



# 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								
	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	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	6.7	6.9	-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	6.3	4.8	1.5	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	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	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	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	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	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	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	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	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	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
6J JJ	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							
6J JJ	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	*	*	*
ABC FM	6	4	2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1
<b>Total</b>	<b>217</b>	<b>213</b>	<b>4</b>	<b>17</b>	<b>15</b>	<b>2</b>	<b>18</b>	<b>17</b>	<b>1</b>	<b>52</b>	<b>50</b>	<b>2</b>	<b>53</b>	<b>54</b>	<b>-1</b>	<b>36</b>	<b>35</b>	<b>1</b>	<b>42</b>	<b>42</b>	<b>0</b>

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
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
ABC FM	6	4	2	8	7	1	7	5	2	7	5	2	6	5	1	2	1	1	6	4	2
<b>Total</b>	<b>231</b>	<b>229</b>	<b>2</b>	<b>330</b>	<b>341</b>	<b>-11</b>	<b>317</b>	<b>314</b>	<b>3</b>	<b>284</b>	<b>281</b>	<b>3</b>	<b>232</b>	<b>221</b>	<b>11</b>	<b>68</b>	<b>65</b>	<b>3</b>	<b>181</b>	<b>172</b>	<b>9</b>