



# PERTH RADIO - SURVEY 6 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	5.5	4.6	0.9	1.2	1.6	-0.4	1.2	1.4	-0.2	1.1	1.5	-0.4	7.9	6.6	1.3	9.9	9.0	0.9	6.9	4.9	2.0
6PR	8.0	7.4	0.6	1.5	1.3	0.2	0.6	0.6	0.0	1.2	1.6	-0.4	7.0	6.1	0.9	14.5	12.2	2.3	17.6	18.3	-0.7
MIX 94.5	13.7	14.0	-0.3	13.5	9.4	4.1	8.7	13.9	-5.2	13.7	14.9	-1.2	18.7	17.9	0.8	17.3	20.1	-2.8	5.7	4.7	1.0
HIT 92.9	9.6	11.7	-2.1	22.8	30.5	-7.7	25.2	29.8	-4.6	15.0	16.0	-1.0	8.7	10.2	-1.5	1.4	1.6	-0.2	0.3	0.3	0.0
96FM	9.1	9.7	-0.6	4.6	3.0	1.6	10.0	10.0	0.0	12.4	12.7	-0.3	14.5	14.4	0.1	6.8	9.8	-3.0	0.9	1.4	-0.5
NOVA93.7	12.2	12.5	-0.3	38.1	35.8	2.3	19.7	23.0	-3.3	18.8	18.4	0.4	11.4	10.7	0.7	3.3	4.1	-0.8	0.6	0.3	0.3
ABC PER	9.1	9.3	-0.2	2.1	0.9	1.2	3.4	0.1	3.3	1.9	1.3	0.6	5.5	5.6	-0.1	13.0	13.7	-0.7	24.1	28.7	-4.6
6RN	1.8	1.2	0.6	0.7	*	*	*	*	*	0.6	0.4	0.2	0.8	0.8	0.0	2.3	1.5	0.8	5.3	3.8	1.5
ABC NEWS	1.7	1.6	0.1	0.2	0.2	0.0	*	0.1	*	1.7	0.8	0.9	1.8	2.7	-0.9	2.8	1.7	1.1	1.9	2.5	-0.6
6JJJ	9.6	9.2	0.4	9.0	7.6	1.4	19.8	16.6	3.2	22.3	21.2	1.1	6.2	6.9	-0.7	3.5	1.1	2.4	0.3	0.3	0.0
ABCFM	2.7	3.0	-0.3	0.2	0.1	0.1	0.6	0.8	-0.2	0.9	1.2	-0.3	1.0	2.1	-1.1	3.5	5.1	-1.6	8.5	6.9	1.6

## 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	5.4	4.6	0.8	4.5	3.9	0.6	6.2	5.0	1.2	5.8	5.2	0.6	5.1	4.4	0.7	4.8	3.4	1.4	6.0	4.6	1.4						
6PR	8.1	7.3	0.8	10.6	10.2	0.4	7.0	6.0	1.0	5.4	5.3	0.1	7.3	6.4	0.9	13.7	10.7	3.0	7.8	7.5	0.3						
MIX 94.5	14.5	14.4	0.1	12.3	12.0	0.3	16.4	15.7	0.7	16.2	15.1	1.1	13.2	14.5	-1.3	13.7	15.8	-2.1	10.8	12.7	-1.9						
HIT 92.9	9.9	11.9	-2.0	9.3	11.2	-1.9	8.9	10.7	-1.8	10.2	12.6	-2.4	13.1	14.4	-1.3	7.1	10.6	-3.5	8.5	10.7	-2.2						
96FM	9.3	10.1	-0.8	8.2	8.8	-0.6	10.5	11.9	-1.4	11.2	12.2	-1.0	8.7	7.9	0.8	5.2	6.1	-0.9	8.3	8.3	0.0						
NOVA93.7	12.3	12.3	0.0	14.2	13.4	0.8	9.4	10.2	-0.8	11.6	12.4	-0.8	14.6	14.5	0.1	11.4	10.2	1.2	11.9	13.3	-1.4						
ABC PER	8.7	9.2	-0.5	11.9	12.2	-0.3	8.1	9.6	-1.5	6.5	7.2	-0.7	6.1	6.8	-0.7	12.9	9.7	3.2	10.3	9.6	0.7						
6RN	1.7	1.2	0.5	2.2	1.7	0.5	1.6	0.8	0.8	1.3	0.8	0.5	2.0	1.6	0.4	1.7	1.5	0.2	1.9	1.4	0.5						
ABC NEWS	1.5	1.5	0.0	2.4	2.3	0.1	1.4	1.1	0.3	0.8	1.1	-0.3	1.2	1.4	-0.2	2.4	1.9	0.5	2.2	2.0	0.2						
6JJJ	10.0	9.9	0.1	9.2	9.5	-0.3	8.8	9.9	-1.1	11.4	10.8	0.6	11.0	10.1	0.9	9.0	7.4	1.6	8.3	7.1	1.2						
ABCFM	2.6	2.8	-0.2	2.4	2.8	-0.4	3.3	3.0	0.3	2.3	2.7	-0.4	2.2	2.9	-0.7	2.8	3.1	-0.3	3.2	3.4	-0.2						

EMBARGOED UNTIL 9:30AM (AEDT)



# PERTH RADIO - SURVEY 6 2017

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	10	2	*	*	*	*	*	*	1	1	0	5	4	1	3	3	0	3	2	1
6PR	17	16	1	*	*	*	*	*	*	1	1	0	4	3	1	5	4	1	7	8	-1
MIX 94.5	29	31	-2	2	1	1	1	3	-2	7	8	-1	11	10	1	6	6	0	2	2	0
HIT 92.9	21	26	-5	3	5	-2	4	6	-2	7	9	-2	5	6	-1	*	1	*	*	*	*
96FM	20	21	-1	1	*	*	2	2	0	6	7	-1	8	8	0	2	3	-1	*	1	*
NOVA93.7	26	27	-1	6	6	0	3	4	-1	9	10	-1	7	6	1	1	1	0	*	*	*
ABC PER	20	20	0	*	*	*	1	*	*	1	1	0	3	3	0	4	4	0	10	12	-2
6RN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
ABC NEWS	4	4	0	*	*	*	*	*	*	1	*	*	1	2	-1	1	1	0	1	1	0
6JJJ	21	20	1	1	1	0	3	3	0	11	11	0	4	4	0	1	*	*	*	*	*
ABCFM	6	7	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	2	-1	4	3	1
Total	215	219	-4	15	16	-1	17	19	-2	49	54	-5	58	57	1	34	31	3	41	42	-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	11	1	15	13	2	20	17	3	17	16	1	12	10	2	3	2	1	10	8	2
6PR	19	17	2	35	33	2	22	20	2	16	16	0	17	15	2	9	7	2	13	13	0
MIX 94.5	34	34	0	41	39	2	52	52	0	47	45	2	31	34	-3	9	11	-2	18	22	-4
HIT 92.9	23	28	-5	31	37	-6	28	36	-8	30	38	-8	31	34	-3	5	7	-2	14	19	-5
96FM	22	24	-2	27	29	-2	33	40	-7	33	37	-4	21	19	2	3	4	-1	14	14	0
NOVA93.7	29	29	0	47	44	3	30	34	-4	34	37	-3	35	34	1	8	7	1	20	23	-3
ABC PER	20	22	-2	39	40	-1	26	32	-6	19	22	-3	15	16	-1	9	7	2	17	17	0
6RN	4	3	1	7	5	2	5	3	2	4	2	2	5	4	1	1	1	0	3	2	1
ABC NEWS	4	4	0	8	8	0	5	4	1	2	3	-1	3	3	0	2	1	1	4	4	0
6JJJ	23	23	0	30	31	-1	28	33	-5	33	33	0	26	24	2	6	5	1	14	12	2
ABCFM	6	7	-1	8	9	-1	11	10	1	7	8	-1	5	7	-2	2	2	0	5	6	-1
Total	234	238	-4	329	326	3	319	334	-15	292	301	-9	238	236	2	66	68	-2	169	173	-4



# PERTH RADIO - SURVEY 6 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	145	154	-9	8	7	1	4	6	-2	12	17	-5	39	43	-4	43	41	2	38	40	-2
6PR	161	165	-4	11	10	1	4	4	0	17	22	-5	46	41	5	33	32	1	51	57	-6
MIX 94.5	495	521	-26	64	62	2	53	69	-16	121	136	-15	138	136	2	80	79	1	38	39	-1
HIT 92.9	494	514	-20	99	102	-3	99	117	-18	172	173	-1	94	92	2	25	24	1	4	5	-1
96FM	324	342	-18	23	18	5	36	29	7	93	115	-22	123	118	5	40	48	-8	11	13	-2
NOVA93.7	558	546	12	113	116	-3	107	100	7	191	190	1	120	111	9	21	25	-4	6	4	2
ABC PER	243	251	-8	9	7	2	4	3	1	28	25	3	48	55	-7	59	63	-4	95	98	-3
6RN	71	66	5	3	2	1	*	*	*	8	8	0	17	18	-1	15	15	0	28	24	4
ABC NEWS	77	85	-8	4	3	1	1	2	-1	17	14	3	19	31	-12	14	17	-3	21	18	3
6JJJ	350	320	30	49	44	5	79	67	12	147	139	8	51	57	-6	21	11	10	2	2	0
ABCFM	94	104	-10	3	5	-2	4	5	-1	18	21	-3	12	21	-9	20	20	0	37	32	5
Total	1672	1669	3	181	179	2	198	200	-2	444	446	-2	392	391	1	220	219	1	236	235	1

## 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	130	135	-5	72	69	3	76	78	-2	84	92	-8	65	68	-3	42	35	7	105	98	7
6PR	147	149	-2	113	118	-5	85	83	2	74	73	1	91	84	7	60	50	10	112	118	-6
MIX 94.5	463	477	-14	258	265	-7	218	236	-18	286	270	16	237	252	-15	133	138	-5	267	307	-40
HIT 92.9	456	480	-24	261	284	-23	187	206	-19	245	280	-35	281	286	-5	118	123	-5	303	319	-16
96FM	291	306	-15	157	173	-16	154	180	-26	183	197	-14	159	157	2	57	65	-8	196	207	-11
NOVA93.7	518	509	9	346	356	-10	200	206	-6	294	297	-3	302	283	19	150	134	16	356	355	1
ABC PER	217	223	-6	157	170	-13	132	134	-2	122	120	2	101	110	-9	73	65	8	180	184	-4
6RN	63	60	3	39	39	0	29	28	1	33	29	4	38	32	6	20	21	-1	51	43	8
ABC NEWS	67	75	-8	51	57	-6	31	25	6	24	27	-3	26	33	-7	24	27	-3	50	48	2
6JJJ	322	298	24	195	194	1	152	136	16	204	190	14	204	188	16	91	85	6	200	198	2
ABCFM	88	91	-3	49	52	-3	50	48	2	53	55	-2	43	52	-9	23	29	-6	61	71	-10
Total	1640	1639	1	1332	1330	2	1067	1080	-13	1237	1237	0	1231	1203	28	650	646	4	1384	1406	-22