



# PERTH RADIO - SURVEY 2 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	3.6	4.3	-0.7	1.6	2.3	-0.7	1.8	2.0	-0.2	1.2	1.2	0.0	2.9	3.4	-0.5	8.6	9.6	-1.0	5.1	6.7	-1.6
6PR	7.6	8.2	-0.6	1.3	0.9	0.4	2.4	0.6	1.8	1.9	2.5	-0.6	7.5	7.8	-0.3	10.6	14.1	-3.5	16.9	17.5	-0.6
MIX 94.5	13.8	15.0	-1.2	8.6	12.6	-4.0	12.0	12.7	-0.7	14.7	15.8	-1.1	19.4	22.0	-2.6	17.8	15.0	2.8	5.2	6.0	-0.8
hit92.9	10.3	10.9	-0.6	22.7	24.5	-1.8	20.1	20.3	-0.2	17.3	17.9	-0.6	8.0	8.2	-0.2	4.7	6.2	-1.5	0.2	0.3	-0.1
96FM	8.4	7.9	0.5	7.5	8.8	-1.3	7.2	8.3	-1.1	8.0	6.9	1.1	14.6	13.2	1.4	8.7	7.5	1.2	1.7	1.7	0.0
NOVA93.7	13.7	13.7	0.0	31.0	26.5	4.5	19.6	19.7	-0.1	20.3	22.1	-1.8	16.8	16.5	0.3	4.1	3.5	0.6	0.3	0.3	0.0
ABC720	9.7	10.0	-0.3	2.3	1.7	0.6	2.4	1.9	0.5	1.7	2.1	-0.4	6.8	7.5	-0.7	14.2	15.5	-1.3	25.2	26.3	-1.1
6RN	1.5	1.4	0.1	0.4	0.5	-0.1	0.2	0.2	0.0	0.4	1.0	-0.6	0.7	1.0	-0.3	4.7	3.2	1.5	2.6	2.0	0.6
NEWSR	0.7	0.9	-0.2	0.4	0.4	0.0	0.1	0.2	-0.1	0.4	0.9	-0.5	0.8	1.0	-0.2	1.0	0.9	0.1	1.1	1.1	0.0
6JJJ	10.6	9.7	0.9	9.7	8.4	1.3	26.8	25.5	1.3	21.2	19.3	1.9	8.3	7.1	1.2	2.0	2.4	-0.4	0.1	*	*
ABC FM	2.1	1.7	0.4	0.6	0.4	0.2	0.8	0.2	0.6	0.5	0.3	0.2	2.2	1.8	0.4	1.8	1.6	0.2	5.2	4.5	0.7

## 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	3.3	4.0	-0.7	3.2	3.4	-0.2	3.5	4.3	-0.8	3.5	4.3	-0.8	3.2	4.3	-1.1	2.3	3.5	-1.2	4.5	5.4	-0.9	4.5	5.4	-0.9	4.5	5.4	-0.9
6PR	7.6	8.7	-1.1	9.1	11.0	-1.9	7.4	9.3	-1.9	5.9	7.4	-1.5	6.2	6.2	0.0	11.5	8.7	2.8	7.6	6.5	1.1	11.5	8.7	2.8	7.6	6.5	1.1
MIX 94.5	13.9	15.1	-1.2	12.0	13.0	-1.0	14.1	15.5	-1.4	15.4	16.6	-1.2	15.2	15.9	-0.7	11.9	14.5	-2.6	13.5	14.9	-1.4	11.9	14.5	-2.6	13.5	14.9	-1.4
hit92.9	10.4	11.1	-0.7	8.9	9.4	-0.5	9.7	10.5	-0.8	11.1	11.9	-0.8	13.9	13.4	0.5	8.4	11.1	-2.7	9.8	10.5	-0.7	8.4	11.1	-2.7	9.8	10.5	-0.7
96FM	8.5	8.0	0.5	7.5	7.5	0.0	9.2	8.6	0.6	10.3	9.6	0.7	6.9	6.4	0.5	7.1	5.9	1.2	8.0	7.8	0.2	7.1	5.9	1.2	8.0	7.8	0.2
NOVA93.7	13.9	13.8	0.1	14.4	13.3	1.1	12.5	12.8	-0.3	13.8	14.2	-0.4	15.0	15.8	-0.8	13.8	13.5	0.3	13.0	13.3	-0.3	13.8	13.5	0.3	13.0	13.3	-0.3
ABC720	9.8	10.2	-0.4	15.5	16.2	-0.7	8.3	9.3	-1.0	6.0	6.2	-0.2	7.5	7.2	0.3	10.5	10.6	-0.1	9.3	9.6	-0.3	10.5	10.6	-0.1	9.3	9.6	-0.3
6RN	1.4	1.3	0.1	1.9	2.0	-0.1	1.1	0.9	0.2	0.8	0.7	0.1	1.9	1.5	0.4	2.1	1.5	0.6	1.8	1.9	-0.1	2.1	1.5	0.6	1.8	1.9	-0.1
NEWSR	0.7	0.8	-0.1	1.0	1.1	-0.1	0.3	0.5	-0.2	0.3	0.5	-0.2	0.7	0.8	-0.1	1.7	2.0	-0.3	0.9	1.1	-0.2	1.7	2.0	-0.3	0.9	1.1	-0.2
6JJJ	11.4	10.3	1.1	10.7	9.1	1.6	12.0	9.6	2.4	12.8	11.8	1.0	10.1	11.5	-1.4	9.6	8.9	0.7	8.0	7.8	0.2	9.6	8.9	0.7	8.0	7.8	0.2
ABC FM	1.9	1.5	0.4	2.0	1.7	0.3	1.9	1.3	0.6	1.7	1.1	0.6	2.0	1.5	0.5	2.4	2.2	0.2	2.7	2.3	0.4	2.4	2.2	0.2	2.7	2.3	0.4

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



# PERTH RADIO - SURVEY 2 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	10	-2	*	*	*	*	*	*	1	1	0	2	2	0	3	4	-1	2	3	-1
6PR	17	19	-2	*	*	*	*	*	*	1	1	0	4	5	-1	4	5	-1	8	7	1
MIX 94.5	31	34	-3	1	2	-1	2	3	-1	8	9	-1	11	13	-2	6	6	0	2	2	0
hit92.9	23	25	-2	3	4	-1	4	4	0	10	10	0	5	5	0	2	2	0	*	*	*
96FM	19	18	1	1	1	0	1	2	-1	5	4	1	8	8	0	3	3	0	1	1	0
NOVA93.7	31	31	0	5	4	1	4	4	0	11	12	-1	10	10	0	1	1	0	*	*	*
ABC720	22	23	-1	*	*	*	*	*	*	1	1	0	4	4	0	5	6	-1	11	11	0
6RN	3	3	0	*	*	*	*	*	*	*	1	*	*	1	*	2	1	1	1	1	0
NEWSR	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	*	*
6JJJ	24	22	2	1	1	0	5	5	0	12	10	2	5	4	1	1	1	0	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
<b>Total</b>	<b>225</b>	<b>226</b>	<b>-1</b>	<b>15</b>	<b>14</b>	<b>1</b>	<b>19</b>	<b>20</b>	<b>-1</b>	<b>56</b>	<b>54</b>	<b>2</b>	<b>57</b>	<b>59</b>	<b>-2</b>	<b>33</b>	<b>37</b>	<b>-4</b>	<b>45</b>	<b>41</b>	<b>4</b>

## 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	10	-2	12	12	0	11	14	-3	10	13	-3	8	10	-2	2	3	-1	8	10	-2
6PR	19	21	-2	33	39	-6	24	31	-7	18	22	-4	15	15	0	8	6	2	13	12	1
MIX 94.5	34	37	-3	44	47	-3	46	51	-5	46	49	-3	36	38	-2	8	10	-2	24	27	-3
hit92.9	25	27	-2	32	34	-2	32	35	-3	33	35	-2	33	32	1	6	8	-2	17	19	-2
96FM	21	19	2	27	27	0	30	28	2	31	28	3	16	15	1	5	4	1	14	14	0
NOVA93.7	34	34	0	52	48	4	41	42	-1	41	42	-1	35	38	-3	10	10	0	23	24	-1
ABC720	24	25	-1	56	58	-2	27	31	-4	18	18	0	18	17	1	7	8	-1	16	18	-2
6RN	3	3	0	7	7	0	3	3	0	2	2	0	4	4	0	1	1	0	3	3	0
NEWSR	2	2	0	4	4	0	1	2	-1	1	1	0	2	2	0	1	1	0	2	2	0
6JJJ	28	25	3	39	33	6	39	32	7	38	35	3	24	28	-4	7	6	1	14	14	0
ABCFM	5	4	1	7	6	1	6	4	2	5	3	2	5	4	1	2	2	0	5	4	1
<b>Total</b>	<b>244</b>	<b>244</b>	<b>0</b>	<b>364</b>	<b>360</b>	<b>4</b>	<b>329</b>	<b>330</b>	<b>-1</b>	<b>299</b>	<b>295</b>	<b>4</b>	<b>235</b>	<b>239</b>	<b>-4</b>	<b>70</b>	<b>72</b>	<b>-2</b>	<b>177</b>	<b>183</b>	<b>-6</b>

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



# PERTH RADIO - SURVEY 2 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	114	137	-23	6	6	0	3	5	-2	13	15	-2	25	25	0	41	52	-11	26	33	-7
6PR	175	189	-14	11	10	1	6	5	1	27	31	-4	45	43	2	30	37	-7	56	64	-8
MIX 94.5	534	556	-22	52	64	-12	63	69	-6	141	147	-6	160	164	-4	80	78	2	38	35	3
hit92.9	499	481	18	101	94	7	100	101	-1	179	183	-4	91	73	18	20	22	-2	7	8	-1
96FM	289	256	33	32	27	5	24	28	-4	85	71	14	109	89	20	27	29	-2	11	11	0
NOVA93.7	570	571	-1	104	103	1	92	94	-2	211	215	-4	135	129	6	23	25	-2	6	6	0
ABC720	289	280	9	13	14	-1	12	11	1	30	31	-1	65	61	4	67	65	2	102	98	4
6RN	67	75	-8	6	7	-1	1	3	-2	11	12	-1	14	16	-2	18	18	0	17	18	-1
NEWSR	65	77	-12	6	5	1	1	4	-3	11	17	-6	22	21	1	11	14	-3	14	16	-2
6JJJ	334	343	-9	39	34	5	73	82	-9	141	146	-5	66	61	5	14	17	-3	1	2	-1
ABC FM	84	77	7	4	3	1	4	4	0	14	13	1	17	20	-3	11	11	0	33	26	7
Total	1649	1650	-1	179	177	2	191	198	-7	444	443	1	385	384	1	214	214	0	237	234	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	106	120	-14	56	62	-6	61	66	-5	69	76	-7	57	66	-9	28	33	-5	81	98	-17
6PR	158	176	-18	117	129	-12	81	93	-12	79	92	-13	89	90	-1	59	56	3	113	115	-2
MIX 94.5	476	504	-28	284	283	1	239	248	-9	281	279	2	260	288	-28	122	151	-29	334	344	-10
hit92.9	461	443	18	268	248	20	187	190	-3	252	254	-2	270	277	-7	124	147	-23	291	294	-3
96FM	257	230	27	145	140	5	121	126	-5	159	150	9	129	114	15	72	69	3	178	151	27
NOVA93.7	543	543	0	373	360	13	261	262	-1	314	313	1	320	332	-12	160	154	6	362	351	11
ABC720	267	264	3	215	208	7	134	148	-14	123	128	-5	128	120	8	80	88	-8	203	194	9
6RN	59	71	-12	38	46	-8	28	30	-2	22	29	-7	28	30	-2	17	16	1	41	45	-4
NEWSR	56	69	-13	29	32	-3	14	21	-7	21	25	-4	22	30	-8	14	23	-9	42	52	-10
6JJJ	315	325	-10	212	215	-3	159	155	4	181	192	-11	194	224	-30	108	106	2	211	209	2
ABC FM	72	64	8	36	34	2	35	30	5	32	26	6	31	26	5	27	22	5	62	60	2
Total	1619	1616	3	1366	1327	39	1074	1080	-6	1213	1210	3	1226	1246	-20	697	733	-36	1391	1396	-5

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