



# PERTH RADIO - SURVEY 4 2015

## 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	6.4	6.0	0.4	0.6	0.9	-0.3	1.5	2.1	-0.6	1.0	0.9	0.1	6.9	6.2	0.7	12.0	12.0	0.0	11.5	10.7	0.8
6PR	6.9	7.2	-0.3	2.2	1.7	0.5	2.4	2.0	0.4	1.9	2.0	-0.1	3.9	5.9	-2.0	12.5	10.9	1.6	15.9	16.9	-1.0
MIX 94.5	14.3	13.5	0.8	13.3	16.8	-3.5	9.2	6.3	2.9	12.4	13.0	-0.6	22.5	20.1	2.4	16.6	15.3	1.3	6.0	5.3	0.7
hit92.9	7.8	7.2	0.6	25.4	24.4	1.0	19.9	16.8	3.1	10.8	9.6	1.2	6.1	7.0	-0.9	2.1	1.0	1.1	0.1	0.1	0.0
96FM	10.5	10.9	-0.4	5.1	4.5	0.6	9.3	13.1	-3.8	12.3	15.4	-3.1	16.1	14.5	1.6	12.5	10.0	2.5	1.3	1.3	0.0
NOVA93.7	12.5	11.3	1.2	29.3	30.7	-1.4	16.4	16.3	0.1	20.8	20.3	0.5	15.4	10.4	5.0	2.8	1.9	0.9	0.7	0.6	0.1
ABC720	10.1	9.8	0.3	0.6	1.8	-1.2	1.3	1.8	-0.5	4.5	3.8	0.7	7.5	8.0	-0.5	16.9	14.9	2.0	21.8	22.1	-0.3
6RN	1.7	1.7	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.9	0.7	0.2	1.9	2.3	-0.4	2.3	2.3	0.0	2.8	2.5	0.3
NEWSR	1.3	1.4	-0.1	0.1	0.1	0.0	0.3	0.8	-0.5	1.3	1.0	0.3	1.0	1.5	-0.5	2.0	1.7	0.3	2.0	2.2	-0.2
6JJJ	10.3	12.0	-1.7	13.0	6.9	6.1	30.3	32.1	-1.8	20.2	22.6	-2.4	6.7	10.8	-4.1	2.3	2.1	0.2	0.2	0.2	0.0
ABC FM	3.3	3.3	0.0	0.3	0.4	-0.1	0.8	0.6	0.2	1.0	0.7	0.3	2.8	3.4	-0.6	3.3	3.6	-0.3	8.6	8.6	0.0

## 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	6.3	6.0	0.3	5.7	5.7	0.0	7.5	7.0	0.5	7.6	6.8	0.8	5.3	4.7	0.6	3.7	4.6	-0.9	6.7	6.0	0.7
6PR	7.0	7.1	-0.1	9.7	10.6	-0.9	5.5	5.2	0.3	5.4	4.9	0.5	5.6	6.4	-0.8	9.4	8.3	1.1	6.8	7.5	-0.7
MIX 94.5	14.5	13.4	1.1	12.1	12.0	0.1	16.9	15.0	1.9	16.7	14.5	2.2	14.2	13.1	1.1	10.0	10.6	-0.6	13.7	13.7	0.0
hit92.9	7.9	7.3	0.6	8.0	6.6	1.4	6.2	6.1	0.1	8.7	7.9	0.8	9.3	9.2	0.1	6.9	6.5	0.4	7.7	7.2	0.5
96FM	10.7	11.5	-0.8	9.4	9.3	0.1	10.3	12.6	-2.3	10.9	12.8	-1.9	11.1	10.8	0.3	14.3	13.2	1.1	9.8	9.0	0.8
NOVA93.7	12.7	11.4	1.3	12.9	12.3	0.6	10.6	8.9	1.7	13.0	10.7	2.3	15.6	14.0	1.6	11.1	11.4	-0.3	12.0	11.1	0.9
ABC720	10.4	10.0	0.4	14.8	13.3	1.5	11.1	10.1	1.0	7.5	7.2	0.3	6.7	7.5	-0.8	10.7	11.9	-1.2	9.1	9.1	0.0
6RN	1.7	1.6	0.1	2.5	2.5	0.0	1.6	1.0	0.6	0.9	1.0	-0.1	2.0	2.0	0.0	1.2	1.9	-0.7	1.5	1.7	-0.2
NEWSR	1.2	1.4	-0.2	1.6	1.8	-0.2	1.1	1.1	0.0	0.5	0.9	-0.4	1.4	1.4	0.0	2.3	1.9	0.4	1.4	1.5	-0.1
6JJJ	10.4	12.3	-1.9	9.6	11.2	-1.6	9.8	12.3	-2.5	10.9	13.9	-3.0	12.2	12.4	-0.2	9.8	10.3	-0.5	10.0	11.3	-1.3
ABC FM	3.2	3.2	0.0	2.8	2.7	0.1	3.0	2.9	0.1	3.5	3.5	0.0	3.7	3.7	0.0	3.4	3.9	-0.5	3.4	3.5	-0.1

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



# PERTH RADIO - SURVEY 4 2015

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	14	13	1	*	*	*	*	*	*	*	*	*	4	4	0	4	4	0	5	4	1
6PR	15	16	-1	*	*	*	1	*	*	1	1	0	2	3	-1	4	4	0	7	7	0
MIX 94.5	30	29	1	2	2	0	2	1	1	5	7	-2	13	11	2	6	6	0	2	2	0
hit92.9	17	16	1	3	3	0	4	3	1	5	5	0	3	4	-1	1	*	*	*	*	*
96FM	22	24	-2	1	1	0	2	3	-1	5	8	-3	9	8	1	4	4	0	1	*	*
NOVA93.7	27	25	2	4	4	0	4	3	1	9	11	-2	9	6	3	1	1	0	*	*	*
ABC720	21	21	0	*	*	*	*	*	*	2	2	0	4	5	-1	6	5	1	9	9	0
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0
6JJJ	22	26	-4	2	1	1	7	6	1	9	12	-3	4	6	-2	1	1	0	*	*	*
ABC FM	7	7	0	*	*	*	*	*	*	*	*	*	2	2	0	1	1	0	4	3	1
Total	211	217	-6	13	12	1	22	20	2	44	53	-9	57	57	0	34	36	-2	41	39	2

## Average Audience (000's) by Session, P10+ [Potential: 1686]

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	14	14	0	19	19	0	22	22	0	20	19	1	12	11	1	3	3	0	12	11	1
6PR	16	16	0	32	36	-4	16	16	0	15	14	1	12	15	-3	7	6	1	12	14	-2
MIX 94.5	32	31	1	40	41	-1	50	46	4	45	40	5	32	31	1	7	8	-1	25	25	0
hit92.9	18	17	1	26	22	4	18	19	-1	23	22	1	21	21	0	5	5	0	14	13	1
96FM	24	27	-3	31	32	-1	31	39	-8	29	36	-7	25	25	0	10	9	1	17	16	1
NOVA93.7	29	26	3	43	42	1	32	28	4	35	30	5	35	33	2	8	8	0	22	20	2
ABC720	23	23	0	49	45	4	33	31	2	20	20	0	15	18	-3	8	8	0	16	16	0
6RN	4	4	0	8	8	0	5	3	2	2	3	-1	5	5	0	1	1	0	3	3	0
NEWSR	3	3	0	5	6	-1	3	3	0	1	2	-1	3	3	0	2	1	1	2	3	-1
6JJJ	23	28	-5	32	38	-6	29	38	-9	29	39	-10	27	29	-2	7	7	0	18	21	-3
ABC FM	7	7	0	9	9	0	9	9	0	9	10	-1	8	9	-1	2	3	-1	6	6	0
Total	224	232	-8	330	340	-10	298	309	-11	268	278	-10	224	234	-10	72	71	1	179	181	-2

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



# PERTH RADIO - SURVEY 4 2015

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	129	150	-21	5	7	-2	5	8	-3	9	15	-6	32	34	-2	41	49	-8	36	38	-2
6PR	156	167	-11	8	10	-2	9	10	-1	18	26	-8	28	36	-8	41	35	6	51	49	2
MIX 94.5	481	474	7	57	56	1	56	51	5	126	122	4	145	153	-8	67	66	1	29	27	2
hit92.9	392	398	-6	80	90	-10	88	90	-2	134	123	11	74	80	-6	14	15	-1	2	2	0
96FM	309	306	3	28	23	5	40	32	8	91	107	-16	101	103	-2	38	32	6	11	9	2
NOVA93.7	542	525	17	104	107	-3	104	101	3	178	185	-7	124	108	16	22	17	5	10	7	3
ABC720	271	289	-18	8	15	-7	6	9	-3	44	55	-11	55	59	-4	69	64	5	88	87	1
6RN	68	77	-9	3	4	-1	2	4	-2	9	12	-3	21	25	-4	19	19	0	13	14	-1
NEWSR	85	92	-7	3	3	0	5	10	-5	23	19	4	23	25	-2	16	18	-2	16	17	-1
6JJJ	315	333	-18	34	29	5	83	87	-4	137	149	-12	43	51	-8	15	14	1	3	4	-1
ABC FM	107	109	-2	5	10	-5	10	8	2	21	16	5	23	27	-4	14	15	-1	34	32	2
Total	1600	1601	-1	167	171	-4	195	193	2	422	420	2	381	381	0	215	214	1	220	222	-2

## Cumulative Audience (000's) by Session, P10+ [Potential: 1686]

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	113	134	-21	72	80	-8	62	74	-12	72	79	-7	63	77	-14	23	33	-10	98	107	-9
6PR	147	156	-9	114	125	-11	68	70	-2	78	74	4	76	84	-8	51	51	0	106	111	-5
MIX 94.5	438	431	7	260	267	-7	215	205	10	263	261	2	253	239	14	123	120	3	312	305	7
hit92.9	356	356	0	216	209	7	154	145	9	206	198	8	197	195	2	87	90	-3	245	237	8
96FM	278	278	0	174	173	1	136	142	-6	169	168	1	168	158	10	81	82	-1	188	176	12
NOVA93.7	500	485	15	306	320	-14	213	206	7	288	278	10	287	294	-7	139	147	-8	348	343	5
ABC720	250	261	-11	191	193	-2	133	133	0	132	136	-4	123	128	-5	86	96	-10	181	194	-13
6RN	60	67	-7	44	44	0	26	27	-1	27	27	0	30	35	-5	15	21	-6	44	50	-6
NEWSR	75	82	-7	45	47	-2	30	27	3	22	25	-3	32	32	0	18	14	4	49	50	-1
6JJJ	290	308	-18	186	185	1	151	163	-12	187	195	-8	188	193	-5	102	120	-18	210	226	-16
ABC FM	94	89	5	55	60	-5	49	42	7	52	45	7	46	44	2	25	26	-1	74	75	-1
Total	1577	1573	4	1286	1306	-20	1018	1022	-4	1162	1152	10	1184	1190	-6	664	690	-26	1360	1353	7

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