



PERTH RADIO - SURVEY 6 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	5.3	-0.1	1.6	1.7	-0.1	*	0.4	*	1.4	2.3	-0.9	5.7	3.0	2.7	13.1	16.0	-2.9	6.9	6.3	0.6
6PR	9.6	10.2	-0.6	1.8	2.1	-0.3	0.4	1.7	-1.3	4.0	3.6	0.4	10.1	7.6	2.5	10.6	13.5	-2.9	23.0	25.4	-2.4
MIX 94.5	13.6	14.2	-0.6	15.5	14.8	0.7	8.7	12.6	-3.9	11.3	10.6	0.7	20.1	22.1	-2.0	18.1	15.6	2.5	5.8	7.8	-2.0
92.9	7.4	8.0	-0.6	24.3	30.2	-5.9	21.7	16.1	5.6	9.0	13.0	-4.0	4.6	4.5	0.1	2.3	2.9	-0.6	0.5	0.1	0.4
96FM	10.7	10.7	0.0	2.9	3.0	-0.1	6.8	7.4	-0.6	17.8	14.1	3.7	16.1	21.0	-4.9	7.6	6.3	1.3	1.0	0.9	0.1
NOVA93.7	13.6	12.4	1.2	33.3	32.4	0.9	26.3	20.7	5.6	21.0	18.6	2.4	12.6	14.0	-1.4	3.5	3.3	0.2	0.6	0.4	0.2
ABC720	10.1	10.0	0.1	1.4	0.2	1.2	1.0	2.0	-1.0	3.6	3.8	-0.2	8.9	8.9	0.0	15.6	15.1	0.5	23.8	21.7	2.1
6RN	2.0	1.7	0.3	0.2	0.5	-0.3	0.1	0.2	-0.1	0.3	0.4	-0.1	2.2	0.9	1.3	2.8	3.0	-0.2	5.2	4.2	1.0
NEWSR	1.3	1.1	0.2	0.7	0.2	0.5	1.1	1.1	0.0	1.4	1.2	0.2	0.8	0.8	0.0	2.2	1.9	0.3	1.5	0.8	0.7
6JJJ	9.7	10.3	-0.6	8.9	8.3	0.6	29.3	32.7	-3.4	16.8	19.8	-3.0	8.1	6.2	1.9	0.8	2.5	-1.7	*	*	*
ABCFM	2.4	2.4	0.0	0.1	0.3	-0.2	0.3	0.2	0.1	1.0	1.7	-0.7	1.2	1.4	-0.2	4.1	2.8	1.3	6.3	5.9	0.4

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	5.1	5.1	0.0	3.9	4.8	-0.9	5.9	5.4	0.5	5.9	5.8	0.1	4.7	4.2	0.5	4.8	4.5	0.3	5.9	6.0	-0.1				5.9	6.0	-0.1
6PR	9.9	10.1	-0.2	11.4	11.8	-0.4	9.6	10.0	-0.4	8.7	8.1	0.6	10.0	9.2	0.8	9.4	12.5	-3.1	8.4	10.5	-2.1				8.4	10.5	-2.1
MIX 94.5	13.9	14.4	-0.5	12.7	13.5	-0.8	15.6	15.1	0.5	15.9	16.7	-0.8	12.7	14.2	-1.5	9.5	9.1	0.4	12.6	13.4	-0.8				12.6	13.4	-0.8
92.9	7.4	7.7	-0.3	7.1	7.8	-0.7	6.7	6.5	0.2	7.3	7.9	-0.6	8.9	9.5	-0.6	7.1	7.0	0.1	7.6	8.8	-1.2				7.6	8.8	-1.2
96FM	11.4	11.5	-0.1	9.9	10.2	-0.3	12.8	13.0	-0.2	13.9	13.6	0.3	9.3	9.8	-0.5	8.4	8.8	-0.4	8.4	8.0	0.4				8.4	8.0	0.4
NOVA93.7	13.7	12.5	1.2	13.9	13.2	0.7	11.0	10.3	0.7	14.2	12.1	2.1	16.6	15.4	1.2	12.6	11.4	1.2	13.4	12.1	1.3				13.4	12.1	1.3
ABC720	10.1	10.1	0.0	14.0	13.5	0.5	9.4	9.6	-0.2	6.9	7.6	-0.7	7.8	7.3	0.5	13.4	13.5	-0.1	10.3	9.9	0.4				10.3	9.9	0.4
6RN	1.9	1.6	0.3	2.8	2.0	0.8	1.4	1.3	0.1	1.3	1.0	0.3	2.2	2.1	0.1	1.6	1.7	-0.1	2.5	1.9	0.6				2.5	1.9	0.6
NEWSR	1.3	1.0	0.3	1.8	1.2	0.6	0.9	0.6	0.3	0.8	0.8	0.0	1.0	0.8	0.2	2.9	2.5	0.4	1.5	1.2	0.3				1.5	1.2	0.3
6JJJ	10.0	10.5	-0.5	9.4	9.4	0.0	9.4	10.3	-0.9	10.3	10.8	-0.5	11.2	12.0	-0.8	10.5	10.9	-0.4	8.7	9.4	-0.7				8.7	9.4	-0.7
ABCFM	2.2	2.2	0.0	2.2	2.7	-0.5	2.4	2.4	0.0	1.9	1.8	0.1	2.1	2.3	-0.2	2.5	1.9	0.6	3.0	2.8	0.2				3.0	2.8	0.2

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.



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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	11	11	0	*	*	*	*	*	*	1	1	0	3	2	1	4	6	-2	3	3	0
6PR	21	22	-1	*	*	*	*	*	*	2	2	0	6	4	2	4	5	-1	9	10	-1
MIX 94.5	29	30	-1	2	2	0	2	2	0	6	5	1	11	12	-1	6	5	1	2	3	-1
92.9	16	17	-1	3	4	-1	5	3	2	5	7	-2	3	2	1	1	1	0	*	*	*
96FM	23	23	0	*	*	*	1	1	0	9	7	2	9	11	-2	3	2	1	*	*	*
NOVA93.7	29	26	3	4	4	0	6	4	2	11	10	1	7	7	0	1	1	0	*	*	*
ABC720	22	21	1	*	*	*	*	*	*	2	2	0	5	5	0	5	5	0	9	9	0
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
NEWSR	3	2	1	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	1	*	*
6JJB	21	22	-1	1	1	0	6	6	0	9	10	-1	4	3	1	*	1	*	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
Total	215	213	2	13	12	1	21	20	1	53	51	2	55	54	1	34	35	-1	39	41	-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	12	12	0	13	16	-3	19	17	2	17	16	1	11	10	1	3	3	0	10	10	0
6PR	23	23	0	39	39	0	30	31	-1	25	23	2	23	21	2	7	9	-2	14	18	-4
MIX 94.5	32	33	-1	43	45	-2	49	47	2	45	47	-2	30	32	-2	7	7	0	21	22	-1
92.9	17	18	-1	24	26	-2	21	20	1	21	22	-1	21	22	-1	5	5	0	13	15	-2
96FM	26	27	-1	34	34	0	40	41	-1	39	38	1	22	22	0	6	6	0	14	13	1
NOVA93.7	32	29	3	47	44	3	35	32	3	40	34	6	39	35	4	9	8	1	23	20	3
ABC720	23	23	0	47	45	2	30	30	0	20	21	-1	18	17	1	10	10	0	18	16	2
6RN	4	4	0	10	6	4	4	4	0	4	3	1	5	5	0	1	1	0	4	3	1
NEWSR	3	2	1	6	4	2	3	2	1	2	2	0	2	2	0	2	2	0	3	2	1
6JJB	23	24	-1	32	31	1	30	32	-2	29	30	-1	26	27	-1	7	8	-1	15	16	-1
ABCFM	5	5	0	8	9	-1	8	7	1	5	5	0	5	5	0	2	1	1	5	5	0
Total	233	231	2	338	331	7	314	312	2	283	281	2	232	229	3	71	74	-3	170	167	3

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.



PERTH RADIO - SURVEY 6 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	156	144	12	7	5	2	3	7	-4	16	18	-2	36	23	13	54	59	-5	39	31	8
6PR	195	197	-2	10	7	3	8	8	0	31	29	2	53	50	3	34	41	-7	58	61	-3
MIX 94.5	493	484	9	63	60	3	48	55	-7	123	118	5	155	154	1	79	70	9	24	27	-3
92.9	407	392	15	91	98	-7	96	82	14	129	122	7	66	66	0	18	21	-3	6	2	4
96FM	302	293	9	20	15	5	33	38	-5	112	100	12	94	102	-8	34	31	3	9	6	3
NOVA93.7	521	520	1	115	116	-1	99	90	9	181	178	3	101	106	-5	19	25	-6	6	4	2
ABC720	311	306	5	14	4	10	14	16	-2	51	57	-6	75	77	-2	69	66	3	89	86	3
6RN	64	60	4	3	4	-1	2	2	0	8	8	0	14	10	4	17	16	1	20	21	-1
NEWSR	75	63	12	5	2	3	3	5	-2	16	17	-1	19	16	3	16	13	3	16	12	4
6JJJ	307	302	5	33	23	10	81	74	7	130	140	-10	51	52	-1	11	12	-1	1	1	0
ABCFM	85	88	-3	3	2	1	4	4	0	19	25	-6	16	14	2	15	16	-1	27	27	0
Total	1557	1556	1	168	169	-1	188	190	-2	406	410	-4	370	367	3	209	207	2	216	214	2

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	132	128	4	87	83	4	75	78	-3	74	84	-10	78	73	5	40	43	-3	108	99	9
6PR	176	179	-3	128	135	-7	88	97	-9	101	105	-4	101	103	-2	65	65	0	129	137	-8
MIX 94.5	456	449	7	299	286	13	216	216	0	269	269	0	245	260	-15	122	123	-1	307	303	4
92.9	365	360	5	222	207	15	141	133	8	215	207	8	211	214	-3	103	104	-1	251	260	-9
96FM	264	263	1	168	171	-3	129	136	-7	171	167	4	149	157	-8	71	65	6	182	174	8
NOVA93.7	477	476	1	324	314	10	198	192	6	272	274	-2	298	296	2	146	143	3	364	328	36
ABC720	272	270	2	197	201	-4	137	143	-6	135	140	-5	145	138	7	94	94	0	208	198	10
6RN	57	52	5	43	38	5	22	20	2	28	21	7	39	33	6	19	15	4	48	40	8
NEWSR	70	59	11	44	37	7	26	14	12	26	21	5	24	18	6	29	20	9	44	32	12
6JJJ	284	280	4	187	195	-8	124	134	-10	156	152	4	185	173	12	110	103	7	188	193	-5
ABCFM	74	78	-4	44	53	-9	39	40	-1	44	41	3	37	39	-2	21	21	0	54	55	-1
Total	1525	1532	-7	1273	1279	-6	984	982	2	1153	1156	-3	1151	1157	-6	707	701	6	1333	1333	0

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.