



PERTH RADIO - SURVEY 7 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	4.5	4.4	0.1	0.7	2.3	-1.6	0.1	0.6	-0.5	0.9	0.9	0.0	5.1	3.9	1.2	11.2	11.7	-0.5	5.4	6.0	-0.6
6PR	8.7	8.4	0.3	1.6	2.8	-1.2	0.8	1.2	-0.4	2.2	2.3	-0.1	10.0	7.6	2.4	11.8	9.2	2.6	18.5	22.7	-4.2
MIX 94.5	15.2	14.3	0.9	12.7	10.8	1.9	11.8	11.0	0.8	12.4	12.3	0.1	21.4	19.9	1.5	21.4	19.3	2.1	6.8	7.6	-0.8
hit92.9	9.7	11.0	-1.3	25.9	19.9	6.0	21.9	28.5	-6.6	15.8	15.9	-0.1	7.2	8.3	-1.1	2.5	4.3	-1.8	0.9	1.9	-1.0
96FM	8.0	9.4	-1.4	6.3	9.9	-3.6	9.2	6.1	3.1	9.0	10.5	-1.5	12.2	16.7	-4.5	7.2	7.8	-0.6	1.5	0.5	1.0
NOVA93.7	11.9	12.1	-0.2	35.9	34.6	1.3	14.9	15.1	-0.2	19.5	19.1	0.4	11.6	11.9	-0.3	3.7	2.9	0.8	0.6	0.9	-0.3
ABC720	9.0	9.1	-0.1	1.6	1.9	-0.3	3.2	3.5	-0.3	2.6	2.5	0.1	5.6	6.0	-0.4	12.7	14.0	-1.3	23.3	23.4	-0.1
6RN	1.7	1.4	0.3	0.6	0.3	0.3	0.2	0.2	0.0	0.8	0.3	0.5	2.1	1.4	0.7	2.5	2.7	-0.2	2.4	3.1	-0.7
NEWSR	0.8	0.9	-0.1	0.1	0.2	-0.1	0.2	0.1	0.1	0.4	0.6	-0.2	0.7	1.0	-0.3	1.2	1.4	-0.2	1.5	1.4	0.1
6JJJ	11.3	10.4	0.9	6.2	4.8	1.4	29.3	24.2	5.1	22.4	21.1	1.3	10.4	8.3	2.1	2.8	4.8	-2.0	*	0.1	*
ABC FM	3.9	3.3	0.6	0.7	3.9	-3.2	0.2	1.8	-1.6	2.6	2.0	0.6	2.5	2.5	0.0	4.1	2.7	1.4	10.0	6.9	3.1

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	4.2	4.1	0.1	4.0	4.5	-0.5	4.6	4.6	0.0	4.5	4.4	0.1	3.7	2.7	1.0	3.2	2.7	0.5	5.8	5.6	0.2						
6PR	8.7	8.3	0.4	10.1	10.3	-0.2	8.8	8.7	0.1	7.1	6.7	0.4	7.2	6.1	1.1	11.5	10.0	1.5	8.9	8.9	0.0						
MIX 94.5	15.5	14.9	0.6	13.0	13.2	-0.2	17.6	16.3	1.3	18.6	17.4	1.2	15.0	14.6	0.4	9.3	9.7	-0.4	14.1	12.3	1.8						
hit92.9	10.2	11.5	-1.3	8.8	10.1	-1.3	9.2	10.2	-1.0	10.8	12.3	-1.5	13.6	15.4	-1.8	8.9	9.7	-0.8	8.3	9.3	-1.0						
96FM	7.8	9.4	-1.6	6.9	8.9	-2.0	8.0	9.6	-1.6	9.3	11.2	-1.9	6.5	7.3	-0.8	8.3	8.7	-0.4	8.3	9.3	-1.0						
NOVA93.7	12.3	12.4	-0.1	14.0	13.5	0.5	9.8	10.1	-0.3	11.3	11.3	0.0	15.4	16.3	-0.9	10.8	11.7	-0.9	10.5	10.8	-0.3						
ABC720	8.9	8.8	0.1	12.8	12.5	0.3	7.2	8.3	-1.1	5.6	5.4	0.2	6.5	6.0	0.5	15.8	14.2	1.6	9.2	10.3	-1.1						
6RN	1.6	1.4	0.2	2.1	1.8	0.3	1.1	1.1	0.0	1.1	0.6	0.5	1.9	1.4	0.5	2.4	2.7	-0.3	1.8	1.7	0.1						
NEWSR	0.7	0.9	-0.2	1.3	1.6	-0.3	0.5	0.6	-0.1	0.2	0.3	-0.1	0.5	0.6	-0.1	1.6	1.4	0.2	0.9	1.0	-0.1						
6JJJ	11.9	10.9	1.0	11.5	9.7	1.8	12.0	11.4	0.6	13.2	12.2	1.0	11.9	11.2	0.7	8.4	9.1	-0.7	9.4	8.7	0.7						
ABC FM	3.7	3.1	0.6	3.7	2.5	1.2	3.8	2.7	1.1	3.6	3.7	-0.1	3.7	3.9	-0.2	3.9	3.1	0.8	4.3	3.8	0.5						

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



PERTH RADIO - SURVEY 7 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	*	*	*	*	*	*	*	*	*	3	2	1	4	4	0	2	2	0
6PR	19	19	0	*	*	*	*	*	*	1	1	0	6	4	2	5	3	2	7	9	-2
MIX 94.5	33	32	1	2	2	0	2	2	0	6	6	0	12	11	1	8	7	1	3	3	0
hit92.9	21	25	-4	4	3	1	4	6	-2	8	8	0	4	5	-1	1	2	-1	*	1	*
96FM	17	21	-4	1	2	-1	2	1	1	4	5	-1	7	10	-3	3	3	0	1	*	*
NOVA93.7	26	27	-1	5	6	-1	3	3	0	10	10	0	7	7	0	1	1	0	*	*	*
ABC720	20	20	0	*	*	*	1	1	0	1	1	0	3	3	0	5	5	0	9	9	0
6RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	1	1	0
6JJJ	25	23	2	1	1	0	6	5	1	11	11	0	6	5	1	1	2	-1	*	*	*
ABCFM	8	7	1	*	1	*	*	*	*	1	1	0	1	1	0	2	1	1	4	3	1
Total	219	224	-5	14	17	-3	20	21	-1	49	51	-2	56	58	-2	38	37	1	41	41	0

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	14	16	-2	15	15	0	13	13	0	8	6	2	2	2	0	10	10	0
6PR	20	20	0	35	36	-1	29	29	0	21	20	1	16	14	2	8	7	1	16	16	0
MIX 94.5	37	36	1	45	46	-1	57	54	3	54	52	2	34	35	-1	6	7	-1	25	22	3
hit92.9	24	28	-4	30	35	-5	30	34	-4	31	37	-6	31	36	-5	6	7	-1	15	17	-2
96FM	18	23	-5	24	31	-7	26	32	-6	27	33	-6	15	17	-2	6	6	0	15	17	-2
NOVA93.7	29	30	-1	48	47	1	32	33	-1	33	33	0	35	39	-4	7	8	-1	19	19	0
ABC720	21	21	0	44	44	0	23	27	-4	16	16	0	15	14	1	11	10	1	16	19	-3
6RN	4	3	1	7	6	1	4	4	0	3	2	1	4	3	1	2	2	0	3	3	0
NEWSR	2	2	0	4	6	-2	1	2	-1	1	1	0	1	1	0	1	1	0	2	2	0
6JJJ	28	26	2	40	34	6	39	38	1	38	36	2	27	26	1	6	6	0	17	16	1
ABCFM	9	8	1	13	9	4	12	9	3	10	11	-1	8	9	-1	3	2	1	8	7	1
Total	236	242	-6	344	347	-3	323	332	-9	289	297	-8	228	237	-9	69	72	-3	178	181	-3

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



PERTH RADIO - SURVEY 7 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	128	135	-7	10	10	0	2	4	-2	12	11	1	31	37	-6	41	42	-1	31	31	0
6PR	183	190	-7	15	14	1	5	6	-1	27	29	-2	39	43	-4	41	37	4	57	60	-3
MIX 94.5	487	493	-6	62	63	-1	49	57	-8	109	111	-2	155	149	6	79	80	-1	32	34	-2
hit92.9	472	475	-3	93	87	6	102	112	-10	155	153	2	94	89	5	20	21	-1	9	12	-3
96FM	278	288	-10	27	31	-4	32	28	4	85	76	9	89	112	-23	35	36	-1	10	5	5
NOVA93.7	511	512	-1	123	113	10	90	84	6	180	183	-3	96	107	-11	18	21	-3	3	4	-1
ABC720	276	304	-28	14	18	-4	14	17	-3	39	45	-6	64	73	-9	56	61	-5	89	91	-2
6RN	80	79	1	5	6	-1	2	2	0	11	6	5	25	23	2	20	22	-2	17	19	-2
NEWSR	60	64	-4	4	5	-1	5	4	1	14	14	0	14	13	1	9	15	-6	14	14	0
6JJJ	318	320	-2	23	35	-12	83	76	7	134	135	-1	61	52	9	16	21	-5	1	2	-1
ABC FM	108	111	-3	7	8	-1	2	5	-3	24	21	3	24	28	-4	21	23	-2	29	25	4
Total	1599	1597	2	173	172	1	191	191	0	416	416	0	375	379	-4	218	216	2	225	222	3

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	106	120	-14	64	73	-9	48	56	-8	63	76	-13	59	53	6	30	28	2	89	91	-2						
6PR	168	175	-7	117	122	-5	87	93	-6	89	96	-7	107	103	4	63	71	-8	128	136	-8						
MIX 94.5	442	452	-10	284	278	6	242	226	16	276	288	-12	248	253	-5	120	122	-2	307	304	3						
hit92.9	441	447	-6	258	261	-3	187	191	-4	248	260	-12	268	280	-12	122	122	0	281	282	-1						
96FM	248	256	-8	138	152	-14	109	112	-3	136	142	-6	124	138	-14	66	70	-4	173	189	-16						
NOVA93.7	476	471	5	310	309	1	195	202	-7	278	275	3	272	280	-8	126	132	-6	323	320	3						
ABC720	238	256	-18	170	177	-7	123	124	-1	117	121	-4	105	114	-9	86	89	-3	191	215	-24						
6RN	72	66	6	44	40	4	32	28	4	31	25	6	29	31	-2	24	26	-2	49	49	0						
NEWSR	48	54	-6	31	32	-1	22	20	2	14	14	0	16	20	-4	13	12	1	33	38	-5						
6JJJ	303	295	8	193	176	17	153	142	11	176	164	12	192	189	3	102	107	-5	198	198	0						
ABC FM	102	102	0	57	54	3	54	49	5	66	66	0	64	54	10	30	32	-2	69	66	3						
Total	1569	1574	-5	1297	1293	4	1039	1028	11	1172	1190	-18	1194	1199	-5	690	707	-17	1361	1359	2						

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