



PERTH RADIO - SURVEY 7 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	5.0	5.0	0.0	3.4	1.6	1.8	1.8	1.2	0.6	1.9	1.1	0.8	5.8	4.9	0.9	9.3	10.9	-1.6	6.1	8.3	-2.2
6PR	7.6	6.7	0.9	4.1	0.8	3.3	0.4	0.5	-0.1	2.6	2.9	-0.3	7.1	4.4	2.7	10.8	8.6	2.2	16.2	17.6	-1.4
MIX 94.5	16.9	15.6	1.3	18.5	19.0	-0.5	10.1	9.3	0.8	13.1	13.3	-0.2	24.9	25.2	-0.3	25.1	19.1	6.0	7.5	5.0	2.5
HIT 92.9	11.6	11.0	0.6	22.8	22.3	0.5	22.4	22.7	-0.3	22.3	19.5	2.8	9.6	8.5	1.1	1.6	3.2	-1.6	0.5	0.7	-0.2
96FM	7.4	8.4	-1.0	3.9	4.4	-0.5	8.1	6.0	2.1	10.5	12.2	-1.7	10.1	11.3	-1.2	6.1	8.1	-2.0	2.1	2.2	-0.1
NOVA93.7	11.2	11.3	-0.1	25.7	32.1	-6.4	11.9	18.0	-6.1	16.8	16.9	-0.1	11.9	9.3	2.6	7.0	5.9	1.1	1.4	1.5	-0.1
ABC720	8.6	8.7	-0.1	1.8	1.3	0.5	2.9	1.5	1.4	2.5	2.0	0.5	6.4	6.3	0.1	13.1	14.4	-1.3	19.8	21.7	-1.9
6RN	1.5	1.7	-0.2	1.0	0.5	0.5	*	0.1	*	0.4	0.9	-0.5	0.9	0.8	0.1	1.4	3.5	-2.1	4.3	3.8	0.5
NEWSR	1.2	1.6	-0.4	0.5	0.2	0.3	1.0	*	*	0.9	1.4	-0.5	1.1	1.5	-0.4	1.3	1.3	0.0	1.7	3.3	-1.6
6JJJ	9.4	10.2	-0.8	10.0	10.4	-0.4	27.0	24.3	2.7	16.9	18.8	-1.9	8.0	10.2	-2.2	2.2	0.8	1.4	0.1	0.2	-0.1
ABC FM	2.9	3.5	-0.6	0.9	1.1	-0.2	0.4	1.0	-0.6	1.4	1.5	-0.1	1.6	3.4	-1.8	1.6	4.9	-3.3	9.2	7.0	2.2

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	4.9	4.8	0.1	3.6	3.5	0.1	6.2	5.8	0.4	6.0	5.7	0.3	3.7	4.3	-0.6	3.9	5.2	-1.3	5.3	5.4	-0.1						
6PR	7.8	6.8	1.0	10.0	8.8	1.2	8.0	6.0	2.0	5.6	5.2	0.4	6.8	5.7	1.1	8.4	8.9	-0.5	7.2	6.5	0.7						
MIX 94.5	17.1	16.4	0.7	14.6	15.0	-0.4	17.5	17.5	0.0	19.1	18.3	0.8	18.4	16.1	2.3	15.7	13.1	2.6	16.3	12.8	3.5						
HIT 92.9	11.5	11.1	0.4	11.4	10.5	0.9	10.4	9.9	0.5	12.7	12.3	0.4	12.9	13.4	-0.5	8.3	7.8	0.5	11.9	10.6	1.3						
96FM	7.7	8.5	-0.8	6.7	7.0	-0.3	8.6	9.3	-0.7	9.3	10.1	-0.8	6.7	8.6	-1.9	4.9	6.1	-1.2	6.4	7.9	-1.5						
NOVA93.7	11.3	11.2	0.1	11.9	12.3	-0.4	9.0	9.1	-0.1	11.3	10.7	0.6	12.9	12.3	0.6	12.8	12.3	0.5	10.6	11.8	-1.2						
ABC720	8.7	8.9	-0.2	11.7	11.8	-0.1	8.5	9.3	-0.8	6.8	6.3	0.5	5.9	6.1	-0.2	10.7	11.7	-1.0	8.2	8.3	-0.1						
6RN	1.3	1.6	-0.3	1.6	1.9	-0.3	1.1	1.2	-0.1	0.7	1.1	-0.4	1.7	2.1	-0.4	2.1	2.6	-0.5	1.9	2.1	-0.2						
NEWSR	1.2	1.5	-0.3	2.0	2.5	-0.5	0.9	1.0	-0.1	0.8	0.9	-0.1	0.8	1.0	-0.2	1.8	2.8	-1.0	1.1	1.8	-0.7						
6JJJ	9.6	10.4	-0.8	9.2	9.9	-0.7	9.6	10.8	-1.2	9.0	10.5	-1.5	11.3	11.5	-0.2	9.3	9.3	0.0	8.8	9.5	-0.7						
ABC FM	2.9	3.4	-0.5	3.1	3.5	-0.4	2.5	3.4	-0.9	2.1	3.0	-0.9	3.3	4.0	-0.7	4.8	3.5	1.3	3.0	3.6	-0.6						

Please note: Listening via streaming to all radio stations is included in these results and 6IX for seven weeks, from September 1.



PERTH RADIO - SURVEY 7 2016

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	11	0	1	*	*	*	*	*	1	1	0	3	3	0	3	3	0	3	3	0
6PR	17	14	3	1	*	*	*	*	*	1	2	-1	4	2	2	4	3	1	7	7	0
MIX 94.5	37	33	4	3	3	0	2	2	0	7	7	0	14	14	0	8	6	2	3	2	1
HIT 92.9	26	23	3	4	3	1	4	4	0	11	10	1	6	5	1	1	1	0	*	*	*
96FM	16	18	-2	1	1	0	2	1	1	5	6	-1	6	6	0	2	3	-1	1	1	0
NOVA93.7	25	24	1	4	4	0	2	4	-2	8	9	-1	7	5	2	2	2	0	1	1	0
ABC720	19	19	0	*	*	*	1	*	*	1	1	0	4	3	1	4	4	0	9	9	0
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	1	1	0
6JJJ	21	22	-1	2	1	1	5	5	0	8	10	-2	5	6	-1	1	*	*	*	*	*
ABCFM	6	7	-1	*	*	*	*	*	*	1	1	0	1	2	-1	1	2	-1	4	3	1
Total	221	212	9	16	13	3	20	19	1	50	51	-1	58	55	3	33	31	2	44	42	2

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	12	11	1	12	12	0	20	17	3	18	16	2	9	10	-1	3	4	-1	9	9	0
6PR	19	15	4	34	29	5	26	18	8	17	14	3	16	13	3	6	6	0	13	11	2
MIX 94.5	41	37	4	50	49	1	57	52	5	57	51	6	44	38	6	11	9	2	29	22	7
HIT 92.9	28	25	3	39	35	4	34	29	5	38	34	4	31	32	-1	6	6	0	21	18	3
96FM	18	19	-1	23	23	0	28	28	0	28	28	0	16	20	-4	3	4	-1	11	14	-3
NOVA93.7	27	25	2	41	40	1	29	27	2	34	29	5	31	29	2	9	9	0	19	20	-1
ABC720	21	20	1	40	39	1	28	28	0	20	17	3	14	14	0	7	8	-1	15	14	1
6RN	3	4	-1	6	6	0	4	4	0	2	3	-1	4	5	-1	1	2	-1	3	4	-1
NEWSR	3	4	-1	7	8	-1	3	3	0	2	3	-1	2	2	0	1	2	-1	2	3	-1
6JJJ	23	24	-1	32	33	-1	31	32	-1	27	29	-2	27	27	0	6	7	-1	16	16	0
ABCFM	7	8	-1	11	11	0	8	10	-2	6	8	-2	8	9	-1	3	2	1	5	6	-1
Total	239	227	12	342	330	12	325	296	29	297	276	21	239	235	4	69	71	-2	176	174	2

Please note: Listening via streaming to all radio stations is included in these results and 6iX for seven weeks, from September 1.



PERTH RADIO - SURVEY 7 2016

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	129	-1	7	6	1	6	5	1	14	15	-1	35	33	2	30	33	-3	36	37	-1
6PR	175	176	-1	10	6	4	6	7	-1	22	27	-5	49	46	3	29	31	-2	59	59	0
MIX 94.5	582	544	38	67	67	0	62	55	7	137	137	0	183	169	14	94	78	16	39	37	2
HIT 92.9	537	525	12	103	104	-1	99	105	-6	209	189	20	101	98	3	16	20	-4	10	8	2
96FM	325	323	2	29	30	-1	37	30	7	112	104	8	88	97	-9	45	48	-3	14	15	-1
NOVA93.7	542	570	-28	118	122	-4	80	89	-9	172	200	-28	123	119	4	39	32	7	10	10	0
ABC720	285	288	-3	9	11	-2	18	13	5	42	36	6	62	76	-14	64	63	1	91	90	1
6RN	58	65	-7	3	2	1	1	3	-2	5	11	-6	14	14	0	13	14	-1	21	20	1
NEWSR	68	81	-13	3	5	-2	3	2	1	13	17	-4	17	20	-3	13	17	-4	19	20	-1
6JJJ	365	346	19	30	37	-7	97	82	15	151	142	9	68	70	-2	17	13	4	2	2	0
ABCFM	93	108	-15	9	9	0	5	7	-2	23	19	4	18	22	-4	7	13	-6	30	37	-7
Total	1650	1648	2	180	181	-1	197	196	1	439	441	-2	388	383	5	212	213	-1	234	234	0

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	108	114	-6	63	66	-3	71	61	10	76	73	3	59	60	-1	20	34	-14	87	81	6
6PR	161	159	2	122	116	6	91	71	20	90	84	6	92	85	7	53	54	-1	116	115	1
MIX 94.5	534	499	35	312	307	5	256	247	9	337	296	41	327	284	43	146	131	15	355	322	33
HIT 92.9	482	479	3	279	289	-10	208	201	7	287	272	15	290	285	5	116	123	-7	341	329	12
96FM	279	278	1	142	154	-12	125	123	2	165	166	-1	134	142	-8	61	65	-4	184	202	-18
NOVA93.7	504	527	-23	317	330	-13	205	208	-3	278	306	-28	280	292	-12	148	158	-10	329	363	-34
ABC720	261	263	-2	192	179	13	129	130	-1	130	122	8	109	124	-15	76	81	-5	193	187	6
6RN	50	59	-9	32	35	-3	27	31	-4	21	28	-7	25	29	-4	19	22	-3	33	37	-4
NEWSR	61	74	-13	46	51	-5	20	24	-4	28	37	-9	22	24	-2	23	24	-1	39	47	-8
6JJJ	335	318	17	215	211	4	151	156	-5	180	186	-6	208	198	10	108	105	3	230	217	13
ABCFM	80	92	-12	52	51	1	37	53	-16	40	50	-10	44	55	-11	34	38	-4	59	77	-18
Total	1612	1618	-6	1346	1333	13	1059	1044	15	1228	1225	3	1226	1206	20	701	719	-18	1392	1394	-2

Please note: Listening via streaming to all radio stations is included in these results and 6iX for seven weeks, from September 1.