



# PERTH RADIO - SURVEY 4 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	6.4	6.0	0.4	0.6	0.9	-0.3	1.5	2.1	-0.6	1.0	0.9	0.1	6.9	6.2	0.7	12.0	12.0	0.0	11.5	10.7	0.8
6PR	6.9	7.2	-0.3	2.2	1.7	0.5	2.4	2.0	0.4	1.9	2.0	-0.1	3.9	5.9	-2.0	12.5	10.9	1.6	15.9	16.9	-1.0
MIX 94.5	14.3	13.5	0.8	13.3	16.8	-3.5	9.2	6.3	2.9	12.4	13.0	-0.6	22.5	20.1	2.4	16.6	15.3	1.3	6.0	5.3	0.7
hit92.9	7.8	7.2	0.6	25.4	24.4	1.0	19.9	16.8	3.1	10.8	9.6	1.2	6.1	7.0	-0.9	2.1	1.0	1.1	0.1	0.1	0.0
96FM	10.5	10.9	-0.4	5.1	4.5	0.6	9.3	13.1	-3.8	12.3	15.4	-3.1	16.1	14.5	1.6	12.5	10.0	2.5	1.3	1.3	0.0
NOVA93.7	12.5	11.3	1.2	29.3	30.7	-1.4	16.4	16.3	0.1	20.8	20.3	0.5	15.4	10.4	5.0	2.8	1.9	0.9	0.7	0.6	0.1
ABC720	10.1	9.8	0.3	0.6	1.8	-1.2	1.3	1.8	-0.5	4.5	3.8	0.7	7.5	8.0	-0.5	16.9	14.9	2.0	21.8	22.1	-0.3
6RN	1.7	1.7	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.9	0.7	0.2	1.9	2.3	-0.4	2.3	2.3	0.0	2.8	2.5	0.3
NEWSR	1.3	1.4	-0.1	0.1	0.1	0.0	0.3	0.8	-0.5	1.3	1.0	0.3	1.0	1.5	-0.5	2.0	1.7	0.3	2.0	2.2	-0.2
6JJJ	10.3	12.0	-1.7	13.0	6.9	6.1	30.3	32.1	-1.8	20.2	22.6	-2.4	6.7	10.8	-4.1	2.3	2.1	0.2	0.2	0.2	0.0
ABC FM	3.3	3.3	0.0	0.3	0.4	-0.1	0.8	0.6	0.2	1.0	0.7	0.3	2.8	3.4	-0.6	3.3	3.6	-0.3	8.6	8.6	0.0

## 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	6.3	6.0	0.3	5.7	5.7	0.0	7.5	7.0	0.5	7.6	6.8	0.8	5.3	4.7	0.6	3.7	4.6	-0.9	6.7	6.0	0.7	6.7	6.0	0.7	6.7	6.0	0.7
6PR	7.0	7.1	-0.1	9.7	10.6	-0.9	5.5	5.2	0.3	5.4	4.9	0.5	5.6	6.4	-0.8	9.4	8.3	1.1	6.8	7.5	-0.7	9.4	8.3	1.1	6.8	7.5	-0.7
MIX 94.5	14.5	13.4	1.1	12.1	12.0	0.1	16.9	15.0	1.9	16.7	14.5	2.2	14.2	13.1	1.1	10.0	10.6	-0.6	13.7	13.7	0.0	10.0	10.6	-0.6	13.7	13.7	0.0
hit92.9	7.9	7.3	0.6	8.0	6.6	1.4	6.2	6.1	0.1	8.7	7.9	0.8	9.3	9.2	0.1	6.9	6.5	0.4	7.7	7.2	0.5	6.9	6.5	0.4	7.7	7.2	0.5
96FM	10.7	11.5	-0.8	9.4	9.3	0.1	10.3	12.6	-2.3	10.9	12.8	-1.9	11.1	10.8	0.3	14.3	13.2	1.1	9.8	9.0	0.8	14.3	13.2	1.1	9.8	9.0	0.8
NOVA93.7	12.7	11.4	1.3	12.9	12.3	0.6	10.6	8.9	1.7	13.0	10.7	2.3	15.6	14.0	1.6	11.1	11.4	-0.3	12.0	11.1	0.9	11.1	11.4	-0.3	12.0	11.1	0.9
ABC720	10.4	10.0	0.4	14.8	13.3	1.5	11.1	10.1	1.0	7.5	7.2	0.3	6.7	7.5	-0.8	10.7	11.9	-1.2	9.1	9.1	0.0	10.7	11.9	-1.2	9.1	9.1	0.0
6RN	1.7	1.6	0.1	2.5	2.5	0.0	1.6	1.0	0.6	0.9	1.0	-0.1	2.0	2.0	0.0	1.2	1.9	-0.7	1.5	1.7	-0.2	1.2	1.9	-0.7	1.5	1.7	-0.2
NEWSR	1.2	1.4	-0.2	1.6	1.8	-0.2	1.1	1.1	0.0	0.5	0.9	-0.4	1.4	1.4	0.0	2.3	1.9	0.4	1.4	1.5	-0.1	2.3	1.9	0.4	1.4	1.5	-0.1
6JJJ	10.4	12.3	-1.9	9.6	11.2	-1.6	9.8	12.3	-2.5	10.9	13.9	-3.0	12.2	12.4	-0.2	9.8	10.3	-0.5	10.0	11.3	-1.3	9.8	10.3	-0.5	10.0	11.3	-1.3
ABC FM	3.2	3.2	0.0	2.8	2.7	0.1	3.0	2.9	0.1	3.5	3.5	0.0	3.7	3.7	0.0	3.4	3.9	-0.5	3.4	3.5	-0.1	3.4	3.9	-0.5	3.4	3.5	-0.1

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