



PERTH RADIO - SURVEY 7 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	5.0	5.0	0.0	3.4	1.6	1.8	1.8	1.2	0.6	1.9	1.1	0.8	5.8	4.9	0.9	9.3	10.9	-1.6	6.1	8.3	-2.2
6PR	7.6	6.7	0.9	4.1	0.8	3.3	0.4	0.5	-0.1	2.6	2.9	-0.3	7.1	4.4	2.7	10.8	8.6	2.2	16.2	17.6	-1.4
MIX 94.5	16.9	15.6	1.3	18.5	19.0	-0.5	10.1	9.3	0.8	13.1	13.3	-0.2	24.9	25.2	-0.3	25.1	19.1	6.0	7.5	5.0	2.5
HIT 92.9	11.6	11.0	0.6	22.8	22.3	0.5	22.4	22.7	-0.3	22.3	19.5	2.8	9.6	8.5	1.1	1.6	3.2	-1.6	0.5	0.7	-0.2
96FM	7.4	8.4	-1.0	3.9	4.4	-0.5	8.1	6.0	2.1	10.5	12.2	-1.7	10.1	11.3	-1.2	6.1	8.1	-2.0	2.1	2.2	-0.1
NOVA93.7	11.2	11.3	-0.1	25.7	32.1	-6.4	11.9	18.0	-6.1	16.8	16.9	-0.1	11.9	9.3	2.6	7.0	5.9	1.1	1.4	1.5	-0.1
ABC720	8.6	8.7	-0.1	1.8	1.3	0.5	2.9	1.5	1.4	2.5	2.0	0.5	6.4	6.3	0.1	13.1	14.4	-1.3	19.8	21.7	-1.9
6RN	1.5	1.7	-0.2	1.0	0.5	0.5	*	0.1	*	0.4	0.9	-0.5	0.9	0.8	0.1	1.4	3.5	-2.1	4.3	3.8	0.5
NEWSR	1.2	1.6	-0.4	0.5	0.2	0.3	1.0	*	*	0.9	1.4	-0.5	1.1	1.5	-0.4	1.3	1.3	0.0	1.7	3.3	-1.6
6JJJ	9.4	10.2	-0.8	10.0	10.4	-0.4	27.0	24.3	2.7	16.9	18.8	-1.9	8.0	10.2	-2.2	2.2	0.8	1.4	0.1	0.2	-0.1
ABC FM	2.9	3.5	-0.6	0.9	1.1	-0.2	0.4	1.0	-0.6	1.4	1.5	-0.1	1.6	3.4	-1.8	1.6	4.9	-3.3	9.2	7.0	2.2

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	4.9	4.8	0.1	3.6	3.5	0.1	6.2	5.8	0.4	6.0	5.7	0.3	3.7	4.3	-0.6	3.9	5.2	-1.3	5.3	5.4	-0.1						
6PR	7.8	6.8	1.0	10.0	8.8	1.2	8.0	6.0	2.0	5.6	5.2	0.4	6.8	5.7	1.1	8.4	8.9	-0.5	7.2	6.5	0.7						
MIX 94.5	17.1	16.4	0.7	14.6	15.0	-0.4	17.5	17.5	0.0	19.1	18.3	0.8	18.4	16.1	2.3	15.7	13.1	2.6	16.3	12.8	3.5						
HIT 92.9	11.5	11.1	0.4	11.4	10.5	0.9	10.4	9.9	0.5	12.7	12.3	0.4	12.9	13.4	-0.5	8.3	7.8	0.5	11.9	10.6	1.3						
96FM	7.7	8.5	-0.8	6.7	7.0	-0.3	8.6	9.3	-0.7	9.3	10.1	-0.8	6.7	8.6	-1.9	4.9	6.1	-1.2	6.4	7.9	-1.5						
NOVA93.7	11.3	11.2	0.1	11.9	12.3	-0.4	9.0	9.1	-0.1	11.3	10.7	0.6	12.9	12.3	0.6	12.8	12.3	0.5	10.6	11.8	-1.2						
ABC720	8.7	8.9	-0.2	11.7	11.8	-0.1	8.5	9.3	-0.8	6.8	6.3	0.5	5.9	6.1	-0.2	10.7	11.7	-1.0	8.2	8.3	-0.1						
6RN	1.3	1.6	-0.3	1.6	1.9	-0.3	1.1	1.2	-0.1	0.7	1.1	-0.4	1.7	2.1	-0.4	2.1	2.6	-0.5	1.9	2.1	-0.2						
NEWSR	1.2	1.5	-0.3	2.0	2.5	-0.5	0.9	1.0	-0.1	0.8	0.9	-0.1	0.8	1.0	-0.2	1.8	2.8	-1.0	1.1	1.8	-0.7						
6JJJ	9.6	10.4	-0.8	9.2	9.9	-0.7	9.6	10.8	-1.2	9.0	10.5	-1.5	11.3	11.5	-0.2	9.3	9.3	0.0	8.8	9.5	-0.7						
ABC FM	2.9	3.4	-0.5	3.1	3.5	-0.4	2.5	3.4	-0.9	2.1	3.0	-0.9	3.3	4.0	-0.7	4.8	3.5	1.3	3.0	3.6	-0.6						

Please note: Listening via streaming to all radio stations is included in these results and 6IX for seven weeks, from September 1.