



# PERTH RADIO - SURVEY 2 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	4.9	4.6	0.3	0.5	0.1	0.4	3.3	3.1	0.2	1.7	1.6	0.1	4.6	4.4	0.2	10.8	10.4	0.4	6.7	7.0	-0.3
6PR	9.0	8.4	0.6	0.8	0.9	-0.1	0.6	0.3	0.3	3.5	4.5	-1.0	8.8	8.5	0.3	13.1	14.9	-1.8	20.2	15.8	4.4
MIX 94.5	13.9	14.9	-1.0	17.7	15.3	2.4	11.6	14.2	-2.6	11.0	13.4	-2.4	22.9	22.9	0.0	14.5	14.8	-0.3	4.6	5.8	-1.2
hit92.9	6.5	6.4	0.1	18.6	18.1	0.5	12.6	12.3	0.3	9.3	8.7	0.6	6.1	5.4	0.7	1.9	1.9	0.0	0.3	0.3	0.0
96FM	11.3	11.5	-0.2	4.0	10.3	-6.3	16.5	12.1	4.4	16.8	15.1	1.7	14.1	15.8	-1.7	9.6	11.2	-1.6	0.8	0.6	0.2
NOVA93.7	11.1	11.4	-0.3	35.3	33.1	2.2	19.8	22.8	-3.0	17.2	15.5	1.7	9.2	8.3	0.9	2.7	4.3	-1.6	0.3	0.4	-0.1
ABC720	10.7	10.3	0.4	3.3	2.0	1.3	1.1	0.7	0.4	7.7	8.0	-0.3	8.7	7.7	1.0	13.0	12.9	0.1	22.8	23.9	-1.1
6RN	2.1	2.2	-0.1	0.1	0.1	0.0	*	*	*	1.8	1.8	0.0	2.0	1.4	0.6	3.0	4.0	-1.0	3.7	4.6	-0.9
NEWSR	1.3	1.1	0.2	0.4	0.2	0.2	0.3	0.1	0.2	0.8	0.7	0.1	1.7	1.2	0.5	0.9	1.0	-0.1	2.6	2.5	0.1
6JJJ	9.2	9.0	0.2	6.6	7.8	-1.2	20.9	21.7	-0.8	18.5	17.9	0.6	7.5	6.1	1.4	1.9	1.6	0.3	*	0.2	*
ABC FM	3.5	3.4	0.1	1.2	3.4	-2.2	3.6	2.8	0.8	1.7	1.8	-0.1	2.5	1.7	0.8	2.1	2.4	-0.3	9.2	9.1	0.1

## 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	4.6	4.2	0.4	4.8	4.4	0.4	5.1	4.7	0.4	5.1	4.5	0.6	3.4	3.2	0.2	4.1	3.8	0.3	5.7	5.9	-0.2				5.7	5.9	-0.2
6PR	9.2	8.7	0.5	11.7	10.2	1.5	9.1	9.0	0.1	7.6	7.9	-0.3	8.6	8.0	0.6	7.7	7.6	0.1	8.1	7.2	0.9				8.1	7.2	0.9
MIX 94.5	13.9	15.2	-1.3	12.7	14.9	-2.2	14.7	15.8	-1.1	14.9	15.7	-0.8	13.3	14.7	-1.4	13.2	14.5	-1.3	14.0	13.6	0.4				14.0	13.6	0.4
hit92.9	6.4	6.1	0.3	5.3	5.3	0.0	5.4	4.8	0.6	7.0	6.5	0.5	8.6	8.5	0.1	6.2	6.3	-0.1	7.0	7.4	-0.4				7.0	7.4	-0.4
96FM	12.2	12.5	-0.3	10.7	11.6	-0.9	14.0	14.4	-0.4	14.8	14.9	-0.1	10.0	10.0	0.0	9.4	8.3	1.1	8.1	8.1	0.0				8.1	8.1	0.0
NOVA93.7	11.2	11.4	-0.2	11.5	10.7	0.8	8.5	8.9	-0.4	10.5	11.2	-0.7	14.1	15.1	-1.0	13.6	13.9	-0.3	11.0	11.3	-0.3				11.0	11.3	-0.3
ABC720	10.7	10.4	0.3	15.0	15.7	-0.7	9.8	8.9	0.9	7.6	7.0	0.6	8.2	7.7	0.5	13.7	12.5	1.2	10.5	10.0	0.5				10.5	10.0	0.5
6RN	2.1	2.2	-0.1	2.7	2.9	-0.2	1.8	2.1	-0.3	1.3	1.2	0.1	2.6	2.5	0.1	2.2	2.5	-0.3	2.2	2.3	-0.1				2.2	2.3	-0.1
NEWSR	1.3	1.1	0.2	1.7	1.6	0.1	0.9	0.6	0.3	0.8	0.5	0.3	1.1	0.9	0.2	2.7	2.7	0.0	1.5	1.2	0.3				1.5	1.2	0.3
6JJJ	9.3	9.2	0.1	9.0	7.6	1.4	8.4	9.0	-0.6	9.8	11.0	-1.2	10.6	9.8	0.8	8.1	7.6	0.5	8.9	8.6	0.3				8.9	8.6	0.3
ABC FM	3.4	3.4	0.0	3.0	3.4	-0.4	4.0	3.9	0.1	3.6	3.4	0.2	3.6	3.5	0.1	2.8	2.0	0.8	3.6	3.4	0.2				3.6	3.4	0.2

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

# EMBARGOED UNTIL 9:30AM AEST



## PERTH RADIO - SURVEY 2 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	11	11	0	*	*	*	1	1	0	1	1	0	3	3	0	4	4	0	3	3	0
6PR	21	20	1	*	*	*	*	*	*	2	3	-1	5	5	0	5	5	0	8	6	2
MIX 94.5	32	35	-3	3	3	0	2	3	-1	6	8	-2	13	13	0	5	5	0	2	2	0
hit92.9	15	15	0	3	3	0	3	3	0	5	5	0	4	3	1	1	1	0	*	*	*
96FM	26	27	-1	1	2	-1	3	3	0	10	9	1	8	9	-1	4	4	0	*	*	*
NOVA93.7	26	26	0	5	6	-1	4	5	-1	10	9	1	5	5	0	1	2	-1	*	*	*
ABC720	24	24	0	*	*	*	*	*	*	5	5	0	5	4	1	5	5	0	9	10	-1
6RN	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
6JXX	21	21	0	1	1	0	4	5	-1	11	11	0	4	3	1	1	1	0	*	*	*
ABCFM	8	8	0	*	1	*	1	1	0	1	1	0	1	1	0	1	1	0	4	4	0
Total	229	233	-4	14	17	-3	20	23	-3	59	59	0	58	58	0	37	35	2	41	41	0

### 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	11	11	0	17	16	1	17	16	1	15	13	2	8	8	0	3	3	0	11	11	0
6PR	23	22	1	42	37	5	30	31	-1	22	23	-1	21	19	2	6	6	0	15	14	1
MIX 94.5	34	38	-4	45	54	-9	49	55	-6	44	47	-3	33	35	-2	10	12	-2	26	26	0
hit92.9	16	15	1	19	19	0	18	17	1	21	19	2	21	20	1	5	5	0	13	14	-1
96FM	30	31	-1	38	42	-4	46	50	-4	43	44	-1	24	24	0	7	7	0	15	15	0
NOVA93.7	27	28	-1	41	38	3	28	31	-3	31	33	-2	34	36	-2	10	12	-2	21	22	-1
ABC720	26	26	0	53	56	-3	32	31	1	22	21	1	20	18	2	11	10	1	20	19	1
6RN	5	5	0	10	11	-1	6	7	-1	4	4	0	6	6	0	2	2	0	4	4	0
NEWSR	3	3	0	6	6	0	3	2	1	2	1	1	3	2	1	2	2	0	3	2	1
6JXX	23	23	0	32	28	4	28	31	-3	29	33	-4	26	23	3	6	6	0	17	16	1
ABCFM	8	8	0	11	12	-1	13	13	0	10	10	0	9	8	1	2	2	0	7	6	1
Total	245	250	-5	356	361	-5	330	347	-17	293	298	-5	244	239	5	77	83	-6	189	190	-1

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



# PERTH RADIO - SURVEY 2 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	163	153	10	7	3	4	5	12	-7	28	25	3	40	37	3	50	46	4	35	30	5
6PR	189	194	-5	13	9	4	4	6	-2	33	36	-3	52	55	-3	36	43	-7	51	46	5
MIX 94.5	495	512	-17	61	60	1	55	65	-10	128	136	-8	157	152	5	67	66	1	28	33	-5
hit92.9	366	366	0	78	75	3	79	84	-5	120	126	-6	73	64	9	14	13	1	3	4	-1
96FM	324	326	-2	24	26	-2	36	42	-6	111	102	9	106	104	2	35	41	-6	11	11	0
NOVA93.7	537	522	15	112	107	5	105	118	-13	181	164	17	116	106	10	20	21	-1	4	6	-2
ABC720	315	324	-9	19	13	6	8	7	1	63	57	6	71	82	-11	67	70	-3	88	94	-6
6RN	80	80	0	1	2	-1	1	2	-1	14	12	2	25	21	4	19	24	-5	20	20	0
NEWSR	79	72	7	5	3	2	3	5	-2	18	14	4	22	20	2	13	11	2	18	20	-2
6JJJ	318	343	-25	31	29	2	75	84	-9	150	156	-6	47	59	-12	12	12	0	2	3	-1
ABC FM	104	103	1	14	10	4	4	4	0	17	17	0	20	17	3	17	20	-3	33	36	-3
Total	1602	1601	1	174	174	0	194	202	-8	414	412	2	379	376	3	215	213	2	226	224	2

## 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	142	130	12	87	85	2	71	66	5	77	80	-3	75	66	9	40	39	1	115	113	2						
6PR	179	182	-3	139	132	7	91	98	-7	90	92	-2	101	98	3	61	60	1	129	132	-3						
MIX 94.5	447	477	-30	286	302	-16	229	260	-31	273	272	1	246	264	-18	130	150	-20	320	310	10						
hit92.9	334	340	-6	204	212	-8	135	142	-7	188	194	-6	192	205	-13	100	110	-10	222	233	-11						
96FM	298	303	-5	176	171	5	143	156	-13	187	201	-14	167	165	2	90	87	3	191	192	-1						
NOVA93.7	496	480	16	335	307	28	198	199	-1	286	274	12	306	293	13	169	168	1	340	340	0						
ABC720	281	292	-11	211	220	-9	156	155	1	148	147	1	139	135	4	97	96	1	211	214	-3						
6RN	71	73	-2	46	52	-6	39	38	1	32	34	-2	40	44	-4	25	27	-2	56	62	-6						
NEWSR	68	60	8	41	39	2	18	15	3	26	21	5	21	17	4	19	23	-4	49	49	0						
6JJJ	290	305	-15	183	191	-8	135	151	-16	173	188	-15	202	195	7	109	110	-1	221	223	-2						
ABC FM	93	96	-3	58	60	-2	56	61	-5	48	54	-6	50	51	-1	30	30	0	68	68	0						
Total	1574	1572	2	1323	1305	18	1038	1064	-26	1175	1200	-25	1221	1211	10	726	768	-42	1371	1381	-10						

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