



PERTH RADIO - SURVEY 4 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	5.4	5.1	0.3	2.0	1.3	0.7	0.9	0.7	0.2	2.4	1.6	0.8	5.0	7.5	-2.5	12.9	11.6	1.3	6.8	5.1	1.7
6PR	9.0	7.9	1.1	1.2	1.5	-0.3	1.2	0.4	0.8	3.9	2.3	1.6	8.8	8.0	0.8	12.4	12.0	0.4	19.4	19.0	0.4
MIX 94.5	15.1	14.5	0.6	13.5	14.0	-0.5	19.1	15.7	3.4	11.4	11.6	-0.2	22.7	21.9	0.8	16.6	18.8	-2.2	5.7	3.6	2.1
92.9	9.3	8.5	0.8	29.7	28.4	1.3	17.2	16.1	1.1	15.4	11.6	3.8	6.3	6.6	-0.3	3.0	2.1	0.9	0.7	0.7	0.0
96FM	11.1	10.6	0.5	4.5	5.7	-1.2	10.6	11.7	-1.1	13.9	14.9	-1.0	18.4	14.7	3.7	7.8	7.2	0.6	2.3	2.7	-0.4
NOVA93.7	11.8	11.4	0.4	32.1	28.2	3.9	19.4	17.1	2.3	18.2	18.2	0.0	12.1	10.8	1.3	3.1	3.1	0.0	0.7	0.8	-0.1
ABC720	10.6	11.0	-0.4	0.4	2.3	-1.9	1.3	0.8	0.5	3.6	4.0	-0.4	9.2	8.9	0.3	14.9	15.7	-0.8	26.0	28.8	-2.8
6RN	1.7	2.2	-0.5	0.4	0.1	0.3	*	*	*	0.6	0.6	0.0	1.9	2.9	-1.0	3.2	3.5	-0.3	2.7	4.3	-1.6
NEWSR	1.1	1.3	-0.2	0.6	2.9	-2.3	*	0.2	*	0.7	0.7	0.0	1.1	1.2	-0.1	1.8	1.4	0.4	1.7	2.1	-0.4
6JJJ	9.7	11.7	-2.0	11.1	9.2	1.9	23.8	29.7	-5.9	19.4	22.5	-3.1	5.9	8.0	-2.1	3.1	1.8	1.3	0.1	0.1	0.0
ABC FM	2.2	2.0	0.2	0.7	0.6	0.1	0.3	1.0	-0.7	1.6	1.3	0.3	1.0	1.4	-0.4	1.8	2.2	-0.4	6.3	4.7	1.6

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	4.9	0.2	4.4	3.6	0.8	6.5	6.3	0.2	5.6	5.9	-0.3	3.7	4.1	-0.4	4.7	3.6	1.1	6.5	6.0	0.5						
6PR	8.6	7.7	0.9	11.0	9.7	1.3	7.5	7.0	0.5	6.6	5.7	0.9	7.4	7.5	-0.1	12.6	10.4	2.2	10.2	8.6	1.6						
MIX 94.5	15.5	14.9	0.6	14.3	13.8	0.5	16.7	16.4	0.3	16.8	16.7	0.1	15.2	13.5	1.7	12.2	11.9	0.3	13.9	13.0	0.9						
92.9	9.2	8.4	0.8	9.1	8.2	0.9	7.6	6.5	1.1	9.5	8.5	1.0	11.3	10.3	1.0	9.4	9.8	-0.4	9.5	8.7	0.8						
96FM	11.8	11.0	0.8	10.3	10.3	0.0	13.2	12.1	1.1	14.0	12.3	1.7	10.6	10.0	0.6	8.6	8.7	-0.1	8.7	9.1	-0.4						
NOVA93.7	11.9	11.7	0.2	12.2	11.3	0.9	10.7	10.9	-0.2	12.9	13.1	-0.2	12.9	12.4	0.5	9.2	9.4	-0.2	11.4	10.3	1.1						
ABC720	10.7	11.0	-0.3	15.0	15.3	-0.3	9.9	9.9	0.0	7.8	8.1	-0.3	7.5	8.1	-0.6	14.3	15.0	-0.7	10.2	10.9	-0.7						
6RN	1.7	2.2	-0.5	2.2	3.0	-0.8	1.4	1.5	-0.1	0.9	1.5	-0.6	2.5	2.8	-0.3	1.7	2.3	-0.6	1.6	2.3	-0.7						
NEWSR	1.1	1.3	-0.2	1.4	1.6	-0.2	0.6	0.7	-0.1	0.8	0.8	0.0	1.2	1.5	-0.3	2.1	2.6	-0.5	1.2	1.3	-0.1						
6JJJ	9.7	12.0	-2.3	8.8	11.3	-2.5	8.5	11.5	-3.0	10.0	13.0	-3.0	12.2	13.6	-1.4	10.0	9.0	1.0	9.7	10.5	-0.8						
ABC FM	2.1	1.8	0.3	2.0	1.2	0.8	2.2	2.0	0.2	1.8	1.9	-0.1	2.0	2.2	-0.2	2.5	2.8	-0.3	2.5	2.5	0.0						

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	12	0	*	*	*	*	*	*	1	1	0	3	4	-1	5	4	1	3	2	1
6PR	20	18	2	*	*	*	*	*	*	2	1	1	5	5	0	4	4	0	8	8	0
MIX 94.5	34	33	1	2	2	0	5	4	1	6	6	0	13	13	0	6	6	0	2	1	1
92.9	21	19	2	4	4	0	4	4	0	8	7	1	4	4	0	1	1	0	*	*	*
96FM	25	24	1	1	1	0	3	3	0	7	8	-1	11	9	2	3	2	1	1	1	0
NOVA93.7	27	26	1	4	4	0	5	4	1	9	10	-1	7	6	1	1	1	0	*	*	*
ABC720	24	25	-1	*	*	*	*	*	*	2	2	0	5	5	0	5	5	0	11	12	-1
6RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0
6JJJ	22	27	-5	1	1	0	6	8	-2	10	13	-3	4	5	-1	1	1	0	*	*	*
ABC FM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	2	1
Total	225	230	-5	12	14	-2	24	25	-1	52	56	-4	59	59	0	36	34	2	42	41	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	12	0	15	13	2	22	21	1	17	18	-1	9	10	-1	4	3	1	12	11	1						
6PR	21	19	2	38	35	3	25	23	2	20	17	3	18	18	0	10	8	2	18	15	3						
MIX 94.5	38	37	1	50	50	0	55	55	0	50	51	-1	36	33	3	10	9	1	25	23	2						
92.9	23	21	2	32	30	2	25	22	3	28	26	2	27	25	2	7	7	0	17	16	1						
96FM	29	28	1	36	38	-2	44	41	3	42	38	4	25	24	1	7	7	0	15	16	-1						
NOVA93.7	29	29	0	43	41	2	36	36	0	39	40	-1	31	30	1	7	7	0	20	18	2						
ABC720	26	28	-2	53	56	-3	33	33	0	23	25	-2	18	20	-2	11	11	0	18	20	-2						
6RN	4	5	-1	8	11	-3	5	5	0	3	5	-2	6	7	-1	1	2	-1	3	4	-1						
NEWSR	3	3	0	5	6	-1	2	3	-1	2	2	0	3	4	-1	2	2	0	2	2	0						
6JJJ	24	30	-6	31	41	-10	28	39	-11	30	40	-10	29	33	-4	8	7	1	17	19	-2						
ABC FM	5	5	0	7	4	3	7	7	0	5	6	-1	5	5	0	2	2	0	5	5	0						
Total	245	250	-5	350	365	-15	332	335	-3	299	307	-8	239	245	-6	78	76	2	177	179	-2						



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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	133	135	-2	4	6	-2	6	5	1	15	17	-2	27	35	-8	51	44	7	30	30	0
6PR	214	203	11	4	10	-6	3	2	1	39	38	1	59	53	6	48	41	7	61	59	2
MIX 94.5	483	488	-5	53	56	-3	71	65	6	117	115	2	145	154	-9	68	76	-8	28	23	5
92.9	424	417	7	95	101	-6	86	81	5	139	135	4	80	78	2	18	16	2	5	5	0
96FM	309	322	-13	25	33	-8	42	39	3	104	116	-12	101	94	7	27	29	-2	11	12	-1
NOVA93.7	514	502	12	112	103	9	101	97	4	178	181	-3	99	97	2	20	19	1	4	4	0
ABC720	309	317	-8	4	11	-7	10	8	2	46	50	-4	85	74	11	72	73	-1	91	100	-9
6RN	62	76	-14	3	2	1	1	2	-1	9	12	-3	15	24	-9	17	17	0	17	19	-2
NEWSR	70	80	-10	2	4	-2	2	2	0	13	16	-3	19	22	-3	17	17	0	16	18	-2
6JJJ	297	317	-20	26	31	-5	69	83	-14	133	133	0	52	56	-4	13	11	2	2	3	-1
ABC FM	81	99	-18	7	9	-2	6	12	-6	18	15	3	11	17	-6	15	19	-4	24	27	-3
Total	1558	1558	0	171	174	-3	191	192	-1	405	402	3	370	370	0	208	210	-2	212	210	2

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	119	119	0	77	73	4	74	69	5	82	79	3	67	63	4	35	32	3	100	100	0	100	100	0	100	100	0
6PR	185	178	7	133	124	9	98	96	2	106	100	6	110	111	-1	67	64	3	160	150	10	160	150	10	160	150	10
MIX 94.5	447	452	-5	276	287	-11	235	244	-9	276	270	6	261	260	1	139	137	2	299	301	-2	299	301	-2	299	301	-2
92.9	398	388	10	253	256	-3	170	164	6	225	233	-8	243	246	-3	119	115	4	256	252	4	256	252	4	256	252	4
96FM	286	292	-6	180	178	2	154	141	13	191	175	16	184	177	7	76	76	0	195	193	2	195	193	2	195	193	2
NOVA93.7	478	468	10	312	302	10	197	189	8	276	266	10	275	269	6	136	133	3	298	289	9	298	289	9	298	289	9
ABC720	284	287	-3	214	217	-3	152	145	7	152	152	0	135	141	-6	99	105	-6	215	224	-9	215	224	-9	215	224	-9
6RN	55	69	-14	39	49	-10	24	33	-9	25	39	-14	35	45	-10	18	23	-5	41	52	-11	41	52	-11	41	52	-11
NEWSR	60	70	-10	36	40	-4	16	19	-3	20	25	-5	21	31	-10	18	24	-6	42	47	-5	42	47	-5	42	47	-5
6JJJ	275	298	-23	184	194	-10	130	150	-20	149	176	-27	181	207	-26	92	105	-13	195	206	-11	195	206	-11	195	206	-11
ABC FM	73	86	-13	42	45	-3	41	39	2	37	47	-10	35	41	-6	23	28	-5	46	63	-17	46	63	-17	46	63	-17
Total	1537	1532	5	1286	1296	-10	1021	1016	5	1156	1160	-4	1191	1198	-7	710	734	-24	1330	1337	-7	1330	1337	-7	1330	1337	-7