



PERTH RADIO - SURVEY 3 2018

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	5.5	5.6	-0.1	0.1	0.1	0.0	0.3	0.3	0.0	1.0	1.1	-0.1	5.7	6.8	-1.1	14.2	12.4	1.8	7.8	7.9	-0.1
6PR	7.5	6.9	0.6	1.7	3.4	-1.7	*	0.4	*	1.7	2.4	-0.7	9.7	6.3	3.4	11.4	11.6	-0.2	13.8	13.0	0.8
MIX 94.5	14.2	15.6	-1.4	14.7	15.2	-0.5	11.3	11.7	-0.4	11.3	12.3	-1.0	19.7	22.8	-3.1	18.3	18.8	-0.5	8.6	9.2	-0.6
HIT 92.9	9.8	10.7	-0.9	20.6	21.6	-1.0	29.5	35.8	-6.3	17.0	18.1	-1.1	6.1	6.3	-0.2	1.2	2.3	-1.1	0.7	0.7	0.0
96FM	8.0	7.5	0.5	7.0	4.9	2.1	6.2	10.9	-4.7	11.6	9.3	2.3	13.6	11.4	2.2	4.0	6.0	-2.0	1.2	1.0	0.2
NOVA93.7	12.6	12.0	0.6	31.3	28.5	2.8	17.1	16.6	0.5	17.8	17.3	0.5	14.3	13.9	0.4	5.2	4.4	0.8	1.1	1.9	-0.8
ABC PER	8.3	8.0	0.3	0.9	0.5	0.4	1.2	0.9	0.3	2.6	2.7	-0.1	4.3	4.5	-0.2	11.5	10.8	0.7	23.5	21.8	1.7
6RN	1.7	2.0	-0.3	*	0.6	*	*	*	*	0.1	0.2	-0.1	1.0	2.1	-1.1	2.5	1.7	0.8	5.0	5.5	-0.5
ABC NEWS	0.9	0.9	0.0	*	0.1	*	0.6	0.3	0.3	0.8	0.7	0.1	0.7	0.8	-0.1	1.4	1.3	0.1	1.3	1.5	-0.2
6JJJ	8.8	8.9	-0.1	7.8	11.2	-3.4	21.5	13.1	8.4	17.5	19.9	-2.4	7.0	7.3	-0.3	3.1	3.2	-0.1	0.1	0.2	-0.1
ABCFM	2.7	2.0	0.7	0.7	0.3	0.4	1.8	1.0	0.8	0.5	0.6	-0.1	2.2	1.4	0.8	3.6	1.6	2.0	6.6	5.8	0.8

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	5.2	5.2	0.0	5.8	4.9	0.9	5.9	6.2	-0.3	5.1	5.9	-0.8	3.6	4.0	-0.4	4.0	3.8	0.2	6.7	6.9	-0.2
6PR	7.8	7.5	0.3	9.7	9.3	0.4	8.4	8.2	0.2	6.0	6.0	0.0	6.2	5.7	0.5	9.3	8.0	1.3	6.3	4.8	1.5
MIX 94.5	14.9	15.6	-0.7	14.0	15.0	-1.0	15.4	16.3	-0.9	15.0	16.3	-1.3	16.0	15.9	0.1	14.8	13.0	1.8	12.0	15.5	-3.5
HIT 92.9	10.2	11.3	-1.1	9.6	10.9	-1.3	8.9	10.9	-2.0	11.9	12.9	-1.0	11.9	12.2	-0.3	6.8	7.0	-0.2	8.6	8.6	0.0
96FM	8.0	7.4	0.6	7.1	5.9	1.2	9.3	8.3	1.0	9.0	8.5	0.5	7.4	7.7	-0.3	5.1	5.8	-0.7	8.2	7.7	0.5
NOVA93.7	12.6	12.4	0.2	12.7	13.9	-1.2	10.0	9.7	0.3	13.5	12.1	1.4	15.5	14.4	1.1	10.0	11.6	-1.6	12.7	10.8	1.9
ABC PER	8.4	7.9	0.5	11.6	10.8	0.8	7.7	6.8	0.9	5.1	4.9	0.2	6.4	5.7	0.7	14.3	14.9	-0.6	8.1	8.2	-0.1
6RN	1.6	2.0	-0.4	2.4	2.2	0.2	1.1	1.7	-0.6	1.1	1.9	-0.8	2.0	2.0	0.0	1.6	1.9	-0.3	1.7	2.2	-0.5
ABC NEWS	0.9	0.9	0.0	1.5	1.2	0.3	0.4	0.6	-0.2	0.7	0.6	0.1	1.0	0.9	0.1	1.2	1.7	-0.5	0.9	0.9	0.0
6JJJ	9.0	9.0	0.0	7.8	8.0	-0.2	9.1	8.7	0.4	10.2	10.4	-0.2	8.9	9.8	-0.9	8.6	7.3	1.3	8.1	8.5	-0.4
ABCFM	2.5	1.9	0.6	2.4	2.1	0.3	2.3	1.5	0.8	2.6	1.7	0.9	2.5	2.2	0.3	2.8	1.8	1.0	3.5	2.4	1.1



PERTH RADIO - SURVEY 3 2018

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	133	139	-6	4	3	1	3	5	-2	11	10	1	25	29	-4	53	48	5	36	44	-8
6PR	170	171	-1	10	14	-4	2	3	-1	24	23	1	54	43	11	37	41	-4	43	48	-5
MIX 94.5	530	554	-24	70	68	2	60	64	-4	122	141	-19	151	159	-8	83	76	7	43	46	-3
HIT 92.9	503	498	5	91	93	-2	100	103	-3	193	198	-5	94	79	15	17	16	1	8	10	-2
96FM	326	331	-5	38	33	5	32	43	-11	100	114	-14	115	96	19	31	34	-3	10	11	-1
NOVA93.7	601	573	28	123	120	3	85	87	-2	206	193	13	142	130	12	35	31	4	10	12	-2
ABC PER	248	243	5	8	7	1	9	6	3	29	24	5	52	58	-6	54	52	2	96	96	0
6RN	59	67	-8	1	5	-4	*	*	*	7	9	-2	13	17	-4	18	12	6	21	24	-3
ABC NEWS	65	67	-2	1	3	-2	4	3	1	19	16	3	15	20	-5	12	13	-1	14	13	1
6JJB	350	338	12	40	40	0	75	63	12	152	155	-3	65	59	6	14	17	-3	3	4	-1
ABCFM	105	91	14	9	6	3	7	5	2	11	14	-3	24	21	3	16	13	3	38	33	5
Total	1680	1679	1	181	181	0	183	184	-1	456	455	1	391	389	2	216	214	2	253	256	-3

Cumulative Audience (000's) by Session, P10+ [Potential: 1771]

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	120	122	-2	70	69	1	67	66	1	78	78	0	59	63	-4	31	33	-2	86	87	-1							
6PR	151	158	-7	112	123	-11	83	74	9	82	79	3	86	86	0	50	50	0	116	108	8							
MIX 94.5	488	509	-21	290	325	-35	237	229	8	284	304	-20	307	283	24	125	117	8	314	335	-21							
HIT 92.9	465	460	5	288	293	-5	196	198	-2	261	270	-9	278	263	15	107	99	8	310	294	16							
96FM	285	289	-4	153	152	1	135	130	5	157	154	3	156	161	-5	66	69	-3	197	192	5							
NOVA93.7	547	531	16	351	352	-1	230	214	16	325	308	17	320	307	13	134	130	4	411	359	52							
ABC PER	218	219	-1	158	162	-4	120	108	12	106	112	-6	112	102	10	83	76	7	171	176	-5							
6RN	53	60	-7	38	37	1	28	29	-1	29	34	-5	34	34	0	12	18	-6	37	47	-10							
ABC NEWS	57	54	3	36	32	4	16	16	0	26	19	7	24	22	2	15	15	0	36	42	-6							
6JJB	324	311	13	191	188	3	147	137	10	192	196	-4	189	186	3	83	73	10	208	203	5							
ABCFM	96	82	14	49	50	-1	45	39	6	53	48	5	50	51	-1	28	22	6	72	63	9							
Total	1650	1643	7	1362	1373	-11	1073	1052	21	1249	1249	0	1276	1221	55	701	656	45	1426	1406	20							



PERTH RADIO - SURVEY 3 2018

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	12	12	0	*	*	*	*	*	*	1	1	0	3	4	-1	5	4	1	3	3	0
6PR	16	15	1	*	1	*	*	*	*	1	1	0	5	3	2	4	4	0	6	6	0
MIX 94.5	31	33	-2	2	2	0	2	2	0	6	6	0	10	12	-2	7	6	1	4	4	0
HIT 92.9	21	23	-2	3	3	0	5	6	-1	9	9	0	3	3	0	*	1	*	*	*	*
96FM	17	16	1	1	1	0	1	2	-1	6	5	1	7	6	1	1	2	-1	1	*	*
NOVA93.7	27	26	1	5	4	1	3	3	0	9	9	0	8	8	0	2	2	0	*	1	*
ABC PER	18	17	1	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	10	9	1
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	19	19	0	1	2	-1	4	2	2	9	10	-1	4	4	0	1	1	0	*	*	*
ABCFM	6	4	2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1
Total	217	213	4	17	15	2	18	17	1	52	50	2	53	54	-1	36	35	1	42	42	0

Average Audience (000's) by Session, P10+ [Potential: 1771]

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	12	12	0	19	17	2	19	19	0	15	17	-2	8	9	-1	3	2	1	12	12	0						
6PR	18	17	1	32	32	0	27	26	1	17	17	0	14	12	2	6	5	1	11	8	3						
MIX 94.5	35	36	-1	46	51	-5	49	51	-2	42	46	-4	37	35	2	10	8	2	22	27	-5						
HIT 92.9	24	26	-2	32	37	-5	28	34	-6	34	36	-2	28	27	1	5	5	0	16	15	1						
96FM	18	17	1	23	20	3	30	26	4	26	24	2	17	17	0	3	4	-1	15	13	2						
NOVA93.7	29	28	1	42	47	-5	32	30	2	38	34	4	36	32	4	7	7	0	23	19	4						
ABC PER	19	18	1	38	37	1	25	21	4	14	14	0	15	13	2	10	10	0	15	14	1						
6RN	4	4	0	8	8	0	4	5	-1	3	5	-2	5	4	1	1	1	0	3	4	-1						
ABC NEWS	2	2	0	5	4	1	1	2	-1	2	2	0	2	2	0	1	1	0	2	2	0						
6JJJ	21	21	0	26	27	-1	29	27	2	29	29	0	21	22	-1	6	5	1	15	15	0						
ABCFM	6	4	2	8	7	1	7	5	2	7	5	2	6	5	1	2	1	1	6	4	2						
Total	231	229	2	330	341	-11	317	314	3	284	281	3	232	221	11	68	65	3	181	172	9						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 3 2018

Cumulative Audience (000's) by Demographic, Listening via DAB+ or Internet, 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	+/-
BUDDHA HITS	32	37	-5	4	6	-2	1	2	-1	16	13	3	7	10	-3	3	6	-3	1	*	*
Coles Radio	23	29	-6	5	7	-2	2	2	0	9	8	1	2	7	-5	2	4	-2	2	2	0
EASY HITS	22	30	-8	5	4	1	*	*	*	7	11	-4	6	9	-3	2	4	-2	2	1	1
Edge Digital	7	5	2	1	3	-2	*	*	*	4	1	3	*	*	*	1	*	*	1	1	0
Kinderling Kids	16	13	3	4	7	-3	*	*	*	8	5	3	3	1	2	*	*	*	*	*	*
KIX DIGITAL	4	4	0	1	3	-2	*	*	*	1	1	0	1	*	*	*	1	*	*	*	*
MacquarieSportsRadio	2	2	0	*	*	*	*	*	*	2	2	0	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	17	13	4	2	2	0	*	*	*	7	7	0	5	3	2	3	*	*	1	1	0
My Perth Digital	22	22	0	7	8	-1	1	1	0	9	7	2	1	1	0	3	4	-1	1	2	-1
NTS News Talk Sport	5	6	-1	1	4	-3	*	1	*	3	1	2	*	*	*	*	*	*	1	*	*
OLDSKOOL HITS	29	27	2	4	2	2	1	*	*	15	9	6	6	11	-5	4	4	0	*	*	*
Smooth	44	32	12	5	2	3	2	1	1	13	8	5	11	10	1	7	5	2	7	6	1
The 80s iHeartRadio	29	29	0	4	5	-1	1	1	0	11	9	2	11	14	-3	2	1	1	1	1	0
X-All New All Hit	12	4	8	4	*	*	1	*	*	6	4	2	*	*	*	*	*	*	*	*	*
triple j Uneathed	14	13	1	6	6	0	2	2	0	3	3	0	3	2	1	*	*	*	*	*	*
ABC Country	11	11	0	2	*	*	*	1	*	5	1	4	*	*	*	3	4	-1	2	4	-2
ABC Grandstand	34	34	0	5	10	-5	*	*	*	17	9	8	6	9	-3	2	3	-1	2	4	-2
ABC Jazz	28	22	6	5	4	1	4	3	1	10	7	3	5	5	0	1	2	-1	2	2	0
ABC KIDS LISTEN	9	n.a.	*	4	n.a.	*	1	n.a.	*	4	n.a.	*	*	n.a.	*	*	n.a.	*	1	n.a.	*
Double J	26	21	5	3	3	0	*	*	*	15	11	4	6	7	-1	1	1	0	1	*	*
Total Digital/Internet Only	250	250	0	35	35	0	16	17	-1	88	70	18	66	76	-10	24	30	-6	22	22	0

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1771]

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	+/-
BUDDHA HITS	27	29	-2	11	12	-1	11	17	-6	13	16	-3	14	16	-2	2	3	-1	13	20	-7
Coles Radio	15	24	-9	6	4	2	5	5	0	5	8	-3	5	7	-2	3	4	-1	12	11	1
EASY HITS	17	25	-8	9	11	-2	6	8	-2	9	16	-7	8	11	-3	4	5	-1	7	8	-1
Edge Digital	5	4	1	3	3	0	4	2	2	3	1	2	2	*	*	2	*	*	3	1	2
Kinderling Kids	12	10	2	4	1	3	2	2	0	3	4	-1	5	3	2	6	5	1	7	3	4
KIX DIGITAL	4	4	0	3	2	1	2	2	0	1	1	0	*	1	*	1	1	0	*	1	*
MacquarieSportsRadio	2	2	0	1	2	-1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	10	10	0	3	3	0	5	5	0	4	3	1	1	*	*	*	*	*	11	6	5
My Perth Digital	18	18	0	8	6	2	1	4	-3	8	6	2	8	5	3	5	8	-3	11	12	-1
NTS News Talk Sport	4	4	0	2	3	-1	1	1	0	1	1	0	1	1	0	*	*	*	3	3	0
OLDSKOOL HITS	25	23	2	10	8	2	8	7	1	10	10	0	9	5	4	6	5	1	16	14	2
Smooth	37	27	10	18	13	5	14	10	4	22	13	9	13	12	1	11	11	0	22	21	1
The 80s iHeartRadio	22	24	-2	3	5	-2	9	11	-2	10	13	-3	9	10	-1	6	8	-2	16	14	2
X-All New All Hit	10	2	8	5	*	*	4	1	3	1	*	*	2	1	1	7	2	5	5	3	2
triple j Uneathed	12	9	3	4	3	1	*	*	*	1	1	0	6	4	2	5	2	3	5	7	-2
ABC Country	11	11	0	4	5	-1	6	7	-1	6	5	1	3	3	0	2	1	1	3	6	-3
ABC Grandstand	17	19	-2	6	5	1	2	3	-1	4	6	-2	5	5	0	9	10	-1	26	23	3
ABC Jazz	23	20	3	8	5	3	6	5	1	6	9	-3	8	7	1	12	10	2	12	8	4
ABC KIDS LISTEN	8	n.a.	*	2	n.a.	*	2	n.a.	*	2	n.a.	*	3	n.a.	*	3	n.a.	*	6	n.a.	*
Double J	17	15	2	5	5	0	10	6	4	6	9	-3	8	8	0	*	2	*	17	11	6
Total Digital/Internet Only	204	209	-5	99	90	9	96	98	-2	110	122	-12	106	102	4	65	68	-3	163	152	11