



PERTH RADIO - SURVEY 6 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	5.0	4.6	0.4	1.6	0.6	1.0	1.2	1.1	0.1	1.1	0.7	0.4	4.9	4.4	0.5	10.9	11.7	-0.8	8.3	7.4	0.9
6PR	6.7	7.8	-1.1	0.8	2.5	-1.7	0.5	0.3	0.2	2.9	2.8	0.1	4.4	6.3	-1.9	8.6	12.2	-3.6	17.6	18.3	-0.7
MIX 94.5	15.6	14.4	1.2	19.0	14.2	4.8	9.3	8.2	1.1	13.3	13.6	-0.3	25.2	23.6	1.6	19.1	14.5	4.6	5.0	5.8	-0.8
HIT 92.9	11.0	10.9	0.1	22.3	24.1	-1.8	22.7	24.4	-1.7	19.5	18.4	1.1	8.5	7.1	1.4	3.2	3.5	-0.3	0.7	1.1	-0.4
96FM	8.4	8.1	0.3	4.4	5.1	-0.7	6.0	4.2	1.8	12.2	8.3	3.9	11.3	14.4	-3.1	8.1	8.6	-0.5	2.2	2.1	0.1
NOVA93.7	11.3	12.9	-1.6	32.1	33.1	-1.0	18.0	17.6	0.4	16.9	21.0	-4.1	9.3	12.1	-2.8	5.9	4.5	1.4	1.5	0.5	1.0
ABC720	8.7	8.7	0.0	1.3	1.9	-0.6	1.5	1.3	0.2	2.0	2.0	0.0	6.3	4.3	2.0	14.4	15.2	-0.8	21.7	24.1	-2.4
6RN	1.7	1.9	-0.2	0.5	0.3	0.2	0.1	0.1	0.0	0.9	0.8	0.1	0.8	0.9	-0.1	3.5	4.8	-1.3	3.8	3.6	0.2
NEWSR	1.6	1.4	0.2	0.2	0.3	-0.1	*	*	*	1.4	1.5	-0.1	1.5	0.8	0.7	1.3	1.6	-0.3	3.3	2.9	0.4
6JJJ	10.2	10.2	0.0	10.4	8.4	2.0	24.3	30.3	-6.0	18.8	19.4	-0.6	10.2	7.9	2.3	0.8	0.6	0.2	0.2	0.3	-0.1
ABC FM	3.5	3.8	-0.3	1.1	1.2	-0.1	1.0	1.4	-0.4	1.5	1.1	0.4	3.4	3.7	-0.3	4.9	6.0	-1.1	7.0	7.9	-0.9

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	4.8	4.5	0.3	3.5	3.8	-0.3	5.8	4.8	1.0	5.7	5.2	0.5	4.3	4.5	-0.2	5.2	3.4	1.8	5.4	4.9	0.5						
6PR	6.8	8.0	-1.2	8.8	10.1	-1.3	6.0	7.7	-1.7	5.2	6.5	-1.3	5.7	6.2	-0.5	8.9	10.8	-1.9	6.5	7.1	-0.6						
MIX 94.5	16.4	15.2	1.2	15.0	13.1	1.9	17.5	16.2	1.3	18.3	18.2	0.1	16.1	15.0	1.1	13.1	10.0	3.1	12.8	11.5	1.3						
HIT 92.9	11.1	11.1	0.0	10.5	9.4	1.1	9.9	10.8	-0.9	12.3	11.7	0.6	13.4	13.9	-0.5	7.8	10.6	-2.8	10.6	10.1	0.5						
96FM	8.5	7.9	0.6	7.0	7.5	-0.5	9.3	8.4	0.9	10.1	9.0	1.1	8.6	7.2	1.4	6.1	6.0	0.1	7.9	8.8	-0.9						
NOVA93.7	11.2	12.9	-1.7	12.3	13.8	-1.5	9.1	11.4	-2.3	10.7	12.5	-1.8	12.3	13.9	-1.6	12.3	13.5	-1.2	11.8	12.7	-0.9						
ABC720	8.9	8.8	0.1	11.8	11.6	0.2	9.3	9.6	-0.3	6.3	6.0	0.3	6.1	6.4	-0.3	11.7	11.4	0.3	8.3	8.3	0.0						
6RN	1.6	1.7	-0.1	1.9	2.5	-0.6	1.2	1.1	0.1	1.1	1.0	0.1	2.1	2.0	0.1	2.6	2.4	0.2	2.1	2.4	-0.3						
NEWSR	1.5	1.3	0.2	2.5	1.7	0.8	1.0	1.0	0.0	0.9	1.1	-0.2	1.0	0.8	0.2	2.8	2.7	0.1	1.8	1.6	0.2						
6JJJ	10.4	10.7	-0.3	9.9	10.3	-0.4	10.8	10.8	0.0	10.5	11.8	-1.3	11.5	10.7	0.8	9.3	7.6	1.7	9.5	8.9	0.6						
ABC FM	3.4	3.6	-0.2	3.5	4.0	-0.5	3.4	3.8	-0.4	3.0	3.1	-0.1	4.0	4.0	0.0	3.5	2.4	1.1	3.6	4.6	-1.0						

Please note: Listening via streaming to all radio stations is included in these results and 6IX for two weeks, from September 1.



PERTH RADIO - SURVEY 6 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	11	10	1	*	*	*	*	*	*	1	*	*	3	2	1	3	4	-1	3	3	0
6PR	14	17	-3	*	*	*	*	*	*	2	2	0	2	3	-1	3	4	-1	7	8	-1
MIX 94.5	33	31	2	3	2	1	2	2	0	7	8	-1	14	13	1	6	5	1	2	2	0
HIT 92.9	23	24	-1	3	3	0	4	5	-1	10	10	0	5	4	1	1	1	0	*	*	*
96FM	18	18	0	1	1	0	1	1	0	6	5	1	6	8	-2	3	3	0	1	1	0
NOVA93.7	24	28	-4	4	5	-1	4	3	1	9	12	-3	5	7	-2	2	1	1	1	*	*
ABC720	19	19	0	*	*	*	*	*	*	1	1	0	3	2	1	4	5	-1	9	10	-1
6RN	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1	2	1	1
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	1	*	*	*	1	*	1	1	0
6JJJ	22	22	0	1	1	0	5	6	-1	10	11	-1	6	4	2	*	*	*	*	*	*
ABCFM	7	8	-1	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0	3	3	0
Total	212	218	-6	13	14	-1	19	19	0	51	56	-5	55	55	0	31	33	-2	42	41	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	11	11	0	12	13	-1	17	15	2	16	15	1	10	10	0	4	2	2	9	8	1
6PR	15	19	-4	29	35	-6	18	24	-6	14	19	-5	13	14	-1	6	7	-1	11	12	-1
MIX 94.5	37	36	1	49	45	4	52	51	1	51	54	-3	38	35	3	9	7	2	22	20	2
HIT 92.9	25	26	-1	35	32	3	29	34	-5	34	35	-1	32	32	0	6	7	-1	18	18	0
96FM	19	19	0	23	26	-3	28	26	2	28	27	1	20	17	3	4	4	0	14	15	-1
NOVA93.7	25	30	-5	40	47	-7	27	36	-9	29	37	-8	29	32	-3	9	9	0	20	22	-2
ABC720	20	21	-1	39	40	-1	28	30	-2	17	18	-1	14	15	-1	8	8	0	14	14	0
6RN	4	4	0	6	9	-3	4	4	0	3	3	0	5	5	0	2	2	0	4	4	0
NEWSR	4	3	1	8	6	2	3	3	0	3	3	0	2	2	0	2	2	0	3	3	0
6JJJ	24	25	-1	33	35	-2	32	34	-2	29	35	-6	27	25	2	7	5	2	16	15	1
ABCFM	8	8	0	11	14	-3	10	12	-2	8	9	-1	9	9	0	2	2	0	6	8	-2
Total	227	236	-9	330	341	-11	296	315	-19	276	296	-20	235	233	2	71	67	4	174	174	0

Please note: Listening via streaming to all radio stations is included in these results and 6IX for two weeks, from September 1.

EMBARGOED UNTIL 9:30AM AEST



PERTH RADIO - SURVEY 6 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	129	120	9	6	3	3	5	4	1	15	9	6	33	30	3	33	38	-5	37	36	1
6PR	176	185	-9	6	9	-3	7	6	1	27	27	0	46	48	-2	31	36	-5	59	59	0
MIX 94.5	544	534	10	67	76	-9	55	54	1	137	136	1	169	170	-1	78	63	15	37	35	2
HIT 92.9	525	499	26	104	109	-5	105	108	-3	189	173	16	98	86	12	20	17	3	8	5	3
96FM	323	312	11	30	30	0	30	29	1	104	85	19	97	118	-21	48	36	12	15	14	1
NOVA93.7	570	571	-1	122	117	5	89	94	-5	200	211	-11	119	119	0	32	24	8	10	6	4
ABC720	288	293	-5	11	14	-3	13	11	2	36	31	5	76	69	7	63	74	-11	90	95	-5
6RN	65	72	-7	2	3	-1	3	3	0	11	10	1	14	17	-3	14	18	-4	20	20	0
NEWSR	81	79	2	5	6	-1	2	1	1	17	22	-5	20	18	2	17	16	1	20	17	3
6JJJ	346	357	-11	37	46	-9	82	80	2	142	148	-6	70	70	0	13	11	2	2	2	0
ABC FM	108	109	-1	9	9	0	7	10	-3	19	17	2	22	19	3	13	20	-7	37	35	2
Total	1648	1648	0	181	180	1	196	194	2	441	447	-6	383	382	1	213	213	0	234	232	2

Cumulative 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	114	109	5	66	62	4	61	57	4	73	72	1	60	56	4	34	32	2	81	77	4
6PR	159	166	-7	116	127	-11	71	73	-2	84	88	-4	85	91	-6	54	54	0	115	123	-8
MIX 94.5	499	487	12	307	300	7	247	231	16	296	284	12	284	265	19	131	109	22	322	320	2
HIT 92.9	479	470	9	289	280	9	201	206	-5	272	276	-4	285	276	9	123	136	-13	329	307	22
96FM	278	274	4	154	162	-8	123	132	-9	166	162	4	142	131	11	65	63	2	202	196	6
NOVA93.7	527	539	-12	330	335	-5	208	247	-39	306	323	-17	292	304	-12	158	168	-10	363	368	-5
ABC720	263	271	-8	179	181	-2	130	141	-11	122	126	-4	124	134	-10	81	82	-1	187	183	4
6RN	59	61	-2	35	40	-5	31	31	0	28	28	0	29	33	-4	22	19	3	37	46	-9
NEWSR	74	74	0	51	45	6	24	29	-5	37	39	-2	24	27	-3	24	24	0	47	41	6
6JJJ	318	326	-8	211	202	9	156	153	3	186	193	-7	198	199	-1	105	86	19	217	214	3
ABC FM	92	98	-6	51	55	-4	53	57	-4	50	56	-6	55	55	0	38	34	4	77	78	-1
Total	1618	1624	-6	1333	1321	12	1044	1063	-19	1225	1237	-12	1206	1234	-28	719	694	25	1394	1386	8

Please note: Listening via streaming to all radio stations is included in these results and 6iX for two weeks, from September 1.