

PERTH RADIO - SURVEY 5 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	4.6	4.3	0.3	0.6	0.4	0.2	1.1	1.2	-0.1	0.7	0.8	-0.1	4.4	3.7	0.7	11.7	11.1	0.6	7.4	7.2	0.2
6PR	7.8	7.6	0.2	2.5	3.0	-0.5	0.3	0.4	-0.1	2.8	3.3	-0.5	6.3	6.1	0.2	12.2	11.5	0.7	18.3	17.3	1.0
MIX 94.5	14.4	15.3	-0.9	14.2	15.9	-1.7	8.2	11.6	-3.4	13.6	14.4	-0.8	23.6	23.2	0.4	14.5	15.2	-0.7	5.8	6.3	-0.5
HIT 92.9	10.9	10.9	0.0	24.1	27.7	-3.6	24.4	24.8	-0.4	18.4	16.9	1.5	7.1	7.6	-0.5	3.5	3.9	-0.4	1.1	0.9	0.2
96FM	8.1	8.4	-0.3	5.1	4.9	0.2	4.2	5.7	-1.5	8.3	7.1	1.2	14.4	16.2	-1.8	8.6	7.5	1.1	2.1	1.7	0.4
NOVA93.7	12.9	13.2	-0.3	33.1	31.7	1.4	17.6	15.6	2.0	21.0	20.8	0.2	12.1	14.5	-2.4	4.5	4.8	-0.3	0.5	0.5	0.0
ABC720	8.7	8.9	-0.2	1.9	1.9	0.0	1.3	1.5	-0.2	2.0	3.4	-1.4	4.3	4.9	-0.6	15.2	14.2	1.0	24.1	23.5	0.6
6RN	1.9	1.4	0.5	0.3	0.2	0.1	0.1	0.1	0.0	0.8	0.3	0.5	0.9	1.1	-0.2	4.8	3.2	1.6	3.6	2.9	0.7
NEWSR	1.4	1.4	0.0	0.3	0.1	0.2	*	0.3	*	1.5	1.1	0.4	0.8	1.3	-0.5	1.6	1.9	-0.3	2.9	2.7	0.2
6JJJ	10.2	10.2	0.0	8.4	6.1	2.3	30.3	30.8	-0.5	19.4	20.9	-1.5	7.9	7.3	0.6	0.6	0.8	-0.2	0.3	0.1	0.2
ABCFM	3.8	3.2	0.6	1.2	0.5	0.7	1.4	1.3	0.1	1.1	1.3	-0.2	3.7	1.8	1.9	6.0	4.0	2.0	7.9	9.0	-1.1

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	4.5	4.0	0.5	3.8	4.1	-0.3	4.8	4.6	0.2	5.2	4.3	0.9	4.5	3.3	1.2	3.4	2.6	0.8	4.9	5.4	-0.5
6PR	8.0	7.6	0.4	10.1	9.3	0.8	7.7	8.0	-0.3	6.5	6.0	0.5	6.2	6.3	-0.1	10.8	8.2	2.6	7.1	7.7	-0.6
MIX 94.5	15.2	15.8	-0.6	13.1	13.6	-0.5	16.2	16.9	-0.7	18.2	18.4	-0.2	15.0	16.2	-1.2	10.0	10.8	-0.8	11.5	13.5	-2.0
HIT 92.9	11.1	11.2	-0.1	9.4	9.1	0.3	10.8	10.5	0.3	11.7	12.5	-0.8	13.9	13.3	0.6	10.6	12.2	-1.6	10.1	9.8	0.3
96FM	7.9	8.5	-0.6	7.5	7.7	-0.2	8.4	9.4	-1.0	9.0	10.0	-1.0	7.2	7.1	0.1	6.0	6.5	-0.5	8.8	8.0	0.8
NOVA93.7	12.9	13.4	-0.5	13.8	14.4	-0.6	11.4	11.3	0.1	12.5	12.9	-0.4	13.9	15.7	-1.8	13.5	12.6	0.9	12.7	12.7	0.0
ABC720	8.8	8.8	0.0	11.6	12.2	-0.6	9.6	8.6	1.0	6.0	5.9	0.1	6.4	6.4	0.0	11.4	12.1	-0.7	8.3	9.2	-0.9
6RN	1.7	1.4	0.3	2.5	2.4	0.1	1.1	0.5	0.6	1.0	0.6	0.4	2.0	1.6	0.4	2.4	2.0	0.4	2.4	1.6	0.8
NEWSR	1.3	1.4	-0.1	1.7	1.6	0.1	1.0	1.2	-0.2	1.1	1.1	0.0	0.8	1.2	-0.4	2.7	3.0	-0.3	1.6	1.5	0.1
6JJJ	10.7	10.8	-0.1	10.3	10.0	0.3	10.8	10.9	-0.1	11.8	12.3	-0.5	10.7	10.7	0.0	7.6	8.5	-0.9	8.9	8.1	0.8
ABCFM	3.6	3.0	0.6	4.0	3.4	0.6	3.8	3.2	0.6	3.1	2.5	0.6	4.0	3.2	0.8	2.4	2.9	-0.5	4.6	3.8	0.8

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