0.2	2.1	2.8	-0.7	7.5	7.4	0.1	15.5	14.2	1.3	26.3	23.4	2.9
6RN	1.4	1.9	-0.5	0.5	1.1	-0.6	0.2	*	*	1.0	0.9	0.1	1.0	2.2	-1.2	3.2	3.1	0.1	2.0	2.9	-0.9
NEWSR	0.9	1.0	-0.1	0.4	0.2	0.2	0.2	0.2	0.0	0.9	1.1	-0.2	1.0	1.4	-0.4	0.9	1.0	-0.1	1.1	0.9	0.2
6JJJ	9.7	11.3	-1.6	8.4	8.2	0.2	25.5	29.7	-4.2	19.3	19.7	-0.4	7.1	11.4	-4.3	2.4	2.6	-0.2	*	0.1	*
ABC FM	1.7	3.5	-1.8	0.4	0.4	0.0	0.2	0.4	-0.2	0.3	1.1	-0.8	1.8	2.5	-0.7	1.6	4.0	-2.4	4.5	9.7	-5.2

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	4.2	-0.2	3.4	4.1	-0.7	4.3	4.3	0.0	4.3	4.0	0.3	4.3	4.0	0.3	4.3	4.0	0.3	3.5	5.5	-2.0	5.4	5.7	-0.3	5.4	5.7	-0.3
6PR	8.7	8.0	0.7	11.0	9.0	2.0	9.3	7.7	1.6	7.4	6.8	0.6	6.2	7.5	-1.3	6.2	7.5	-1.3	8.7	10.8	-2.1	6.5	7.2	-0.7	6.5	7.2	-0.7
MIX 94.5	15.1	15.4	-0.3	13.0	12.5	0.5	15.5	17.2	-1.7	16.6	19.4	-2.8	15.9	14.1	1.8	15.9	14.1	1.8	14.5	10.2	4.3	14.9	13.6	1.3	14.9	13.6	1.3
hit92.9	11.1	10.0	1.1	9.4	7.8	1.6	10.5	10.1	0.4	11.9	11.0	0.9	13.4	12.1	1.3	13.4	12.1	1.3	11.1	10.1	1.0	10.5	9.1	1.4	10.5	9.1	1.4
96FM	8.0	7.6	0.4	7.5	6.9	0.6	8.6	7.8	0.8	9.6	8.5	1.1	6.4	7.1	-0.7	6.4	7.1	-0.7	5.9	8.2	-2.3	7.8	7.8	0.0	7.8	7.8	0.0
NOVA93.7	13.8	12.4	1.4	13.3	13.6	-0.3	12.8	10.1	2.7	14.2	11.9	2.3	15.8	14.9	0.9	15.8	14.9	0.9	13.5	11.6	1.9	13.3	10.6	2.7	13.3	10.6	2.7
ABC720	10.2	9.8	0.4	16.2	15.0	1.2	9.3	8.4	0.9	6.2	5.7	0.5	7.2	6.7	0.5	7.2	6.7	0.5	10.6	14.9	-4.3	9.6	9.0	0.6	9.6	9.0	0.6
6RN	1.3	1.9	-0.6	2.0	3.0	-1.0	0.9	1.2	-0.3	0.7	1.3	-0.6	0.7	1.3	-0.6	1.5	1.9	-0.4	1.5	1.9	-0.4	1.9	2.0	-0.1	1.9	2.0	-0.1
NEWSR	0.8	0.9	-0.1	1.1	1.4	-0.3	0.5	0.7	-0.2	0.5	0.4	0.1	0.5	0.9	-0.1	0.8	0.9	-0.1	2.0	1.5	0.5	1.1	1.3	-0.2	1.1	1.3	-0.2
6JJJ	10.3	11.4	-1.1	9.1	11.3	-2.2	9.6	11.1	-1.5	11.8	12.6	-0.8	11.5	12.3	-0.8	11.5	12.3	-0.8	8.9	7.2	1.7	7.8	10.9	-3.1	7.8	10.9	-3.1
ABC FM	1.5	3.3	-1.8	1.7	3.2	-1.5	1.3	3.2	-1.9	1.1	3.0	-1.9	1.1	3.0	-1.9	1.5	3.6	-2.1	2.2	4.1	-1.9	2.3	4.1	-1.8	2.3	4.1	-1.8

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



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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	10	10	0	*	*	*	*	*	*	1	*	*	2	3	-1	4	4	0	3	3	0
6PR	19	17	2	*	*	*	*	*	*	1	1	0	5	5	0	5	4	1	7	7	0
MIX 94.5	34	33	1	2	2	0	3	3	0	9	7	2	13	11	2	6	7	-1	2	3	-1
hit92.9	25	21	4	4	4	0	4	5	-1	10	8	2	5	3	2	2	*	*	*	1	*
96FM	18	17	1	1	1	0	2	2	0	4	4	0	8	6	2	3	3	0	1	1	0
NOVA93.7	31	26	5	4	4	0	4	3	1	12	10	2	10	6	4	1	2	-1	*	1	*
ABC720	23	21	2	*	*	*	*	*	*	1	1	0	4	4	0	6	5	1	11	10	1
6RN	3	4	-1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	1	1	0
NEWSR	2	2	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	*	*	*
6JJJ	22	25	-3	1	1	0	5	6	-1	10	10	0	4	7	-3	1	1	0	*	*	*
ABCFM	4	8	-4	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	2	4	-2
Total	226	219	7	14	14	0	20	21	-1	54	49	5	59	57	2	37	35	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	10	0	12	14	-2	14	14	0	13	11	2	10	9	1	3	4	-1	10	10	0
6PR	21	19	2	39	31	8	31	25	6	22	19	3	15	17	-2	6	8	-2	12	13	-1
MIX 94.5	37	36	1	47	44	3	51	56	-5	49	54	-5	38	32	6	10	7	3	27	24	3
hit92.9	27	23	4	34	27	7	35	33	2	35	31	4	32	27	5	8	7	1	19	16	3
96FM	19	18	1	27	24	3	28	25	3	28	24	4	15	16	-1	4	6	-2	14	14	0
NOVA93.7	34	29	5	48	47	1	42	33	9	42	33	9	38	33	5	10	8	2	24	19	5
ABC720	25	23	2	58	52	6	31	27	4	18	16	2	17	15	2	8	11	-3	18	16	2
6RN	3	4	-1	7	10	-3	3	4	-1	2	4	-2	4	4	0	1	1	0	3	4	-1
NEWSR	2	2	0	4	5	-1	2	2	0	1	1	0	2	2	0	1	1	0	2	2	0
6JJJ	25	27	-2	33	39	-6	32	36	-4	35	36	-1	28	28	0	6	5	1	14	19	-5
ABCFM	4	8	-4	6	11	-5	4	10	-6	3	9	-6	4	8	-4	2	3	-1	4	7	-3
Total	244	235	9	360	349	11	330	323	7	295	281	14	239	225	14	72	72	0	183	179	4

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



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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	137	139	-2	6	12	-6	5	1	4	15	8	7	25	36	-11	52	45	7	33	37	-4
6PR	189	185	4	10	12	-2	5	2	3	31	33	-2	43	42	1	37	42	-5	64	54	10
MIX 94.5	556	476	80	64	53	11	69	45	24	147	125	22	164	149	15	78	74	4	35	31	4
hit92.9	481	456	25	94	101	-7	101	97	4	183	163	20	73	73	0	22	17	5	8	5	3
96FM	256	290	-34	27	18	9	28	35	-7	71	99	-28	89	87	2	29	40	-11	11	10	1
NOVA93.7	571	511	60	103	109	-6	94	91	3	215	176	39	129	100	29	25	27	-2	6	8	-2
ABC720	280	289	-9	14	9	5	11	9	2	31	45	-14	61	71	-10	65	58	7	98	97	1
6RN	75	72	3	7	3	4	3	*	*	12	12	0	16	18	-2	18	16	2	18	22	-4
NEWSR	77	63	14	5	3	2	4	2	2	17	23	-6	21	15	6	14	10	4	16	11	5
6JJJ	343	302	41	34	25	9	82	83	-1	146	115	31	61	66	-5	17	12	5	2	2	0
ABCFM	77	101	-24	3	6	-3	4	3	1	13	22	-9	20	26	-6	11	11	0	26	32	-6
Total	1650	1601	49	177	168	9	198	191	7	443	419	24	384	383	1	214	214	0	234	226	8

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	120	117	3	62	72	-10	66	58	8	76	68	8	66	64	2	33	41	-8	98	94	4
6PR	176	175	1	129	128	1	93	84	9	92	87	5	90	106	-16	56	58	-2	115	123	-8
MIX 94.5	504	424	80	283	269	14	248	221	27	279	254	25	288	228	60	151	111	40	344	302	42
hit92.9	443	423	20	248	250	-2	190	186	4	254	244	10	277	245	32	147	117	30	294	276	18
96FM	230	261	-31	140	139	1	126	119	7	150	140	10	114	126	-12	69	57	12	151	172	-21
NOVA93.7	543	485	58	360	341	19	262	203	59	313	278	35	332	280	52	154	154	0	351	332	19
ABC720	264	264	0	208	198	10	148	141	7	128	124	4	120	107	13	88	87	1	194	184	10
6RN	71	67	4	46	48	-2	30	32	-2	29	33	-4	30	28	2	16	21	-5	45	51	-6
NEWSR	69	54	15	32	37	-5	21	20	1	25	19	6	30	22	8	23	17	6	52	40	12
6JJJ	325	280	45	215	204	11	155	146	9	192	173	19	224	182	42	106	87	19	209	195	14
ABCFM	64	91	-27	34	50	-16	30	45	-15	26	58	-32	26	61	-35	22	33	-11	60	72	-12
Total	1616	1564	52	1327	1318	9	1080	1030	50	1210	1150	60	1246	1185	61	733	702	31	1396	1371	25

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