

EMBARGOED UNTIL 9:30AM (AEDT)



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 2017

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 RADIO	24	18	6	1	*	*	1	*	*	8	7	1	8	5	3	1	3	-2	4	2	2
Coles Radio	13	10	3	1	2	-1	1	1	0	5	3	2	4	1	3	1	2	-1	1	2	-1
EASY HITS RADIO	14	17	-3	*	*	*	*	1	*	3	4	-1	4	4	0	6	7	-1	2	1	1
Edge Digital	4	*	*	*	*	*	2	*	*	2	*	*	1	*	*	*	*	*	*	*	*
Kinderling Kids	6	5	1	1	1	0	*	*	*	4	5	-1	1	*	*	*	*	*	*	*	*
KIX DIGITAL	2	2	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
MMM CLASSIC ROCK	12	12	0	*	1	*	1	1	0	5	4	1	5	6	-1	1	1	0	*	*	*
My Perth Digital	10	13	-3	3	3	0	3	3	0	4	4	0	*	2	*	*	1	*	1	1	0
NTS News Talk Sport	2	3	-1	2	1	1	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	20	28	-8	3	3	0	2	5	-3	9	7	2	4	10	-6	1	2	-1	1	1	0
Smooth	24	28	-4	3	1	2	*	1	*	1	4	-3	7	8	-1	9	9	0	3	4	-1
Talking Lifestyle Per	3	*	*	*	*	*	1	*	*	*	*	*	1	*	*	*	*	*	1	*	*
The 80s iHeartRadio	16	*	*	4	*	*	4	*	*	5	*	*	4	*	*	*	*	*	*	*	*
X-All New All Hit	4	4	0	*	*	*	*	*	*	4	1	3	*	3	*	*	*	*	*	*	*
triple j Unearthed	14	19	-5	3	2	1	4	7	-3	7	7	0	*	1	*	1	1	0	*	*	*
ABC Country	11	6	5	2	1	1	*	1	*	4	2	2	*	*	*	3	2	1	2	1	1
ABC Extra	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ABC Grandstand	13	10	3	*	2	*	*	2	*	5	2	3	*	*	*	4	2	2	4	3	1
ABC Jazz	14	11	3	1	2	-1	2	1	1	6	5	1	2	*	*	1	2	-1	2	2	0
Double J	19	24	-5	3	6	-3	2	5	-3	8	6	2	4	4	0	2	3	-1	*	*	*
Total Digital/Internet Only	192	192	0	25	21	4	17	25	-8	64	57	7	40	43	-3	24	28	-4	22	18	4

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1762]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BUDDHA HITS RADIO	20	16	4	11	8	3	14	11	3	11	8	3	7	5	2	2	1	1	11	7	4
Coles Radio	13	10	3	5	3	2	4	4	0	8	4	4	5	3	2	1	1	0	8	2	6
EASY HITS RADIO	12	16	-4	7	8	-1	5	9	-4	8	9	-1	7	7	0	7	5	2	9	9	0
Edge Digital	4	*	*	2	*	*	1	*	*	3	*	*	2	*	*	2	*	*	2	*	*
Kinderling Kids	4	3	1	2	3	-1	3	1	2	4	3	1	2	2	0	1	1	0	4	5	-1
KIX DIGITAL	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	2	2	0
MMM CLASSIC ROCK	10	9	1	3	3	0	5	3	2	6	5	1	3	5	-2	3	2	1	9	10	-1
My Perth Digital	10	12	-2	5	6	-1	5	6	-1	6	6	0	2	3	-1	3	1	2	3	5	-2
NTS News Talk Sport	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	2	1	1	2	3	-1
OLDSKOOL HITS RADIO	20	24	-4	6	10	-4	8	8	0	15	18	-3	7	10	-3	5	7	-2	9	15	-6
Smooth	21	24	-3	11	12	-1	14	14	0	12	15	-3	10	12	-2	8	3	5	13	15	-2
Talking Lifestyle Per	3	*	*	1	*	*	2	*	*	3	*	*	1	*	*	*	*	*	2	*	*
The 80s iHeartRadio	13	*	*	4	*	*	4	*	*	3	*	*	6	*	*	2	*	*	7	*	*
X-All New All Hit	3	4	-1	2	1	1	1	1	0	*	1	*	*	1	*	*	2	*	1	*	*
triple j Unearthed	11	13	-2	3	3	0	1	2	-1	6	8	-2	4	5	-1	5	5	0	9	9	0
ABC Country	9	4	5	8	4	4	2	*	*	7	2	5	5	1	4	*	*	*	7	2	5
ABC Extra	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ABC Grandstand	6	3	3	2	3	-1	3	1	2	3	*	*	2	*	*	*	*	*	13	8	5
ABC Jazz	9	9	0	4	5	-1	5	1	4	3	6	-3	4	4	0	1	2	-1	9	7	2
Double J	15	18	-3	6	10	-4	5	9	-4	8	9	-1	6	8	-2	5	2	3	12	14	-2
Total Digital/Internet Only	162	161	1	85	81	4	79	76	3	101	96	5	77	75	2	48	41	7	132	126	6

Please note: Edge Digital; TalkingLifestyle & The 80's iHeartRadio commenced broadcasting Oct 1, 2017.