



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