



PERTH RADIO - SURVEY 1 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	4.3	4.5	-0.2	2.3	1.4	0.9	2.0	0.1	1.9	1.2	0.4	0.8	3.4	5.9	-2.5	9.6	10.4	-0.8	6.7	5.9	0.8
6PR	8.2	7.8	0.4	0.9	1.8	-0.9	0.6	0.1	0.5	2.5	2.6	-0.1	7.8	8.0	-0.2	14.1	11.6	2.5	17.5	16.5	1.0
MIX 94.5	15.0	15.0	0.0	12.6	13.5	-0.9	12.7	12.2	0.5	15.8	15.1	0.7	22.0	19.7	2.3	15.0	19.5	-4.5	6.0	6.6	-0.6
hit92.9	10.9	9.8	1.1	24.5	28.3	-3.8	20.3	23.8	-3.5	17.9	17.1	0.8	8.2	5.1	3.1	6.2	1.4	4.8	0.3	1.3	-1.0
96FM	7.9	7.7	0.2	8.8	3.8	5.0	8.3	10.3	-2.0	6.9	8.7	-1.8	13.2	9.7	3.5	7.5	9.6	-2.1	1.7	2.0	-0.3
NOVA93.7	13.7	12.0	1.7	26.5	29.9	-3.4	19.7	16.1	3.6	22.1	20.2	1.9	16.5	10.8	5.7	3.5	5.8	-2.3	0.3	1.3	-1.0
ABC720	10.0	9.6	0.4	1.7	1.5	0.2	1.9	2.1	-0.2	2.1	2.8	-0.7	7.5	7.4	0.1	15.5	14.2	1.3	26.3	23.4	2.9
6RN	1.4	1.9	-0.5	0.5	1.1	-0.6	0.2	*	*	1.0	0.9	0.1	1.0	2.2	-1.2	3.2	3.1	0.1	2.0	2.9	-0.9
NEWSR	0.9	1.0	-0.1	0.4	0.2	0.2	0.2	0.2	0.0	0.9	1.1	-0.2	1.0	1.4	-0.4	0.9	1.0	-0.1	1.1	0.9	0.2
6JJJ	9.7	11.3	-1.6	8.4	8.2	0.2	25.5	29.7	-4.2	19.3	19.7	-0.4	7.1	11.4	-4.3	2.4	2.6	-0.2	*	0.1	*
ABC FM	1.7	3.5	-1.8	0.4	0.4	0.0	0.2	0.4	-0.2	0.3	1.1	-0.8	1.8	2.5	-0.7	1.6	4.0	-2.4	4.5	9.7	-5.2

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	4.0	4.2	-0.2	3.4	4.1	-0.7	4.3	4.3	0.0	4.3	4.0	0.3	4.3	4.0	0.3	4.3	4.0	0.3	3.5	5.5	-2.0	5.4	5.7	-0.3	5.4	5.7	-0.3
6PR	8.7	8.0	0.7	11.0	9.0	2.0	9.3	7.7	1.6	7.4	6.8	0.6	6.2	7.5	-1.3	6.2	7.5	-1.3	8.7	10.8	-2.1	6.5	7.2	-0.7	6.5	7.2	-0.7
MIX 94.5	15.1	15.4	-0.3	13.0	12.5	0.5	15.5	17.2	-1.7	16.6	19.4	-2.8	15.9	14.1	1.8	15.9	14.1	1.8	14.5	10.2	4.3	14.9	13.6	1.3	14.9	13.6	1.3
hit92.9	11.1	10.0	1.1	9.4	7.8	1.6	10.5	10.1	0.4	11.9	11.0	0.9	13.4	12.1	1.3	13.4	12.1	1.3	11.1	10.1	1.0	10.5	9.1	1.4	10.5	9.1	1.4
96FM	8.0	7.6	0.4	7.5	6.9	0.6	8.6	7.8	0.8	9.6	8.5	1.1	6.4	7.1	-0.7	6.4	7.1	-0.7	5.9	8.2	-2.3	7.8	7.8	0.0	7.8	7.8	0.0
NOVA93.7	13.8	12.4	1.4	13.3	13.6	-0.3	12.8	10.1	2.7	14.2	11.9	2.3	15.8	14.9	0.9	15.8	14.9	0.9	13.5	11.6	1.9	13.3	10.6	2.7	13.3	10.6	2.7
ABC720	10.2	9.8	0.4	16.2	15.0	1.2	9.3	8.4	0.9	6.2	5.7	0.5	7.2	6.7	0.5	7.2	6.7	0.5	10.6	14.9	-4.3	9.6	9.0	0.6	9.6	9.0	0.6
6RN	1.3	1.9	-0.6	2.0	3.0	-1.0	0.9	1.2	-0.3	0.7	1.3	-0.6	0.7	1.3	-0.6	1.5	1.9	-0.4	1.5	1.9	-0.4	1.9	2.0	-0.1	1.9	2.0	-0.1
NEWSR	0.8	0.9	-0.1	1.1	1.4	-0.3	0.5	0.7	-0.2	0.5	0.4	0.1	0.5	0.9	-0.1	0.8	0.9	-0.1	2.0	1.5	0.5	1.1	1.3	-0.2	1.1	1.3	-0.2
6JJJ	10.3	11.4	-1.1	9.1	11.3	-2.2	9.6	11.1	-1.5	11.8	12.6	-0.8	11.5	12.3	-0.8	11.5	12.3	-0.8	8.9	7.2	1.7	7.8	10.9	-3.1	7.8	10.9	-3.1
ABC FM	1.5	3.3	-1.8	1.7	3.2	-1.5	1.3	3.2	-1.9	1.1	3.0	-1.9	1.1	3.0	-1.9	1.5	3.6	-2.1	2.2	4.1	-1.9	2.3	4.1	-1.8	2.3	4.1	-1.8

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