



# PERTH RADIO - SURVEY 3 2016

## 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	3.7	3.6	0.1	0.5	1.6	-1.1	1.2	1.8	-0.6	1.2	1.2	0.0	3.7	2.9	0.8	9.0	8.6	0.4	4.9	5.1	-0.2
6PR	7.0	7.6	-0.6	0.6	1.3	-0.7	2.3	2.4	-0.1	2.4	1.9	0.5	5.8	7.5	-1.7	10.1	10.6	-0.5	16.2	16.9	-0.7
MIX 94.5	14.5	13.8	0.7	12.4	8.6	3.8	12.6	12.0	0.6	13.6	14.7	-1.1	21.1	19.4	1.7	17.3	17.8	-0.5	5.8	5.2	0.6
HIT 92.9	10.2	10.3	-0.1	26.9	22.7	4.2	22.9	20.1	2.8	16.0	17.3	-1.3	7.4	8.0	-0.6	3.4	4.7	-1.3	0.1	0.2	-0.1
96FM	8.6	8.4	0.2	7.8	7.5	0.3	7.9	7.2	0.7	8.4	8.0	0.4	14.9	14.6	0.3	7.5	8.7	-1.2	1.5	1.7	-0.2
NOVA93.7	13.2	13.7	-0.5	33.6	31.0	2.6	17.4	19.6	-2.2	18.5	20.3	-1.8	15.7	16.8	-1.1	4.1	4.1	0.0	0.6	0.3	0.3
ABC720	9.7	9.7	0.0	2.2	2.3	-0.1	1.7	2.4	-0.7	3.2	1.7	1.5	6.2	6.8	-0.6	14.1	14.2	-0.1	25.0	25.2	-0.2
6RN	1.7	1.5	0.2	*	0.4	*	*	0.2	*	0.3	0.4	-0.1	1.2	0.7	0.5	4.1	4.7	-0.6	3.7	2.6	1.1
NEWSR	1.2	0.7	0.5	0.1	0.4	-0.3	0.3	0.1	0.2	0.5	0.4	0.1	1.4	0.8	0.6	1.6	1.0	0.6	2.5	1.1	1.4
6JJJ	11.0	10.6	0.4	8.6	9.7	-1.1	26.5	26.8	-0.3	23.9	21.2	2.7	8.7	8.3	0.4	1.3	2.0	-0.7	0.2	0.1	0.1
ABC FM	2.7	2.1	0.6	0.2	0.6	-0.4	1.5	0.8	0.7	1.5	0.5	1.0	1.6	2.2	-0.6	2.0	1.8	0.2	7.6	5.2	2.4

## 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	3.3	3.3	0.0	3.8	3.2	0.6	3.7	3.5	0.2	3.3	3.5	-0.2	2.4	3.2	-0.8	2.7	2.3	0.4	4.7	4.5	0.2
6PR	6.7	7.6	-0.9	8.3	9.1	-0.8	6.5	7.4	-0.9	4.5	5.9	-1.4	6.0	6.2	-0.2	9.6	11.5	-1.9	8.1	7.6	0.5
MIX 94.5	14.9	13.9	1.0	13.1	12.0	1.1	16.4	14.1	2.3	16.6	15.4	1.2	14.3	15.2	-0.9	12.2	11.9	0.3	13.1	13.5	-0.4
HIT 92.9	10.6	10.4	0.2	8.5	8.9	-0.4	9.4	9.7	-0.3	13.0	11.1	1.9	13.3	13.9	-0.6	7.9	8.4	-0.5	8.6	9.8	-1.2
96FM	8.9	8.5	0.4	7.7	7.5	0.2	9.7	9.2	0.5	10.3	10.3	0.0	8.1	6.9	1.2	8.3	7.1	1.2	7.5	8.0	-0.5
NOVA93.7	13.3	13.9	-0.6	14.6	14.4	0.2	11.0	12.5	-1.5	12.6	13.8	-1.2	15.6	15.0	0.6	12.2	13.8	-1.6	12.9	13.0	-0.1
ABC720	9.5	9.8	-0.3	14.2	15.5	-1.3	8.1	8.3	-0.2	6.2	6.0	0.2	6.9	7.5	-0.6	12.3	10.5	1.8	10.2	9.3	0.9
6RN	1.6	1.4	0.2	2.4	1.9	0.5	0.7	1.1	-0.4	0.8	0.8	0.0	2.2	1.9	0.3	3.4	2.1	1.3	2.0	1.8	0.2
NEWSR	1.2	0.7	0.5	1.5	1.0	0.5	0.8	0.3	0.5	0.7	0.3	0.4	1.4	0.7	0.7	2.7	1.7	1.0	1.4	0.9	0.5
6JJJ	11.6	11.4	0.2	10.2	10.7	-0.5	12.1	12.0	0.1	13.1	12.8	0.3	11.8	10.1	1.7	9.8	9.6	0.2	9.0	8.0	1.0
ABC FM	2.6	1.9	0.7	2.3	2.0	0.3	2.7	1.9	0.8	2.3	1.7	0.6	2.8	2.0	0.8	3.3	2.4	0.9	3.2	2.7	0.5

Please note: Listening via streaming to all radio stations except 6ix is included in these results.



# PERTH RADIO - SURVEY 3 2016

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	8	8	0	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	2	2	0
6PR	15	17	-2	*	*	*	*	*	*	1	1	0	3	4	-1	3	4	-1	7	8	-1
MIX 94.5	31	31	0	2	1	1	2	2	0	7	8	-1	12	11	1	5	6	-1	2	2	0
HIT 92.9	22	23	-1	4	3	1	4	4	0	8	10	-2	4	5	-1	1	2	-1	*	*	*
96FM	19	19	0	1	1	0	2	1	1	4	5	-1	9	8	1	2	3	-1	1	1	0
NOVA93.7	28	31	-3	5	5	0	3	4	-1	9	11	-2	9	10	-1	1	1	0	*	*	*
ABC720	21	22	-1	*	*	*	*	*	*	2	1	1	4	4	0	4	5	-1	11	11	0
6RN	4	3	1	*	*	*	*	*	*	*	*	*	1	*	*	1	2	-1	2	1	1
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0
6JJJ	24	24	0	1	1	0	5	5	0	12	12	0	5	5	0	*	1	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	3	2	1
Total	215	225	-10	15	15	0	19	19	0	49	56	-7	58	57	1	31	33	-2	42	45	-3

## Average Audience (000's) by Session, P10+ [Potential: 1737]

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	8	8	0	14	12	2	12	11	1	9	10	-1	5	8	-3	2	2	0	8	8	0
6PR	16	19	-3	30	33	-3	21	24	-3	13	18	-5	14	15	-1	6	8	-2	14	13	1
MIX 94.5	35	34	1	47	44	3	52	46	6	46	46	0	33	36	-3	8	8	0	22	24	-2
HIT 92.9	25	25	0	30	32	-2	30	32	-2	36	33	3	31	33	-2	5	6	-1	15	17	-2
96FM	21	21	0	27	27	0	31	30	1	29	31	-2	19	16	3	5	5	0	13	14	-1
NOVA93.7	31	34	-3	52	52	0	35	41	-6	35	41	-6	36	35	1	8	10	-2	22	23	-1
ABC720	22	24	-2	51	56	-5	26	27	-1	17	18	-1	16	18	-2	8	7	1	17	16	1
6RN	4	3	1	8	7	1	2	3	-1	2	2	0	5	4	1	2	1	1	3	3	0
NEWSR	3	2	1	5	4	1	3	1	2	2	1	1	3	2	1	2	1	1	2	2	0
6JJJ	27	28	-1	36	39	-3	38	39	-1	37	38	-1	27	24	3	6	7	-1	15	14	1
ABCFM	6	5	1	8	7	1	8	6	2	6	5	1	7	5	2	2	2	0	5	5	0
Total	234	244	-10	356	364	-8	317	329	-12	278	299	-21	231	235	-4	66	70	-4	169	177	-8

Please note: Listening via streaming to all radio stations except 6ix is included in these results.



# PERTH RADIO - SURVEY 3 2016

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	115	114	1	6	6	0	2	3	-1	12	13	-1	30	25	5	38	41	-3	27	26	1
6PR	171	175	-4	6	11	-5	6	6	0	24	27	-3	46	45	1	35	30	5	54	56	-2
MIX 94.5	520	534	-14	59	52	7	50	63	-13	132	141	-9	165	160	5	76	80	-4	38	38	0
HIT 92.9	497	499	-2	99	101	-2	111	100	11	174	179	-5	93	91	2	16	20	-4	5	7	-2
96FM	322	289	33	28	32	-4	26	24	2	101	85	16	121	109	12	34	27	7	10	11	-1
NOVA93.7	566	570	-4	111	104	7	88	92	-4	204	211	-7	131	135	-4	26	23	3	6	6	0
ABC720	294	289	5	9	13	-4	13	12	1	41	30	11	59	65	-6	74	67	7	98	102	-4
6RN	65	67	-2	1	6	-5	1	1	0	8	11	-3	17	14	3	19	18	1	20	17	3
NEWSR	65	65	0	2	6	-4	2	1	1	9	11	-2	18	22	-4	15	11	4	19	14	5
6JJJ	320	334	-14	39	39	0	72	73	-1	135	141	-6	59	66	-7	12	14	-2	3	1	2
ABC FM	98	84	14	1	4	-3	10	4	6	25	14	11	16	17	-1	11	11	0	34	33	1
Total	1649	1649	0	182	179	3	191	191	0	441	444	-3	387	385	2	213	214	-1	234	237	-3

## Cumulative Audience (000's) by Session, P10+ [Potential: 1737]

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	102	106	-4	61	56	5	60	61	-1	72	69	3	51	57	-6	27	28	-1	78	81	-3
6PR	152	158	-6	109	117	-8	85	81	4	77	79	-2	87	89	-2	56	59	-3	129	113	16
MIX 94.5	470	476	-6	283	284	-1	255	239	16	296	281	15	266	260	6	120	122	-2	320	334	-14
HIT 92.9	455	461	-6	274	268	6	194	187	7	269	252	17	252	270	-18	102	124	-22	281	291	-10
96FM	286	257	29	151	145	6	135	121	14	164	159	5	157	129	28	79	72	7	197	178	19
NOVA93.7	536	543	-7	362	373	-11	248	261	-13	290	314	-24	326	320	6	142	160	-18	363	362	1
ABC720	264	267	-3	210	215	-5	127	134	-7	130	123	7	129	128	1	77	80	-3	208	203	5
6RN	55	59	-4	33	38	-5	21	28	-7	17	22	-5	33	28	5	25	17	8	47	41	6
NEWSR	60	56	4	36	29	7	22	14	8	24	21	3	30	22	8	17	14	3	37	42	-5
6JJJ	305	315	-10	196	212	-16	161	159	2	182	181	1	174	194	-20	105	108	-3	202	211	-9
ABC FM	81	72	9	42	36	6	40	35	5	44	32	12	41	31	10	32	27	5	69	62	7
Total	1613	1619	-6	1343	1366	-23	1096	1074	22	1207	1213	-6	1203	1226	-23	667	697	-30	1394	1391	3

Please note: Listening via streaming to all radio stations except 6iX is included in these results.