



PERTH RADIO - SURVEY 6 2015

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 | 4.4 | 4.6 | -0.2 | 2.3 | 2.2 | 0.1 | 0.6 | 0.5 | 0.1 | 0.9 | 0.9 | 0.0 | 3.9 | 4.6 | -0.7 | 11.7 | 11.2 | 0.5 | 6.0 | 6.6 | -0.6 |
| 6PR | 8.4 | 8.4 | 0.0 | 2.8 | 2.7 | 0.1 | 1.2 | 1.9 | -0.7 | 2.3 | 2.3 | 0.0 | 7.6 | 5.7 | 1.9 | 9.2 | 13.2 | -4.0 | 22.7 | 20.4 | 2.3 |
| MIX 94.5 | 14.3 | 14.2 | 0.1 | 10.8 | 10.9 | -0.1 | 11.0 | 11.1 | -0.1 | 12.3 | 14.4 | -2.1 | 19.9 | 21.8 | -1.9 | 19.3 | 15.8 | 3.5 | 7.6 | 5.7 | 1.9 |
| hit92.9 | 11.0 | 9.9 | 1.1 | 19.9 | 21.3 | -1.4 | 28.5 | 26.7 | 1.8 | 15.9 | 15.5 | 0.4 | 8.3 | 5.5 | 2.8 | 4.3 | 4.6 | -0.3 | 1.9 | 1.4 | 0.5 |
| 96FM | 9.4 | 10.2 | -0.8 | 9.9 | 7.4 | 2.5 | 6.1 | 7.2 | -1.1 | 10.5 | 12.2 | -1.7 | 16.7 | 18.3 | -1.6 | 7.8 | 9.4 | -1.6 | 0.5 | 0.5 | 0.0 |
| NOVA93.7 | 12.1 | 11.7 | 0.4 | 34.6 | 30.5 | 4.1 | 15.1 | 14.9 | 0.2 | 19.1 | 16.9 | 2.2 | 11.9 | 14.2 | -2.3 | 2.9 | 3.6 | -0.7 | 0.9 | 0.4 | 0.5 |
| ABC720 | 9.1 | 10.2 | -1.1 | 1.9 | 1.1 | 0.8 | 3.5 | 0.6 | 2.9 | 2.5 | 3.4 | -0.9 | 6.0 | 6.7 | -0.7 | 14.0 | 17.1 | -3.1 | 23.4 | 24.7 | -1.3 |
| 6RN | 1.4 | 1.5 | -0.1 | 0.3 | 0.1 | 0.2 | 0.2 | * | * | 0.3 | 0.4 | -0.1 | 1.4 | 1.2 | 0.2 | 2.7 | 2.2 | 0.5 | 3.1 | 3.9 | -0.8 |
| NEWSR | 0.9 | 1.1 | -0.2 | 0.2 | 0.2 | 0.0 | 0.1 | * | * | 0.6 | 1.1 | -0.5 | 1.0 | 1.0 | 0.0 | 1.4 | 1.5 | -0.1 | 1.4 | 1.8 | -0.4 |
| 6JJJ | 10.4 | 10.2 | 0.2 | 4.8 | 10.7 | -5.9 | 24.2 | 28.5 | -4.3 | 21.1 | 19.4 | 1.7 | 8.3 | 6.2 | 2.1 | 4.8 | 5.4 | -0.6 | 0.1 | * | * |
| ABC FM | 3.3 | 3.0 | 0.3 | 3.9 | 4.1 | -0.2 | 1.8 | 2.1 | -0.3 | 2.0 | 1.0 | 1.0 | 2.5 | 2.3 | 0.2 | 2.7 | 1.7 | 1.0 | 6.9 | 7.2 | -0.3 |

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 | 4.1 | 4.3 | -0.2 | 4.5 | 4.5 | 0.0 | 4.6 | 4.6 | 0.0 | 4.4 | 4.7 | -0.3 | 2.7 | 3.4 | -0.7 | 2.7 | 2.6 | 0.1 | 5.6 | 5.8 | -0.2 | | | | | | |
| 6PR | 8.3 | 8.6 | -0.3 | 10.3 | 10.4 | -0.1 | 8.7 | 8.8 | -0.1 | 6.7 | 7.4 | -0.7 | 6.1 | 6.2 | -0.1 | 10.0 | 10.6 | -0.6 | 8.9 | 7.8 | 1.1 | | | | | | |
| MIX 94.5 | 14.9 | 14.6 | 0.3 | 13.2 | 13.2 | 0.0 | 16.3 | 15.9 | 0.4 | 17.4 | 16.9 | 0.5 | 14.6 | 14.1 | 0.5 | 9.7 | 10.0 | -0.3 | 12.3 | 12.9 | -0.6 | | | | | | |
| hit92.9 | 11.5 | 10.2 | 1.3 | 10.1 | 9.2 | 0.9 | 10.2 | 8.8 | 1.4 | 12.3 | 11.5 | 0.8 | 15.4 | 12.8 | 2.6 | 9.7 | 8.7 | 1.0 | 9.3 | 9.0 | 0.3 | | | | | | |
| 96FM | 9.4 | 10.4 | -1.0 | 8.9 | 10.5 | -1.6 | 9.6 | 10.1 | -0.5 | 11.2 | 11.5 | -0.3 | 7.3 | 8.9 | -1.6 | 8.7 | 10.4 | -1.7 | 9.3 | 9.5 | -0.2 | | | | | | |
| NOVA93.7 | 12.4 | 11.9 | 0.5 | 13.5 | 12.0 | 1.5 | 10.1 | 9.7 | 0.4 | 11.3 | 11.5 | -0.2 | 16.3 | 15.5 | 0.8 | 11.7 | 11.8 | -0.1 | 10.8 | 11.0 | -0.2 | | | | | | |
| ABC720 | 8.8 | 10.1 | -1.3 | 12.5 | 14.3 | -1.8 | 8.3 | 10.1 | -1.8 | 5.4 | 6.6 | -1.2 | 6.0 | 6.4 | -0.4 | 14.2 | 13.5 | 0.7 | 10.3 | 10.5 | -0.2 | | | | | | |
| 6RN | 1.4 | 1.5 | -0.1 | 1.8 | 2.2 | -0.4 | 1.1 | 1.5 | -0.4 | 0.6 | 0.8 | -0.2 | 1.4 | 1.5 | -0.1 | 2.7 | 1.7 | 1.0 | 1.7 | 1.5 | 0.2 | | | | | | |
| NEWSR | 0.9 | 1.1 | -0.2 | 1.6 | 1.7 | -0.1 | 0.6 | 0.9 | -0.3 | 0.3 | 0.4 | -0.1 | 0.6 | 1.1 | -0.5 | 1.4 | 1.6 | -0.2 | 1.0 | 1.1 | -0.1 | | | | | | |
| 6JJJ | 10.9 | 10.6 | 0.3 | 9.7 | 9.4 | 0.3 | 11.4 | 10.7 | 0.7 | 12.2 | 11.3 | 0.9 | 11.2 | 12.5 | -1.3 | 9.1 | 8.6 | 0.5 | 8.7 | 8.9 | -0.2 | | | | | | |
| ABC FM | 3.1 | 2.9 | 0.2 | 2.5 | 2.0 | 0.5 | 2.7 | 2.4 | 0.3 | 3.7 | 3.2 | 0.5 | 3.9 | 4.1 | -0.2 | 3.1 | 3.5 | -0.4 | 3.8 | 3.6 | 0.2 | | | | | | |

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



PERTH RADIO - SURVEY 6 2015

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 | * | * | * | * | * | * | * | * | * | 2 | 3 | -1 | 4 | 4 | 0 | 2 | 3 | -1 |
| 6PR | 19 | 18 | 1 | * | * | * | * | * | * | 1 | 1 | 0 | 4 | 3 | 1 | 3 | 4 | -1 | 9 | 9 | 0 |
| MIX 94.5 | 32 | 31 | 1 | 2 | 2 | 0 | 2 | 2 | 0 | 6 | 7 | -1 | 11 | 13 | -2 | 7 | 5 | 2 | 3 | 2 | 1 |
| hit92.9 | 25 | 22 | 3 | 3 | 3 | 0 | 6 | 6 | 0 | 8 | 7 | 1 | 5 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 0 |
| 96FM | 21 | 22 | -1 | 2 | 1 | 1 | 1 | 2 | -1 | 5 | 6 | -1 | 10 | 11 | -1 | 3 | 3 | 0 | * | * | * |
| NOVA93.7 | 27 | 26 | 1 | 6 | 5 | 1 | 3 | 3 | 0 | 10 | 8 | 2 | 7 | 8 | -1 | 1 | 1 | 0 | * | * | * |
| ABC720 | 20 | 22 | -2 | * | * | * | 1 | * | * | 1 | 2 | -1 | 3 | 4 | -1 | 5 | 6 | -1 | 9 | 11 | -2 |
| 6RN | 3 | 3 | 0 | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | -1 |
| NEWSR | 2 | 2 | 0 | * | * | * | * | * | * | * | 1 | * | 1 | 1 | 0 | 1 | * | * | 1 | 1 | 0 |
| 6JJJ | 23 | 22 | 1 | 1 | 2 | -1 | 5 | 6 | -1 | 11 | 9 | 2 | 5 | 4 | 1 | 2 | 2 | 0 | * | * | * |
| ABCFM | 7 | 7 | 0 | 1 | 1 | 0 | * | * | * | 1 | * | * | 1 | 1 | 0 | 1 | 1 | 0 | 3 | 3 | 0 |
| Total | 224 | 218 | 6 | 17 | 16 | 1 | 21 | 21 | 0 | 51 | 47 | 4 | 58 | 58 | 0 | 37 | 32 | 5 | 41 | 44 | -3 |

Average Audience (000's) by Session, P10+ [Potential: 1686]

| 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 | 16 | 15 | 1 | 15 | 15 | 0 | 13 | 13 | 0 | 6 | 8 | -2 | 2 | 2 | 0 | 10 | 10 | 0 |
| 6PR | 20 | 20 | 0 | 36 | 35 | 1 | 29 | 28 | 1 | 20 | 21 | -1 | 14 | 14 | 0 | 7 | 8 | -1 | 16 | 14 | 2 |
| MIX 94.5 | 36 | 34 | 2 | 46 | 45 | 1 | 54 | 51 | 3 | 52 | 48 | 4 | 35 | 32 | 3 | 7 | 7 | 0 | 22 | 23 | -1 |
| hit92.9 | 28 | 24 | 4 | 35 | 31 | 4 | 34 | 28 | 6 | 37 | 32 | 5 | 36 | 29 | 7 | 7 | 6 | 1 | 17 | 16 | 1 |
| 96FM | 23 | 24 | -1 | 31 | 36 | -5 | 32 | 32 | 0 | 33 | 32 | 1 | 17 | 20 | -3 | 6 | 8 | -2 | 17 | 17 | 0 |
| NOVA93.7 | 30 | 28 | 2 | 47 | 41 | 6 | 33 | 31 | 2 | 33 | 32 | 1 | 39 | 35 | 4 | 8 | 9 | -1 | 19 | 20 | -1 |
| ABC720 | 21 | 24 | -3 | 44 | 48 | -4 | 27 | 32 | -5 | 16 | 19 | -3 | 14 | 14 | 0 | 10 | 10 | 0 | 19 | 19 | 0 |
| 6RN | 3 | 4 | -1 | 6 | 8 | -2 | 4 | 5 | -1 | 2 | 2 | 0 | 3 | 3 | 0 | 2 | 1 | 1 | 3 | 3 | 0 |
| NEWSR | 2 | 3 | -1 | 6 | 6 | 0 | 2 | 3 | -1 | 1 | 1 | 0 | 1 | 3 | -2 | 1 | 1 | 0 | 2 | 2 | 0 |
| 6JJJ | 26 | 25 | 1 | 34 | 32 | 2 | 38 | 34 | 4 | 36 | 32 | 4 | 26 | 28 | -2 | 6 | 6 | 0 | 16 | 16 | 0 |
| ABCFM | 8 | 7 | 1 | 9 | 7 | 2 | 9 | 8 | 1 | 11 | 9 | 2 | 9 | 9 | 0 | 2 | 3 | -1 | 7 | 6 | 1 |
| Total | 242 | 234 | 8 | 347 | 339 | 8 | 332 | 320 | 12 | 297 | 281 | 16 | 237 | 227 | 10 | 72 | 75 | -3 | 181 | 179 | 2 |

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



PERTH RADIO - SURVEY 6 2015

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 | 135 | 140 | -5 | 10 | 10 | 0 | 4 | 2 | 2 | 11 | 10 | 1 | 37 | 40 | -3 | 42 | 43 | -1 | 31 | 35 | -4 |
| 6PR | 190 | 172 | 18 | 14 | 10 | 4 | 6 | 6 | 0 | 29 | 23 | 6 | 43 | 37 | 6 | 37 | 40 | -3 | 60 | 56 | 4 |
| MIX 94.5 | 493 | 482 | 11 | 63 | 59 | 4 | 57 | 58 | -1 | 111 | 127 | -16 | 149 | 137 | 12 | 80 | 71 | 9 | 34 | 30 | 4 |
| hit92.9 | 475 | 417 | 58 | 87 | 78 | 9 | 112 | 94 | 18 | 153 | 147 | 6 | 89 | 72 | 17 | 21 | 18 | 3 | 12 | 8 | 4 |
| 96FM | 288 | 305 | -17 | 31 | 25 | 6 | 28 | 34 | -6 | 76 | 84 | -8 | 112 | 113 | -1 | 36 | 42 | -6 | 5 | 7 | -2 |
| NOVA93.7 | 512 | 525 | -13 | 113 | 102 | 11 | 84 | 90 | -6 | 183 | 181 | 2 | 107 | 120 | -13 | 21 | 26 | -5 | 4 | 6 | -2 |
| ABC720 | 304 | 290 | 14 | 18 | 11 | 7 | 17 | 9 | 8 | 45 | 43 | 2 | 73 | 63 | 10 | 61 | 69 | -8 | 91 | 94 | -3 |
| 6RN | 79 | 66 | 13 | 6 | 3 | 3 | 2 | * | * | 6 | 6 | 0 | 23 | 17 | 6 | 22 | 18 | 4 | 19 | 22 | -3 |
| NEWSR | 64 | 69 | -5 | 5 | 3 | 2 | 4 | * | * | 14 | 23 | -9 | 13 | 15 | -2 | 15 | 14 | 1 | 14 | 14 | 0 |
| 6JJJ | 320 | 306 | 14 | 35 | 38 | -3 | 76 | 77 | -1 | 135 | 129 | 6 | 52 | 40 | 12 | 21 | 22 | -1 | 2 | 1 | 1 |
| ABC FM | 111 | 102 | 9 | 8 | 8 | 0 | 5 | 8 | -3 | 21 | 21 | 0 | 28 | 22 | 6 | 23 | 14 | 9 | 25 | 29 | -4 |
| Total | 1597 | 1600 | -3 | 172 | 169 | 3 | 191 | 191 | 0 | 416 | 420 | -4 | 379 | 384 | -5 | 216 | 215 | 1 | 222 | 221 | 1 |

Cumulative Audience (000's) by Session, P10+ [Potential: 1686]

| 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 | 120 | 124 | -4 | 73 | 75 | -2 | 56 | 58 | -2 | 76 | 73 | 3 | 53 | 57 | -4 | 28 | 28 | 0 | 91 | 97 | -6 | | | | | | | |
| 6PR | 175 | 161 | 14 | 122 | 118 | 4 | 93 | 89 | 4 | 96 | 90 | 6 | 103 | 89 | 14 | 71 | 65 | 6 | 136 | 127 | 9 | | | | | | | |
| MIX 94.5 | 452 | 438 | 14 | 278 | 266 | 12 | 226 | 215 | 11 | 288 | 279 | 9 | 253 | 242 | 11 | 122 | 119 | 3 | 304 | 313 | -9 | | | | | | | |
| hit92.9 | 447 | 386 | 61 | 261 | 230 | 31 | 191 | 174 | 17 | 260 | 235 | 25 | 280 | 232 | 48 | 122 | 103 | 19 | 282 | 257 | 25 | | | | | | | |
| 96FM | 256 | 270 | -14 | 152 | 169 | -17 | 112 | 123 | -11 | 142 | 162 | -20 | 138 | 153 | -15 | 70 | 69 | 1 | 189 | 201 | -12 | | | | | | | |
| NOVA93.7 | 471 | 479 | -8 | 309 | 299 | 10 | 202 | 209 | -7 | 275 | 279 | -4 | 280 | 273 | 7 | 132 | 133 | -1 | 320 | 324 | -4 | | | | | | | |
| ABC720 | 256 | 259 | -3 | 177 | 188 | -11 | 124 | 140 | -16 | 121 | 129 | -8 | 114 | 119 | -5 | 89 | 87 | 2 | 215 | 189 | 26 | | | | | | | |
| 6RN | 66 | 56 | 10 | 40 | 36 | 4 | 28 | 28 | 0 | 25 | 26 | -1 | 31 | 25 | 6 | 26 | 20 | 6 | 49 | 42 | 7 | | | | | | | |
| NEWSR | 54 | 63 | -9 | 32 | 40 | -8 | 20 | 23 | -3 | 14 | 17 | -3 | 20 | 30 | -10 | 12 | 15 | -3 | 38 | 41 | -3 | | | | | | | |
| 6JJJ | 295 | 277 | 18 | 176 | 179 | -3 | 142 | 144 | -2 | 164 | 171 | -7 | 189 | 193 | -4 | 107 | 97 | 10 | 198 | 207 | -9 | | | | | | | |
| ABC FM | 102 | 92 | 10 | 54 | 41 | 13 | 49 | 42 | 7 | 66 | 57 | 9 | 54 | 49 | 5 | 32 | 33 | -1 | 66 | 67 | -1 | | | | | | | |
| Total | 1574 | 1575 | -1 | 1293 | 1279 | 14 | 1028 | 1022 | 6 | 1190 | 1178 | 12 | 1199 | 1188 | 11 | 707 | 682 | 25 | 1359 | 1366 | -7 | | | | | | | |

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