



PERTH RADIO - SURVEY 7 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	5.5	-0.5	0.8	1.2	-0.4	*	1.2	*	1.3	1.1	0.2	4.2	7.9	-3.7	11.0	9.9	1.1	8.7	6.9	1.8
6PR	7.9	8.0	-0.1	1.8	1.5	0.3	3.6	0.6	3.0	3.0	1.2	1.8	9.8	7.0	2.8	9.8	14.5	-4.7	13.0	17.6	-4.6
MIX 94.5	14.1	13.7	0.4	14.9	13.5	1.4	8.5	8.7	-0.2	11.8	13.7	-1.9	20.9	18.7	2.2	17.2	17.3	-0.1	7.2	5.7	1.5
HIT 92.9	7.8	9.6	-1.8	20.2	22.8	-2.6	20.4	25.2	-4.8	12.1	15.0	-2.9	6.5	8.7	-2.2	1.2	1.4	-0.2	0.3	0.3	0.0
96FM	10.6	9.1	1.5	7.7	4.6	3.1	8.0	10.0	-2.0	12.6	12.4	0.2	19.1	14.5	4.6	8.3	6.8	1.5	1.3	0.9	0.4
NOVA93.7	12.7	12.2	0.5	34.8	38.1	-3.3	23.2	19.7	3.5	19.5	18.8	0.7	12.5	11.4	1.1	4.0	3.3	0.7	0.7	0.6	0.1
ABC PER	8.0	9.1	-1.1	1.5	2.1	-0.6	3.7	3.4	0.3	2.2	1.9	0.3	5.5	5.5	0.0	10.4	13.0	-2.6	19.9	24.1	-4.2
6RN	2.3	1.8	0.5	0.6	0.7	-0.1	0.2	*	*	0.5	0.6	-0.1	0.4	0.8	-0.4	4.0	2.3	1.7	6.8	5.3	1.5
ABC NEWS	1.7	1.7	0.0	0.3	0.2	0.1	0.3	*	*	1.4	1.7	-0.3	0.9	1.8	-0.9	1.9	2.8	-0.9	3.9	1.9	2.0
6JJB	9.8	9.6	0.2	8.5	9.0	-0.5	21.1	19.8	1.3	22.9	22.3	0.6	6.7	6.2	0.5	3.0	3.5	-0.5	0.2	0.3	-0.1
ABCFM	2.7	2.7	0.0	1.0	0.2	0.8	0.8	0.6	0.2	0.9	0.9	0.0	0.7	1.0	-0.3	2.5	3.5	-1.0	9.0	8.5	0.5

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	4.8	5.4	-0.6	4.5	4.5	0.0	5.7	6.2	-0.5	4.8	5.8	-1.0	4.8	5.1	-0.3	4.0	4.8	-0.8	5.5	6.0	-0.5
6PR	8.4	8.1	0.3	11.0	10.6	0.4	7.6	7.0	0.6	5.4	5.4	0.0	8.1	7.3	0.8	11.3	13.7	-2.4	6.2	7.8	-1.6
MIX 94.5	14.7	14.5	0.2	12.2	12.3	-0.1	16.1	16.4	-0.3	17.5	16.2	1.3	14.0	13.2	0.8	12.1	13.7	-1.6	12.1	10.8	1.3
HIT 92.9	7.7	9.9	-2.2	7.0	9.3	-2.3	6.6	8.9	-2.3	8.0	10.2	-2.2	9.9	13.1	-3.2	7.2	7.1	0.1	8.1	8.5	-0.4
96FM	10.7	9.3	1.4	9.4	8.2	1.2	12.6	10.5	2.1	12.6	11.2	1.4	9.5	8.7	0.8	6.3	5.2	1.1	10.3	8.3	2.0
NOVA93.7	13.1	12.3	0.8	14.0	14.2	-0.2	11.1	9.4	1.7	12.5	11.6	0.9	14.7	14.6	0.1	13.2	11.4	1.8	11.7	11.9	-0.2
ABC PER	8.0	8.7	-0.7	11.8	11.9	-0.1	6.3	8.1	-1.8	5.9	6.5	-0.6	6.0	6.1	-0.1	11.3	12.9	-1.6	7.8	10.3	-2.5
6RN	2.2	1.7	0.5	2.6	2.2	0.4	2.1	1.6	0.5	1.7	1.3	0.4	2.4	2.0	0.4	2.4	1.7	0.7	2.5	1.9	0.6
ABC NEWS	1.6	1.5	0.1	2.3	2.4	-0.1	1.3	1.4	-0.1	0.7	0.8	-0.1	1.3	1.2	0.1	3.6	2.4	1.2	2.0	2.2	-0.2
6JJB	9.7	10.0	-0.3	9.6	9.2	0.4	8.1	8.8	-0.7	10.3	11.4	-1.1	11.5	11.0	0.5	8.0	9.0	-1.0	10.0	8.3	1.7
ABCFM	2.6	2.6	0.0	2.4	2.4	0.0	2.9	3.3	-0.4	1.8	2.3	-0.5	3.0	2.2	0.8	3.8	2.8	1.0	3.3	3.2	0.1



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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	2	5	-3	4	3	1	4	3	1
6PR	18	17	1	*	*	*	1	*	*	1	1	0	6	4	2	4	5	-1	6	7	-1
MIX 94.5	32	29	3	2	2	0	2	1	1	6	7	-1	12	11	1	6	6	0	3	2	1
HIT 92.9	17	21	-4	3	3	0	4	4	0	6	7	-1	4	5	-1	*	*	*	*	*	*
96FM	24	20	4	1	1	0	2	2	0	6	6	0	11	8	3	3	2	1	1	*	*
NOVA93.7	29	26	3	5	6	-1	4	3	1	10	9	1	7	7	0	1	1	0	*	*	*
ABC PER	18	20	-2	*	*	*	1	1	0	1	1	0	3	3	0	4	4	0	9	10	-1
6RN	5	4	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1
ABC NEWS	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	1	1
6JJJ	22	21	1	1	1	0	4	3	1	12	11	1	4	4	0	1	1	0	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	4	4	0
Total	225	215	10	15	15	0	19	17	2	50	49	1	59	58	1	37	34	3	44	41	3

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	16	15	1	18	20	-2	14	17	-3	12	12	0	3	3	0	10	10	0
6PR	20	19	1	39	35	4	25	22	3	16	16	0	21	17	4	8	9	-1	11	13	-2
MIX 94.5	36	34	2	43	41	2	52	52	0	51	47	4	35	31	4	8	9	-1	22	18	4
HIT 92.9	19	23	-4	25	31	-6	21	28	-7	23	30	-7	25	31	-6	5	5	0	15	14	1
96FM	26	22	4	33	27	6	41	33	8	37	33	4	24	21	3	4	3	1	19	14	5
NOVA93.7	32	29	3	49	47	2	36	30	6	37	34	3	37	35	2	9	8	1	21	20	1
ABC PER	19	20	-1	42	39	3	21	26	-5	17	19	-2	15	15	0	8	9	-1	14	17	-3
6RN	5	4	1	9	7	2	7	5	2	5	4	1	6	5	1	2	1	1	4	3	1
ABC NEWS	4	4	0	8	8	0	4	5	-1	2	2	0	3	3	0	2	2	0	4	4	0
6JJJ	23	23	0	34	30	4	26	28	-2	30	33	-3	29	26	3	5	6	-1	18	14	4
ABCFM	6	6	0	8	8	0	9	11	-2	5	7	-2	8	5	3	3	2	1	6	5	1
Total	242	234	8	353	329	24	324	319	5	292	292	0	253	238	15	68	66	2	183	169	14



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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	128	145	-17	3	8	-5	*	4	*	17	12	5	27	39	-12	41	43	-2	40	38	2
6PR	180	161	19	8	11	-3	11	4	7	20	17	3	57	46	11	32	33	-1	51	51	0
MIX 94.5	510	495	15	61	64	-3	53	53	0	123	121	2	157	138	19	79	80	-1	36	38	-2
HIT 92.9	461	494	-33	94	99	-5	91	99	-8	164	172	-8	89	94	-5	18	25	-7	5	4	1
96FM	335	324	11	28	23	5	40	36	4	98	93	5	120	123	-3	38	40	-2	11	11	0
NOVA93.7	557	558	-1	111	113	-2	98	107	-9	189	191	-2	119	120	-1	30	21	9	9	6	3
ABC PER	259	243	16	8	9	-1	10	4	6	32	28	4	63	48	15	54	59	-5	91	95	-4
6RN	76	71	5	1	3	-2	1	*	*	9	8	1	14	17	-3	21	15	6	29	28	1
ABC NEWS	81	77	4	4	4	0	4	1	3	12	17	-5	17	19	-2	19	14	5	27	21	6
6JJJ	342	350	-8	36	49	-13	83	79	4	141	147	-6	56	51	5	21	21	0	5	2	3
ABCFM	90	94	-4	2	3	-1	6	4	2	17	18	-1	10	12	-2	15	20	-5	39	37	2
Total	1670	1672	-2	182	181	1	193	198	-5	444	444	0	390	392	-2	221	220	1	240	236	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	112	130	-18	65	72	-7	67	76	-9	72	84	-12	71	65	6	33	42	-9	91	105	-14
6PR	168	147	21	131	113	18	87	85	2	88	74	14	100	91	9	58	60	-2	112	112	0
MIX 94.5	472	463	9	263	258	5	226	218	8	294	286	8	266	237	29	128	133	-5	294	267	27
HIT 92.9	411	456	-45	249	261	-12	179	187	-8	235	245	-10	249	281	-32	116	118	-2	288	303	-15
96FM	302	291	11	195	157	38	162	154	8	194	183	11	173	159	14	74	57	17	209	196	13
NOVA93.7	511	518	-7	324	346	-22	216	200	16	287	294	-7	294	302	-8	168	150	18	349	356	-7
ABC PER	228	217	11	167	157	10	124	132	-8	117	122	-5	109	101	8	71	73	-2	179	180	-1
6RN	67	63	4	42	39	3	32	29	3	36	33	3	40	38	2	27	20	7	56	51	5
ABC NEWS	72	67	5	47	51	-4	30	31	-1	27	24	3	26	26	0	23	24	-1	45	50	-5
6JJJ	317	322	-5	205	195	10	158	152	6	194	204	-10	223	204	19	94	91	3	223	200	23
ABCFM	82	88	-6	50	49	1	43	50	-7	43	53	-10	45	43	2	25	23	2	58	61	-3
Total	1646	1640	6	1356	1332	24	1088	1067	21	1248	1237	11	1255	1231	24	697	650	47	1408	1384	24