



# PERTH RADIO - SURVEY 7 2019

## 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	4.2	4.1	0.1	0.2	0.6	-0.4	0.7	1.0	-0.3	1.6	0.8	0.8	3.8	4.3	-0.5	8.4	7.4	1.0	6.5	6.9	-0.4
6PR	7.6	8.3	-0.7	3.0	4.2	-1.2	3.0	0.6	2.4	3.2	2.0	1.2	6.3	7.0	-0.7	7.2	11.5	-4.3	16.7	17.1	-0.4
MIX 94.5	11.3	10.9	0.4	7.9	11.0	-3.1	6.7	9.1	-2.4	9.8	8.5	1.3	17.8	15.7	2.1	16.1	17.6	-1.5	3.6	3.7	-0.1
HIT 92.9	10.7	9.3	1.4	19.8	18.8	1.0	28.6	27.3	1.3	20.1	17.7	2.4	7.9	6.4	1.5	4.5	3.2	1.3	1.6	0.3	1.3
96FM	11.9	12.7	-0.8	9.7	10.4	-0.7	6.5	10.8	-4.3	12.8	14.1	-1.3	17.8	18.5	-0.7	15.9	14.0	1.9	2.8	5.2	-2.4
NOVA93.7	13.3	13.5	-0.2	35.2	34.2	1.0	21.4	19.3	2.1	19.6	23.8	-4.2	13.3	12.3	1.0	8.6	6.7	1.9	1.3	1.0	0.3
ABC PER	7.2	7.0	0.2	2.7	2.6	0.1	2.8	2.4	0.4	1.2	1.3	-0.1	3.9	5.5	-1.6	10.6	8.2	2.4	17.2	15.9	1.3
6RN	1.7	1.8	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.4	-0.1	1.3	1.2	0.1	2.2	3.0	-0.8	4.4	3.9	0.5
ABC NEWS	0.9	0.9	0.0	1.1	0.6	0.5	1.4	0.8	0.6	0.6	0.9	-0.3	0.6	0.4	0.2	0.6	1.1	-0.5	1.7	1.6	0.1
6JJJ	6.8	6.8	0.0	5.8	4.8	1.0	19.5	16.8	2.7	14.7	13.4	1.3	5.9	7.4	-1.5	2.5	3.1	-0.6	0.2	0.3	-0.1
ABC CLASSIC	3.3	3.4	-0.1	1.0	1.5	-0.5	0.6	1.7	-1.1	2.4	2.0	0.4	2.3	2.1	0.2	3.6	1.4	2.2	6.6	8.5	-1.9

## 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	4.3	3.8	0.5	4.1	3.5	0.6	5.1	4.5	0.6	4.5	4.0	0.5	3.9	3.8	0.1	3.1	2.9	0.2	3.9	5.1	-1.2
6PR	7.9	8.4	-0.5	10.3	11.9	-1.6	6.7	6.9	-0.2	6.2	5.9	0.3	7.2	7.2	0.0	10.4	11.1	-0.7	6.7	8.1	-1.4
MIX 94.5	11.8	11.3	0.5	11.2	10.5	0.7	13.3	12.5	0.8	12.5	12.4	0.1	11.2	11.2	0.0	8.8	7.7	1.1	9.5	9.5	0.0
HIT 92.9	10.8	9.5	1.3	9.1	8.9	0.2	10.6	8.6	2.0	12.4	10.5	1.9	12.1	11.1	1.0	9.8	7.3	2.5	10.2	8.5	1.7
96FM	12.0	12.7	-0.7	9.5	9.3	0.2	15.3	15.9	-0.6	14.9	15.3	-0.4	8.9	11.8	-2.9	6.9	8.5	-1.6	11.6	12.6	-1.0
NOVA93.7	13.6	14.0	-0.4	14.4	14.6	-0.2	12.1	13.3	-1.2	14.0	14.5	-0.5	16.2	15.0	1.2	8.7	10.2	-1.5	12.0	11.5	0.5
ABC PER	7.1	6.9	0.2	10.9	10.4	0.5	4.8	4.7	0.1	4.4	4.2	0.2	5.4	5.0	0.4	14.0	14.4	-0.4	7.3	7.3	0.0
6RN	1.7	1.7	0.0	2.4	2.8	-0.4	1.3	1.3	0.0	1.1	1.0	0.1	1.8	1.4	0.4	2.1	2.0	0.1	2.0	2.0	0.0
ABC NEWS	0.8	0.8	0.0	1.0	1.0	0.0	0.5	0.3	0.2	0.3	0.4	-0.1	0.8	1.0	-0.2	3.3	3.0	0.3	1.1	1.1	0.0
6JJJ	6.9	6.8	0.1	7.1	6.7	0.4	5.6	5.3	0.3	6.7	6.9	-0.2	8.9	9.1	-0.2	6.6	7.1	-0.5	6.5	6.7	-0.2
ABC CLASSIC	3.1	3.2	-0.1	2.3	3.1	-0.8	3.4	3.3	0.1	2.9	2.9	0.0	3.8	3.7	0.1	4.5	3.7	0.8	3.9	3.8	0.1



## PERTH RADIO - SURVEY 7 2019

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	123	139	-16	4	6	-2	4	3	1	8	11	-3	26	24	2	36	40	-4	46	54	-8
6PR	192	201	-9	15	17	-2	8	3	5	28	29	-1	53	56	-3	35	40	-5	53	56	-3
MIX 94.5	468	463	5	62	63	-1	39	50	-11	107	102	5	138	129	9	83	81	2	38	38	0
HIT 92.9	489	449	40	91	87	4	80	69	11	182	188	-6	93	74	19	35	27	8	7	4	3
96FM	382	402	-20	45	47	-2	27	38	-11	103	107	-4	129	127	2	55	56	-1	24	27	-3
NOVA93.7	584	581	3	110	114	-4	81	74	7	209	216	-7	135	131	4	39	37	2	10	9	1
ABC PER	243	270	-27	13	11	2	7	9	-2	18	31	-13	46	65	-19	56	53	3	101	102	-1
6RN	65	68	-3	2	1	1	1	2	-1	5	8	-3	14	17	-3	14	14	0	29	27	2
ABC NEWS	61	66	-5	6	5	1	9	4	5	13	17	-4	10	9	1	7	11	-4	17	19	-2
6JJJ	327	326	1	28	27	1	66	78	-12	147	142	5	66	57	9	15	18	-3	4	4	0
ABC CLASSIC	116	108	8	8	8	0	9	11	-2	26	20	6	28	26	2	15	11	4	29	32	-3
<b>Total</b>	<b>1671</b>	<b>1672</b>	<b>-1</b>	<b>177</b>	<b>180</b>	<b>-3</b>	<b>173</b>	<b>174</b>	<b>-1</b>	<b>457</b>	<b>457</b>	<b>0</b>	<b>387</b>	<b>387</b>	<b>0</b>	<b>214</b>	<b>214</b>	<b>0</b>	<b>262</b>	<b>261</b>	<b>1</b>

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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	109	122	-13	66	68	-2	61	70	-9	70	73	-3	55	64	-9	28	32	-4	75	96	-21
6PR	179	181	-2	130	139	-9	90	87	3	91	93	-2	96	98	-2	57	57	0	102	125	-23
MIX 94.5	422	417	5	233	213	20	218	191	27	243	251	-8	205	213	-8	77	89	-12	257	264	-7
HIT 92.9	448	411	37	257	259	-2	201	179	22	265	237	28	244	221	23	122	99	23	287	271	16
96FM	337	353	-16	196	196	0	191	182	9	218	219	-1	183	194	-11	63	62	1	243	254	-11
NOVA93.7	542	539	3	361	368	-7	239	215	24	308	304	4	325	304	21	139	121	18	369	354	15
ABC PER	219	230	-11	166	168	-2	99	113	-14	108	105	3	93	105	-12	74	78	-4	151	175	-24
6RN	60	65	-5	41	43	-2	30	34	-4	31	31	0	31	29	2	16	14	2	36	39	-3
ABC NEWS	57	57	0	28	31	-3	17	15	2	16	13	3	28	26	2	24	20	4	36	34	2
6JJJ	303	305	-2	196	176	20	142	123	19	166	182	-16	188	181	7	80	84	-4	186	201	-15
ABC CLASSIC	108	100	8	57	64	-7	54	51	3	56	50	6	55	47	8	32	31	1	62	67	-5
<b>Total</b>	<b>1637</b>	<b>1635</b>	<b>2</b>	<b>1360</b>	<b>1334</b>	<b>26</b>	<b>1119</b>	<b>1059</b>	<b>60</b>	<b>1234</b>	<b>1236</b>	<b>-2</b>	<b>1228</b>	<b>1222</b>	<b>6</b>	<b>640</b>	<b>628</b>	<b>12</b>	<b>1396</b>	<b>1430</b>	<b>-34</b>



## PERTH RADIO - SURVEY 7 2019

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	9	9	0	*	*	*	*	*	*	1	*	*	2	2	0	3	2	1	3	3	0
6PR	17	18	-1	*	1	*	*	*	*	2	1	1	4	4	0	3	4	-1	8	8	0
MIX 94.5	25	23	2	1	2	-1	1	1	0	5	4	1	11	9	2	6	6	0	2	2	0
HIT 92.9	23	20	3	3	3	0	4	4	0	9	8	1	5	4	1	2	1	1	1	*	*
96FM	26	27	-1	1	2	-1	1	2	-1	6	6	0	11	10	1	6	5	1	1	3	-2
NOVA93.7	29	29	0	5	6	-1	3	3	0	9	11	-2	8	7	1	3	2	1	1	*	*
ABC PER	16	15	1	*	*	*	*	*	*	1	1	0	2	3	-1	4	3	1	8	8	0
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	15	15	0	1	1	0	3	2	1	7	6	1	3	4	-1	1	1	0	*	*	*
ABC CLASSIC	7	7	0	*	*	*	*	*	*	1	1	0	1	1	0	1	*	*	3	4	-1
Total	217	213	4	15	17	-2	13	15	-2	47	44	3	59	56	3	35	33	2	48	49	-1

Average Audience (000's) by Session, P10+ [Potential: 1762]

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	10	9	1	14	12	2	17	14	3	13	12	1	9	9	0	2	2	0	7	9	-2
6PR	19	19	0	35	40	-5	22	22	0	18	17	1	16	17	-1	7	7	0	12	14	-2
MIX 94.5	28	26	2	38	35	3	43	39	4	36	36	0	25	26	-1	6	5	1	16	16	0
HIT 92.9	25	22	3	31	30	1	35	27	8	36	30	6	27	25	2	6	4	2	18	15	3
96FM	28	29	-1	32	31	1	50	49	1	44	44	0	20	27	-7	4	5	-1	20	22	-2
NOVA93.7	32	32	0	49	49	0	39	41	-2	41	42	-1	37	34	3	6	6	0	21	20	1
ABC PER	17	16	1	37	34	3	16	15	1	13	12	1	12	12	0	9	9	0	13	13	0
6RN	4	4	0	8	9	-1	4	4	0	3	3	0	4	3	1	1	1	0	3	3	0
ABC NEWS	2	2	0	4	3	1	2	1	1	1	1	0	2	2	0	2	2	0	2	2	0
6JJJ	16	16	0	24	22	2	18	16	2	20	20	0	20	21	-1	4	4	0	11	12	-1
ABC CLASSIC	7	7	0	8	10	-2	11	10	1	9	8	1	9	8	1	3	2	1	7	7	0
Total	235	229	6	343	332	11	327	310	17	292	289	3	226	229	-3	64	60	4	173	173	0