



PERTH RADIO - SURVEY 1 2014

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 | 6.0 | 5.8 | 0.2 | 0.1 | 1.7 | -1.6 | 4.2 | * | * | 0.7 | 1.0 | -0.3 | 6.9 | 6.0 | 0.9 | 15.0 | 15.8 | -0.8 | 7.2 | 7.2 | 0.0 |
| 6PR | 6.0 | 7.7 | -1.7 | 0.2 | 1.0 | -0.8 | 0.6 | 2.2 | -1.6 | 2.0 | 1.4 | 0.6 | 6.5 | 5.9 | 0.6 | 11.9 | 9.9 | 2.0 | 10.9 | 21.9 | -11.0 |
| MIX 94.5 | 14.9 | 14.1 | 0.8 | 9.0 | 14.2 | -5.2 | 15.0 | 6.8 | 8.2 | 11.3 | 14.4 | -3.1 | 22.8 | 20.5 | 2.3 | 16.7 | 17.4 | -0.7 | 9.1 | 6.0 | 3.1 |
| 92.9 | 8.4 | 9.1 | -0.7 | 23.2 | 27.1 | -3.9 | 20.7 | 23.9 | -3.2 | 10.1 | 11.2 | -1.1 | 6.3 | 7.6 | -1.3 | 2.2 | 1.9 | 0.3 | 1.0 | 0.1 | 0.9 |
| 96FM | 11.6 | 10.5 | 1.1 | 12.0 | 7.2 | 4.8 | 8.3 | 17.5 | -9.2 | 15.0 | 15.9 | -0.9 | 17.6 | 11.4 | 6.2 | 7.9 | 7.8 | 0.1 | 3.4 | 1.3 | 2.1 |
| NOVA93.7 | 12.0 | 12.3 | -0.3 | 26.6 | 28.3 | -1.7 | 21.3 | 19.4 | 1.9 | 19.0 | 22.0 | -3.0 | 10.3 | 12.2 | -1.9 | 2.6 | 1.6 | 1.0 | 1.3 | 0.4 | 0.9 |
| ABC720 | 10.7 | 10.3 | 0.4 | 2.1 | 2.1 | 0.0 | 1.4 | 0.4 | 1.0 | 3.6 | 3.2 | 0.4 | 10.0 | 10.4 | -0.4 | 15.8 | 18.7 | -2.9 | 26.5 | 20.4 | 6.1 |
| 6RN | 1.9 | 2.2 | -0.3 | 0.2 | * | * | 0.6 | 1.9 | -1.3 | 0.2 | 0.1 | 0.1 | 2.9 | 2.2 | 0.7 | 1.7 | 4.5 | -2.8 | 4.5 | 3.7 | 0.8 |
| NEWSR | 1.4 | 1.2 | 0.2 | 0.2 | * | * | 0.5 | 0.3 | 0.2 | 1.0 | 0.5 | 0.5 | 1.0 | 0.7 | 0.3 | 1.8 | 2.8 | -1.0 | 3.0 | 2.6 | 0.4 |
| 6JJJ | 11.7 | 10.4 | 1.3 | 15.7 | 12.3 | 3.4 | 21.6 | 23.9 | -2.3 | 25.6 | 20.1 | 5.5 | 5.5 | 8.0 | -2.5 | 4.4 | 1.3 | 3.1 | 0.2 | 0.4 | -0.2 |
| ABC FM | 2.3 | 3.2 | -0.9 | 1.5 | 2.1 | -0.6 | 0.9 | 0.2 | 0.7 | 2.1 | 1.9 | 0.2 | 1.1 | 1.4 | -0.3 | 2.4 | 3.5 | -1.1 | 5.5 | 9.3 | -3.8 |

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 | 5.6 | 5.5 | 0.1 | 5.4 | 4.9 | 0.5 | 6.1 | 6.0 | 0.1 | 6.0 | 6.2 | -0.2 | 5.3 | 4.6 | 0.7 | 4.7 | 5.3 | -0.6 | 7.0 | 6.9 | 0.1 | | | | | | |
| 6PR | 6.3 | 7.8 | -1.5 | 8.7 | 9.5 | -0.8 | 5.5 | 7.8 | -2.3 | 4.5 | 6.0 | -1.5 | 4.6 | 6.2 | -1.6 | 9.3 | 11.4 | -2.1 | 4.8 | 7.3 | -2.5 | | | | | | |
| MIX 94.5 | 15.2 | 14.3 | 0.9 | 13.5 | 13.7 | -0.2 | 17.4 | 15.0 | 2.4 | 17.9 | 15.7 | 2.2 | 14.1 | 13.9 | 0.2 | 8.6 | 10.0 | -1.4 | 14.1 | 13.3 | 0.8 | | | | | | |
| 92.9 | 8.5 | 9.0 | -0.5 | 7.4 | 8.6 | -1.2 | 7.7 | 7.7 | 0.0 | 8.9 | 9.1 | -0.2 | 10.2 | 11.7 | -1.5 | 9.4 | 8.4 | 1.0 | 8.1 | 9.2 | -1.1 | | | | | | |
| 96FM | 12.1 | 10.6 | 1.5 | 10.4 | 8.7 | 1.7 | 14.0 | 12.9 | 1.1 | 13.8 | 12.3 | 1.5 | 11.0 | 10.1 | 0.9 | 9.7 | 7.2 | 2.5 | 10.0 | 10.0 | 0.0 | | | | | | |
| NOVA93.7 | 12.3 | 12.1 | 0.2 | 11.5 | 12.0 | -0.5 | 12.0 | 10.0 | 2.0 | 12.6 | 12.6 | 0.0 | 14.2 | 15.0 | -0.8 | 11.0 | 11.5 | -0.5 | 11.0 | 12.8 | -1.8 | | | | | | |
| ABC720 | 10.8 | 10.8 | 0.0 | 15.5 | 15.2 | 0.3 | 9.6 | 10.3 | -0.7 | 7.9 | 8.1 | -0.2 | 7.9 | 7.1 | 0.8 | 12.7 | 12.9 | -0.2 | 10.5 | 8.6 | 1.9 | | | | | | |
| 6RN | 1.9 | 2.1 | -0.2 | 2.9 | 2.7 | 0.2 | 1.0 | 1.7 | -0.7 | 1.0 | 1.3 | -0.3 | 2.5 | 2.5 | 0.0 | 2.4 | 2.2 | 0.2 | 1.8 | 2.7 | -0.9 | | | | | | |
| NEWSR | 1.3 | 1.2 | 0.1 | 1.7 | 1.7 | 0.0 | 0.7 | 0.8 | -0.1 | 0.6 | 0.9 | -0.3 | 1.2 | 0.8 | 0.4 | 3.7 | 1.9 | 1.8 | 1.7 | 1.5 | 0.2 | | | | | | |
| 6JJJ | 11.6 | 10.7 | 0.9 | 11.0 | 9.2 | 1.8 | 11.9 | 10.7 | 1.2 | 12.8 | 12.2 | 0.6 | 11.9 | 11.6 | 0.3 | 8.6 | 9.9 | -1.3 | 12.0 | 9.1 | 2.9 | | | | | | |
| ABC FM | 2.1 | 3.0 | -0.9 | 2.0 | 2.8 | -0.8 | 1.5 | 2.7 | -1.2 | 1.8 | 2.4 | -0.6 | 2.8 | 3.4 | -0.6 | 3.4 | 5.1 | -1.7 | 3.0 | 4.1 | -1.1 | | | | | | |

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results



PERTH RADIO - SURVEY 1 2014

Average 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 | 13 | 13 | 0 | * | * | * | 1 | * | * | * | 1 | * | 4 | 3 | 1 | 5 | 6 | -1 | 3 | 3 | 0 |
| 6PR | 13 | 17 | -4 | * | * | * | * | 1 | * | 1 | 1 | 0 | 4 | 3 | 1 | 4 | 4 | 0 | 4 | 9 | -5 |
| MIX 94.5 | 33 | 32 | 1 | 1 | 2 | -1 | 4 | 2 | 2 | 6 | 8 | -2 | 13 | 12 | 1 | 6 | 7 | -1 | 3 | 2 | 1 |
| 92.9 | 19 | 20 | -1 | 4 | 3 | 1 | 5 | 6 | -1 | 5 | 6 | -1 | 4 | 4 | 0 | 1 | 1 | 0 | * | * | * |
| 96FM | 26 | 24 | 2 | 2 | 1 | 1 | 2 | 4 | -2 | 8 | 8 | 0 | 10 | 6 | 4 | 3 | 3 | 0 | 1 | 1 | 0 |
| NOVA93.7 | 27 | 28 | -1 | 4 | 4 | 0 | 5 | 5 | 0 | 10 | 12 | -2 | 6 | 7 | -1 | 1 | 1 | 0 | 1 | * | * |
| ABC720 | 24 | 23 | 1 | * | * | * | * | * | * | 2 | 2 | 0 | 6 | 6 | 0 | 6 | 7 | -1 | 10 | 8 | 2 |
| 6RN | 4 | 5 | -1 | * | * | * | * | * | * | * | * | * | 2 | 1 | 1 | 1 | 2 | -1 | 2 | 1 | 1 |
| NEWSR | 3 | 3 | 0 | * | * | * | * | * | * | 1 | * | * | 1 | * | * | 1 | 1 | 0 | 1 | 1 | 0 |
| 6JJJ | 26 | 23 | 3 | 2 | 2 | 0 | 5 | 6 | -1 | 14 | 11 | 3 | 3 | 5 | -2 | 2 | * | * | * | * | * |
| ABCFM | 5 | 7 | -2 | * | * | * | * | * | * | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 4 | -2 |
| Total | 222 | 225 | -3 | 16 | 12 | 4 | 24 | 26 | -2 | 53 | 53 | 0 | 56 | 56 | 0 | 35 | 38 | -3 | 38 | 40 | -2 |

Average Audience (000's) by Session, P10+ [Potential: 1642]

| 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 | 13 | 13 | 0 | 19 | 18 | 1 | 20 | 20 | 0 | 17 | 18 | -1 | 12 | 11 | 1 | 3 | 4 | -1 | 13 | 12 | 1 |
| 6PR | 15 | 19 | -4 | 30 | 34 | -4 | 18 | 26 | -8 | 13 | 18 | -5 | 10 | 14 | -4 | 7 | 8 | -1 | 9 | 13 | -4 |
| MIX 94.5 | 36 | 35 | 1 | 47 | 50 | -3 | 56 | 50 | 6 | 51 | 47 | 4 | 32 | 33 | -1 | 6 | 7 | -1 | 26 | 23 | 3 |
| 92.9 | 20 | 22 | -2 | 26 | 32 | -6 | 25 | 25 | 0 | 25 | 27 | -2 | 23 | 27 | -4 | 7 | 6 | 1 | 15 | 16 | -1 |
| 96FM | 29 | 26 | 3 | 36 | 32 | 4 | 45 | 43 | 2 | 39 | 36 | 3 | 25 | 24 | 1 | 7 | 5 | 2 | 19 | 18 | 1 |
| NOVA93.7 | 29 | 30 | -1 | 40 | 44 | -4 | 39 | 33 | 6 | 36 | 38 | -2 | 32 | 35 | -3 | 8 | 8 | 0 | 20 | 23 | -3 |
| ABC720 | 26 | 26 | 0 | 54 | 55 | -1 | 31 | 34 | -3 | 22 | 24 | -2 | 18 | 17 | 1 | 9 | 9 | 0 | 20 | 15 | 5 |
| 6RN | 5 | 5 | 0 | 10 | 10 | 0 | 3 | 6 | -3 | 3 | 4 | -1 | 6 | 6 | 0 | 2 | 2 | 0 | 3 | 5 | -2 |
| NEWSR | 3 | 3 | 0 | 6 | 6 | 0 | 2 | 3 | -1 | 2 | 3 | -1 | 3 | 2 | 1 | 3 | 1 | 2 | 3 | 3 | 0 |
| 6JJJ | 27 | 26 | 1 | 38 | 33 | 5 | 38 | 35 | 3 | 36 | 36 | 0 | 27 | 27 | 0 | 6 | 7 | -1 | 22 | 16 | 6 |
| ABCFM | 5 | 7 | -2 | 7 | 10 | -3 | 5 | 9 | -4 | 5 | 7 | -2 | 6 | 8 | -2 | 2 | 4 | -2 | 6 | 7 | -1 |
| Total | 237 | 244 | -7 | 349 | 364 | -15 | 322 | 331 | -9 | 283 | 298 | -15 | 228 | 234 | -6 | 74 | 71 | 3 | 187 | 176 | 11 |

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PERTH RADIO - SURVEY 1 2014

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 | 152 | 143 | 9 | 3 | 7 | -4 | 7 | 1 | 6 | 15 | 11 | 4 | 40 | 41 | -1 | 58 | 52 | 6 | 27 | 30 | -3 |
| 6PR | 169 | 163 | 6 | 7 | 5 | 2 | 5 | 5 | 0 | 31 | 19 | 12 | 48 | 46 | 2 | 37 | 28 | 9 | 41 | 60 | -19 |
| MIX 94.5 | 523 | 457 | 66 | 57 | 57 | 0 | 56 | 45 | 11 | 139 | 141 | -2 | 165 | 128 | 37 | 72 | 58 | 14 | 35 | 28 | 7 |
| 92.9 | 428 | 417 | 11 | 90 | 90 | 0 | 112 | 101 | 11 | 122 | 132 | -10 | 78 | 77 | 1 | 16 | 14 | 2 | 10 | 3 | 7 |
| 96FM | 323 | 311 | 12 | 34 | 37 | -3 | 41 | 35 | 6 | 111 | 115 | -4 | 95 | 82 | 13 | 30 | 34 | -4 | 12 | 8 | 4 |
| NOVA93.7 | 519 | 478 | 41 | 101 | 91 | 10 | 109 | 104 | 5 | 172 | 172 | 0 | 109 | 95 | 14 | 20 | 14 | 6 | 9 | 3 | 6 |
| ABC720 | 285 | 295 | -10 | 10 | 11 | -1 | 9 | 6 | 3 | 43 | 47 | -4 | 74 | 84 | -10 | 57 | 71 | -14 | 91 | 76 | 15 |
| 6RN | 67 | 68 | -1 | 2 | 1 | 1 | 2 | 2 | 0 | 7 | 6 | 1 | 21 | 18 | 3 | 13 | 23 | -10 | 22 | 19 | 3 |
| NEWSR | 75 | 62 | 13 | 4 | * | * | 3 | 6 | -3 | 16 | 12 | 4 | 19 | 12 | 7 | 13 | 17 | -4 | 20 | 16 | 4 |
| 6JJJ | 327 | 295 | 32 | 33 | 33 | 0 | 76 | 60 | 16 | 139 | 139 | 0 | 54 | 50 | 4 | 20 | 10 | 10 | 4 | 3 | 1 |
| ABC FM | 103 | 100 | 3 | 7 | 7 | 0 | 7 | 2 | 5 | 19 | 19 | 0 | 26 | 24 | 2 | 15 | 16 | -1 | 28 | 32 | -4 |
| Total | 1557 | 1535 | 22 | 167 | 169 | -2 | 194 | 186 | 8 | 407 | 414 | -7 | 366 | 368 | -2 | 210 | 198 | 12 | 212 | 199 | 13 |

Cumulative Audience (000's) by Session, P10+ [Potential: 1642]

| 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 | 132 | 123 | 9 | 83 | 81 | 2 | 74 | 68 | 6 | 79 | 82 | -3 | 77 | 71 | 6 | 36 | 36 | 0 | 115 | 101 | 14 | | | | | | |
| 6PR | 155 | 156 | -1 | 114 | 114 | 0 | 75 | 90 | -15 | 75 | 81 | -6 | 77 | 87 | -10 | 51 | 54 | -3 | 96 | 107 | -11 | | | | | | |
| MIX 94.5 | 482 | 425 | 57 | 302 | 291 | 11 | 246 | 208 | 38 | 284 | 257 | 27 | 263 | 232 | 31 | 136 | 116 | 20 | 345 | 272 | 73 | | | | | | |
| 92.9 | 399 | 400 | -1 | 227 | 249 | -22 | 179 | 178 | 1 | 230 | 250 | -20 | 226 | 240 | -14 | 128 | 124 | 4 | 271 | 252 | 19 | | | | | | |
| 96FM | 288 | 279 | 9 | 179 | 182 | -3 | 161 | 145 | 16 | 165 | 176 | -11 | 178 | 167 | 11 | 83 | 68 | 15 | 201 | 200 | 1 | | | | | | |
| NOVA93.7 | 473 | 455 | 18 | 308 | 290 | 18 | 223 | 202 | 21 | 273 | 284 | -11 | 290 | 271 | 19 | 149 | 150 | -1 | 342 | 325 | 17 | | | | | | |
| ABC720 | 266 | 270 | -4 | 206 | 208 | -2 | 132 | 144 | -12 | 142 | 158 | -16 | 134 | 129 | 5 | 87 | 89 | -2 | 197 | 198 | -1 | | | | | | |
| 6RN | 58 | 59 | -1 | 38 | 40 | -2 | 24 | 29 | -5 | 26 | 28 | -2 | 35 | 34 | 1 | 23 | 20 | 3 | 47 | 45 | 2 | | | | | | |
| NEWSR | 65 | 51 | 14 | 45 | 35 | 10 | 17 | 19 | -2 | 17 | 21 | -4 | 28 | 17 | 11 | 27 | 16 | 11 | 48 | 44 | 4 | | | | | | |
| 6JJJ | 293 | 281 | 12 | 190 | 194 | -4 | 153 | 144 | 9 | 163 | 187 | -24 | 189 | 193 | -4 | 99 | 112 | -13 | 222 | 201 | 21 | | | | | | |
| ABC FM | 96 | 94 | 2 | 50 | 55 | -5 | 38 | 47 | -9 | 42 | 54 | -12 | 52 | 53 | -1 | 38 | 34 | 4 | 61 | 67 | -6 | | | | | | |
| Total | 1530 | 1518 | 12 | 1303 | 1289 | 14 | 1029 | 1022 | 7 | 1144 | 1174 | -30 | 1171 | 1172 | -1 | 715 | 697 | 18 | 1361 | 1297 | 64 | | | | | | |

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