



# PERTH RADIO - SURVEY 5 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	4.6	5.0	-0.4	1.6	1.8	-0.2	1.4	1.1	0.3	1.5	2.5	-1.0	6.6	5.3	1.3	9.0	13.9	-4.9	4.9	4.7	0.2
6PR	7.4	6.8	0.6	1.3	2.8	-1.5	0.6	0.3	0.3	1.6	1.7	-0.1	6.1	6.2	-0.1	12.2	7.5	4.7	18.3	18.0	0.3
MIX 94.5	14.0	13.7	0.3	9.4	9.0	0.4	13.9	18.7	-4.8	14.9	14.0	0.9	17.9	17.2	0.7	20.1	15.5	4.6	4.7	6.5	-1.8
HIT 92.9	11.7	11.0	0.7	30.5	30.8	-0.3	29.8	25.0	4.8	16.0	16.0	0.0	10.2	9.1	1.1	1.6	1.4	0.2	0.3	0.4	-0.1
96FM	9.7	9.4	0.3	3.0	3.4	-0.4	10.0	7.4	2.6	12.7	10.9	1.8	14.4	16.5	-2.1	9.8	9.5	0.3	1.4	1.0	0.4
NOVA93.7	12.5	14.1	-1.6	35.8	36.0	-0.2	23.0	24.0	-1.0	18.4	21.7	-3.3	10.7	11.4	-0.7	4.1	7.4	-3.3	0.3	0.5	-0.2
ABC PER	9.3	8.6	0.7	0.9	0.6	0.3	0.1	0.3	-0.2	1.3	1.1	0.2	5.6	5.6	0.0	13.7	14.3	-0.6	28.7	24.7	4.0
6RN	1.2	1.5	-0.3	*	*	*	*	*	*	0.4	0.1	0.3	0.8	0.8	0.0	1.5	3.6	-2.1	3.8	4.1	-0.3
ABC NEWS	1.6	1.3	0.3	0.2	0.2	0.0	0.1	0.1	0.0	0.8	0.4	0.4	2.7	1.9	0.8	1.7	0.8	0.9	2.5	3.3	-0.8
6JJJ	9.2	8.7	0.5	7.6	6.9	0.7	16.6	17.0	-0.4	21.2	18.2	3.0	6.9	6.8	0.1	1.1	1.2	-0.1	0.3	0.1	0.2
ABC FM	3.0	2.8	0.2	0.1	0.2	-0.1	0.8	0.3	0.5	1.2	0.9	0.3	2.1	3.0	-0.9	5.1	4.5	0.6	6.9	5.8	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	4.6	4.9	-0.3	3.9	3.5	0.4	5.0	5.8	-0.8	5.2	5.7	-0.5	4.4	4.8	-0.4	3.4	4.4	-1.0	4.6	5.2	-0.6						
6PR	7.3	6.7	0.6	10.2	9.5	0.7	6.0	6.0	0.0	5.3	4.6	0.7	6.4	5.4	1.0	10.7	9.3	1.4	7.5	7.1	0.4						
MIX 94.5	14.4	14.2	0.2	12.0	11.7	0.3	15.7	15.1	0.6	15.1	15.9	-0.8	14.5	14.8	-0.3	15.8	12.6	3.2	12.7	11.8	0.9						
HIT 92.9	11.9	11.2	0.7	11.2	10.9	0.3	10.7	9.1	1.6	12.6	11.5	1.1	14.4	13.8	0.6	10.6	11.8	-1.2	10.7	10.4	0.3						
96FM	10.1	9.7	0.4	8.8	9.5	-0.7	11.9	11.4	0.5	12.2	11.2	1.0	7.9	7.0	0.9	6.1	6.0	0.1	8.3	8.0	0.3						
NOVA93.7	12.3	14.0	-1.7	13.4	14.8	-1.4	10.2	12.6	-2.4	12.4	14.4	-2.0	14.5	15.6	-1.1	10.2	11.2	-1.0	13.3	14.5	-1.2						
ABC PER	9.2	8.6	0.6	12.2	11.7	0.5	9.6	8.5	1.1	7.2	6.8	0.4	6.8	6.9	-0.1	9.7	8.0	1.7	9.6	8.5	1.1						
6RN	1.2	1.5	-0.3	1.7	2.1	-0.4	0.8	1.0	-0.2	0.8	0.9	-0.1	1.6	1.7	-0.1	1.5	1.9	-0.4	1.4	1.8	-0.4						
ABC NEWS	1.5	1.2	0.3	2.3	1.9	0.4	1.1	0.8	0.3	1.1	0.8	0.3	1.4	1.2	0.2	1.9	2.0	-0.1	2.0	1.7	0.3						
6JJJ	9.9	9.3	0.6	9.5	9.3	0.2	9.9	9.0	0.9	10.8	9.0	1.8	10.1	9.9	0.2	7.4	9.1	-1.7	7.1	6.8	0.3						
ABC FM	2.8	2.7	0.1	2.8	3.1	-0.3	3.0	2.5	0.5	2.7	1.9	0.8	2.9	3.4	-0.5	3.1	3.6	-0.5	3.4	3.0	0.4						



# PERTH RADIO - SURVEY 5 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	10	11	-1	*	*	*	*	*	*	1	1	0	4	3	1	3	4	-1	2	2	0
6PR	16	15	1	*	*	*	*	*	*	1	1	0	3	3	0	4	2	2	8	8	0
MIX 94.5	31	31	0	1	1	0	3	4	-1	8	8	0	10	10	0	6	5	1	2	3	-1
HIT 92.9	26	25	1	5	4	1	6	5	1	9	9	0	6	5	1	1	*	*	*	*	*
96FM	21	21	0	*	*	*	2	2	0	7	6	1	8	9	-1	3	3	0	1	*	*
NOVA93.7	27	32	-5	6	5	1	4	5	-1	10	13	-3	6	6	0	1	2	-1	*	*	*
ABC PER	20	19	1	*	*	*	*	*	*	1	1	0	3	3	0	4	4	0	12	11	1
6RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
ABC NEWS	4	3	1	*	*	*	*	*	*	*	*	*	2	1	1	1	*	*	1	1	0
6JJJ	20	20	0	1	1	0	3	4	-1	11	11	0	4	4	0	*	*	*	*	*	*
ABCFM	7	6	1	*	*	*	*	*	*	1	1	0	1	2	-1	2	1	1	3	3	0
<b>Total</b>	<b>219</b>	<b>225</b>	<b>-6</b>	<b>16</b>	<b>14</b>	<b>2</b>	<b>19</b>	<b>21</b>	<b>-2</b>	<b>54</b>	<b>59</b>	<b>-5</b>	<b>57</b>	<b>55</b>	<b>2</b>	<b>31</b>	<b>31</b>	<b>0</b>	<b>42</b>	<b>44</b>	<b>-2</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	12	-1	13	12	1	17	20	-3	16	18	-2	10	12	-2	2	3	-1	8	9	-1
6PR	17	16	1	33	32	1	20	21	-1	16	14	2	15	13	2	7	6	1	13	13	0
MIX 94.5	34	34	0	39	39	0	52	52	0	45	49	-4	34	35	-1	11	8	3	22	21	1
HIT 92.9	28	27	1	37	36	1	36	31	5	38	36	2	34	33	1	7	8	-1	19	19	0
96FM	24	24	0	29	32	-3	40	39	1	37	35	2	19	17	2	4	4	0	14	15	-1
NOVA93.7	29	34	-5	44	49	-5	34	43	-9	37	45	-8	34	37	-3	7	7	0	23	26	-3
ABC PER	22	21	1	40	39	1	32	29	3	22	21	1	16	17	-1	7	5	2	17	15	2
6RN	3	4	-1	5	7	-2	3	4	-1	2	3	-1	4	4	0	1	1	0	2	3	-1
ABC NEWS	4	3	1	8	6	2	4	3	1	3	3	0	3	3	0	1	1	0	4	3	1
6JJJ	23	22	1	31	31	0	33	31	2	33	28	5	24	24	0	5	6	-1	12	12	0
ABCFM	7	7	0	9	10	-1	10	8	2	8	6	2	7	8	-1	2	2	0	6	5	1
<b>Total</b>	<b>238</b>	<b>242</b>	<b>-4</b>	<b>326</b>	<b>334</b>	<b>-8</b>	<b>334</b>	<b>346</b>	<b>-12</b>	<b>301</b>	<b>311</b>	<b>-10</b>	<b>236</b>	<b>239</b>	<b>-3</b>	<b>68</b>	<b>63</b>	<b>5</b>	<b>173</b>	<b>181</b>	<b>-8</b>

EMBARGOED UNTIL 9:30AM AEST



# PERTH RADIO - SURVEY 5 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	154	144	10	7	3	4	6	3	3	17	20	-3	43	33	10	41	48	-7	40	36	4
6PR	165	172	-7	10	9	1	4	3	1	22	22	0	41	45	-4	32	33	-1	57	60	-3
MIX 94.5	521	542	-21	62	51	11	69	78	-9	136	145	-9	136	152	-16	79	74	5	39	43	-4
HIT 92.9	514	512	2	102	87	15	117	119	-2	173	187	-14	92	96	-4	24	19	5	5	5	0
96FM	342	313	29	18	16	2	29	23	6	115	107	8	118	110	8	48	44	4	13	13	0
NOVA93.7	546	577	-31	116	116	0	100	94	6	190	212	-22	111	117	-6	25	33	-8	4	6	-2
ABC PER	251	242	9	7	8	-1	3	7	-4	25	28	-3	55	51	4	63	59	4	98	88	10
6RN	66	66	0	2	1	1	*	*	*	8	4	4	18	16	2	15	20	-5	24	25	-1
ABC NEWS	85	83	2	3	2	1	2	2	0	14	14	0	31	30	1	17	16	1	18	20	-2
6JJJ	320	299	21	44	29	15	67	67	0	139	131	8	57	62	-5	11	9	2	2	1	1
ABC FM	104	101	3	5	6	-1	5	2	3	21	21	0	21	23	-2	20	19	1	32	30	2
Total	1669	1667	2	179	177	2	200	196	4	446	447	-1	391	393	-2	219	218	1	235	236	-1

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	135	128	7	69	70	-1	78	77	1	92	92	0	68	77	-9	35	31	4	98	92	6
6PR	149	156	-7	118	120	-2	83	93	-10	73	67	6	84	85	-1	50	49	1	118	121	-3
MIX 94.5	477	491	-14	265	282	-17	236	239	-3	270	295	-25	252	275	-23	138	112	26	307	306	1
HIT 92.9	480	476	4	284	293	-9	206	202	4	280	280	0	286	269	17	123	111	12	319	305	14
96FM	306	274	32	173	177	-4	180	156	24	197	180	17	157	130	27	65	60	5	207	194	13
NOVA93.7	509	540	-31	356	370	-14	206	245	-39	297	325	-28	283	296	-13	134	124	10	355	369	-14
ABC PER	223	212	11	170	159	11	134	111	23	120	110	10	110	116	-6	65	61	4	184	165	19
6RN	60	63	-3	39	47	-8	28	27	1	29	26	3	32	35	-3	21	22	-1	43	42	1
ABC NEWS	75	71	4	57	51	6	25	16	9	27	20	7	33	28	5	27	14	13	48	43	5
6JJJ	298	278	20	194	185	9	136	133	3	190	172	18	188	186	2	85	85	0	198	185	13
ABC FM	91	89	2	52	57	-5	48	43	5	55	43	12	52	54	-2	29	31	-2	71	60	11
Total	1639	1638	1	1330	1363	-33	1080	1074	6	1237	1249	-12	1203	1203	0	646	611	35	1406	1388	18