



PERTH RADIO - SURVEY 3 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	5.1	5.2	-0.1	1.3	0.4	0.9	0.7	1.9	-1.2	1.6	1.6	0.0	7.5	6.4	1.1	11.6	12.5	-0.9	5.1	5.8	-0.7
6PR	7.9	7.6	0.3	1.5	1.3	0.2	0.4	0.4	0.0	2.3	2.1	0.2	8.0	7.6	0.4	12.0	13.2	-1.2	19.0	17.1	1.9
MIX 94.5	14.5	14.4	0.1	14.0	11.8	2.2	15.7	11.9	3.8	11.6	11.6	0.0	21.9	22.7	-0.8	18.8	16.1	2.7	3.6	7.2	-3.6
92.9	8.5	7.9	0.6	28.4	27.4	1.0	16.1	16.2	-0.1	11.6	10.8	0.8	6.6	4.6	2.0	2.1	2.7	-0.6	0.7	0.7	0.0
96FM	10.6	10.4	0.2	5.7	9.7	-4.0	11.7	9.7	2.0	14.9	12.9	2.0	14.7	15.6	-0.9	7.2	8.2	-1.0	2.7	1.7	1.0
NOVA93.7	11.4	11.6	-0.2	28.2	26.7	1.5	17.1	20.0	-2.9	18.2	18.7	-0.5	10.8	9.9	0.9	3.1	2.4	0.7	0.8	1.4	-0.6
ABC720	11.0	11.1	-0.1	2.3	3.9	-1.6	0.8	1.8	-1.0	4.0	4.1	-0.1	8.9	9.2	-0.3	15.7	15.8	-0.1	28.8	27.9	0.9
6RN	2.2	1.9	0.3	0.1	0.2	-0.1	*	*	*	0.6	0.4	0.2	2.9	2.3	0.6	3.5	2.3	1.2	4.3	4.8	-0.5
NEWSR	1.3	1.2	0.1	2.9	2.0	0.9	0.2	0.3	-0.1	0.7	0.7	0.0	1.2	0.9	0.3	1.4	1.2	0.2	2.1	2.5	-0.4
6JJJ	11.7	12.8	-1.1	9.2	6.9	2.3	29.7	29.5	0.2	22.5	25.0	-2.5	8.0	9.2	-1.2	1.8	4.6	-2.8	0.1	0.2	-0.1
ABC FM	2.0	2.1	-0.1	0.6	0.6	0.0	1.0	1.7	-0.7	1.3	1.1	0.2	1.4	2.1	-0.7	2.2	2.8	-0.6	4.7	3.8	0.9

Share Movement (%) by Session, P10+

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	4.9	5.0	-0.1	3.6	4.5	-0.9	6.3	6.0	0.3	5.9	5.8	0.1	4.1	4.7	-0.6	3.6	2.5	1.1	6.0	5.6	0.4
6PR	7.7	7.7	0.0	9.7	9.6	0.1	7.0	7.4	-0.4	5.7	5.9	-0.2	7.5	6.5	1.0	10.4	10.2	0.2	8.6	7.2	1.4
MIX 94.5	14.9	14.6	0.3	13.8	13.3	0.5	16.4	16.3	0.1	16.7	16.5	0.2	13.5	13.1	0.4	11.9	10.9	1.0	13.0	13.7	-0.7
92.9	8.4	7.9	0.5	8.2	7.2	1.0	6.5	6.3	0.2	8.5	8.6	-0.1	10.3	9.7	0.6	9.8	8.7	1.1	8.7	8.0	0.7
96FM	11.0	10.8	0.2	10.3	9.6	0.7	12.1	12.7	-0.6	12.3	12.2	0.1	10.0	9.7	0.3	8.7	6.8	1.9	9.1	9.0	0.1
NOVA93.7	11.7	12.1	-0.4	11.3	11.8	-0.5	10.9	11.7	-0.8	13.1	12.7	0.4	12.4	13.0	-0.6	9.4	10.7	-1.3	10.3	10.0	0.3
ABC720	11.0	11.0	0.0	15.3	15.6	-0.3	9.9	9.2	0.7	8.1	7.8	0.3	8.1	8.2	-0.1	15.0	14.8	0.2	10.9	11.4	-0.5
6RN	2.2	1.8	0.4	3.0	2.3	0.7	1.5	1.1	0.4	1.5	1.2	0.3	2.8	2.5	0.3	2.3	2.6	-0.3	2.3	2.0	0.3
NEWSR	1.3	1.1	0.2	1.6	1.2	0.4	0.7	0.5	0.2	0.8	0.4	0.4	1.5	1.2	0.3	2.6	3.9	-1.3	1.3	1.5	-0.2
6JJJ	12.0	13.3	-1.3	11.3	12.1	-0.8	11.5	14.2	-2.7	13.0	14.9	-1.9	13.6	13.9	-0.3	9.0	8.7	0.3	10.5	11.1	-0.6
ABC FM	1.8	2.0	-0.2	1.2	1.5	-0.3	2.0	1.8	0.2	1.9	1.9	0.0	2.2	2.7	-0.5	2.8	2.9	-0.1	2.5	2.6	-0.1

EMBARGOED UNTIL 9:30AM AEST



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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	12	11	1	*	*	*	*	*	*	1	1	0	4	4	0	4	4	0	2	2	0
6PR	18	17	1	*	*	*	*	*	*	1	1	0	5	4	1	4	4	0	8	7	1
MIX 94.5	33	32	1	2	2	0	4	3	1	6	6	0	13	13	0	6	5	1	1	3	-2
92.9	19	18	1	4	4	0	4	4	0	7	6	1	4	3	1	1	1	0	*	*	*
96FM	24	23	1	1	1	0	3	2	1	8	7	1	9	9	0	2	3	-1	1	1	0
NOVA93.7	26	26	0	4	4	0	4	5	-1	10	10	0	6	6	0	1	1	0	*	1	*
ABC720	25	25	0	*	1	*	*	*	*	2	2	0	5	5	0	5	5	0	12	11	1
6RN	5	4	1	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0
6JJJ	27	29	-2	1	1	0	8	7	1	13	14	-1	5	5	0	1	2	-1	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
Total	230	223	7	14	15	-1	25	23	2	56	55	1	59	56	3	34	34	0	41	39	2

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	12	0	13	17	-4	21	19	2	18	17	1	10	11	-1	3	2	1	11	10	1						
6PR	19	19	0	35	35	0	23	23	0	17	17	0	18	15	3	8	7	1	15	13	2						
MIX 94.5	37	35	2	50	49	1	55	52	3	51	48	3	33	30	3	9	8	1	23	24	-1						
92.9	21	19	2	30	26	4	22	20	2	26	25	1	25	22	3	7	6	1	16	14	2						
96FM	28	26	2	38	35	3	41	40	1	38	36	2	24	22	2	7	5	2	16	16	0						
NOVA93.7	29	29	0	41	43	-2	36	37	-1	40	37	3	30	30	0	7	8	-1	18	18	0						
ABC720	28	26	2	56	57	-1	33	29	4	25	23	2	20	19	1	11	11	0	20	20	0						
6RN	5	4	1	11	8	3	5	4	1	5	4	1	7	6	1	2	2	0	4	4	0						
NEWSR	3	3	0	6	4	2	3	1	2	2	1	1	4	3	1	2	3	-1	2	3	-1						
6JJJ	30	32	-2	41	44	-3	39	45	-6	40	44	-4	33	32	1	7	6	1	19	20	-1						
ABCFM	5	5	0	4	5	-1	7	6	1	6	6	0	5	6	-1	2	2	0	5	5	0						
Total	250	241	9	365	364	1	335	317	18	307	292	15	245	230	15	76	74	2	179	179	0						



PERTH RADIO - SURVEY 3 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	135	145	-10	6	7	-1	5	8	-3	17	20	-3	35	34	1	44	51	-7	30	25	5
6PR	203	183	20	10	12	-2	2	2	0	38	36	2	53	44	9	41	37	4	59	52	7
MIX 94.5	488	489	-1	56	55	1	65	55	10	115	121	-6	154	157	-3	76	71	5	23	29	-6
92.9	417	406	11	101	103	-2	81	85	-4	135	125	10	78	71	7	16	17	-1	5	6	-1
96FM	322	316	6	33	36	-3	39	37	2	116	110	6	94	93	1	29	30	-1	12	9	3
NOVA93.7	502	504	-2	103	102	1	97	98	-1	181	176	5	97	98	-1	19	21	-2	4	9	-5
ABC720	317	310	7	11	17	-6	8	12	-4	50	48	2	74	75	-1	73	61	12	100	97	3
6RN	76	71	5	2	2	0	2	1	1	12	10	2	24	22	2	17	15	2	19	21	-2
NEWSR	80	69	11	4	5	-1	2	2	0	16	15	1	22	18	4	17	12	5	18	17	1
6JJJ	317	329	-12	31	32	-1	83	82	1	133	141	-8	56	52	4	11	19	-8	3	3	0
ABC FM	99	115	-16	9	7	2	12	15	-3	15	19	-4	17	24	-7	19	22	-3	27	28	-1
Total	1558	1558	0	174	172	2	192	192	0	402	408	-6	370	367	3	210	210	0	210	209	1

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	119	123	-4	73	77	-4	69	68	1	79	76	3	63	67	-4	32	34	-2	100	107	-7
6PR	178	167	11	124	122	2	96	89	7	100	92	8	111	93	18	64	59	5	150	123	27
MIX 94.5	452	457	-5	287	293	-6	244	234	10	270	259	11	260	256	4	137	131	6	301	310	-9
92.9	388	375	13	256	229	27	164	141	23	233	225	8	246	217	29	115	116	-1	252	260	-8
96FM	292	283	9	178	166	12	141	141	0	175	162	13	177	170	7	76	73	3	193	184	9
NOVA93.7	468	467	1	302	309	-7	189	191	-2	266	264	2	269	276	-7	133	144	-11	289	311	-22
ABC720	287	280	7	217	218	-1	145	131	14	152	146	6	141	143	-2	105	100	5	224	223	1
6RN	69	63	6	49	44	5	33	30	3	39	29	10	45	40	5	23	24	-1	52	46	6
NEWSR	70	60	10	40	35	5	19	12	7	25	18	7	31	32	-1	24	26	-2	47	42	5
6JJJ	298	312	-14	194	197	-3	150	162	-12	176	186	-10	207	206	1	105	113	-8	206	210	-4
ABC FM	86	105	-19	45	54	-9	39	42	-3	47	51	-4	41	57	-16	28	40	-12	63	68	-5
Total	1532	1533	-1	1296	1305	-9	1016	985	31	1160	1155	5	1198	1169	29	734	735	-1	1337	1327	10