



# PERTH RADIO - SURVEY 6 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      | 4.4        | 4.6  | -0.2 | 2.3          | 2.2  | 0.1  | 0.6          | 0.5  | 0.1  | 0.9          | 0.9  | 0.0  | 3.9          | 4.6  | -0.7 | 11.7         | 11.2 | 0.5  | 6.0        | 6.6  | -0.6 |
| 6PR      | 8.4        | 8.4  | 0.0  | 2.8          | 2.7  | 0.1  | 1.2          | 1.9  | -0.7 | 2.3          | 2.3  | 0.0  | 7.6          | 5.7  | 1.9  | 9.2          | 13.2 | -4.0 | 22.7       | 20.4 | 2.3  |
| MIX 94.5 | 14.3       | 14.2 | 0.1  | 10.8         | 10.9 | -0.1 | 11.0         | 11.1 | -0.1 | 12.3         | 14.4 | -2.1 | 19.9         | 21.8 | -1.9 | 19.3         | 15.8 | 3.5  | 7.6        | 5.7  | 1.9  |
| hit92.9  | 11.0       | 9.9  | 1.1  | 19.9         | 21.3 | -1.4 | 28.5         | 26.7 | 1.8  | 15.9         | 15.5 | 0.4  | 8.3          | 5.5  | 2.8  | 4.3          | 4.6  | -0.3 | 1.9        | 1.4  | 0.5  |
| 96FM     | 9.4        | 10.2 | -0.8 | 9.9          | 7.4  | 2.5  | 6.1          | 7.2  | -1.1 | 10.5         | 12.2 | -1.7 | 16.7         | 18.3 | -1.6 | 7.8          | 9.4  | -1.6 | 0.5        | 0.5  | 0.0  |
| NOVA93.7 | 12.1       | 11.7 | 0.4  | 34.6         | 30.5 | 4.1  | 15.1         | 14.9 | 0.2  | 19.1         | 16.9 | 2.2  | 11.9         | 14.2 | -2.3 | 2.9          | 3.6  | -0.7 | 0.9        | 0.4  | 0.5  |
| ABC720   | 9.1        | 10.2 | -1.1 | 1.9          | 1.1  | 0.8  | 3.5          | 0.6  | 2.9  | 2.5          | 3.4  | -0.9 | 6.0          | 6.7  | -0.7 | 14.0         | 17.1 | -3.1 | 23.4       | 24.7 | -1.3 |
| 6RN      | 1.4        | 1.5  | -0.1 | 0.3          | 0.1  | 0.2  | 0.2          | *    | *    | 0.3          | 0.4  | -0.1 | 1.4          | 1.2  | 0.2  | 2.7          | 2.2  | 0.5  | 3.1        | 3.9  | -0.8 |
| NEWSR    | 0.9        | 1.1  | -0.2 | 0.2          | 0.2  | 0.0  | 0.1          | *    | *    | 0.6          | 1.1  | -0.5 | 1.0          | 1.0  | 0.0  | 1.4          | 1.5  | -0.1 | 1.4        | 1.8  | -0.4 |
| 6JJJ     | 10.4       | 10.2 | 0.2  | 4.8          | 10.7 | -5.9 | 24.2         | 28.5 | -4.3 | 21.1         | 19.4 | 1.7  | 8.3          | 6.2  | 2.1  | 4.8          | 5.4  | -0.6 | 0.1        | *    | *    |
| ABC FM   | 3.3        | 3.0  | 0.3  | 3.9          | 4.1  | -0.2 | 1.8          | 2.1  | -0.3 | 2.0          | 1.0  | 1.0  | 2.5          | 2.3  | 0.2  | 2.7          | 1.7  | 1.0  | 6.9        | 7.2  | -0.3 |

## 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      | 4.1                 | 4.3  | -0.2 | 4.5       | 4.5                   | 0.0  | 4.6     | 4.6  | 0.0                    | 4.4       | 4.7  | -0.3 | 2.7                    | 3.4  | -0.7 | 2.7     | 2.6                   | 0.1  | 5.6     | 5.8  | -0.2                   | 5.6  | 5.8  | -0.2 | 5.6                 | 5.8  | -0.2 |
| 6PR      | 8.3                 | 8.6  | -0.3 | 10.3      | 10.4                  | -0.1 | 8.7     | 8.8  | -0.1                   | 6.7       | 7.4  | -0.7 | 6.1                    | 6.2  | -0.1 | 10.0    | 10.6                  | -0.6 | 8.9     | 7.8  | 1.1                    | 8.9  | 7.8  | 1.1  | 8.9                 | 7.8  | 1.1  |
| MIX 94.5 | 14.9                | 14.6 | 0.3  | 13.2      | 13.2                  | 0.0  | 16.3    | 15.9 | 0.4                    | 17.4      | 16.9 | 0.5  | 14.6                   | 14.1 | 0.5  | 9.7     | 10.0                  | -0.3 | 12.3    | 12.9 | -0.6                   | 12.3 | 12.9 | -0.6 | 12.3                | 12.9 | -0.6 |
| hit92.9  | 11.5                | 10.2 | 1.3  | 10.1      | 9.2                   | 0.9  | 10.2    | 8.8  | 1.4                    | 12.3      | 11.5 | 0.8  | 15.4                   | 12.8 | 2.6  | 9.7     | 8.7                   | 1.0  | 9.3     | 9.0  | 0.3                    | 9.3  | 9.0  | 0.3  | 9.3                 | 9.0  | 0.3  |
| 96FM     | 9.4                 | 10.4 | -1.0 | 8.9       | 10.5                  | -1.6 | 9.6     | 10.1 | -0.5                   | 11.2      | 11.5 | -0.3 | 7.3                    | 8.9  | -1.6 | 8.7     | 10.4                  | -1.7 | 9.3     | 9.5  | -0.2                   | 8.7  | 10.4 | -1.7 | 9.3                 | 9.5  | -0.2 |
| NOVA93.7 | 12.4                | 11.9 | 0.5  | 13.5      | 12.0                  | 1.5  | 10.1    | 9.7  | 0.4                    | 11.3      | 11.5 | -0.2 | 16.3                   | 15.5 | 0.8  | 11.7    | 11.8                  | -0.1 | 10.8    | 11.0 | -0.2                   | 11.7 | 11.8 | -0.1 | 10.8                | 11.0 | -0.2 |
| ABC720   | 8.8                 | 10.1 | -1.3 | 12.5      | 14.3                  | -1.8 | 8.3     | 10.1 | -1.8                   | 5.4       | 6.6  | -1.2 | 6.0                    | 6.4  | -0.4 | 14.2    | 13.5                  | 0.7  | 10.3    | 10.5 | -0.2                   | 14.2 | 13.5 | 0.7  | 10.3                | 10.5 | -0.2 |
| 6RN      | 1.4                 | 1.5  | -0.1 | 1.8       | 2.2                   | -0.4 | 1.1     | 1.5  | -0.4                   | 0.6       | 0.8  | -0.2 | 1.4                    | 1.5  | -0.1 | 2.7     | 1.7                   | 1.0  | 1.7     | 1.5  | 0.2                    | 2.7  | 1.7  | 1.0  | 1.7                 | 1.5  | 0.2  |
| NEWSR    | 0.9                 | 1.1  | -0.2 | 1.6       | 1.7                   | -0.1 | 0.6     | 0.9  | -0.3                   | 0.3       | 0.4  | -0.1 | 0.6                    | 1.1  | -0.5 | 1.4     | 1.6                   | -0.2 | 1.0     | 1.1  | -0.1                   | 1.4  | 1.6  | -0.2 | 1.0                 | 1.1  | -0.1 |
| 6JJJ     | 10.9                | 10.6 | 0.3  | 9.7       | 9.4                   | 0.3  | 11.4    | 10.7 | 0.7                    | 12.2      | 11.3 | 0.9  | 11.2                   | 12.5 | -1.3 | 9.1     | 8.6                   | 0.5  | 8.7     | 8.9  | -0.2                   | 9.1  | 8.6  | 0.5  | 8.7                 | 8.9  | -0.2 |
| ABC FM   | 3.1                 | 2.9  | 0.2  | 2.5       | 2.0                   | 0.5  | 2.7     | 2.4  | 0.3                    | 3.7       | 3.2  | 0.5  | 3.9                    | 4.1  | -0.2 | 3.1     | 3.5                   | -0.4 | 3.8     | 3.6  | 0.2                    | 3.1  | 3.5  | -0.4 | 3.8                 | 3.6  | 0.2  |

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