



# PERTH RADIO - SURVEY 5 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	4.6	5.0	-0.4	1.6	1.8	-0.2	1.4	1.1	0.3	1.5	2.5	-1.0	6.6	5.3	1.3	9.0	13.9	-4.9	4.9	4.7	0.2
6PR	7.4	6.8	0.6	1.3	2.8	-1.5	0.6	0.3	0.3	1.6	1.7	-0.1	6.1	6.2	-0.1	12.2	7.5	4.7	18.3	18.0	0.3
MIX 94.5	14.0	13.7	0.3	9.4	9.0	0.4	13.9	18.7	-4.8	14.9	14.0	0.9	17.9	17.2	0.7	20.1	15.5	4.6	4.7	6.5	-1.8
HIT 92.9	11.7	11.0	0.7	30.5	30.8	-0.3	29.8	25.0	4.8	16.0	16.0	0.0	10.2	9.1	1.1	1.6	1.4	0.2	0.3	0.4	-0.1
96FM	9.7	9.4	0.3	3.0	3.4	-0.4	10.0	7.4	2.6	12.7	10.9	1.8	14.4	16.5	-2.1	9.8	9.5	0.3	1.4	1.0	0.4
NOVA93.7	12.5	14.1	-1.6	35.8	36.0	-0.2	23.0	24.0	-1.0	18.4	21.7	-3.3	10.7	11.4	-0.7	4.1	7.4	-3.3	0.3	0.5	-0.2
ABC PER	9.3	8.6	0.7	0.9	0.6	0.3	0.1	0.3	-0.2	1.3	1.1	0.2	5.6	5.6	0.0	13.7	14.3	-0.6	28.7	24.7	4.0
6RN	1.2	1.5	-0.3	*	*	*	*	*	*	0.4	0.1	0.3	0.8	0.8	0.0	1.5	3.6	-2.1	3.8	4.1	-0.3
ABC NEWS	1.6	1.3	0.3	0.2	0.2	0.0	0.1	0.1	0.0	0.8	0.4	0.4	2.7	1.9	0.8	1.7	0.8	0.9	2.5	3.3	-0.8
6JJJ	9.2	8.7	0.5	7.6	6.9	0.7	16.6	17.0	-0.4	21.2	18.2	3.0	6.9	6.8	0.1	1.1	1.2	-0.1	0.3	0.1	0.2
ABC FM	3.0	2.8	0.2	0.1	0.2	-0.1	0.8	0.3	0.5	1.2	0.9	0.3	2.1	3.0	-0.9	5.1	4.5	0.6	6.9	5.8	1.1

## 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	4.6	4.9	-0.3	3.9	3.5	0.4	5.0	5.8	-0.8	5.2	5.7	-0.5	4.4	4.8	-0.4	3.4	4.4	-1.0	4.6	5.2	-0.6						
6PR	7.3	6.7	0.6	10.2	9.5	0.7	6.0	6.0	0.0	5.3	4.6	0.7	6.4	5.4	1.0	10.7	9.3	1.4	7.5	7.1	0.4						
MIX 94.5	14.4	14.2	0.2	12.0	11.7	0.3	15.7	15.1	0.6	15.1	15.9	-0.8	14.5	14.8	-0.3	15.8	12.6	3.2	12.7	11.8	0.9						
HIT 92.9	11.9	11.2	0.7	11.2	10.9	0.3	10.7	9.1	1.6	12.6	11.5	1.1	14.4	13.8	0.6	10.6	11.8	-1.2	10.7	10.4	0.3						
96FM	10.1	9.7	0.4	8.8	9.5	-0.7	11.9	11.4	0.5	12.2	11.2	1.0	7.9	7.0	0.9	6.1	6.0	0.1	8.3	8.0	0.3						
NOVA93.7	12.3	14.0	-1.7	13.4	14.8	-1.4	10.2	12.6	-2.4	12.4	14.4	-2.0	14.5	15.6	-1.1	10.2	11.2	-1.0	13.3	14.5	-1.2						
ABC PER	9.2	8.6	0.6	12.2	11.7	0.5	9.6	8.5	1.1	7.2	6.8	0.4	6.8	6.9	-0.1	9.7	8.0	1.7	9.6	8.5	1.1						
6RN	1.2	1.5	-0.3	1.7	2.1	-0.4	0.8	1.0	-0.2	0.8	0.9	-0.1	1.6	1.7	-0.1	1.5	1.9	-0.4	1.4	1.8	-0.4						
ABC NEWS	1.5	1.2	0.3	2.3	1.9	0.4	1.1	0.8	0.3	1.1	0.8	0.3	1.4	1.2	0.2	1.9	2.0	-0.1	2.0	1.7	0.3						
6JJJ	9.9	9.3	0.6	9.5	9.3	0.2	9.9	9.0	0.9	10.8	9.0	1.8	10.1	9.9	0.2	7.4	9.1	-1.7	7.1	6.8	0.3						
ABC FM	2.8	2.7	0.1	2.8	3.1	-0.3	3.0	2.5	0.5	2.7	1.9	0.8	2.9	3.4	-0.5	3.1	3.6	-0.5	3.4	3.0	0.4						