



PERTH RADIO - SURVEY 2 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 | 5.2 | 6.0 | -0.8 | 0.4 | 0.1 | 0.3 | 1.9 | 4.2 | -2.3 | 1.6 | 0.7 | 0.9 | 6.4 | 6.9 | -0.5 | 12.5 | 15.0 | -2.5 | 5.8 | 7.2 | -1.4 |
| 6PR | 7.6 | 6.0 | 1.6 | 1.3 | 0.2 | 1.1 | 0.4 | 0.6 | -0.2 | 2.1 | 2.0 | 0.1 | 7.6 | 6.5 | 1.1 | 13.2 | 11.9 | 1.3 | 17.1 | 10.9 | 6.2 |
| MIX 94.5 | 14.4 | 14.9 | -0.5 | 11.8 | 9.0 | 2.8 | 11.9 | 15.0 | -3.1 | 11.6 | 11.3 | 0.3 | 22.7 | 22.8 | -0.1 | 16.1 | 16.7 | -0.6 | 7.2 | 9.1 | -1.9 |
| 92.9 | 7.9 | 8.4 | -0.5 | 27.4 | 23.2 | 4.2 | 16.2 | 20.7 | -4.5 | 10.8 | 10.1 | 0.7 | 4.6 | 6.3 | -1.7 | 2.7 | 2.2 | 0.5 | 0.7 | 1.0 | -0.3 |
| 96FM | 10.4 | 11.6 | -1.2 | 9.7 | 12.0 | -2.3 | 9.7 | 8.3 | 1.4 | 12.9 | 15.0 | -2.1 | 15.6 | 17.6 | -2.0 | 8.2 | 7.9 | 0.3 | 1.7 | 3.4 | -1.7 |
| NOVA93.7 | 11.6 | 12.0 | -0.4 | 26.7 | 26.6 | 0.1 | 20.0 | 21.3 | -1.3 | 18.7 | 19.0 | -0.3 | 9.9 | 10.3 | -0.4 | 2.4 | 2.6 | -0.2 | 1.4 | 1.3 | 0.1 |
| ABC720 | 11.1 | 10.7 | 0.4 | 3.9 | 2.1 | 1.8 | 1.8 | 1.4 | 0.4 | 4.1 | 3.6 | 0.5 | 9.2 | 10.0 | -0.8 | 15.8 | 15.8 | 0.0 | 27.9 | 26.5 | 1.4 |
| 6RN | 1.9 | 1.9 | 0.0 | 0.2 | 0.2 | 0.0 | * | 0.6 | * | 0.4 | 0.2 | 0.2 | 2.3 | 2.9 | -0.6 | 2.3 | 1.7 | 0.6 | 4.8 | 4.5 | 0.3 |
| NEWSR | 1.2 | 1.4 | -0.2 | 2.0 | 0.2 | 1.8 | 0.3 | 0.5 | -0.2 | 0.7 | 1.0 | -0.3 | 0.9 | 1.0 | -0.1 | 1.2 | 1.8 | -0.6 | 2.5 | 3.0 | -0.5 |
| 6JJJ | 12.8 | 11.7 | 1.1 | 6.9 | 15.7 | -8.8 | 29.5 | 21.6 | 7.9 | 25.0 | 25.6 | -0.6 | 9.2 | 5.5 | 3.7 | 4.6 | 4.4 | 0.2 | 0.2 | 0.2 | 0.0 |
| ABCFM | 2.1 | 2.3 | -0.2 | 0.6 | 1.5 | -0.9 | 1.7 | 0.9 | 0.8 | 1.1 | 2.1 | -1.0 | 2.1 | 1.1 | 1.0 | 2.8 | 2.4 | 0.4 | 3.8 | 5.5 | -1.7 |

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 | 5.0 | 5.6 | -0.6 | 4.5 | 5.4 | -0.9 | 6.0 | 6.1 | -0.1 | 5.8 | 6.0 | -0.2 | 4.7 | 5.3 | -0.6 | 2.5 | 4.7 | -2.2 | 5.6 | 7.0 | -1.4 | | | | | | |
| 6PR | 7.7 | 6.3 | 1.4 | 9.6 | 8.7 | 0.9 | 7.4 | 5.5 | 1.9 | 5.9 | 4.5 | 1.4 | 6.5 | 4.6 | 1.9 | 10.2 | 9.3 | 0.9 | 7.2 | 4.8 | 2.4 | | | | | | |
| MIX 94.5 | 14.6 | 15.2 | -0.6 | 13.3 | 13.5 | -0.2 | 16.3 | 17.4 | -1.1 | 16.5 | 17.9 | -1.4 | 13.1 | 14.1 | -1.0 | 10.9 | 8.6 | 2.3 | 13.7 | 14.1 | -0.4 | | | | | | |
| 92.9 | 7.9 | 8.5 | -0.6 | 7.2 | 7.4 | -0.2 | 6.3 | 7.7 | -1.4 | 8.6 | 8.9 | -0.3 | 9.7 | 10.2 | -0.5 | 8.7 | 9.4 | -0.7 | 8.0 | 8.1 | -0.1 | | | | | | |
| 96FM | 10.8 | 12.1 | -1.3 | 9.6 | 10.4 | -0.8 | 12.7 | 14.0 | -1.3 | 12.2 | 13.8 | -1.6 | 9.7 | 11.0 | -1.3 | 6.8 | 9.7 | -2.9 | 9.0 | 10.0 | -1.0 | | | | | | |
| NOVA93.7 | 12.1 | 12.3 | -0.2 | 11.8 | 11.5 | 0.3 | 11.7 | 12.0 | -0.3 | 12.7 | 12.6 | 0.1 | 13.0 | 14.2 | -1.2 | 10.7 | 11.0 | -0.3 | 10.0 | 11.0 | -1.0 | | | | | | |
| ABC720 | 11.0 | 10.8 | 0.2 | 15.6 | 15.5 | 0.1 | 9.2 | 9.6 | -0.4 | 7.8 | 7.9 | -0.1 | 8.2 | 7.9 | 0.3 | 14.8 | 12.7 | 2.1 | 11.4 | 10.5 | 0.9 | | | | | | |
| 6RN | 1.8 | 1.9 | -0.1 | 2.3 | 2.9 | -0.6 | 1.1 | 1.0 | 0.1 | 1.2 | 1.0 | 0.2 | 2.5 | 2.5 | 0.0 | 2.6 | 2.4 | 0.2 | 2.0 | 1.8 | 0.2 | | | | | | |
| NEWSR | 1.1 | 1.3 | -0.2 | 1.2 | 1.7 | -0.5 | 0.5 | 0.7 | -0.2 | 0.4 | 0.6 | -0.2 | 1.2 | 1.2 | 0.0 | 3.9 | 3.7 | 0.2 | 1.5 | 1.7 | -0.2 | | | | | | |
| 6JJJ | 13.3 | 11.6 | 1.7 | 12.1 | 11.0 | 1.1 | 14.2 | 11.9 | 2.3 | 14.9 | 12.8 | 2.1 | 13.9 | 11.9 | 2.0 | 8.7 | 8.6 | 0.1 | 11.1 | 12.0 | -0.9 | | | | | | |
| ABCFM | 2.0 | 2.1 | -0.1 | 1.5 | 2.0 | -0.5 | 1.8 | 1.5 | 0.3 | 1.9 | 1.8 | 0.1 | 2.7 | 2.8 | -0.1 | 2.9 | 3.4 | -0.5 | 2.6 | 3.0 | -0.4 | | | | | | |

EMBARGOED UNTIL 9:30AM AEST



PERTH RADIO - SURVEY 2 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 | 11 | 13 | -2 | * | * | * | * | 1 | * | 1 | * | * | 4 | 4 | 0 | 4 | 5 | -1 | 2 | 3 | -1 |
| 6PR | 17 | 13 | 4 | * | * | * | * | * | * | 1 | 1 | 0 | 4 | 4 | 0 | 4 | 4 | 0 | 7 | 4 | 3 |
| MIX 94.5 | 32 | 33 | -1 | 2 | 1 | 1 | 3 | 4 | -1 | 6 | 6 | 0 | 13 | 13 | 0 | 5 | 6 | -1 | 3 | 3 | 0 |
| 92.9 | 18 | 19 | -1 | 4 | 4 | 0 | 4 | 5 | -1 | 6 | 5 | 1 | 3 | 4 | -1 | 1 | 1 | 0 | * | * | * |
| 96FM | 23 | 26 | -3 | 1 | 2 | -1 | 2 | 2 | 0 | 7 | 8 | -1 | 9 | 10 | -1 | 3 | 3 | 0 | 1 | 1 | 0 |
| NOVA93.7 | 26 | 27 | -1 | 4 | 4 | 0 | 5 | 5 | 0 | 10 | 10 | 0 | 6 | 6 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| ABC720 | 25 | 24 | 1 | 1 | * | * | * | * | * | 2 | 2 | 0 | 5 | 6 | -1 | 5 | 6 | -1 | 11 | 10 | 1 |
| 6RN | 4 | 4 | 0 | * | * | * | * | * | * | * | * | * | 1 | 2 | -1 | 1 | 1 | 0 | 2 | 2 | 0 |
| NEWSR | 3 | 3 | 0 | * | * | * | * | * | * | * | 1 | * | * | 1 | * | * | 1 | * | 1 | 1 | 0 |
| 6JJJ | 29 | 26 | 3 | 1 | 2 | -1 | 7 | 5 | 2 | 14 | 14 | 0 | 5 | 3 | 2 | 2 | 2 | 0 | * | * | * |
| ABCFM | 5 | 5 | 0 | * | * | * | * | * | * | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 |
| Total | 223 | 222 | 1 | 15 | 16 | -1 | 23 | 24 | -1 | 55 | 53 | 2 | 56 | 56 | 0 | 34 | 35 | -1 | 39 | 38 | 1 |

Average 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 | 12 | 13 | -1 | 17 | 19 | -2 | 19 | 20 | -1 | 17 | 17 | 0 | 11 | 12 | -1 | 2 | 3 | -1 | 10 | 13 | -3 | | | | | | |
| 6PR | 19 | 15 | 4 | 35 | 30 | 5 | 23 | 18 | 5 | 17 | 13 | 4 | 15 | 10 | 5 | 7 | 7 | 0 | 13 | 9 | 4 | | | | | | |
| MIX 94.5 | 35 | 36 | -1 | 49 | 47 | 2 | 52 | 56 | -4 | 48 | 51 | -3 | 30 | 32 | -2 | 8 | 6 | 2 | 24 | 26 | -2 | | | | | | |
| 92.9 | 19 | 20 | -1 | 26 | 26 | 0 | 20 | 25 | -5 | 25 | 25 | 0 | 22 | 23 | -1 | 6 | 7 | -1 | 14 | 15 | -1 | | | | | | |
| 96FM | 26 | 29 | -3 | 35 | 36 | -1 | 40 | 45 | -5 | 36 | 39 | -3 | 22 | 25 | -3 | 5 | 7 | -2 | 16 | 19 | -3 | | | | | | |
| NOVA93.7 | 29 | 29 | 0 | 43 | 40 | 3 | 37 | 39 | -2 | 37 | 36 | 1 | 30 | 32 | -2 | 8 | 8 | 0 | 18 | 21 | -3 | | | | | | |
| ABC720 | 26 | 26 | 0 | 57 | 54 | 3 | 29 | 31 | -2 | 23 | 22 | 1 | 19 | 18 | 1 | 11 | 9 | 2 | 20 | 20 | 0 | | | | | | |
| 6RN | 4 | 5 | -1 | 8 | 10 | -2 | 4 | 3 | 1 | 4 | 3 | 1 | 6 | 6 | 0 | 2 | 2 | 0 | 4 | 3 | 1 | | | | | | |
| NEWSR | 3 | 3 | 0 | 4 | 6 | -2 | 1 | 2 | -1 | 1 | 2 | -1 | 3 | 3 | 0 | 3 | 3 | 0 | 3 | 3 | 0 | | | | | | |
| 6JJJ | 32 | 27 | 5 | 44 | 38 | 6 | 45 | 38 | 7 | 44 | 36 | 8 | 32 | 27 | 5 | 6 | 6 | 0 | 20 | 22 | -2 | | | | | | |
| ABCFM | 5 | 5 | 0 | 5 | 7 | -2 | 6 | 5 | 1 | 6 | 5 | 1 | 6 | 6 | 0 | 2 | 2 | 0 | 5 | 6 | -1 | | | | | | |
| Total | 241 | 237 | 4 | 364 | 349 | 15 | 317 | 322 | -5 | 292 | 283 | 9 | 230 | 228 | 2 | 74 | 74 | 0 | 179 | 187 | -8 | | | | | | |

EMBARGOED UNTIL 9:30AM AEST



PERTH RADIO - SURVEY 2 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 | 145 | 152 | -7 | 7 | 3 | 4 | 8 | 7 | 1 | 20 | 15 | 5 | 34 | 40 | -6 | 51 | 58 | -7 | 25 | 27 | -2 |
| 6PR | 183 | 169 | 14 | 12 | 7 | 5 | 2 | 5 | -3 | 36 | 31 | 5 | 44 | 48 | -4 | 37 | 37 | 0 | 52 | 41 | 11 |
| MIX 94.5 | 489 | 523 | -34 | 55 | 57 | -2 | 55 | 56 | -1 | 121 | 139 | -18 | 157 | 165 | -8 | 71 | 72 | -1 | 29 | 35 | -6 |
| 92.9 | 406 | 428 | -22 | 103 | 90 | 13 | 85 | 112 | -27 | 125 | 122 | 3 | 71 | 78 | -7 | 17 | 16 | 1 | 6 | 10 | -4 |
| 96FM | 316 | 323 | -7 | 36 | 34 | 2 | 37 | 41 | -4 | 110 | 111 | -1 | 93 | 95 | -2 | 30 | 30 | 0 | 9 | 12 | -3 |
| NOVA93.7 | 504 | 519 | -15 | 102 | 101 | 1 | 98 | 109 | -11 | 176 | 172 | 4 | 98 | 109 | -11 | 21 | 20 | 1 | 9 | 9 | 0 |
| ABC720 | 310 | 285 | 25 | 17 | 10 | 7 | 12 | 9 | 3 | 48 | 43 | 5 | 75 | 74 | 1 | 61 | 57 | 4 | 97 | 91 | 6 |
| 6RN | 71 | 67 | 4 | 2 | 2 | 0 | 1 | 2 | -1 | 10 | 7 | 3 | 22 | 21 | 1 | 15 | 13 | 2 | 21 | 22 | -1 |
| NEWSR | 69 | 75 | -6 | 5 | 4 | 1 | 2 | 3 | -1 | 15 | 16 | -1 | 18 | 19 | -1 | 12 | 13 | -1 | 17 | 20 | -3 |
| 6JJJ | 329 | 327 | 2 | 32 | 33 | -1 | 82 | 76 | 6 | 141 | 139 | 2 | 52 | 54 | -2 | 19 | 20 | -1 | 3 | 4 | -1 |
| ABCFM | 115 | 103 | 12 | 7 | 7 | 0 | 15 | 7 | 8 | 19 | 19 | 0 | 24 | 26 | -2 | 22 | 15 | 7 | 28 | 28 | 0 |
| Total | 1558 | 1557 | 1 | 172 | 167 | 5 | 192 | 194 | -2 | 408 | 407 | 1 | 367 | 366 | 1 | 210 | 210 | 0 | 209 | 212 | -3 |

Cumulative 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 | 123 | 132 | -9 | 77 | 83 | -6 | 68 | 74 | -6 | 76 | 79 | -3 | 67 | 77 | -10 | 34 | 36 | -2 | 107 | 115 | -8 |
| 6PR | 167 | 155 | 12 | 122 | 114 | 8 | 89 | 75 | 14 | 92 | 75 | 17 | 93 | 77 | 16 | 59 | 51 | 8 | 123 | 96 | 27 |
| MIX 94.5 | 457 | 482 | -25 | 293 | 302 | -9 | 234 | 246 | -12 | 259 | 284 | -25 | 256 | 263 | -7 | 131 | 136 | -5 | 310 | 345 | -35 |
| 92.9 | 375 | 399 | -24 | 229 | 227 | 2 | 141 | 179 | -38 | 225 | 230 | -5 | 217 | 226 | -9 | 116 | 128 | -12 | 260 | 271 | -11 |
| 96FM | 283 | 288 | -5 | 166 | 179 | -13 | 141 | 161 | -20 | 162 | 165 | -3 | 170 | 178 | -8 | 73 | 83 | -10 | 184 | 201 | -17 |
| NOVA93.7 | 467 | 473 | -6 | 309 | 308 | 1 | 191 | 223 | -32 | 264 | 273 | -9 | 276 | 290 | -14 | 144 | 149 | -5 | 311 | 342 | -31 |
| ABC720 | 280 | 266 | 14 | 218 | 206 | 12 | 131 | 132 | -1 | 146 | 142 | 4 | 143 | 134 | 9 | 100 | 87 | 13 | 223 | 197 | 26 |
| 6RN | 63 | 58 | 5 | 44 | 38 | 6 | 30 | 24 | 6 | 29 | 26 | 3 | 40 | 35 | 5 | 24 | 23 | 1 | 46 | 47 | -1 |
| NEWSR | 60 | 65 | -5 | 35 | 45 | -10 | 12 | 17 | -5 | 18 | 17 | 1 | 32 | 28 | 4 | 26 | 27 | -1 | 42 | 48 | -6 |
| 6JJJ | 312 | 293 | 19 | 197 | 190 | 7 | 162 | 153 | 9 | 186 | 163 | 23 | 206 | 189 | 17 | 113 | 99 | 14 | 210 | 222 | -12 |
| ABCFM | 105 | 96 | 9 | 54 | 50 | 4 | 42 | 38 | 4 | 51 | 42 | 9 | 57 | 52 | 5 | 40 | 38 | 2 | 68 | 61 | 7 |
| Total | 1533 | 1530 | 3 | 1305 | 1303 | 2 | 985 | 1029 | -44 | 1155 | 1144 | 11 | 1169 | 1171 | -2 | 735 | 715 | 20 | 1327 | 1361 | -34 |