



PERTH RADIO - SURVEY 8 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	4.3	5.0	-0.7	*	0.8	*	*	*	*	1.5	1.3	0.2	4.3	4.2	0.1	8.7	11.0	-2.3	7.6	8.7	-1.1
6PR	7.5	7.9	-0.4	0.8	1.8	-1.0	3.3	3.6	-0.3	2.9	3.0	-0.1	11.0	9.8	1.2	8.3	9.8	-1.5	11.5	13.0	-1.5
MIX 94.5	14.6	14.1	0.5	11.1	14.9	-3.8	11.2	8.5	2.7	12.1	11.8	0.3	20.8	20.9	-0.1	19.8	17.2	2.6	7.6	7.2	0.4
HIT 92.9	9.2	7.8	1.4	24.2	20.2	4.0	24.0	20.4	3.6	14.4	12.1	2.3	6.4	6.5	-0.1	2.3	1.2	1.1	0.5	0.3	0.2
96FM	10.2	10.6	-0.4	6.3	7.7	-1.4	6.2	8.0	-1.8	13.5	12.6	0.9	16.6	19.1	-2.5	8.4	8.3	0.1	2.0	1.3	0.7
NOVA93.7	13.7	12.7	1.0	40.8	34.8	6.0	24.3	23.2	1.1	19.4	19.5	-0.1	12.3	12.5	-0.2	5.9	4.0	1.9	0.6	0.7	-0.1
ABC PER	7.6	8.0	-0.4	1.0	1.5	-0.5	0.9	3.7	-2.8	2.9	2.2	0.7	5.4	5.5	-0.1	11.1	10.4	0.7	19.0	19.9	-0.9
6RN	2.0	2.3	-0.3	0.1	0.6	-0.5	0.2	0.2	0.0	0.4	0.5	-0.1	0.6	0.4	0.2	3.1	4.0	-0.9	6.5	6.8	-0.3
ABC NEWS	1.2	1.7	-0.5	0.2	0.3	-0.1	0.3	0.3	0.0	0.6	1.4	-0.8	0.8	0.9	-0.1	1.1	1.9	-0.8	3.5	3.9	-0.4
6JJJ	8.6	9.8	-1.2	6.5	8.5	-2.0	19.3	21.1	-1.8	18.1	22.9	-4.8	6.9	6.7	0.2	3.0	3.0	0.0	0.2	0.2	0.0
ABCFM	2.4	2.7	-0.3	0.8	1.0	-0.2	1.0	0.8	0.2	1.3	0.9	0.4	0.6	0.7	-0.1	2.7	2.5	0.2	7.3	9.0	-1.7

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	4.8	-0.8	4.0	4.5	-0.5	4.1	5.7	-1.6	4.4	4.8	-0.4	4.0	4.8	-0.8	2.4	4.0	-1.6	5.1	5.5	-0.4
6PR	8.2	8.4	-0.2	11.1	11.0	0.1	7.3	7.6	-0.3	6.4	5.4	1.0	7.9	8.1	-0.2	7.1	11.3	-4.2	5.2	6.2	-1.0
MIX 94.5	15.1	14.7	0.4	13.3	12.2	1.1	17.0	16.1	0.9	17.1	17.5	-0.4	14.9	14.0	0.9	10.0	12.1	-2.1	13.0	12.1	0.9
HIT 92.9	9.2	7.7	1.5	8.6	7.0	1.6	8.7	6.6	2.1	9.7	8.0	1.7	10.0	9.9	0.1	9.9	7.2	2.7	9.1	8.1	1.0
96FM	10.3	10.7	-0.4	8.9	9.4	-0.5	12.6	12.6	0.0	12.2	12.6	-0.4	8.4	9.5	-1.1	6.4	6.3	0.1	10.0	10.3	-0.3
NOVA93.7	13.8	13.1	0.7	14.4	14.0	0.4	12.7	11.1	1.6	13.4	12.5	0.9	15.2	14.7	0.5	13.7	13.2	0.5	13.3	11.7	1.6
ABC PER	7.9	8.0	-0.1	10.7	11.8	-1.1	6.9	6.3	0.6	6.1	5.9	0.2	6.4	6.0	0.4	9.9	11.3	-1.4	6.5	7.8	-1.3
6RN	1.9	2.2	-0.3	2.3	2.6	-0.3	1.7	2.1	-0.4	1.4	1.7	-0.3	2.2	2.4	-0.2	2.7	2.4	0.3	2.1	2.5	-0.4
ABC NEWS	1.2	1.6	-0.4	1.5	2.3	-0.8	0.8	1.3	-0.5	0.5	0.7	-0.2	1.0	1.3	-0.3	4.2	3.6	0.6	1.4	2.0	-0.6
6JJJ	8.5	9.7	-1.2	8.0	9.6	-1.6	7.2	8.1	-0.9	8.5	10.3	-1.8	10.7	11.5	-0.8	9.6	8.0	1.6	9.1	10.0	-0.9
ABCFM	2.2	2.6	-0.4	2.0	2.4	-0.4	2.1	2.9	-0.8	1.6	1.8	-0.2	2.8	3.0	-0.2	3.8	3.8	0.0	3.0	3.3	-0.3



PERTH RADIO - SURVEY 8 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	10	11	-1	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	3	4	-1
6PR	17	18	-1	*	*	*	1	1	0	2	1	1	7	6	1	3	4	-1	5	6	-1
MIX 94.5	34	32	2	2	2	0	2	2	0	6	6	0	13	12	1	7	6	1	3	3	0
HIT 92.9	21	17	4	4	3	1	5	4	1	8	6	2	4	4	0	1	*	*	*	*	*
96FM	24	24	0	1	1	0	1	2	-1	7	6	1	11	11	0	3	3	0	1	1	0
NOVA93.7	32	29	3	7	5	2	5	4	1	10	10	0	8	7	1	2	1	1	*	*	*
ABC PER	18	18	0	*	*	*	*	1	*	2	1	1	3	3	0	4	4	0	8	9	-1
6RN	5	5	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	3	0
ABC NEWS	3	4	-1	*	*	*	*	*	*	*	1	*	*	1	*	*	1	*	2	2	0
6JJB	20	22	-2	1	1	0	4	4	0	10	12	-2	4	4	0	1	1	0	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	3	4	-1
Total	231	225	6	16	15	1	20	19	1	53	50	3	63	59	4	34	37	-3	44	44	0

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	10	12	-2	15	16	-1	14	18	-4	13	14	-1	10	12	-2	2	3	-1	10	10	0
6PR	20	20	0	40	39	1	25	25	0	19	16	3	20	21	-1	5	8	-3	10	11	-1
MIX 94.5	37	36	1	49	43	6	59	52	7	50	51	-1	37	35	2	7	8	-1	25	22	3
HIT 92.9	23	19	4	32	25	7	30	21	9	29	23	6	25	25	0	7	5	2	17	15	2
96FM	25	26	-1	33	33	0	43	41	2	36	37	-1	21	24	-3	4	4	0	19	19	0
NOVA93.7	34	32	2	53	49	4	44	36	8	40	37	3	38	37	1	9	9	0	25	21	4
ABC PER	20	19	1	39	42	-3	24	21	3	18	17	1	16	15	1	7	8	-1	12	14	-2
6RN	5	5	0	8	9	-1	6	7	-1	4	5	-1	6	6	0	2	2	0	4	4	0
ABC NEWS	3	4	-1	5	8	-3	3	4	-1	2	2	0	2	3	-1	3	2	1	3	4	-1
6JJB	21	23	-2	29	34	-5	25	26	-1	25	30	-5	27	29	-2	6	5	1	17	18	-1
ABCFM	5	6	-1	7	8	-1	7	9	-2	5	5	0	7	8	-1	3	3	0	6	6	0
Total	247	242	5	365	353	12	344	324	20	295	292	3	249	253	-4	67	68	-1	190	183	7



PERTH RADIO - SURVEY 8 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	136	128	8	*	3	*	*	*	*	19	17	2	35	27	8	40	41	-1	42	40	2
6PR	177	180	-3	4	8	-4	12	11	1	26	20	6	51	57	-6	34	32	2	50	51	-1
MIX 94.5	526	510	16	57	61	-4	59	53	6	124	123	1	169	157	12	74	79	-5	42	36	6
HIT 92.9	500	461	39	96	94	2	102	91	11	181	164	17	93	89	4	22	18	4	7	5	2
96FM	328	335	-7	27	28	-1	32	40	-8	102	98	4	114	120	-6	37	38	-1	16	11	5
NOVA93.7	581	557	24	122	111	11	106	98	8	190	189	1	121	119	2	33	30	3	9	9	0
ABC PER	265	259	6	8	8	0	11	10	1	34	32	2	62	63	-1	60	54	6	90	91	-1
6RN	72	76	-4	2	1	1	1	1	0	9	9	0	12	14	-2	19	21	-2	30	29	1
ABC NEWS	67	81	-14	1	4	-3	2	4	-2	10	12	-2	16	17	-1	16	19	-3	23	27	-4
6JJJ	313	342	-29	27	36	-9	80	83	-3	127	141	-14	61	56	5	14	21	-7	5	5	0
ABCFM	96	90	6	2	2	0	5	6	-1	26	17	9	13	10	3	12	15	-3	38	39	-1
Total	1669	1670	-1	182	182	0	194	193	1	450	444	6	386	390	-4	217	221	-4	240	240	0

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	111	112	-1	60	65	-5	63	67	-4	68	72	-4	64	71	-7	27	33	-6	87	91	-4
6PR	169	168	1	134	131	3	81	87	-6	89	88	1	90	100	-10	46	58	-12	101	112	-11
MIX 94.5	474	472	2	280	263	17	246	226	20	288	294	-6	277	266	11	117	128	-11	328	294	34
HIT 92.9	461	411	50	301	249	52	221	179	42	273	235	38	260	249	11	137	116	21	303	288	15
96FM	291	302	-11	189	195	-6	168	162	6	196	194	2	150	173	-23	75	74	1	214	209	5
NOVA93.7	538	511	27	354	324	30	259	216	43	317	287	30	305	294	11	175	168	7	380	349	31
ABC PER	239	228	11	180	167	13	132	124	8	125	117	8	116	109	7	62	71	-9	180	179	1
6RN	63	67	-4	39	42	-3	35	32	3	34	36	-2	33	40	-7	28	27	1	52	56	-4
ABC NEWS	60	72	-12	32	47	-15	22	30	-8	26	27	-1	26	26	0	24	23	1	38	45	-7
6JJJ	294	317	-23	202	205	-3	152	158	-6	169	194	-25	206	223	-17	104	94	10	215	223	-8
ABCFM	82	82	0	47	50	-3	40	43	-3	41	43	-2	46	45	1	30	25	5	69	58	11
Total	1638	1646	-8	1356	1356	0	1119	1088	31	1253	1248	5	1231	1255	-24	731	697	34	1428	1408	20