



PERTH RADIO - SURVEY 3 2019

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 | 4.5 | 4.4 | 0.1 | 1.0 | 0.6 | 0.4 | 0.5 | 1.1 | -0.6 | 0.7 | 1.1 | -0.4 | 3.9 | 2.7 | 1.2 | 10.8 | 11.4 | -0.6 | 7.0 | 6.6 | 0.4 |
| 6PR | 7.6 | 7.1 | 0.5 | 2.3 | 1.6 | 0.7 | 0.9 | 0.6 | 0.3 | 2.6 | 1.9 | 0.7 | 8.8 | 6.2 | 2.6 | 9.6 | 11.3 | -1.7 | 14.3 | 13.9 | 0.4 |
| MIX 94.5 | 14.3 | 15.4 | -1.1 | 14.7 | 14.9 | -0.2 | 10.4 | 11.0 | -0.6 | 9.8 | 10.6 | -0.8 | 18.3 | 23.5 | -5.2 | 22.2 | 18.4 | 3.8 | 10.8 | 11.0 | -0.2 |
| HIT 92.9 | 9.2 | 8.8 | 0.4 | 17.9 | 17.5 | 0.4 | 15.2 | 19.5 | -4.3 | 19.4 | 19.5 | -0.1 | 7.5 | 4.5 | 3.0 | 1.6 | 2.8 | -1.2 | 0.7 | 0.9 | -0.2 |
| 96FM | 7.9 | 8.3 | -0.4 | 6.6 | 5.0 | 1.6 | 9.1 | 10.4 | -1.3 | 10.9 | 11.1 | -0.2 | 12.5 | 14.4 | -1.9 | 6.6 | 6.8 | -0.2 | 0.9 | 0.7 | 0.2 |
| NOVA93.7 | 12.6 | 12.1 | 0.5 | 29.6 | 29.0 | 0.6 | 14.6 | 18.5 | -3.9 | 21.5 | 19.3 | 2.2 | 15.5 | 14.3 | 1.2 | 4.5 | 4.9 | -0.4 | 0.6 | 0.6 | 0.0 |
| ABC PER | 7.8 | 6.6 | 1.2 | 2.4 | 0.5 | 1.9 | 1.2 | 0.8 | 0.4 | 1.3 | 1.2 | 0.1 | 4.3 | 5.1 | -0.8 | 12.5 | 10.1 | 2.4 | 18.9 | 14.6 | 4.3 |
| 6RN | 2.4 | 2.0 | 0.4 | 0.3 | 0.1 | 0.2 | * | 0.1 | * | 0.7 | 0.6 | 0.1 | 1.9 | 1.5 | 0.4 | 4.0 | 3.0 | 1.0 | 4.8 | 4.5 | 0.3 |
| ABC NEWS | 0.8 | 0.8 | 0.0 | 0.3 | 0.1 | 0.2 | 0.9 | 0.1 | 0.8 | 0.8 | 0.7 | 0.1 | 0.3 | 0.5 | -0.2 | 1.5 | 1.5 | 0.0 | 1.0 | 1.2 | -0.2 |
| 6JJJ | 9.8 | 10.6 | -0.8 | 8.5 | 13.8 | -5.3 | 32.7 | 25.4 | 7.3 | 18.7 | 21.1 | -2.4 | 7.0 | 7.6 | -0.6 | 3.1 | 6.2 | -3.1 | 0.5 | 0.5 | 0.0 |
| ABC CLASSIC | 2.8 | 2.4 | 0.4 | 0.5 | 0.5 | 0.0 | 2.7 | 2.2 | 0.5 | 0.8 | 1.3 | -0.5 | 2.5 | 2.1 | 0.4 | 3.0 | 2.0 | 1.0 | 5.6 | 4.9 | 0.7 |

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 | 4.3 | 4.1 | 0.2 | 3.8 | 3.9 | -0.1 | 4.8 | 4.3 | 0.5 | 4.5 | 4.0 | 0.5 | 4.1 | 4.5 | -0.4 | 4.1 | 4.2 | -0.1 | 5.2 | 5.3 | -0.1 | | | | | | | |
| 6PR | 7.6 | 7.2 | 0.4 | 9.7 | 9.0 | 0.7 | 7.9 | 8.0 | -0.1 | 5.9 | 5.4 | 0.5 | 5.8 | 5.8 | 0.0 | 9.8 | 8.6 | 1.2 | 7.6 | 6.5 | 1.1 | | | | | | | |
| MIX 94.5 | 14.7 | 15.8 | -1.1 | 12.9 | 14.8 | -1.9 | 16.2 | 16.9 | -0.7 | 16.5 | 17.2 | -0.7 | 13.9 | 15.2 | -1.3 | 11.1 | 12.1 | -1.0 | 13.2 | 14.0 | -0.8 | | | | | | | |
| HIT 92.9 | 9.5 | 9.2 | 0.3 | 8.3 | 8.5 | -0.2 | 9.8 | 9.0 | 0.8 | 10.6 | 10.0 | 0.6 | 10.8 | 10.0 | 0.8 | 6.9 | 8.2 | -1.3 | 8.0 | 7.5 | 0.5 | | | | | | | |
| 96FM | 8.0 | 8.4 | -0.4 | 7.1 | 7.3 | -0.2 | 8.5 | 8.8 | -0.3 | 9.4 | 9.8 | -0.4 | 7.6 | 8.6 | -1.0 | 5.9 | 6.6 | -0.7 | 7.5 | 8.0 | -0.5 | | | | | | | |
| NOVA93.7 | 12.9 | 12.3 | 0.6 | 13.1 | 13.6 | -0.5 | 11.4 | 10.7 | 0.7 | 13.2 | 12.0 | 1.2 | 14.3 | 13.3 | 1.0 | 11.9 | 11.0 | 0.9 | 11.8 | 11.2 | 0.6 | | | | | | | |
| ABC PER | 7.9 | 6.6 | 1.3 | 11.1 | 9.0 | 2.1 | 7.4 | 6.2 | 1.2 | 5.4 | 5.0 | 0.4 | 5.9 | 4.6 | 1.3 | 11.4 | 9.0 | 2.4 | 7.7 | 6.5 | 1.2 | | | | | | | |
| 6RN | 2.3 | 2.0 | 0.3 | 3.1 | 2.9 | 0.2 | 1.5 | 1.3 | 0.2 | 0.8 | 1.0 | -0.2 | 3.1 | 2.4 | 0.7 | 5.5 | 3.7 | 1.8 | 2.5 | 2.1 | 0.4 | | | | | | | |
| ABC NEWS | 0.8 | 0.8 | 0.0 | 1.5 | 1.4 | 0.1 | 0.4 | 0.4 | 0.0 | 0.4 | 0.5 | -0.1 | 0.5 | 0.2 | 0.3 | 1.1 | 1.7 | -0.6 | 0.9 | 1.0 | -0.1 | | | | | | | |
| 6JJJ | 10.6 | 11.3 | -0.7 | 10.6 | 11.2 | -0.6 | 10.2 | 10.9 | -0.7 | 11.5 | 12.4 | -0.9 | 10.9 | 11.2 | -0.3 | 7.6 | 8.3 | -0.7 | 7.3 | 8.5 | -1.2 | | | | | | | |
| ABC CLASSIC | 2.6 | 2.3 | 0.3 | 2.6 | 2.1 | 0.5 | 2.9 | 2.2 | 0.7 | 2.3 | 1.9 | 0.4 | 2.9 | 2.9 | 0.0 | 2.5 | 3.3 | -0.8 | 3.2 | 2.9 | 0.3 | | | | | | | |



PERTH RADIO - SURVEY 3 2019

Cumulative Audience (000's) 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 | 141 | 135 | 6 | 6 | 6 | 0 | 3 | 7 | -4 | 13 | 14 | -1 | 29 | 24 | 5 | 42 | 39 | 3 | 49 | 47 | 2 |
| 6PR | 186 | 159 | 27 | 10 | 11 | -1 | 4 | 2 | 2 | 21 | 14 | 7 | 44 | 34 | 10 | 44 | 42 | 2 | 63 | 56 | 7 |
| MIX 94.5 | 535 | 524 | 11 | 63 | 64 | -1 | 54 | 49 | 5 | 139 | 134 | 5 | 148 | 156 | -8 | 77 | 69 | 8 | 55 | 52 | 3 |
| HIT 92.9 | 483 | 472 | 11 | 84 | 77 | 7 | 80 | 88 | -8 | 199 | 197 | 2 | 88 | 77 | 11 | 20 | 23 | -3 | 12 | 9 | 3 |
| 96FM | 365 | 357 | 8 | 47 | 39 | 8 | 31 | 29 | 2 | 116 | 103 | 13 | 116 | 135 | -19 | 40 | 44 | -4 | 15 | 7 | 8 |
| NOVA93.7 | 574 | 548 | 26 | 102 | 103 | -1 | 77 | 91 | -14 | 227 | 206 | 21 | 121 | 105 | 16 | 34 | 28 | 6 | 15 | 15 | 0 |
| ABC PER | 228 | 222 | 6 | 8 | 5 | 3 | 7 | 5 | 2 | 25 | 22 | 3 | 48 | 66 | -18 | 51 | 44 | 7 | 88 | 80 | 8 |
| 6RN | 78 | 64 | 14 | 3 | 2 | 1 | * | 1 | * | 11 | 9 | 2 | 19 | 14 | 5 | 16 | 15 | 1 | 30 | 24 | 6 |
| ABC NEWS | 61 | 58 | 3 | 2 | 1 | 1 | 6 | 2 | 4 | 14 | 14 | 0 | 7 | 11 | -4 | 13 | 12 | 1 | 19 | 17 | 2 |
| 6JXX | 334 | 348 | -14 | 41 | 50 | -9 | 69 | 71 | -2 | 132 | 130 | 2 | 69 | 71 | -2 | 14 | 16 | -2 | 7 | 10 | -3 |
| ABC CLASSIC | 99 | 99 | 0 | 12 | 12 | 0 | 11 | 9 | 2 | 17 | 15 | 2 | 20 | 21 | -1 | 14 | 14 | 0 | 26 | 28 | -2 |
| Total | 1669 | 1669 | 0 | 176 | 177 | -1 | 171 | 174 | -3 | 460 | 454 | 6 | 381 | 384 | -3 | 216 | 214 | 2 | 266 | 265 | 1 |

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

| 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 | 126 | 116 | 10 | 75 | 71 | 4 | 77 | 69 | 8 | 78 | 76 | 2 | 65 | 72 | -7 | 39 | 37 | 2 | 94 | 92 | 2 |
| 6PR | 164 | 141 | 23 | 128 | 112 | 16 | 90 | 80 | 10 | 89 | 80 | 9 | 83 | 75 | 8 | 59 | 61 | -2 | 123 | 115 | 8 |
| MIX 94.5 | 483 | 474 | 9 | 306 | 313 | -7 | 242 | 234 | 8 | 263 | 279 | -16 | 279 | 278 | 1 | 138 | 144 | -6 | 328 | 332 | -4 |
| HIT 92.9 | 446 | 434 | 12 | 260 | 274 | -14 | 199 | 198 | 1 | 252 | 241 | 11 | 256 | 251 | 5 | 107 | 119 | -12 | 284 | 283 | 1 |
| 96FM | 313 | 308 | 5 | 171 | 181 | -10 | 144 | 140 | 4 | 180 | 179 | 1 | 150 | 154 | -4 | 56 | 64 | -8 | 208 | 208 | 0 |
| NOVA93.7 | 528 | 496 | 32 | 335 | 334 | 1 | 250 | 223 | 27 | 306 | 304 | 2 | 298 | 287 | 11 | 129 | 133 | -4 | 367 | 358 | 9 |
| ABC PER | 201 | 190 | 11 | 146 | 135 | 11 | 109 | 99 | 10 | 106 | 108 | -2 | 101 | 94 | 7 | 62 | 59 | 3 | 160 | 153 | 7 |
| 6RN | 69 | 63 | 6 | 47 | 45 | 2 | 34 | 27 | 7 | 30 | 32 | -2 | 37 | 31 | 6 | 33 | 29 | 4 | 58 | 46 | 12 |
| ABC NEWS | 54 | 51 | 3 | 33 | 33 | 0 | 19 | 15 | 4 | 18 | 19 | -1 | 18 | 14 | 4 | 15 | 19 | -4 | 35 | 38 | -3 |
| 6JXX | 302 | 314 | -12 | 212 | 217 | -5 | 149 | 165 | -16 | 186 | 191 | -5 | 197 | 202 | -5 | 90 | 89 | 1 | 210 | 225 | -15 |
| ABC CLASSIC | 88 | 85 | 3 | 48 | 46 | 2 | 43 | 45 | -2 | 51 | 47 | 4 | 53 | 53 | 0 | 22 | 34 | -12 | 65 | 68 | -3 |
| Total | 1636 | 1630 | 6 | 1367 | 1359 | 8 | 1115 | 1103 | 12 | 1233 | 1243 | -10 | 1225 | 1233 | -8 | 668 | 705 | -37 | 1440 | 1441 | -1 |



PERTH RADIO - SURVEY 3 2019

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

| 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 | 10 | 10 | 0 | * | * | * | * | * | * | * | 1 | * | 2 | 1 | 1 | 4 | 4 | 0 | 3 | 3 | 0 |
| 6PR | 16 | 16 | 0 | * | * | * | * | * | * | 1 | 1 | 0 | 4 | 3 | 1 | 3 | 4 | -1 | 7 | 7 | 0 |
| MIX 94.5 | 30 | 34 | -4 | 2 | 2 | 0 | 2 | 2 | 0 | 5 | 5 | 0 | 9 | 12 | -3 | 8 | 7 | 1 | 5 | 6 | -1 |
| HIT 92.9 | 20 | 20 | 0 | 2 | 3 | -1 | 3 | 3 | 0 | 10 | 10 | 0 | 4 | 2 | 2 | 1 | 1 | 0 | * | * | * |
| 96FM | 17 | 18 | -1 | 1 | 1 | 0 | 2 | 2 | 0 | 6 | 6 | 0 | 6 | 8 | -2 | 2 | 2 | 0 | * | * | * |
| NOVA93.7 | 27 | 27 | 0 | 4 | 4 | 0 | 2 | 3 | -1 | 11 | 10 | 1 | 7 | 7 | 0 | 2 | 2 | 0 | * | * | * |
| ABC PER | 17 | 15 | 2 | * | * | * | * | * | * | 1 | 1 | 0 | 2 | 3 | -1 | 4 | 4 | 0 | 9 | 7 | 2 |
| 6RN | 5 | 4 | 1 | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 |
| ABC NEWS | 2 | 2 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | * | 1 | * |
| 6JJJ | 21 | 23 | -2 | 1 | 2 | -1 | 5 | 4 | 1 | 10 | 11 | -1 | 3 | 4 | -1 | 1 | 2 | -1 | * | * | * |
| ABC CLASSIC | 6 | 5 | 1 | * | * | * | * | * | * | * | 1 | * | 1 | 1 | 0 | 1 | 1 | 0 | 3 | 2 | 1 |
| Total | 213 | 221 | -8 | 13 | 14 | -1 | 17 | 16 | 1 | 52 | 51 | 1 | 48 | 52 | -4 | 34 | 36 | -2 | 48 | 50 | -2 |

Average Audience (000's) by Session, P10+ [Potential: 1762]

| 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 | 10 | 10 | 0 | 13 | 13 | 0 | 16 | 14 | 2 | 13 | 12 | 1 | 9 | 11 | -2 | 2 | 3 | -1 | 9 | 9 | 0 |
| 6PR | 18 | 17 | 1 | 32 | 31 | 1 | 26 | 26 | 0 | 17 | 16 | 1 | 13 | 14 | -1 | 6 | 6 | 0 | 13 | 12 | 1 |
| MIX 94.5 | 34 | 38 | -4 | 43 | 51 | -8 | 53 | 55 | -2 | 47 | 50 | -3 | 32 | 36 | -4 | 7 | 8 | -1 | 22 | 25 | -3 |
| HIT 92.9 | 22 | 22 | 0 | 28 | 29 | -1 | 32 | 29 | 3 | 30 | 29 | 1 | 25 | 24 | 1 | 4 | 6 | -2 | 14 | 13 | 1 |
| 96FM | 18 | 20 | -2 | 23 | 25 | -2 | 28 | 29 | -1 | 27 | 29 | -2 | 17 | 20 | -3 | 4 | 4 | 0 | 13 | 14 | -1 |
| NOVA93.7 | 30 | 29 | 1 | 43 | 47 | -4 | 37 | 35 | 2 | 38 | 35 | 3 | 33 | 32 | 1 | 7 | 7 | 0 | 20 | 20 | 0 |
| ABC PER | 18 | 16 | 2 | 37 | 31 | 6 | 24 | 20 | 4 | 15 | 15 | 0 | 13 | 11 | 2 | 7 | 6 | 1 | 13 | 11 | 2 |
| 6RN | 5 | 5 | 0 | 10 | 10 | 0 | 5 | 4 | 1 | 2 | 3 | -1 | 7 | 6 | 1 | 3 | 2 | 1 | 4 | 4 | 0 |
| ABC NEWS | 2 | 2 | 0 | 5 | 5 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 |
| 6JJJ | 24 | 27 | -3 | 35 | 38 | -3 | 33 | 36 | -3 | 33 | 36 | -3 | 25 | 27 | -2 | 5 | 6 | -1 | 12 | 15 | -3 |
| ABC CLASSIC | 6 | 5 | 1 | 9 | 7 | 2 | 10 | 7 | 3 | 7 | 6 | 1 | 7 | 7 | 0 | 2 | 2 | 0 | 6 | 5 | 1 |
| Total | 230 | 238 | -8 | 331 | 343 | -12 | 325 | 327 | -2 | 285 | 293 | -8 | 228 | 237 | -9 | 60 | 68 | -8 | 170 | 177 | -7 |