



PERTH RADIO - SURVEY 4 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	5.0	5.3	-0.3	1.8	0.2	1.6	1.1	1.0	0.1	2.5	2.4	0.1	5.3	5.3	0.0	13.9	16.1	-2.2	4.7	5.0	-0.3
6PR	6.8	6.6	0.2	2.8	2.8	0.0	0.3	0.2	0.1	1.7	1.6	0.1	6.2	4.6	1.6	7.5	8.6	-1.1	18.0	18.1	-0.1
MIX 94.5	13.7	14.7	-1.0	9.0	15.9	-6.9	18.7	15.8	2.9	14.0	11.6	2.4	17.2	18.9	-1.7	15.5	19.3	-3.8	6.5	9.5	-3.0
HIT 92.9	11.0	11.0	0.0	30.8	22.8	8.0	25.0	28.2	-3.2	16.0	18.5	-2.5	9.1	8.0	1.1	1.4	1.4	0.0	0.4	0.4	0.0
96FM	9.4	8.9	0.5	3.4	6.7	-3.3	7.4	7.6	-0.2	10.9	8.4	2.5	16.5	16.6	-0.1	9.5	8.5	1.0	1.0	1.7	-0.7
NOVA93.7	14.1	13.7	0.4	36.0	35.0	1.0	24.0	22.2	1.8	21.7	21.7	0.0	11.4	12.4	-1.0	7.4	5.6	1.8	0.5	0.3	0.2
ABC PER	8.6	7.8	0.8	0.6	0.5	0.1	0.3	1.2	-0.9	1.1	1.5	-0.4	5.6	6.6	-1.0	14.3	13.6	0.7	24.7	18.4	6.3
6RN	1.5	2.0	-0.5	*	0.2	*	*	*	*	0.1	0.2	-0.1	0.8	1.6	-0.8	3.6	4.1	-0.5	4.1	4.8	-0.7
ABC NEWS	1.3	1.0	0.3	0.2	0.2	0.0	0.1	*	*	0.4	0.5	-0.1	1.9	1.4	0.5	0.8	1.8	-1.0	3.3	1.4	1.9
6JJJ	8.7	8.1	0.6	6.9	7.7	-0.8	17.0	14.4	2.6	18.2	17.8	0.4	6.8	6.3	0.5	1.2	1.0	0.2	0.1	0.1	0.0
ABC FM	2.8	2.3	0.5	0.2	0.3	-0.1	0.3	0.1	0.2	0.9	0.4	0.5	3.0	2.2	0.8	4.5	1.8	2.7	5.8	6.7	-0.9

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	4.9	5.0	-0.1	3.5	3.8	-0.3	5.8	6.3	-0.5	5.7	5.3	0.4	4.8	4.6	0.2	4.4	5.2	-0.8	5.2	6.4	-1.2
6PR	6.7	6.4	0.3	9.5	8.4	1.1	6.0	6.2	-0.2	4.6	4.8	-0.2	5.4	5.0	0.4	9.3	8.7	0.6	7.1	7.2	-0.1
MIX 94.5	14.2	15.6	-1.4	11.7	13.8	-2.1	15.1	17.4	-2.3	15.9	17.4	-1.5	14.8	15.1	-0.3	12.6	11.0	1.6	11.8	11.8	0.0
HIT 92.9	11.2	11.4	-0.2	10.9	11.4	-0.5	9.1	10.1	-1.0	11.5	11.7	-0.2	13.8	13.1	0.7	11.8	11.1	0.7	10.4	9.7	0.7
96FM	9.7	9.3	0.4	9.5	8.6	0.9	11.4	10.2	1.2	11.2	10.7	0.5	7.0	7.8	-0.8	6.0	6.2	-0.2	8.0	7.7	0.3
NOVA93.7	14.0	13.7	0.3	14.8	14.0	0.8	12.6	12.2	0.4	14.4	14.0	0.4	15.6	15.2	0.4	11.2	12.8	-1.6	14.5	13.9	0.6
ABC PER	8.6	7.8	0.8	11.7	11.2	0.5	8.5	7.5	1.0	6.8	5.6	1.2	6.9	6.0	0.9	8.0	9.4	-1.4	8.5	7.5	1.0
6RN	1.5	1.9	-0.4	2.1	3.1	-1.0	1.0	1.1	-0.1	0.9	1.1	-0.2	1.7	2.3	-0.6	1.9	2.6	-0.7	1.8	2.3	-0.5
ABC NEWS	1.2	0.9	0.3	1.9	1.2	0.7	0.8	0.5	0.3	0.8	0.5	0.3	1.2	1.0	0.2	2.0	2.2	-0.2	1.7	1.6	0.1
6JJJ	9.3	8.6	0.7	9.3	8.3	1.0	9.0	8.0	1.0	9.0	8.3	0.7	9.9	9.6	0.3	9.1	10.2	-1.1	6.8	6.4	0.4
ABC FM	2.7	2.1	0.6	3.1	2.5	0.6	2.5	1.8	0.7	1.9	1.6	0.3	3.4	2.4	1.0	3.6	2.5	1.1	3.0	2.8	0.2



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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	12	-1	*	*	*	*	*	*	1	1	0	3	3	0	4	5	-1	2	2	0
6PR	15	15	0	*	*	*	*	*	*	1	1	0	3	3	0	2	3	-1	8	8	0
MIX 94.5	31	33	-2	1	2	-1	4	3	1	8	7	1	10	11	-1	5	6	-1	3	4	-1
HIT 92.9	25	25	0	4	3	1	5	6	-1	9	11	-2	5	4	1	*	*	*	*	*	*
96FM	21	20	1	*	1	*	2	2	0	6	5	1	9	9	0	3	3	0	*	1	*
NOVA93.7	32	31	1	5	5	0	5	5	0	13	13	0	6	7	-1	2	2	0	*	*	*
ABC PER	19	18	1	*	*	*	*	*	*	1	1	0	3	4	-1	4	4	0	11	8	3
6RN	3	5	-2	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	2	0
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0
6JJJ	20	18	2	1	1	0	4	3	1	11	10	1	4	3	1	*	*	*	*	*	*
ABC FM	6	5	1	*	*	*	*	*	*	1	*	*	2	1	1	1	1	0	3	3	0
Total	225	226	-1	14	14	0	21	21	0	59	58	1	55	56	-1	31	32	-1	44	45	-1

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	12	0	12	13	-1	20	21	-1	18	16	2	12	11	1	3	3	0	9	12	-3
6PR	16	16	0	32	29	3	21	21	0	14	15	-1	13	12	1	6	5	1	13	13	0
MIX 94.5	34	38	-4	39	48	-9	52	59	-7	49	54	-5	35	36	-1	8	7	1	21	22	-1
HIT 92.9	27	28	-1	36	39	-3	31	34	-3	36	37	-1	33	31	2	8	7	1	19	18	1
96FM	24	23	1	32	30	2	39	35	4	35	33	2	17	19	-2	4	4	0	15	14	1
NOVA93.7	34	33	1	49	48	1	43	41	2	45	44	1	37	36	1	7	8	-1	26	25	1
ABC PER	21	19	2	39	38	1	29	25	4	21	17	4	17	14	3	5	6	-1	15	14	1
6RN	4	5	-1	7	11	-4	4	4	0	3	3	0	4	5	-1	1	2	-1	3	4	-1
ABC NEWS	3	2	1	6	4	2	3	2	1	3	1	2	3	2	1	1	1	0	3	3	0
6JJJ	22	21	1	31	29	2	31	27	4	28	26	2	24	23	1	6	6	0	12	12	0
ABC FM	7	5	2	10	9	1	8	6	2	6	5	1	8	6	2	2	2	0	5	5	0
Total	242	243	-1	334	343	-9	346	341	5	311	311	0	239	237	2	63	63	0	181	184	-3

EMBARGOED UNTIL 9:30AM AEST



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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	144	127	17	3	3	0	3	3	0	20	15	5	33	28	5	48	48	0	36	30	6
6PR	172	165	7	9	9	0	3	2	1	22	23	-1	45	39	6	33	33	0	60	59	1
MIX 94.5	542	520	22	51	46	5	78	66	12	145	128	17	152	159	-7	74	74	0	43	46	-3
HIT 92.9	512	514	-2	87	86	1	119	118	1	187	200	-13	96	88	8	19	18	1	5	4	1
96FM	313	296	17	16	29	-13	23	28	-5	107	84	23	110	106	4	44	36	8	13	14	-1
NOVA93.7	577	595	-18	116	116	0	94	98	-4	212	224	-12	117	124	-7	33	28	5	6	5	1
ABC PER	242	243	-1	8	8	0	7	9	-2	28	28	0	51	54	-3	59	59	0	88	84	4
6RN	66	72	-6	1	2	-1	*	*	*	4	6	-2	16	21	-5	20	19	1	25	25	0
ABC NEWS	83	73	10	2	1	1	2	*	*	14	20	-6	30	26	4	16	11	5	20	16	4
6JJJ	299	309	-10	29	31	-2	67	65	2	131	144	-13	62	57	5	9	10	-1	1	2	-1
ABC FM	101	87	14	6	7	-1	2	2	0	21	13	8	23	19	4	19	15	4	30	31	-1
Total	1667	1670	-3	177	175	2	196	194	2	447	449	-2	393	394	-1	218	218	0	236	240	-4

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	128	110	18	70	60	10	77	66	11	92	72	20	77	69	8	31	33	-2	92	94	-2
6PR	156	151	5	120	109	11	93	91	2	67	77	-10	85	87	-2	49	52	-3	121	111	10
MIX 94.5	491	480	11	282	288	-6	239	239	0	295	302	-7	275	267	8	112	119	-7	306	284	22
HIT 92.9	476	473	3	293	300	-7	202	206	-4	280	281	-1	269	273	-4	111	119	-8	305	301	4
96FM	274	261	13	177	159	18	156	138	18	180	176	4	130	122	8	60	56	4	194	182	12
NOVA93.7	540	551	-11	370	366	4	245	243	2	325	327	-2	296	316	-20	124	148	-24	369	392	-23
ABC PER	212	211	1	159	157	2	111	108	3	110	111	-1	116	112	4	61	74	-13	165	158	7
6RN	63	67	-4	47	52	-5	27	25	2	26	32	-6	35	39	-4	22	20	2	42	50	-8
ABC NEWS	71	63	8	51	37	14	16	16	0	20	20	0	28	30	-2	14	17	-3	43	47	-4
6JJJ	278	285	-7	185	176	9	133	130	3	172	173	-1	186	187	-1	85	91	-6	185	175	10
ABC FM	89	76	13	57	47	10	43	35	8	43	36	7	54	39	15	31	20	11	60	51	9
Total	1638	1633	5	1363	1371	-8	1074	1080	-6	1249	1269	-20	1203	1234	-31	611	669	-58	1388	1393	-5