



PERTH RADIO - SURVEY 7 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	5.5	5.2	0.3	1.5	1.6	-0.1	*	*	*	1.6	1.4	0.2	6.1	5.7	0.4	11.4	13.1	-1.7	9.1	6.9	2.2
6PR	8.5	9.6	-1.1	0.7	1.8	-1.1	0.2	0.4	-0.2	4.5	4.0	0.5	8.9	10.1	-1.2	11.8	10.6	1.2	18.2	23.0	-4.8
MIX 94.5	14.5	13.6	0.9	13.8	15.5	-1.7	11.5	8.7	2.8	11.9	11.3	0.6	21.9	20.1	1.8	16.1	18.1	-2.0	6.9	5.8	1.1
92.9	8.4	7.4	1.0	21.1	24.3	-3.2	17.9	21.7	-3.8	12.8	9.0	3.8	6.4	4.6	1.8	2.5	2.3	0.2	0.6	0.5	0.1
96FM	9.4	10.7	-1.3	3.8	2.9	0.9	12.5	6.8	5.7	11.5	17.8	-6.3	13.6	16.1	-2.5	7.2	7.6	-0.4	1.5	1.0	0.5
NOVA93.7	13.5	13.6	-0.1	31.5	33.3	-1.8	25.0	26.3	-1.3	23.3	21.0	2.3	10.8	12.6	-1.8	3.6	3.5	0.1	0.6	0.6	0.0
ABC720	9.6	10.1	-0.5	1.8	1.4	0.4	1.4	1.0	0.4	2.3	3.6	-1.3	7.3	8.9	-1.6	17.2	15.6	1.6	24.2	23.8	0.4
6RN	1.7	2.0	-0.3	0.4	0.2	0.2	*	0.1	*	0.8	0.3	0.5	2.3	2.2	0.1	2.3	2.8	-0.5	3.1	5.2	-2.1
NEWSR	1.3	1.3	0.0	0.7	0.7	0.0	*	1.1	*	1.1	1.4	-0.3	1.3	0.8	0.5	2.0	2.2	-0.2	1.7	1.5	0.2
6JJJ	10.4	9.7	0.7	10.5	8.9	1.6	26.5	29.3	-2.8	16.9	16.8	0.1	9.4	8.1	1.3	2.8	0.8	2.0	*	*	*
ABC FM	2.4	2.4	0.0	0.3	0.1	0.2	0.4	0.3	0.1	0.5	1.0	-0.5	1.1	1.2	-0.1	4.4	4.1	0.3	7.5	6.3	1.2

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	5.3	5.1	0.2	4.7	3.9	0.8	6.6	5.9	0.7	5.4	5.9	-0.5	4.6	4.7	-0.1	4.3	4.8	-0.5	6.3	5.9	0.4						
6PR	8.8	9.9	-1.1	10.4	11.4	-1.0	8.4	9.6	-1.2	8.1	8.7	-0.6	8.2	10.0	-1.8	8.4	9.4	-1.0	7.3	8.4	-1.1						
MIX 94.5	14.9	13.9	1.0	14.0	12.7	1.3	16.9	15.6	1.3	16.1	15.9	0.2	13.7	12.7	1.0	10.4	9.5	0.9	13.4	12.6	0.8						
92.9	8.5	7.4	1.1	7.4	7.1	0.3	8.2	6.7	1.5	8.9	7.3	1.6	10.2	8.9	1.3	8.2	7.1	1.1	7.9	7.6	0.3						
96FM	9.8	11.4	-1.6	8.5	9.9	-1.4	10.8	12.8	-2.0	12.1	13.9	-1.8	8.3	9.3	-1.0	7.6	8.4	-0.8	7.7	8.4	-0.7						
NOVA93.7	13.6	13.7	-0.1	13.8	13.9	-0.1	11.9	11.0	0.9	14.0	14.2	-0.2	15.5	16.6	-1.1	12.4	12.6	-0.2	13.3	13.4	-0.1						
ABC720	9.8	10.1	-0.3	14.2	14.0	0.2	8.6	9.4	-0.8	6.3	6.9	-0.6	7.6	7.8	-0.2	13.4	13.4	0.0	9.1	10.3	-1.2						
6RN	1.6	1.9	-0.3	2.3	2.8	-0.5	1.1	1.4	-0.3	1.5	1.3	0.2	1.6	2.2	-0.6	1.6	1.6	0.0	2.0	2.5	-0.5						
NEWSR	1.1	1.3	-0.2	1.7	1.8	-0.1	0.8	0.9	-0.1	0.7	0.8	-0.1	0.7	1.0	-0.3	2.3	2.9	-0.6	1.6	1.5	0.1						
6JJJ	10.6	10.0	0.6	10.0	9.4	0.6	9.9	9.4	0.5	10.9	10.3	0.6	11.4	11.2	0.2	11.6	10.5	1.1	9.8	8.7	1.1						
ABC FM	2.3	2.2	0.1	1.9	2.2	-0.3	2.4	2.4	0.0	2.5	1.9	0.6	2.6	2.1	0.5	2.1	2.5	-0.4	3.0	3.0	0.0						

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.



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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	12	11	1	*	*	*	*	*	*	1	1	0	4	3	1	4	4	0	3	3	0
6PR	19	21	-2	*	*	*	*	*	*	2	2	0	5	6	-1	4	4	0	7	9	-2
MIX 94.5	32	29	3	2	2	0	3	2	1	6	6	0	13	11	2	6	6	0	3	2	1
92.9	18	16	2	3	3	0	4	5	-1	6	5	1	4	3	1	1	1	0	*	*	*
96FM	20	23	-3	*	*	*	3	1	2	6	9	-3	8	9	-1	3	3	0	1	*	*
NOVA93.7	30	29	1	4	4	0	6	6	0	12	11	1	6	7	-1	1	1	0	*	*	*
ABC720	21	22	-1	*	*	*	*	*	*	1	2	-1	4	5	-1	6	5	1	9	9	0
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0	1	1	0
6JJJ	23	21	2	1	1	0	6	6	0	9	9	0	6	4	2	1	*	*	*	*	*
ABC FM	5	5	0	*	*	*	*	*	*	*	1	*	1	1	0	2	1	1	3	2	1
Total	218	215	3	13	13	0	24	21	3	51	53	-2	60	55	5	35	34	1	37	39	-2

Average Audience (000's) by Session, P10+ [Potential: 1642]

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	12	12	0	16	13	3	21	19	2	15	17	-2	11	11	0	3	3	0	11	10	1
6PR	21	23	-2	36	39	-3	27	30	-3	23	25	-2	19	23	-4	6	7	-1	13	14	-1
MIX 94.5	35	32	3	49	43	6	55	49	6	46	45	1	32	30	2	8	7	1	23	21	2
92.9	20	17	3	26	24	2	26	21	5	26	21	5	24	21	3	6	5	1	14	13	1
96FM	23	26	-3	29	34	-5	35	40	-5	35	39	-4	20	22	-2	6	6	0	13	14	-1
NOVA93.7	32	32	0	48	47	1	38	35	3	40	40	0	36	39	-3	9	9	0	23	23	0
ABC720	23	23	0	49	47	2	28	30	-2	18	20	-2	18	18	0	10	10	0	16	18	-2
6RN	4	4	0	8	10	-2	3	4	-1	4	4	0	4	5	-1	1	1	0	3	4	-1
NEWSR	3	3	0	6	6	0	3	3	0	2	2	0	2	2	0	2	2	0	3	3	0
6JJJ	25	23	2	34	32	2	32	30	2	31	29	2	27	26	1	8	7	1	17	15	2
ABC FM	5	5	0	7	8	-1	8	8	0	7	5	2	6	5	1	2	2	0	5	5	0
Total	237	233	4	346	338	8	322	314	8	286	283	3	234	232	2	73	71	2	172	170	2

Please note: Listening via streaming for all radio stations except 6ix is included in these results. 6ix stopped streaming in January 2014.



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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	147	156	-9	6	7	-1	2	3	-1	14	16	-2	42	36	6	48	54	-6	34	39	-5
6PR	186	195	-9	7	10	-3	4	8	-4	33	31	2	56	53	3	35	34	1	51	58	-7
MIX 94.5	508	493	15	65	63	2	66	48	18	120	123	-3	153	155	-2	71	79	-8	33	24	9
92.9	437	407	30	83	91	-8	97	96	1	147	129	18	86	66	20	18	18	0	6	6	0
96FM	294	302	-8	29	20	9	43	33	10	93	112	-19	91	94	-3	29	34	-5	10	9	1
NOVA93.7	530	521	9	110	115	-5	102	99	3	190	181	9	101	101	0	19	19	0	6	6	0
ABC720	293	311	-18	16	14	2	12	14	-2	31	51	-20	74	75	-1	78	69	9	81	89	-8
6RN	69	64	5	4	3	1	1	2	-1	8	8	0	18	14	4	19	17	2	19	20	-1
NEWSR	77	75	2	7	5	2	*	3	*	12	16	-4	24	19	5	18	16	2	17	16	1
6JJJ	323	307	16	39	33	6	78	81	-3	133	130	3	59	51	8	12	11	1	2	1	1
ABC FM	82	85	-3	6	3	3	5	4	1	15	19	-4	14	16	-2	17	15	2	25	27	-2
Total	1557	1557	0	169	168	1	187	188	-1	404	406	-2	374	370	4	210	209	1	214	216	-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	126	132	-6	86	87	-1	69	75	-6	66	74	-8	74	78	-4	37	40	-3	106	108	-2							
6PR	170	176	-6	120	128	-8	80	88	-8	95	101	-6	97	101	-4	58	65	-7	122	129	-7							
MIX 94.5	468	456	12	292	299	-7	226	216	10	273	269	4	257	245	12	120	122	-2	314	307	7							
92.9	386	365	21	239	222	17	170	141	29	231	215	16	223	211	12	122	103	19	261	251	10							
96FM	261	264	-3	156	168	-12	141	129	12	167	171	-4	152	149	3	73	71	2	174	182	-8							
NOVA93.7	493	477	16	324	324	0	229	198	31	267	272	-5	288	298	-10	151	146	5	376	364	12							
ABC720	265	272	-7	197	197	0	133	137	-4	128	135	-7	145	145	0	87	94	-7	205	208	-3							
6RN	59	57	2	38	43	-5	23	22	1	31	28	3	34	39	-5	23	19	4	51	48	3							
NEWSR	68	70	-2	44	44	0	34	26	8	23	26	-3	29	24	5	26	29	-3	53	44	9							
6JJJ	301	284	17	191	187	4	132	124	8	167	156	11	203	185	18	103	110	-7	197	188	9							
ABC FM	74	74	0	39	44	-5	42	39	3	43	44	-1	40	37	3	19	21	-2	50	54	-4							
Total	1515	1525	-10	1271	1273	-2	1011	984	27	1118	1153	-35	1173	1151	22	701	707	-6	1335	1333	2							

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014.