



PERTH RADIO - SURVEY 8 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	4.5	4.5	0.0	1.4	0.7	0.7	0.1	0.1	0.0	0.4	0.9	-0.5	5.9	5.1	0.8	10.4	11.2	-0.8	5.9	5.4	0.5
6PR	7.8	8.7	-0.9	1.8	1.6	0.2	0.1	0.8	-0.7	2.6	2.2	0.4	8.0	10.0	-2.0	11.6	11.8	-0.2	16.5	18.5	-2.0
MIX 94.5	15.0	15.2	-0.2	13.5	12.7	0.8	12.2	11.8	0.4	15.1	12.4	2.7	19.7	21.4	-1.7	19.5	21.4	-1.9	6.6	6.8	-0.2
hit92.9	9.8	9.7	0.1	28.3	25.9	2.4	23.8	21.9	1.9	17.1	15.8	1.3	5.1	7.2	-2.1	1.4	2.5	-1.1	1.3	0.9	0.4
96FM	7.7	8.0	-0.3	3.8	6.3	-2.5	10.3	9.2	1.1	8.7	9.0	-0.3	9.7	12.2	-2.5	9.6	7.2	2.4	2.0	1.5	0.5
NOVA93.7	12.0	11.9	0.1	29.9	35.9	-6.0	16.1	14.9	1.2	20.2	19.5	0.7	10.8	11.6	-0.8	5.8	3.7	2.1	1.3	0.6	0.7
ABC720	9.6	9.0	0.6	1.5	1.6	-0.1	2.1	3.2	-1.1	2.8	2.6	0.2	7.4	5.6	1.8	14.2	12.7	1.5	23.4	23.3	0.1
6RN	1.9	1.7	0.2	1.1	0.6	0.5	*	0.2	*	0.9	0.8	0.1	2.2	2.1	0.1	3.1	2.5	0.6	2.9	2.4	0.5
NEWSR	1.0	0.8	0.2	0.2	0.1	0.1	0.2	0.2	0.0	1.1	0.4	0.7	1.4	0.7	0.7	1.0	1.2	-0.2	0.9	1.5	-0.6
6JJJ	11.3	11.3	0.0	8.2	6.2	2.0	29.7	29.3	0.4	19.7	22.4	-2.7	11.4	10.4	1.0	2.6	2.8	-0.2	0.1	*	*
ABC FM	3.5	3.9	-0.4	0.4	0.7	-0.3	0.4	0.2	0.2	1.1	2.6	-1.5	2.5	2.5	0.0	4.0	4.1	-0.1	9.7	10.0	-0.3

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	4.2	4.2	0.0	4.1	4.0	0.1	4.3	4.6	-0.3	4.0	4.5	-0.5	4.0	3.7	0.3	5.5	3.2	2.3	5.7	5.8	-0.1						
6PR	8.0	8.7	-0.7	9.0	10.1	-1.1	7.7	8.8	-1.1	6.8	7.1	-0.3	7.5	7.2	0.3	10.8	11.5	-0.7	7.2	8.9	-1.7						
MIX 94.5	15.4	15.5	-0.1	12.5	13.0	-0.5	17.2	17.6	-0.4	19.4	18.6	0.8	14.1	15.0	-0.9	10.2	9.3	0.9	13.6	14.1	-0.5						
hit92.9	10.0	10.2	-0.2	7.8	8.8	-1.0	10.1	9.2	0.9	11.0	10.8	0.2	12.1	13.6	-1.5	10.1	8.9	1.2	9.1	8.3	0.8						
96FM	7.6	7.8	-0.2	6.9	6.9	0.0	7.8	8.0	-0.2	8.5	9.3	-0.8	7.1	6.5	0.6	8.2	8.3	-0.1	7.8	8.3	-0.5						
NOVA93.7	12.4	12.3	0.1	13.6	14.0	-0.4	10.1	9.8	0.3	11.9	11.3	0.6	14.9	15.4	-0.5	11.6	10.8	0.8	10.6	10.5	0.1						
ABC720	9.8	8.9	0.9	15.0	12.8	2.2	8.4	7.2	1.2	5.7	5.6	0.1	6.7	6.5	0.2	14.9	15.8	-0.9	9.0	9.2	-0.2						
6RN	1.9	1.6	0.3	3.0	2.1	0.9	1.2	1.1	0.1	1.3	1.1	0.2	1.9	1.9	0.0	1.9	2.4	-0.5	2.0	1.8	0.2						
NEWSR	0.9	0.7	0.2	1.4	1.3	0.1	0.7	0.5	0.2	0.4	0.2	0.2	0.9	0.5	0.4	1.5	1.6	-0.1	1.3	0.9	0.4						
6JJJ	11.4	11.9	-0.5	11.3	11.5	-0.2	11.1	12.0	-0.9	12.6	13.2	-0.6	12.3	11.9	0.4	7.2	8.4	-1.2	10.9	9.4	1.5						
ABC FM	3.3	3.7	-0.4	3.2	3.7	-0.5	3.2	3.8	-0.6	3.0	3.6	-0.6	3.6	3.7	-0.1	4.1	3.9	0.2	4.1	4.3	-0.2						

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



PERTH RADIO - SURVEY 8 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	10	10	0	*	*	*	*	*	*	*	*	*	3	3	0	4	4	0	3	2	1
6PR	17	19	-2	*	*	*	*	*	*	1	1	0	5	6	-1	4	5	-1	7	7	0
MIX 94.5	33	33	0	2	2	0	3	2	1	7	6	1	11	12	-1	7	8	-1	3	3	0
hit92.9	21	21	0	4	4	0	5	4	1	8	8	0	3	4	-1	*	1	*	1	*	*
96FM	17	17	0	1	1	0	2	2	0	4	4	0	6	7	-1	3	3	0	1	1	0
NOVA93.7	26	26	0	4	5	-1	3	3	0	10	10	0	6	7	-1	2	1	1	1	*	*
ABC720	21	20	1	*	*	*	*	1	*	1	1	0	4	3	1	5	5	0	10	9	1
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	2	2	0	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	1	*
6J JJ	25	25	0	1	1	0	6	6	0	10	11	-1	7	6	1	1	1	0	*	*	*
ABCFM	8	8	0	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1	4	4	0
Total	219	219	0	14	14	0	21	20	1	49	49	0	57	56	1	35	38	-3	42	41	1

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	10	10	0	14	14	0	14	15	-1	11	13	-2	9	8	1	4	2	2	10	10	0
6PR	19	20	-1	31	35	-4	25	29	-4	19	21	-2	17	16	1	8	8	0	13	16	-3
MIX 94.5	36	37	-1	44	45	-1	56	57	-1	54	54	0	32	34	-2	7	6	1	24	25	-1
hit92.9	23	24	-1	27	30	-3	33	30	3	31	31	0	27	31	-4	7	6	1	16	15	1
96FM	18	18	0	24	24	0	25	26	-1	24	27	-3	16	15	1	6	6	0	14	15	-1
NOVA93.7	29	29	0	47	48	-1	33	32	1	33	33	0	33	35	-2	8	7	1	19	19	0
ABC720	23	21	2	52	44	8	27	23	4	16	16	0	15	15	0	11	11	0	16	16	0
6RN	4	4	0	10	7	3	4	4	0	4	3	1	4	4	0	1	2	-1	4	3	1
NEWSR	2	2	0	5	4	1	2	1	1	1	1	0	2	1	1	1	1	0	2	2	0
6J JJ	27	28	-1	39	40	-1	36	39	-3	36	38	-2	28	27	1	5	6	-1	19	17	2
ABCFM	8	9	-1	11	13	-2	10	12	-2	9	10	-1	8	8	0	3	3	0	7	8	-1
Total	235	236	-1	349	344	5	323	323	0	281	289	-8	225	228	-3	72	69	3	179	178	1

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



PERTH RADIO - SURVEY 8 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	139	128	11	12	10	2	1	2	-1	8	12	-4	36	31	5	45	41	4	37	31	6
6PR	185	183	2	12	15	-3	2	5	-3	33	27	6	42	39	3	42	41	1	54	57	-3
MIX 94.5	476	487	-11	53	62	-9	45	49	-4	125	109	16	149	155	-6	74	79	-5	31	32	-1
hit92.9	456	472	-16	101	93	8	97	102	-5	163	155	8	73	94	-21	17	20	-3	5	9	-4
96FM	290	278	12	18	27	-9	35	32	3	99	85	14	87	89	-2	40	35	5	10	10	0
NOVA93.7	511	511	0	109	123	-14	91	90	1	176	180	-4	100	96	4	27	18	9	8	3	5
ABC720	289	276	13	9	14	-5	9	14	-5	45	39	6	71	64	7	58	56	2	97	89	8
6RN	72	80	-8	3	5	-2	*	2	*	12	11	1	18	25	-7	16	20	-4	22	17	5
NEWSR	63	60	3	3	4	-1	2	5	-3	23	14	9	15	14	1	10	9	1	11	14	-3
6JJJ	302	318	-16	25	23	2	83	83	0	115	134	-19	66	61	5	12	16	-4	2	1	1
ABC FM	101	108	-7	6	7	-1	3	2	1	22	24	-2	26	24	2	11	21	-10	32	29	3
Total	1601	1599	2	168	173	-5	191	191	0	419	416	3	383	375	8	214	218	-4	226	225	1

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	117	106	11	72	64	8	58	48	10	68	63	5	64	59	5	41	30	11	94	89	5						
6PR	175	168	7	128	117	11	84	87	-3	87	89	-2	106	107	-1	58	63	-5	123	128	-5						
MIX 94.5	424	442	-18	269	284	-15	221	242	-21	254	276	-22	228	248	-20	111	120	-9	302	307	-5						
hit92.9	423	441	-18	250	258	-8	186	187	-1	244	248	-4	245	268	-23	117	122	-5	276	281	-5						
96FM	261	248	13	139	138	1	119	109	10	140	136	4	126	124	2	57	66	-9	172	173	-1						
NOVA93.7	485	476	9	341	310	31	203	195	8	278	278	0	280	272	8	154	126	28	332	323	9						
ABC720	264	238	26	198	170	28	141	123	18	124	117	7	107	105	2	87	86	1	184	191	-7						
6RN	67	72	-5	48	44	4	32	32	0	33	31	2	28	29	-1	21	24	-3	51	49	2						
NEWSR	54	48	6	37	31	6	20	22	-2	19	14	5	22	16	6	17	13	4	40	33	7						
6JJJ	280	303	-23	204	193	11	146	153	-7	173	176	-3	182	192	-10	87	102	-15	195	198	-3						
ABC FM	91	102	-11	50	57	-7	45	54	-9	58	66	-8	61	64	-3	33	30	3	72	69	3						
Total	1564	1569	-5	1318	1297	21	1030	1039	-9	1150	1172	-22	1185	1194	-9	702	690	12	1371	1361	10						

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