



PERTH RADIO - SURVEY 8 2016

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	4.2	5.0	-0.8	3.4	3.4	0.0	3.8	1.8	2.0	1.4	1.9	-0.5	3.7	5.8	-2.1	8.1	9.3	-1.2	5.3	6.1	-0.8
6PR	8.2	7.6	0.6	5.0	4.1	0.9	0.2	0.4	-0.2	2.6	2.6	0.0	9.7	7.1	2.6	11.2	10.8	0.4	14.7	16.2	-1.5
MIX 94.5	15.7	16.9	-1.2	13.5	18.5	-5.0	10.5	10.1	0.4	13.9	13.1	0.8	23.1	24.9	-1.8	18.5	25.1	-6.6	8.8	7.5	1.3
HIT 92.9	11.4	11.6	-0.2	23.6	22.8	0.8	26.5	22.4	4.1	23.5	22.3	1.2	8.0	9.6	-1.6	1.0	1.6	-0.6	0.4	0.5	-0.1
96FM	6.9	7.4	-0.5	5.0	3.9	1.1	5.3	8.1	-2.8	7.0	10.5	-3.5	11.5	10.1	1.4	8.2	6.1	2.1	1.2	2.1	-0.9
NOVA93.7	11.8	11.2	0.6	26.5	25.7	0.8	14.0	11.9	2.1	18.9	16.8	2.1	13.9	11.9	2.0	4.1	7.0	-2.9	1.0	1.4	-0.4
ABC720	9.1	8.6	0.5	1.8	1.8	0.0	2.1	2.9	-0.8	2.8	2.5	0.3	6.3	6.4	-0.1	15.5	13.1	2.4	20.1	19.8	0.3
6RN	1.6	1.5	0.1	0.8	1.0	-0.2	*	*	*	0.4	0.4	0.0	1.5	0.9	0.6	2.1	1.4	0.7	3.6	4.3	-0.7
NEWSR	1.1	1.2	-0.1	0.9	0.5	0.4	1.1	1.0	0.1	0.7	0.9	-0.2	0.8	1.1	-0.3	1.6	1.3	0.3	1.5	1.7	-0.2
6JJJ	8.6	9.4	-0.8	8.5	10.0	-1.5	27.6	27.0	0.6	16.4	16.9	-0.5	6.8	8.0	-1.2	2.1	2.2	-0.1	0.1	0.1	0.0
ABC FM	2.8	2.9	-0.1	0.5	0.9	-0.4	0.5	0.4	0.1	0.9	1.4	-0.5	1.0	1.6	-0.6	2.0	1.6	0.4	9.8	9.2	0.6

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	4.0	4.9	-0.9	3.6	3.6	0.0	4.9	6.2	-1.3	5.2	6.0	-0.8	2.6	3.7	-1.1	2.3	3.9	-1.6	4.7	5.3	-0.6
6PR	8.5	7.8	0.7	11.2	10.0	1.2	8.5	8.0	0.5	6.1	5.6	0.5	7.6	6.8	0.8	9.7	8.4	1.3	7.3	7.2	0.1
MIX 94.5	16.1	17.1	-1.0	12.5	14.6	-2.1	17.9	17.5	0.4	19.1	19.1	0.0	16.6	18.4	-1.8	12.8	15.7	-2.9	14.4	16.3	-1.9
HIT 92.9	11.5	11.5	0.0	10.4	11.4	-1.0	11.2	10.4	0.8	12.8	12.7	0.1	13.6	12.9	0.7	7.6	8.3	-0.7	11.1	11.9	-0.8
96FM	7.2	7.7	-0.5	6.1	6.7	-0.6	7.6	8.6	-1.0	8.4	9.3	-0.9	7.0	6.7	0.3	5.5	4.9	0.6	6.2	6.4	-0.2
NOVA93.7	11.9	11.3	0.6	12.3	11.9	0.4	9.6	9.0	0.6	11.8	11.3	0.5	13.7	12.9	0.8	13.8	12.8	1.0	11.2	10.6	0.6
ABC720	9.1	8.7	0.4	13.0	11.7	1.3	8.4	8.5	-0.1	7.4	6.8	0.6	6.6	5.9	0.7	8.6	10.7	-2.1	9.3	8.2	1.1
6RN	1.6	1.3	0.3	2.4	1.6	0.8	1.2	1.1	0.1	0.8	0.7	0.1	1.9	1.7	0.2	2.1	2.1	0.0	1.6	1.9	-0.3
NEWSR	1.1	1.2	-0.1	1.6	2.0	-0.4	0.8	0.9	-0.1	0.7	0.8	-0.1	0.6	0.8	-0.2	2.1	1.8	0.3	1.1	1.1	0.0
6JJJ	8.7	9.6	-0.9	8.7	9.2	-0.5	8.6	9.6	-1.0	8.1	9.0	-0.9	10.9	11.3	-0.4	7.2	9.3	-2.1	8.3	8.8	-0.5
ABC FM	2.6	2.9	-0.3	2.9	3.1	-0.2	2.6	2.5	0.1	2.1	2.1	0.0	2.5	3.3	-0.8	3.7	4.8	-1.1	3.6	3.0	0.6

Please note: Listening via streaming to all radio stations is included in these results.



PERTH RADIO - SURVEY 8 2016

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	11	-1	1	1	0	1	*	*	1	1	0	2	3	-1	3	3	0	2	3	-1
6PR	19	17	2	1	1	0	*	*	*	1	1	0	6	4	2	4	4	0	7	7	0
MIX 94.5	36	37	-1	2	3	-1	2	2	0	7	7	0	14	14	0	7	8	-1	4	3	1
HIT 92.9	26	26	0	4	4	0	5	4	1	12	11	1	5	6	-1	*	1	*	*	*	*
96FM	16	16	0	1	1	0	1	2	-1	4	5	-1	7	6	1	3	2	1	1	1	0
NOVA93.7	27	25	2	4	4	0	3	2	1	10	8	2	8	7	1	2	2	0	*	1	*
ABC720	21	19	2	*	*	*	*	1	*	1	1	0	4	4	0	6	4	2	9	9	0
6RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	2	2	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	1	1	0
6JJJ	20	21	-1	1	2	-1	5	5	0	8	8	0	4	5	-1	1	1	0	*	*	*
ABC FM	6	6	0	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	4	4	0
Total	226	221	5	16	16	0	18	20	-2	51	50	1	59	58	1	37	33	4	45	44	1

Average Audience (000's) by Session, P10+ [Potential: 1737]

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	12	-2	13	12	1	16	20	-4	16	18	-2	6	9	-3	2	3	-1	9	9	0
6PR	21	19	2	39	34	5	29	26	3	19	17	2	18	16	2	7	6	1	13	13	0
MIX 94.5	39	41	-2	43	50	-7	60	57	3	58	57	1	40	44	-4	9	11	-2	26	29	-3
HIT 92.9	28	28	0	36	39	-3	38	34	4	39	38	1	33	31	2	5	6	-1	20	21	-1
96FM	17	18	-1	21	23	-2	26	28	-2	25	28	-3	17	16	1	4	3	1	11	11	0
NOVA93.7	29	27	2	42	41	1	32	29	3	36	34	2	33	31	2	10	9	1	20	19	1
ABC720	22	21	1	45	40	5	28	28	0	22	20	2	16	14	2	6	7	-1	17	15	2
6RN	4	3	1	8	6	2	4	4	0	2	2	0	5	4	1	1	1	0	3	3	0
NEWSR	3	3	0	6	7	-1	3	3	0	2	2	0	1	2	-1	1	1	0	2	2	0
6JJJ	21	23	-2	30	32	-2	29	31	-2	24	27	-3	27	27	0	5	6	-1	15	16	-1
ABC FM	6	7	-1	10	11	-1	9	8	1	6	6	0	6	8	-2	3	3	0	7	5	2
Total	244	239	5	346	342	4	337	325	12	303	297	6	244	239	5	70	69	1	182	176	6

Please note: Listening via streaming to all radio stations is included in these results.



PERTH RADIO - SURVEY 8 2016

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	118	128	-10	8	7	1	9	6	3	7	14	-7	26	35	-9	33	30	3	35	36	-1
6PR	181	175	6	14	10	4	2	6	-4	28	22	6	54	49	5	32	29	3	52	59	-7
MIX 94.5	574	582	-8	65	67	-2	58	62	-4	151	137	14	182	183	-1	78	94	-16	40	39	1
HIT 92.9	534	537	-3	107	103	4	110	99	11	210	209	1	88	101	-13	12	16	-4	7	10	-3
96FM	297	325	-28	25	29	-4	29	37	-8	101	112	-11	95	88	7	35	45	-10	12	14	-2
NOVA93.7	553	542	11	117	118	-1	89	80	9	176	172	4	126	123	3	31	39	-8	13	10	3
ABC720	289	285	4	10	9	1	11	18	-7	42	42	0	56	62	-6	73	64	9	96	91	5
6RN	68	58	10	4	3	1	*	1	*	7	5	2	18	14	4	17	13	4	21	21	0
NEWSR	73	68	5	4	3	1	3	3	0	13	13	0	16	17	-1	18	13	5	20	19	1
6J JJ	367	365	2	29	30	-1	90	97	-7	152	151	1	75	68	7	17	17	0	4	2	2
ABC FM	89	93	-4	6	9	-3	7	5	2	22	23	-1	11	18	-7	12	7	5	30	30	0
Total	1649	1650	-1	177	180	-3	193	197	-4	441	439	2	389	388	1	213	212	1	235	234	1

Cumulative Audience (000's) by Session, P10+ [Potential: 1737]

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	99	108	-9	55	63	-8	58	71	-13	69	76	-7	51	59	-8	17	20	-3	83	87	-4							
6PR	166	161	5	130	122	8	94	91	3	87	90	-3	96	92	4	59	53	6	112	116	-4							
MIX 94.5	509	534	-25	293	312	-19	248	256	-8	320	337	-17	301	327	-26	138	146	-8	363	355	8							
HIT 92.9	494	482	12	276	279	-3	230	208	22	286	287	-1	296	290	6	120	116	4	324	341	-17							
96FM	263	279	-16	145	142	3	125	125	0	151	165	-14	134	134	0	60	61	-1	168	184	-16							
NOVA93.7	518	504	14	322	317	5	226	205	21	284	278	6	293	280	13	161	148	13	349	329	20							
ABC720	267	261	6	203	192	11	137	129	8	140	130	10	125	109	16	59	76	-17	196	193	3							
6RN	59	50	9	42	32	10	32	27	5	26	21	5	30	25	5	21	19	2	41	33	8							
NEWSR	68	61	7	51	46	5	26	20	6	24	28	-4	24	22	2	22	23	-1	42	39	3							
6J JJ	338	335	3	209	215	-6	142	151	-9	158	180	-22	214	208	6	94	108	-14	235	230	5							
ABC FM	77	80	-3	47	52	-5	36	37	-1	45	40	5	40	44	-4	28	34	-6	57	59	-2							
Total	1615	1612	3	1334	1346	-12	1087	1059	28	1220	1228	-8	1235	1226	9	698	701	-3	1406	1392	14							

Please note: Listening via streaming to all radio stations is included in these results.