



# PERTH RADIO - SURVEY 2 2017

## 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	5.1	4.6	0.5	1.2	1.6	-0.4	0.2	*	*	1.8	1.7	0.1	3.5	3.1	0.4	15.2	12.7	2.5	5.9	5.5	0.4
6PR	6.9	7.3	-0.4	2.6	1.8	0.8	0.6	0.6	0.0	2.2	3.1	-0.9	6.4	7.1	-0.7	9.0	9.6	-0.6	15.4	14.7	0.7
MIX 94.5	14.5	14.3	0.2	18.9	12.7	6.2	10.3	10.1	0.2	10.1	11.7	-1.6	20.4	19.8	0.6	20.1	21.1	-1.0	8.3	6.9	1.4
HIT 92.9	10.8	9.4	1.4	23.2	25.2	-2.0	31.7	24.3	7.4	18.3	16.2	2.1	7.6	6.3	1.3	1.5	1.8	-0.3	0.5	0.5	0.0
96FM	9.1	8.7	0.4	6.7	6.1	0.6	8.7	7.0	1.7	8.8	10.3	-1.5	15.8	15.6	0.2	9.8	7.7	2.1	1.7	1.1	0.6
NOVA93.7	11.8	12.4	-0.6	33.5	37.2	-3.7	18.7	22.4	-3.7	17.5	18.5	-1.0	11.2	9.2	2.0	5.3	7.0	-1.7	0.9	1.5	-0.6
ABC PER	9.4	10.7	-1.3	0.1	0.8	-0.7	0.9	0.3	0.6	4.4	4.6	-0.2	7.4	8.2	-0.8	13.8	14.5	-0.7	20.9	24.9	-4.0
6RN	2.0	2.4	-0.4	0.2	*	*	*	0.4	*	1.0	1.2	-0.2	1.5	2.1	-0.6	3.0	3.9	-0.9	4.3	4.4	-0.1
ABC NEWS	1.3	1.5	-0.2	0.1	0.1	0.0	0.2	0.5	-0.3	0.8	0.9	-0.1	1.7	1.9	-0.2	2.5	1.9	0.6	1.5	2.2	-0.7
6JJJ	8.4	9.3	-0.9	4.5	7.2	-2.7	19.3	24.5	-5.2	18.2	16.8	1.4	7.7	9.1	-1.4	1.3	3.5	-2.2	0.1	0.1	0.0
ABC FM	2.8	3.3	-0.5	0.3	0.3	0.0	1.0	1.4	-0.4	2.5	2.8	-0.3	1.3	2.2	-0.9	1.6	1.9	-0.3	7.6	8.0	-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	4.7	4.2	0.5	4.0	3.2	0.8	5.6	4.5	1.1	5.2	4.9	0.3	4.5	4.4	0.1	3.8	3.4	0.4	6.2	5.8	0.4	6.2	5.8	0.4	6.2	5.8	0.4
6PR	6.9	7.5	-0.6	8.7	9.0	-0.3	7.1	8.1	-1.0	5.1	5.7	-0.6	5.8	5.0	0.8	8.6	11.2	-2.6	6.7	6.4	0.3	8.6	11.2	-2.6	6.7	6.4	0.3
MIX 94.5	15.2	14.8	0.4	14.7	13.8	0.9	16.1	16.1	0.0	17.0	17.2	-0.2	14.2	14.0	0.2	10.9	8.2	2.7	12.1	12.6	-0.5	10.9	8.2	2.7	12.1	12.6	-0.5
HIT 92.9	11.4	9.7	1.7	10.3	8.6	1.7	10.6	8.7	1.9	12.7	10.7	2.0	12.6	12.0	0.6	10.9	9.3	1.6	8.8	8.3	0.5	10.9	9.3	1.6	8.8	8.3	0.5
96FM	9.0	8.6	0.4	7.9	7.7	0.2	9.9	9.9	0.0	10.5	9.8	0.7	8.3	7.3	1.0	7.0	6.5	0.5	9.3	9.2	0.1	7.0	6.5	0.5	9.3	9.2	0.1
NOVA93.7	12.0	12.4	-0.4	12.2	12.7	-0.5	10.8	11.3	-0.5	12.3	11.8	0.5	13.5	14.1	-0.6	10.8	13.5	-2.7	11.1	12.2	-1.1	10.8	13.5	-2.7	11.1	12.2	-1.1
ABC PER	9.6	10.9	-1.3	13.0	14.7	-1.7	9.3	10.6	-1.3	6.5	7.5	-1.0	7.0	9.1	-2.1	13.2	12.6	0.6	9.0	10.0	-1.0	13.2	12.6	0.6	9.0	10.0	-1.0
6RN	1.9	2.3	-0.4	2.9	3.2	-0.3	0.7	1.2	-0.5	0.9	1.3	-0.4	2.6	2.9	-0.3	3.2	3.6	-0.4	2.4	2.8	-0.4	3.2	3.6	-0.4	2.4	2.8	-0.4
ABC NEWS	1.2	1.4	-0.2	1.5	1.7	-0.2	0.7	0.6	0.1	0.6	0.7	-0.1	1.3	1.4	-0.1	3.0	4.3	-1.3	1.8	1.8	0.0	3.0	4.3	-1.3	1.8	1.8	0.0
6JJJ	8.6	9.7	-1.1	8.0	7.8	0.2	8.5	9.6	-1.1	9.0	11.1	-2.1	10.1	12.0	-1.9	7.1	7.6	-0.5	7.6	7.8	-0.2	7.1	7.6	-0.5	7.6	7.8	-0.2
ABC FM	2.6	3.0	-0.4	2.7	3.0	-0.3	2.3	2.5	-0.2	2.6	2.8	-0.2	3.1	3.6	-0.5	2.8	4.1	-1.3	3.4	4.0	-0.6	2.8	4.1	-1.3	3.4	4.0	-0.6

Please note the following name changes ABC 720 to ABC PER effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.



# PERTH RADIO - SURVEY 2 2017

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	11	10	1	*	*	*	*	*	*	1	1	0	2	2	0	6	5	1	3	2	1
6PR	16	16	0	*	*	*	*	*	*	1	2	-1	3	4	-1	3	4	-1	7	6	1
MIX 94.5	33	31	2	3	2	1	2	2	0	6	6	0	11	10	1	8	8	0	4	3	1
HIT 92.9	24	20	4	4	4	0	6	4	2	10	8	2	4	3	1	1	1	0	*	*	*
96FM	20	19	1	1	1	0	2	1	1	5	5	0	9	8	1	4	3	1	1	*	*
NOVA93.7	26	27	-1	5	5	0	3	4	-1	10	9	1	6	5	1	2	3	-1	*	1	*
ABC PER	21	23	-2	*	*	*	*	*	*	2	2	0	4	4	0	5	5	0	9	11	-2
6RN	4	5	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
6JXX	19	20	-1	1	1	0	4	4	0	10	9	1	4	5	-1	*	1	*	*	*	*
ABCFM	6	7	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	4	-1
<b>Total</b>	<b>225</b>	<b>216</b>	<b>9</b>	<b>15</b>	<b>14</b>	<b>1</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>55</b>	<b>51</b>	<b>4</b>	<b>54</b>	<b>53</b>	<b>1</b>	<b>37</b>	<b>37</b>	<b>0</b>	<b>45</b>	<b>44</b>	<b>1</b>

## Average Audience (000's) by Session, P10+ [Potential: 1762]

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	14	11	3	18	14	4	15	14	1	10	10	0	3	2	1	12	11	1
6PR	17	17	0	31	31	0	23	25	-2	15	16	-1	13	11	2	6	8	-2	13	12	1
MIX 94.5	37	34	3	53	47	6	52	50	2	50	48	2	32	31	1	8	6	2	23	23	0
HIT 92.9	27	22	5	37	29	8	35	27	8	38	29	9	28	27	1	8	7	1	16	15	1
96FM	22	20	2	28	26	2	32	31	1	31	27	4	19	16	3	5	5	0	17	17	0
NOVA93.7	29	29	0	44	43	1	35	35	0	36	32	4	30	32	-2	8	10	-2	21	22	-1
ABC PER	23	25	-2	47	50	-3	30	33	-3	19	21	-2	16	20	-4	9	9	0	17	18	-1
6RN	4	5	-1	10	11	-1	2	4	-2	3	3	0	6	6	0	2	3	-1	5	5	0
ABC NEWS	3	3	0	6	6	0	2	2	0	2	2	0	3	3	0	2	3	-1	3	3	0
6JXX	21	22	-1	29	27	2	28	30	-2	27	31	-4	23	27	-4	5	5	0	14	14	0
ABCFM	6	7	-1	10	10	0	7	8	-1	8	8	0	7	8	-1	2	3	-1	6	7	-1
<b>Total</b>	<b>240</b>	<b>230</b>	<b>10</b>	<b>358</b>	<b>339</b>	<b>19</b>	<b>326</b>	<b>310</b>	<b>16</b>	<b>295</b>	<b>276</b>	<b>19</b>	<b>225</b>	<b>223</b>	<b>2</b>	<b>72</b>	<b>72</b>	<b>0</b>	<b>187</b>	<b>182</b>	<b>5</b>

Please note the following name changes ABC 720 to ABC PER effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.

EMBARGOED UNTIL 9:30AM AEST



# PERTH RADIO - SURVEY 2 2017

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	144	-4	8	9	-1	1	1	0	18	16	2	23	23	0	54	55	-1	36	40	-4
6PR	171	167	4	10	12	-2	5	4	1	25	26	-1	46	47	-1	33	32	1	53	46	7
MIX 94.5	489	496	-7	63	61	2	52	53	-1	115	120	-5	146	143	3	75	85	-10	39	35	4
HIT 92.9	480	461	19	92	96	-4	104	99	5	182	168	14	82	78	4	17	18	-1	4	3	1
96FM	319	313	6	37	34	3	39	43	-4	90	98	-8	99	96	3	41	35	6	12	8	4
NOVA93.7	568	555	13	118	121	-3	101	103	-2	193	178	15	118	107	11	30	36	-6	7	8	-1
ABC PER	274	276	-2	3	8	-5	6	6	0	43	42	1	66	64	2	61	58	3	96	98	-2
6RN	73	81	-8	1	1	0	*	2	*	12	12	0	21	21	0	16	17	-1	23	27	-4
ABC NEWS	97	90	7	3	3	0	2	4	-2	25	19	6	32	26	6	15	17	-2	20	22	-2
6JJJ	304	339	-35	27	29	-2	69	80	-11	139	140	-1	53	66	-13	12	21	-9	4	3	1
ABC FM	96	109	-13	4	4	0	4	6	-2	21	26	-5	16	18	-2	14	16	-2	36	39	-3
<b>Total</b>	<b>1669</b>	<b>1670</b>	<b>-1</b>	<b>182</b>	<b>182</b>	<b>0</b>	<b>191</b>	<b>193</b>	<b>-2</b>	<b>443</b>	<b>442</b>	<b>1</b>	<b>392</b>	<b>391</b>	<b>1</b>	<b>219</b>	<b>221</b>	<b>-2</b>	<b>242</b>	<b>241</b>	<b>1</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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	119	120	-1	64	63	1	74	68	6	75	74	1	69	64	5	30	32	-2	103	106	-3
6PR	154	147	7	120	119	1	88	90	-2	86	82	4	79	74	5	52	48	4	114	114	0
MIX 94.5	457	458	-1	288	291	-3	224	232	-8	284	283	1	250	239	11	131	123	8	282	304	-22
HIT 92.9	442	428	14	270	234	36	192	193	-1	271	254	17	252	249	3	124	113	11	281	282	-1
96FM	277	263	14	173	163	10	130	138	-8	165	150	15	136	132	4	65	68	-3	201	196	5
NOVA93.7	526	513	13	357	339	18	207	208	-1	301	303	-2	311	302	9	159	166	-7	352	355	-3
ABC PER	246	246	0	190	192	-2	143	147	-4	128	127	1	122	125	-3	98	90	8	197	201	-4
6RN	67	75	-8	50	54	-4	25	30	-5	29	30	-1	38	41	-3	23	22	1	54	56	-2
ABC NEWS	86	80	6	48	49	-1	27	27	0	31	27	4	38	34	4	34	32	2	64	59	5
6JJJ	276	313	-37	176	181	-5	137	168	-31	168	191	-23	170	195	-25	91	104	-13	186	200	-14
ABC FM	83	95	-12	49	57	-8	39	43	-4	45	51	-6	46	53	-7	26	31	-5	68	77	-9
<b>Total</b>	<b>1632</b>	<b>1624</b>	<b>8</b>	<b>1389</b>	<b>1349</b>	<b>40</b>	<b>1100</b>	<b>1107</b>	<b>-7</b>	<b>1253</b>	<b>1225</b>	<b>28</b>	<b>1231</b>	<b>1196</b>	<b>35</b>	<b>731</b>	<b>731</b>	<b>0</b>	<b>1425</b>	<b>1431</b>	<b>-6</b>

Please note the following name changes ABC 720 to ABC PER effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.