



PERTH RADIO - SURVEY 1 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	4.6	6.0	-1.4	0.1	3.4	-3.3	3.1	0.6	2.5	1.6	0.9	0.7	4.4	5.0	-0.6	10.4	16.2	-5.8	7.0	8.9	-1.9
6PR	8.4	7.3	1.1	0.9	1.6	-0.7	0.3	*	*	4.5	2.9	1.6	8.5	5.1	3.4	14.9	12.5	2.4	15.8	17.4	-1.6
MIX 94.5	14.9	13.8	1.1	15.3	10.7	4.6	14.2	12.3	1.9	13.4	11.4	2.0	22.9	22.3	0.6	14.8	13.0	1.8	5.8	5.9	-0.1
hit92.9	6.4	8.2	-1.8	18.1	21.9	-3.8	12.3	13.8	-1.5	8.7	14.4	-5.7	5.4	6.6	-1.2	1.9	2.3	-0.4	0.3	0.4	-0.1
96FM	11.5	10.2	1.3	10.3	8.0	2.3	12.1	11.0	1.1	15.1	11.2	3.9	15.8	17.6	-1.8	11.2	5.4	5.8	0.6	1.7	-1.1
NOVA93.7	11.4	12.6	-1.2	33.1	28.7	4.4	22.8	20.2	2.6	15.5	22.3	-6.8	8.3	11.8	-3.5	4.3	3.0	1.3	0.4	0.4	0.0
ABC720	10.3	9.6	0.7	2.0	1.4	0.6	0.7	1.9	-1.2	8.0	2.0	6.0	7.7	6.0	1.7	12.9	17.8	-4.9	23.9	24.3	-0.4
6RN	2.2	1.5	0.7	0.1	0.3	-0.2	*	0.5	*	1.8	1.3	0.5	1.4	1.2	0.2	4.0	2.1	1.9	4.6	2.4	2.2
NEWSR	1.1	1.0	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.7	0.7	0.0	1.2	1.4	-0.2	1.0	0.7	0.3	2.5	1.5	1.0
6JJJ	9.0	11.0	-2.0	7.8	9.5	-1.7	21.7	33.0	-11.3	17.9	19.2	-1.3	6.1	8.2	-2.1	1.6	4.3	-2.7	0.2	*	*
ABC FM	3.4	2.5	0.9	3.4	1.7	1.7	2.8	0.3	2.5	1.8	0.5	1.3	1.7	0.8	0.9	2.4	3.7	-1.3	9.1	8.3	0.8

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	4.2	5.5	-1.3	4.4	5.6	-1.2	4.7	5.5	-0.8	4.5	5.7	-1.2	3.2	5.2	-2.0	3.8	5.1	-1.3	5.9	7.6	-1.7						
6PR	8.7	7.5	1.2	10.2	8.9	1.3	9.0	7.6	1.4	7.9	6.0	1.9	8.0	6.9	1.1	7.6	8.4	-0.8	7.2	6.5	0.7						
MIX 94.5	15.2	14.2	1.0	14.9	14.3	0.6	15.8	15.7	0.1	15.7	15.2	0.5	14.7	13.2	1.5	14.5	9.5	5.0	13.6	12.1	1.5						
hit92.9	6.1	8.1	-2.0	5.3	7.5	-2.2	4.8	6.5	-1.7	6.5	8.1	-1.6	8.5	11.1	-2.6	6.3	8.9	-2.6	7.4	8.4	-1.0						
96FM	12.5	10.6	1.9	11.6	8.4	3.2	14.4	10.7	3.7	14.9	13.1	1.8	10.0	9.7	0.3	8.3	11.0	-2.7	8.1	8.9	-0.8						
NOVA93.7	11.4	12.8	-1.4	10.7	12.8	-2.1	8.9	11.3	-2.4	11.2	12.2	-1.0	15.1	15.6	-0.5	13.9	13.0	0.9	11.3	12.0	-0.7						
ABC720	10.4	9.7	0.7	15.7	13.7	2.0	8.9	9.2	-0.3	7.0	7.1	-0.1	7.7	7.2	0.5	12.5	11.1	1.4	10.0	8.9	1.1						
6RN	2.2	1.4	0.8	2.9	2.0	0.9	2.1	0.9	1.2	1.2	1.2	0.0	2.5	1.5	1.0	2.5	1.6	0.9	2.3	1.5	0.8						
NEWSR	1.1	0.9	0.2	1.6	1.2	0.4	0.6	0.7	-0.1	0.5	0.5	0.0	0.9	0.5	0.4	2.7	2.1	0.6	1.2	1.2	0.0						
6JJJ	9.2	11.3	-2.1	7.6	11.0	-3.4	9.0	11.9	-2.9	11.0	11.8	-0.8	9.8	10.8	-1.0	7.6	9.4	-1.8	8.6	10.1	-1.5						
ABC FM	3.4	2.5	0.9	3.4	2.3	1.1	3.9	2.4	1.5	3.4	2.5	0.9	3.5	2.9	0.6	2.0	2.3	-0.3	3.4	2.8	0.6						

Please note: Listening via streaming for all radio stations except 6IX is included in these results. 6IX stopped streaming in January 2014. hit92.9 on air from January 12 2015. Previously known as 92.9.



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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	11	13	-2	*	*	*	1	*	*	1	*	*	3	3	0	4	6	-2	3	4	-1
6PR	20	16	4	*	*	*	*	*	*	3	1	2	5	3	2	5	4	1	6	7	-1
MIX 94.5	35	30	5	3	1	2	3	2	1	8	6	2	13	14	-1	5	4	1	2	2	0
hit92.9	15	18	-3	3	3	0	3	3	0	5	7	-2	3	4	-1	1	1	0	*	*	*
96FM	27	22	5	2	1	1	3	2	1	9	6	3	9	11	-2	4	2	2	*	1	*
NOVA93.7	26	28	-2	6	4	2	5	4	1	9	11	-2	5	7	-2	2	1	1	*	*	*
ABC720	24	21	3	*	*	*	*	*	*	5	1	4	4	4	0	5	6	-1	10	10	0
6RN	5	3	2	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	1	1
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
6J JJ	21	24	-3	1	1	0	5	6	-1	11	10	1	3	5	-2	1	1	0	*	*	*
ABC FM	8	6	2	1	*	*	1	*	*	1	*	*	1	1	0	1	1	0	4	3	1
Total	233	220	13	17	14	3	23	20	3	59	51	8	58	62	-4	35	34	1	41	40	1

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

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	11	13	-2	16	20	-4	16	18	-2	13	16	-3	8	13	-5	3	4	-1	11	13	-2						
6PR	22	18	4	37	31	6	31	24	7	23	17	6	19	17	2	6	6	0	14	11	3						
MIX 94.5	38	34	4	54	50	4	55	50	5	47	43	4	35	32	3	12	7	5	26	21	5						
hit92.9	15	19	-4	19	26	-7	17	21	-4	19	23	-4	20	27	-7	5	7	-2	14	15	-1						
96FM	31	25	6	42	30	12	50	34	16	44	37	7	24	23	1	7	8	-1	15	15	0						
NOVA93.7	28	31	-3	38	45	-7	31	36	-5	33	34	-1	36	38	-2	12	10	2	22	21	1						
ABC720	26	23	3	56	48	8	31	30	1	21	20	1	18	17	1	10	8	2	19	16	3						
6RN	5	3	2	11	7	4	7	3	4	4	3	1	6	4	2	2	1	1	4	3	1						
NEWSR	3	2	1	6	4	2	2	2	0	1	2	-1	2	1	1	2	2	0	2	2	0						
6J JJ	23	27	-4	28	39	-11	31	38	-7	33	33	0	23	26	-3	6	7	-1	16	18	-2						
ABC FM	8	6	2	12	8	4	13	8	5	10	7	3	8	7	1	2	2	0	6	5	1						
Total	250	238	12	361	351	10	347	320	27	298	282	16	239	241	-2	83	74	9	190	174	16						

Please note: Listening via streaming for all radio stations except 6ix is included in these results. 6ix stopped streaming in January 2014. hit92.9 on air from January 12 2015. Previously known as 92.9.



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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	153	154	-1	3	10	-7	12	4	8	25	15	10	37	34	3	46	55	-9	30	36	-6
6PR	194	168	26	9	8	1	6	1	5	36	28	8	55	48	7	43	35	8	46	49	-3
MIX 94.5	512	492	20	60	61	-1	65	59	6	136	118	18	152	161	-9	66	62	4	33	31	2
hit92.9	366	416	-50	75	89	-14	84	78	6	126	150	-24	64	78	-14	13	16	-3	4	5	-1
96FM	326	303	23	26	37	-11	42	40	2	102	74	28	104	116	-12	41	29	12	11	7	4
NOVA93.7	522	525	-3	107	99	8	118	98	20	164	193	-29	106	107	-1	21	23	-2	6	5	1
ABC720	324	267	57	13	13	0	7	9	-2	57	26	31	82	64	18	70	64	6	94	92	2
6RN	80	68	12	2	5	-3	2	3	-1	12	8	4	21	16	5	24	16	8	20	20	0
NEWSR	72	60	12	3	5	-2	5	1	4	14	11	3	20	19	1	11	9	2	20	16	4
6JJJ	343	338	5	29	40	-11	84	91	-7	156	129	27	59	65	-6	12	12	0	3	1	2
ABC FM	103	102	1	10	14	-4	4	3	1	17	16	1	17	16	1	20	21	-1	36	32	4
Total	1601	1558	43	174	170	4	202	187	15	412	401	11	376	375	1	213	208	5	224	216	8

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

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	130	134	-4	85	80	5	66	73	-7	80	83	-3	66	82	-16	39	35	4	113	108	5						
6PR	182	157	25	132	115	17	98	83	15	92	88	4	98	99	-1	60	54	6	132	110	22						
MIX 94.5	477	440	37	302	267	35	260	221	39	272	269	3	264	261	3	150	105	45	310	314	-4						
hit92.9	340	371	-31	212	231	-19	142	161	-19	194	223	-29	205	234	-29	110	129	-19	233	280	-47						
96FM	303	278	25	171	163	8	156	149	7	201	169	32	165	159	6	87	89	-2	192	180	12						
NOVA93.7	480	492	-12	307	318	-11	199	218	-19	274	267	7	293	295	-2	168	151	17	340	368	-28						
ABC720	292	245	47	220	192	28	155	143	12	147	129	18	135	131	4	96	70	26	214	187	27						
6RN	73	57	16	52	42	10	38	26	12	34	29	5	44	28	16	27	18	9	62	50	12						
NEWSR	60	52	8	39	36	3	15	24	-9	21	17	4	17	21	-4	23	19	4	49	43	6						
6JJJ	305	314	-9	191	208	-17	151	162	-11	188	179	9	195	198	-3	110	97	13	223	210	13						
ABC FM	96	88	8	60	52	8	61	36	25	54	49	5	51	51	0	30	24	6	68	64	4						
Total	1572	1526	46	1305	1284	21	1064	1027	37	1200	1134	66	1211	1209	2	768	694	74	1381	1360	21						

Please note: Listening via streaming for all radio stations except 6iX is included in these results. 6iX stopped streaming in January 2014. hit92.9 on air from January 12 2015. Previously known as 92.9.