



PERTH RADIO - SURVEY 3 2017

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	5.3	5.1	0.2	0.2	1.2	-1.0	1.0	0.2	0.8	2.4	1.8	0.6	5.3	3.5	1.8	16.1	15.2	0.9	5.0	5.9	-0.9
6PR	6.6	6.9	-0.3	2.8	2.6	0.2	0.2	0.6	-0.4	1.6	2.2	-0.6	4.6	6.4	-1.8	8.6	9.0	-0.4	18.1	15.4	2.7
MIX 94.5	14.7	14.5	0.2	15.9	18.9	-3.0	15.8	10.3	5.5	11.6	10.1	1.5	18.9	20.4	-1.5	19.3	20.1	-0.8	9.5	8.3	1.2
HIT 92.9	11.0	10.8	0.2	22.8	23.2	-0.4	28.2	31.7	-3.5	18.5	18.3	0.2	8.0	7.6	0.4	1.4	1.5	-0.1	0.4	0.5	-0.1
96FM	8.9	9.1	-0.2	6.7	6.7	0.0	7.6	8.7	-1.1	8.4	8.8	-0.4	16.6	15.8	0.8	8.5	9.8	-1.3	1.7	1.7	0.0
NOVA93.7	13.7	11.8	1.9	35.0	33.5	1.5	22.2	18.7	3.5	21.7	17.5	4.2	12.4	11.2	1.2	5.6	5.3	0.3	0.3	0.9	-0.6
ABC PER	7.8	9.4	-1.6	0.5	0.1	0.4	1.2	0.9	0.3	1.5	4.4	-2.9	6.6	7.4	-0.8	13.6	13.8	-0.2	18.4	20.9	-2.5
6RN	2.0	2.0	0.0	0.2	0.2	0.0	*	*	*	0.2	1.0	-0.8	1.6	1.5	0.1	4.1	3.0	1.1	4.8	4.3	0.5
ABC NEWS	1.0	1.3	-0.3	0.2	0.1	0.1	*	0.2	*	0.5	0.8	-0.3	1.4	1.7	-0.3	1.8	2.5	-0.7	1.4	1.5	-0.1
6JJJ	8.1	8.4	-0.3	7.7	4.5	3.2	14.4	19.3	-4.9	17.8	18.2	-0.4	6.3	7.7	-1.4	1.0	1.3	-0.3	0.1	0.1	0.0
ABC FM	2.3	2.8	-0.5	0.3	0.3	0.0	0.1	1.0	-0.9	0.4	2.5	-2.1	2.2	1.3	0.9	1.8	1.6	0.2	6.7	7.6	-0.9

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	5.0	4.7	0.3	3.8	4.0	-0.2	6.3	5.6	0.7	5.3	5.2	0.1	4.6	4.5	0.1	5.2	3.8	1.4	6.4	6.2	0.2						
6PR	6.4	6.9	-0.5	8.4	8.7	-0.3	6.2	7.1	-0.9	4.8	5.1	-0.3	5.0	5.8	-0.8	8.7	8.6	0.1	7.2	6.7	0.5						
MIX 94.5	15.6	15.2	0.4	13.8	14.7	-0.9	17.4	16.1	1.3	17.4	17.0	0.4	15.1	14.2	0.9	11.0	10.9	0.1	11.8	12.1	-0.3						
HIT 92.9	11.4	11.4	0.0	11.4	10.3	1.1	10.1	10.6	-0.5	11.7	12.7	-1.0	13.1	12.6	0.5	11.1	10.9	0.2	9.7	8.8	0.9						
96FM	9.3	9.0	0.3	8.6	7.9	0.7	10.2	9.9	0.3	10.7	10.5	0.2	7.8	8.3	-0.5	6.2	7.0	-0.8	7.7	9.3	-1.6						
NOVA93.7	13.7	12.0	1.7	14.0	12.2	1.8	12.2	10.8	1.4	14.0	12.3	1.7	15.2	13.5	1.7	12.8	10.8	2.0	13.9	11.1	2.8						
ABC PER	7.8	9.6	-1.8	11.2	13.0	-1.8	7.5	9.3	-1.8	5.6	6.5	-0.9	6.0	7.0	-1.0	9.4	13.2	-3.8	7.5	9.0	-1.5						
6RN	1.9	1.9	0.0	3.1	2.9	0.2	1.1	0.7	0.4	1.1	0.9	0.2	2.3	2.6	-0.3	2.6	3.2	-0.6	2.3	2.4	-0.1						
ABC NEWS	0.9	1.2	-0.3	1.2	1.5	-0.3	0.5	0.7	-0.2	0.5	0.6	-0.1	1.0	1.3	-0.3	2.2	3.0	-0.8	1.6	1.8	-0.2						
6JJJ	8.6	8.6	0.0	8.3	8.0	0.3	8.0	8.5	-0.5	8.3	9.0	-0.7	9.6	10.1	-0.5	10.2	7.1	3.1	6.4	7.6	-1.2						
ABC FM	2.1	2.6	-0.5	2.5	2.7	-0.2	1.8	2.3	-0.5	1.6	2.6	-1.0	2.4	3.1	-0.7	2.5	2.8	-0.3	2.8	3.4	-0.6						

EMBARGOED UNTIL 9:30AM AEST



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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	3	2	1	5	6	-1	2	3	-1
6PR	15	16	-1	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	8	7	1
MIX 94.5	33	33	0	2	3	-1	3	2	1	7	6	1	11	11	0	6	8	-2	4	4	0
HIT 92.9	25	24	1	3	4	-1	6	6	0	11	10	1	4	4	0	*	1	*	*	*	*
96FM	20	20	0	1	1	0	2	2	0	5	5	0	9	9	0	3	4	-1	1	1	0
NOVA93.7	31	26	5	5	5	0	5	3	2	13	10	3	7	6	1	2	2	0	*	*	*
ABC PER	18	21	-3	*	*	*	*	*	*	1	2	-1	4	4	0	4	5	-1	8	9	-1
6RN	5	4	1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
6JJJ	18	19	-1	1	1	0	3	4	-1	10	10	0	3	4	-1	*	*	*	*	*	*
ABC FM	5	6	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	3	0
Total	226	225	1	14	15	-1	21	18	3	58	55	3	56	54	2	32	37	-5	45	45	0

Average Audience (000's) by Session, P10+ [Potential: 1762]

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	11	1	13	14	-1	21	18	3	16	15	1	11	10	1	3	3	0	12	12	0
6PR	16	17	-1	29	31	-2	21	23	-2	15	15	0	12	13	-1	5	6	-1	13	13	0
MIX 94.5	38	37	1	48	53	-5	59	52	7	54	50	4	36	32	4	7	8	-1	22	23	-1
HIT 92.9	28	27	1	39	37	2	34	35	-1	37	38	-1	31	28	3	7	8	-1	18	16	2
96FM	23	22	1	30	28	2	35	32	3	33	31	2	19	19	0	4	5	-1	14	17	-3
NOVA93.7	33	29	4	48	44	4	41	35	6	44	36	8	36	30	6	8	8	0	25	21	4
ABC PER	19	23	-4	38	47	-9	25	30	-5	17	19	-2	14	16	-2	6	9	-3	14	17	-3
6RN	5	4	1	11	10	1	4	2	2	3	3	0	5	6	-1	2	2	0	4	5	-1
ABC NEWS	2	3	-1	4	6	-2	2	2	0	1	2	-1	2	3	-1	1	2	-1	3	3	0
6JJJ	21	21	0	29	29	0	27	28	-1	26	27	-1	23	23	0	6	5	1	12	14	-2
ABC FM	5	6	-1	9	10	-1	6	7	-1	5	8	-3	6	7	-1	2	2	0	5	6	-1
Total	243	240	3	343	358	-15	341	326	15	311	295	16	237	225	12	63	72	-9	184	187	-3

EMBARGOED UNTIL 9:30AM AEST



PERTH RADIO - SURVEY 3 2017

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	127	140	-13	3	8	-5	3	1	2	15	18	-3	28	23	5	48	54	-6	30	36	-6
6PR	165	171	-6	9	10	-1	2	5	-3	23	25	-2	39	46	-7	33	33	0	59	53	6
MIX 94.5	520	489	31	46	63	-17	66	52	14	128	115	13	159	146	13	74	75	-1	46	39	7
HIT 92.9	514	480	34	86	92	-6	118	104	14	200	182	18	88	82	6	18	17	1	4	4	0
96FM	296	319	-23	29	37	-8	28	39	-11	84	90	-6	106	99	7	36	41	-5	14	12	2
NOVA93.7	595	568	27	116	118	-2	98	101	-3	224	193	31	124	118	6	28	30	-2	5	7	-2
ABC PER	243	274	-31	8	3	5	9	6	3	28	43	-15	54	66	-12	59	61	-2	84	96	-12
6RN	72	73	-1	2	1	1	*	*	*	6	12	-6	21	21	0	19	16	3	25	23	2
ABC NEWS	73	97	-24	1	3	-2	*	2	*	20	25	-5	26	32	-6	11	15	-4	16	20	-4
6JJJ	309	304	5	31	27	4	65	69	-4	144	139	5	57	53	4	10	12	-2	2	4	-2
ABC FM	87	96	-9	7	4	3	2	4	-2	13	21	-8	19	16	3	15	14	1	31	36	-5
Total	1670	1669	1	175	182	-7	194	191	3	449	443	6	394	392	2	218	219	-1	240	242	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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	110	119	-9	60	64	-4	66	74	-8	72	75	-3	69	69	0	33	30	3	94	103	-9
6PR	151	154	-3	109	120	-11	91	88	3	77	86	-9	87	79	8	52	52	0	111	114	-3
MIX 94.5	480	457	23	288	288	0	239	224	15	302	284	18	267	250	17	119	131	-12	284	282	2
HIT 92.9	473	442	31	300	270	30	206	192	14	281	271	10	273	252	21	119	124	-5	301	281	20
96FM	261	277	-16	159	173	-14	138	130	8	176	165	11	122	136	-14	56	65	-9	182	201	-19
NOVA93.7	551	526	25	366	357	9	243	207	36	327	301	26	316	311	5	148	159	-11	392	352	40
ABC PER	211	246	-35	157	190	-33	108	143	-35	111	128	-17	112	122	-10	74	98	-24	158	197	-39
6RN	67	67	0	52	50	2	25	25	0	32	29	3	39	38	1	20	23	-3	50	54	-4
ABC NEWS	63	86	-23	37	48	-11	16	27	-11	20	31	-11	30	38	-8	17	34	-17	47	64	-17
6JJJ	285	276	9	176	176	0	130	137	-7	173	168	5	187	170	17	91	91	0	175	186	-11
ABC FM	76	83	-7	47	49	-2	35	39	-4	36	45	-9	39	46	-7	20	26	-6	51	68	-17
Total	1633	1632	1	1371	1389	-18	1080	1100	-20	1269	1253	16	1234	1231	3	669	731	-62	1393	1425	-32