



PERTH RADIO - SURVEY 1 2017

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	4.6	4.2	0.4	1.6	3.4	-1.8	*	3.8	*	1.7	1.4	0.3	3.1	3.7	-0.6	12.7	8.1	4.6	5.5	5.3	0.2
6PR	7.3	8.2	-0.9	1.8	5.0	-3.2	0.6	0.2	0.4	3.1	2.6	0.5	7.1	9.7	-2.6	9.6	11.2	-1.6	14.7	14.7	0.0
MIX 94.5	14.3	15.7	-1.4	12.7	13.5	-0.8	10.1	10.5	-0.4	11.7	13.9	-2.2	19.8	23.1	-3.3	21.1	18.5	2.6	6.9	8.8	-1.9
HIT 92.9	9.4	11.4	-2.0	25.2	23.6	1.6	24.3	26.5	-2.2	16.2	23.5	-7.3	6.3	8.0	-1.7	1.8	1.0	0.8	0.5	0.4	0.1
96FM	8.7	6.9	1.8	6.1	5.0	1.1	7.0	5.3	1.7	10.3	7.0	3.3	15.6	11.5	4.1	7.7	8.2	-0.5	1.1	1.2	-0.1
NOVA93.7	12.4	11.8	0.6	37.2	26.5	10.7	22.4	14.0	8.4	18.5	18.9	-0.4	9.2	13.9	-4.7	7.0	4.1	2.9	1.5	1.0	0.5
720 ABC	10.7	9.1	1.6	0.8	1.8	-1.0	0.3	2.1	-1.8	4.6	2.8	1.8	8.2	6.3	1.9	14.5	15.5	-1.0	24.9	20.1	4.8
6RN	2.4	1.6	0.8	*	0.8	*	0.4	*	*	1.2	0.4	0.8	2.1	1.5	0.6	3.9	2.1	1.8	4.4	3.6	0.8
NEWSR	1.5	1.1	0.4	0.1	0.9	-0.8	0.5	1.1	-0.6	0.9	0.7	0.2	1.9	0.8	1.1	1.9	1.6	0.3	2.2	1.5	0.7
6JJJ	9.3	8.6	0.7	7.2	8.5	-1.3	24.5	27.6	-3.1	16.8	16.4	0.4	9.1	6.8	2.3	3.5	2.1	1.4	0.1	0.1	0.0
ABCFM	3.3	2.8	0.5	0.3	0.5	-0.2	1.4	0.5	0.9	2.8	0.9	1.9	2.2	1.0	1.2	1.9	2.0	-0.1	8.0	9.8	-1.8

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	4.2	4.0	0.2	3.2	3.6	-0.4	4.5	4.9	-0.4	4.9	5.2	-0.3	4.4	2.6	1.8	3.4	2.3	1.1	5.8	4.7	1.1
6PR	7.5	8.5	-1.0	9.0	11.2	-2.2	8.1	8.5	-0.4	5.7	6.1	-0.4	5.0	7.6	-2.6	11.2	9.7	1.5	6.4	7.3	-0.9
MIX 94.5	14.8	16.1	-1.3	13.8	12.5	1.3	16.1	17.9	-1.8	17.2	19.1	-1.9	14.0	16.6	-2.6	8.2	12.8	-4.6	12.6	14.4	-1.8
HIT 92.9	9.7	11.5	-1.8	8.6	10.4	-1.8	8.7	11.2	-2.5	10.7	12.8	-2.1	12.0	13.6	-1.6	9.3	7.6	1.7	8.3	11.1	-2.8
96FM	8.6	7.2	1.4	7.7	6.1	1.6	9.9	7.6	2.3	9.8	8.4	1.4	7.3	7.0	0.3	6.5	5.5	1.0	9.2	6.2	3.0
NOVA93.7	12.4	11.9	0.5	12.7	12.3	0.4	11.3	9.6	1.7	11.8	11.8	0.0	14.1	13.7	0.4	13.5	13.8	-0.3	12.2	11.2	1.0
720 ABC	10.9	9.1	1.8	14.7	13.0	1.7	10.6	8.4	2.2	7.5	7.4	0.1	9.1	6.6	2.5	12.6	8.6	4.0	10.0	9.3	0.7
6RN	2.3	1.6	0.7	3.2	2.4	0.8	1.2	1.2	0.0	1.3	0.8	0.5	2.9	1.9	1.0	3.6	2.1	1.5	2.8	1.6	1.2
NEWSR	1.4	1.1	0.3	1.7	1.6	0.1	0.6	0.8	-0.2	0.7	0.7	0.0	1.4	0.6	0.8	4.3	2.1	2.2	1.8	1.1	0.7
6JJJ	9.7	8.7	1.0	7.8	8.7	-0.9	9.6	8.6	1.0	11.1	8.1	3.0	12.0	10.9	1.1	7.6	7.2	0.4	7.8	8.3	-0.5
ABCFM	3.0	2.6	0.4	3.0	2.9	0.1	2.5	2.6	-0.1	2.8	2.1	0.7	3.6	2.5	1.1	4.1	3.7	0.4	4.0	3.6	0.4

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



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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	10	10	0	*	1	*	*	1	*	1	1	0	2	2	0	5	3	2	2	2	0
6PR	16	19	-3	*	1	*	*	*	*	2	1	1	4	6	-2	4	4	0	6	7	-1
MIX 94.5	31	36	-5	2	2	0	2	2	0	6	7	-1	10	14	-4	8	7	1	3	4	-1
HIT 92.9	20	26	-6	4	4	0	4	5	-1	8	12	-4	3	5	-2	1	*	*	*	*	*
96FM	19	16	3	1	1	0	1	1	0	5	4	1	8	7	1	3	3	0	*	1	*
NOVA93.7	27	27	0	5	4	1	4	3	1	9	10	-1	5	8	-3	3	2	1	1	*	*
720 ABC	23	21	2	*	*	*	*	*	*	2	1	1	4	4	0	5	6	-1	11	9	2
6RN	5	4	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	2	2	0
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
6JJJ	20	20	0	1	1	0	4	5	-1	9	8	1	5	4	1	1	1	0	*	*	*
ABCFM	7	6	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	4	4	0
Total	216	226	-10	14	16	-2	18	18	0	51	51	0	53	59	-6	37	37	0	44	45	-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	10	0	11	13	-2	14	16	-2	14	16	-2	10	6	4	2	2	0	11	9	2
6PR	17	21	-4	31	39	-8	25	29	-4	16	19	-3	11	18	-7	8	7	1	12	13	-1
MIX 94.5	34	39	-5	47	43	4	50	60	-10	48	58	-10	31	40	-9	6	9	-3	23	26	-3
HIT 92.9	22	28	-6	29	36	-7	27	38	-11	29	39	-10	27	33	-6	7	5	2	15	20	-5
96FM	20	17	3	26	21	5	31	26	5	27	25	2	16	17	-1	5	4	1	17	11	6
NOVA93.7	29	29	0	43	42	1	35	32	3	32	36	-4	32	33	-1	10	10	0	22	20	2
720 ABC	25	22	3	50	45	5	33	28	5	21	22	-1	20	16	4	9	6	3	18	17	1
6RN	5	4	1	11	8	3	4	4	0	3	2	1	6	5	1	3	1	2	5	3	2
NEWSR	3	3	0	6	6	0	2	3	-1	2	2	0	3	1	2	3	1	2	3	2	1
6JJJ	22	21	1	27	30	-3	30	29	1	31	24	7	27	27	0	5	5	0	14	15	-1
ABCFM	7	6	1	10	10	0	8	9	-1	8	6	2	8	6	2	3	3	0	7	7	0
Total	230	244	-14	339	346	-7	310	337	-27	276	303	-27	223	244	-21	72	70	2	182	182	0

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



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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	144	118	26	9	8	1	1	9	-8	16	7	9	23	26	-3	55	33	22	40	35	5
6PR	167	181	-14	12	14	-2	4	2	2	26	28	-2	47	54	-7	32	32	0	46	52	-6
MIX 94.5	496	574	-78	61	65	-4	53	58	-5	120	151	-31	143	182	-39	85	78	7	35	40	-5
HIT 92.9	461	534	-73	96	107	-11	99	110	-11	168	210	-42	78	88	-10	18	12	6	3	7	-4
96FM	313	297	16	34	25	9	43	29	14	98	101	-3	96	95	1	35	35	0	8	12	-4
NOVA93.7	555	553	2	121	117	4	103	89	14	178	176	2	107	126	-19	36	31	5	8	13	-5
720 ABC	276	289	-13	8	10	-2	6	11	-5	42	42	0	64	56	8	58	73	-15	98	96	2
6RN	81	68	13	1	4	-3	2	*	*	12	7	5	21	18	3	17	17	0	27	21	6
NEWSR	90	73	17	3	4	-1	4	3	1	19	13	6	26	16	10	17	18	-1	22	20	2
6JJJ	339	367	-28	29	29	0	80	90	-10	140	152	-12	66	75	-9	21	17	4	3	4	-1
ABCFM	109	89	20	4	6	-2	6	7	-1	26	22	4	18	11	7	16	12	4	39	30	9
Total	1670	1649	21	182	177	5	193	193	0	442	441	1	391	389	2	221	213	8	241	235	6

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

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	120	99	21	63	55	8	68	58	10	74	69	5	64	51	13	32	17	15	106	83	23						
6PR	147	166	-19	119	130	-11	90	94	-4	82	87	-5	74	96	-22	48	59	-11	114	112	2						
MIX 94.5	458	509	-51	291	293	-2	232	248	-16	283	320	-37	239	301	-62	123	138	-15	304	363	-59						
HIT 92.9	428	494	-66	234	276	-42	193	230	-37	254	286	-32	249	296	-47	113	120	-7	282	324	-42						
96FM	263	263	0	163	145	18	138	125	13	150	151	-1	132	134	-2	68	60	8	196	168	28						
NOVA93.7	513	518	-5	339	322	17	208	226	-18	303	284	19	302	293	9	166	161	5	355	349	6						
720 ABC	246	267	-21	192	203	-11	147	137	10	127	140	-13	125	125	0	90	59	31	201	196	5						
6RN	75	59	16	54	42	12	30	32	-2	30	26	4	41	30	11	22	21	1	56	41	15						
NEWSR	80	68	12	49	51	-2	27	26	1	27	24	3	34	24	10	32	22	10	59	42	17						
6JJJ	313	338	-25	181	209	-28	168	142	26	191	158	33	195	214	-19	104	94	10	200	235	-35						
ABCFM	95	77	18	57	47	10	43	36	7	51	45	6	53	40	13	31	28	3	77	57	20						
Total	1624	1615	9	1349	1334	15	1107	1087	20	1225	1220	5	1196	1235	-39	731	698	33	1431	1406	25						

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