



PERTH RADIO - SURVEY 2 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	5.6	4.7	0.9	0.1	*	*	0.3	1.7	-1.4	1.1	0.1	1.0	6.8	4.3	2.5	12.4	12.8	-0.4	7.9	7.4	0.5
6PR	6.9	6.2	0.7	3.4	3.1	0.3	0.4	0.5	-0.1	2.4	2.3	0.1	6.3	3.7	2.6	11.6	10.8	0.8	13.0	13.8	-0.8
MIX 94.5	15.6	15.7	-0.1	15.2	11.4	3.8	11.7	10.9	0.8	12.3	9.8	2.5	22.8	24.9	-2.1	18.8	22.8	-4.0	9.2	9.1	0.1
HIT 92.9	10.7	10.7	0.0	21.6	24.2	-2.6	35.8	27.0	8.8	18.1	18.4	-0.3	6.3	7.4	-1.1	2.3	3.9	-1.6	0.7	0.6	0.1
96FM	7.5	9.0	-1.5	4.9	3.9	1.0	10.9	14.6	-3.7	9.3	10.3	-1.0	11.4	14.1	-2.7	6.0	7.7	-1.7	1.0	1.8	-0.8
NOVA93.7	12.0	12.8	-0.8	28.5	35.7	-7.2	16.6	18.7	-2.1	17.3	20.6	-3.3	13.9	10.9	3.0	4.4	5.4	-1.0	1.9	1.3	0.6
ABC PER	8.0	7.6	0.4	0.5	1.3	-0.8	0.9	*	*	2.7	1.4	1.3	4.5	4.1	0.4	10.8	9.4	1.4	21.8	23.0	-1.2
6RN	2.0	1.8	0.2	0.6	0.6	0.0	*	*	*	0.2	0.4	-0.2	2.1	1.6	0.5	1.7	2.4	-0.7	5.5	4.2	1.3
ABC NEWS	0.9	0.9	0.0	0.1	0.3	-0.2	0.3	0.3	0.0	0.7	0.5	0.2	0.8	0.6	0.2	1.3	1.6	-0.3	1.5	1.5	0.0
6JJJ	8.9	10.8	-1.9	11.2	10.2	1.0	13.1	18.8	-5.7	19.9	22.3	-2.4	7.3	11.3	-4.0	3.2	1.8	1.4	0.2	0.4	-0.2
ABC FM	2.0	2.2	-0.2	0.3	0.9	-0.6	1.0	0.2	0.8	0.6	0.5	0.1	1.4	2.1	-0.7	1.6	2.8	-1.2	5.8	5.1	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	5.2	4.5	0.7	4.9	3.5	1.4	6.2	5.8	0.4	5.9	5.5	0.4	4.0	3.8	0.2	3.8	2.7	1.1	6.9	5.1	1.8							
6PR	7.5	6.7	0.8	9.3	8.6	0.7	8.2	7.1	1.1	6.0	5.7	0.3	5.7	4.7	1.0	8.0	5.6	2.4	4.8	4.8	0.0							
MIX 94.5	15.6	15.7	-0.1	15.0	15.1	-0.1	16.3	16.5	-0.2	16.3	16.4	-0.1	15.9	15.9	0.0	13.0	12.5	0.5	15.5	15.7	-0.2							
HIT 92.9	11.3	11.2	0.1	10.9	10.4	0.5	10.9	10.7	0.2	12.9	12.6	0.3	12.2	11.8	0.4	7.0	9.6	-2.6	8.6	9.2	-0.6							
96FM	7.4	9.3	-1.9	5.9	7.8	-1.9	8.3	11.1	-2.8	8.5	10.1	-1.6	7.7	9.3	-1.6	5.8	6.1	-0.3	7.7	8.0	-0.3							
NOVA93.7	12.4	13.3	-0.9	13.9	14.8	-0.9	9.7	10.4	-0.7	12.1	12.5	-0.4	14.4	16.0	-1.6	11.6	13.7	-2.1	10.8	11.2	-0.4							
ABC PER	7.9	7.6	0.3	10.8	11.4	-0.6	6.8	6.0	0.8	4.9	5.0	-0.1	5.7	5.1	0.6	14.9	13.5	1.4	8.2	7.8	0.4							
6RN	2.0	1.7	0.3	2.2	1.7	0.5	1.7	1.5	0.2	1.9	1.6	0.3	2.0	2.0	0.0	1.9	1.7	0.2	2.2	2.0	0.2							
ABC NEWS	0.9	0.9	0.0	1.2	1.1	0.1	0.6	0.7	-0.1	0.6	0.6	0.0	0.9	0.8	0.1	1.7	1.5	0.2	0.9	0.9	0.0							
6JJJ	9.0	10.3	-1.3	8.0	9.0	-1.0	8.7	9.8	-1.1	10.4	11.4	-1.0	9.8	11.8	-2.0	7.3	9.7	-2.4	8.5	12.3	-3.8							
ABC FM	1.9	2.0	-0.1	2.1	2.5	-0.4	1.5	1.7	-0.2	1.7	1.4	0.3	2.2	2.2	0.0	1.8	2.6	-0.8	2.4	2.9	-0.5							



PERTH RADIO - SURVEY 2 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	139	132	7	3	*	*	5	4	1	10	5	5	29	33	-4	48	46	2	44	44	0
6PR	171	152	19	14	10	4	3	3	0	23	18	5	43	42	1	41	31	10	48	48	0
MIX 94.5	554	572	-18	68	65	3	64	58	6	141	136	5	159	183	-24	76	83	-7	46	48	-2
HIT 92.9	498	477	21	93	95	-2	103	99	4	198	178	20	79	75	4	16	20	-4	10	10	0
96FM	331	320	11	33	28	5	43	42	1	114	102	12	96	97	-1	34	34	0	11	17	-6
NOVA93.7	573	584	-11	120	119	1	87	94	-7	193	212	-19	130	114	16	31	31	0	12	15	-3
ABC PER	243	243	0	7	14	-7	6	*	*	24	20	4	58	54	4	52	53	-1	96	102	-6
6RN	67	64	3	5	5	0	*	*	*	9	6	3	17	15	2	12	12	0	24	27	-3
ABC NEWS	67	62	5	3	3	0	3	1	2	16	11	5	20	13	7	13	15	-2	13	18	-5
6J JJ	338	349	-11	40	37	3	63	68	-5	155	147	8	59	75	-16	17	15	2	4	7	-3
ABCFM	91	85	6	6	8	-2	5	3	2	14	13	1	21	19	2	13	11	2	33	31	2
Total	1679	1679	0	181	181	0	184	184	0	455	457	-2	389	385	4	214	216	-2	256	256	0

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	122	116	6	69	64	5	66	69	-3	78	70	8	63	66	-3	33	26	7	87	84	3							
6PR	158	141	17	123	112	11	74	70	4	79	67	12	86	69	17	50	40	10	108	97	11							
MIX 94.5	509	532	-23	325	331	-6	229	261	-32	304	321	-17	283	286	-3	117	123	-6	335	347	-12							
HIT 92.9	460	436	24	293	271	22	198	203	-5	270	282	-12	263	241	22	99	113	-14	294	296	-2							
96FM	289	282	7	152	158	-6	130	143	-13	154	175	-21	161	157	4	69	72	-3	192	193	-1							
NOVA93.7	531	545	-14	352	348	4	214	222	-8	308	317	-9	307	304	3	130	126	4	359	344	15							
ABC PER	219	222	-3	162	165	-3	108	103	5	112	111	1	102	95	7	76	67	9	176	168	8							
6RN	60	58	2	37	30	7	29	24	5	34	29	5	34	33	1	18	17	1	47	50	-3							
ABC NEWS	54	54	0	32	31	1	16	20	-4	19	20	-1	22	19	3	15	14	1	42	35	7							
6J JJ	311	314	-3	188	192	-4	137	157	-20	196	197	-1	186	196	-10	73	81	-8	203	236	-33							
ABCFM	82	75	7	50	42	8	39	39	0	48	44	4	51	41	10	22	24	-2	63	60	3							
Total	1643	1626	17	1373	1333	40	1052	1064	-12	1249	1245	4	1221	1177	44	656	652	4	1406	1428	-22							



PERTH RADIO - SURVEY 2 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	10	2	*	*	*	*	*	*	1	*	*	4	2	2	4	4	0	3	3	0
6PR	15	13	2	1	*	*	*	*	*	1	1	0	3	2	1	4	3	1	6	6	0
MIX 94.5	33	34	-1	2	2	0	2	2	0	6	5	1	12	14	-2	6	7	-1	4	4	0
HIT 92.9	23	23	0	3	4	-1	6	4	2	9	10	-1	3	4	-1	1	1	0	*	*	*
96FM	16	19	-3	1	1	0	2	2	0	5	5	0	6	8	-2	2	2	0	*	1	*
NOVA93.7	26	27	-1	4	5	-1	3	3	0	9	11	-2	8	6	2	2	2	0	1	1	0
ABC PER	17	16	1	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	9	10	-1
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
6JJB	19	23	-4	2	2	0	2	3	-1	10	12	-2	4	6	-2	1	1	0	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
Total	213	215	-2	15	15	0	17	15	2	50	52	-2	54	56	-2	35	31	4	42	45	-3

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	10	2	17	12	5	19	18	1	17	16	1	9	8	1	2	2	0	12	9	3						
6PR	17	15	2	32	28	4	26	23	3	17	16	1	12	11	1	5	3	2	8	9	-1						
MIX 94.5	36	36	0	51	50	1	51	53	-2	46	47	-1	35	35	0	8	8	0	27	28	-1						
HIT 92.9	26	26	0	37	34	3	34	34	0	36	36	0	27	26	1	5	6	-1	15	16	-1						
96FM	17	21	-4	20	26	-6	26	35	-9	24	29	-5	17	21	-4	4	4	0	13	14	-1						
NOVA93.7	28	30	-2	47	49	-2	30	33	-3	34	36	-2	32	36	-4	7	8	-1	19	20	-1						
ABC PER	18	17	1	37	38	-1	21	19	2	14	15	-1	13	11	2	10	8	2	14	14	0						
6RN	4	4	0	8	6	2	5	5	0	5	5	0	4	5	-1	1	1	0	4	4	0						
ABC NEWS	2	2	0	4	4	0	2	2	0	2	2	0	2	2	0	1	1	0	2	2	0						
6JJB	21	24	-3	27	30	-3	27	31	-4	29	33	-4	22	26	-4	5	6	-1	15	22	-7						
ABCFM	4	4	0	7	8	-1	5	5	0	5	4	1	5	5	0	1	2	-1	4	5	-1						
Total	229	229	0	341	330	11	314	319	-5	281	288	-7	221	223	-2	65	60	5	172	179	-7						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 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 RADIO	37	27	10	6	4	2	2	1	1	13	6	7	10	9	1	6	5	1	*	2	*
Coles Radio	29	31	-2	7	2	5	2	3	-1	8	12	-4	7	10	-3	4	3	1	2	2	0
EASY HITS RADIO	30	19	11	4	2	2	*	*	*	11	8	3	9	3	6	4	6	-2	1	*	*
Edge Digital	5	6	-1	3	2	1	*	*	*	1	4	-3	*	*	*	*	*	*	1	*	*
Kinderling Kids	13	7	6	7	3	4	*	*	*	5	2	3	1	2	-1	*	*	*	*	*	*
KIX DIGITAL	4	3	1	3	1	2	*	*	*	1	*	*	*	*	*	1	1	0	*	1	*
MMM CLASSIC ROCK	13	15	-2	2	1	1	*	*	*	7	5	2	3	7	-4	*	2	*	1	1	0
My Perth Digital	22	23	-1	8	7	1	1	2	-1	7	9	-2	1	3	-2	4	1	3	2	2	0
NTS News Talk Sport	6	5	1	4	2	2	1	1	0	1	2	-1	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	27	25	2	2	1	1	*	*	*	9	12	-3	11	10	1	4	2	2	*	*	*
Smooth	32	26	6	2	3	-1	1	*	*	8	5	3	10	10	0	5	5	0	6	3	3
Talking Lifestyle Per	2	2	0	*	*	*	*	*	*	2	*	*	*	2	*	*	*	*	*	*	*
The 80s iHeartRadio	29	24	5	5	2	3	1	*	*	9	10	-1	14	11	3	1	*	*	1	1	0
X-All New All Hit	4	4	0	*	*	*	*	1	*	4	3	1	*	*	*	*	*	*	*	*	*
triple j Unearthed	13	12	1	6	1	5	2	3	-1	3	5	-2	2	3	-1	*	1	*	*	*	*
ABC Country	11	7	4	*	*	*	1	1	0	1	1	0	*	*	*	4	2	2	4	3	1
ABC Grandstand	34	22	12	10	6	4	*	2	*	9	*	*	9	6	3	3	3	0	4	5	-1
ABC Jazz	22	24	-2	4	6	-2	3	1	2	7	7	0	5	3	2	2	1	1	2	6	-4
Double J	21	29	-8	3	2	1	*	*	*	11	11	0	7	16	-9	1	*	*	*	*	*
Total Digital/Internet Only	250	246	4	35	28	7	17	16	1	70	72	-2	76	74	2	30	32	-2	22	24	-2

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 RADIO	29	20	9	12	4	8	17	8	9	16	10	6	16	6	10	3	4	-1	20	12	8	
Coles Radio	24	27	-3	4	5	-1	5	9	-4	8	10	-2	7	9	-2	4	6	-2	11	14	-3	
EASY HITS RADIO	25	14	11	11	4	7	8	6	2	16	10	6	11	5	6	5	1	4	8	7	1	
Edge Digital	4	4	0	3	2	1	2	*	*	1	2	-1	*	*	*	*	*	*	1	2	-1	
Kinderling Kids	10	5	5	1	1	0	2	1	1	4	2	2	3	1	2	5	2	3	3	2	1	
KIX DIGITAL	4	2	2	2	1	1	2	1	1	1	*	*	1	1	0	1	1	0	1	2	-1	
MMM CLASSIC ROCK	10	12	-2	3	6	-3	5	9	-4	3	7	-4	*	5	*	*	2	*	6	5	1	
My Perth Digital	18	20	-2	6	7	-1	4	3	1	6	7	-1	5	3	2	8	6	2	12	9	3	
NTS News Talk Sport	4	3	1	3	3	0	1	*	*	1	1	0	1	1	0	*	*	*	3	3	0	
OLDSKOOL HITS RADIO	23	19	4	8	5	3	7	6	1	10	8	2	5	8	-3	5	4	1	14	12	2	
Smooth	27	24	3	13	10	3	10	12	-2	13	12	1	12	12	0	11	6	5	21	18	3	
Talking Lifestyle Per	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	*
The 80s iHeartRadio	24	19	5	5	4	1	11	6	5	13	9	4	10	11	-1	8	6	2	14	12	2	
X-All New All Hit	2	*	*	*	*	*	1	*	*	*	*	*	1	*	*	2	*	*	3	4	-1	
triple j Unearthed	9	10	-1	3	2	1	*	4	*	1	5	-4	4	6	-2	2	3	-1	7	8	-1	
ABC Country	11	7	4	5	1	4	7	4	3	5	4	1	3	2	1	1	1	0	6	3	3	
ABC Grandstand	19	10	9	5	1	4	3	1	2	6	3	3	5	5	0	10	6	4	23	17	6	
ABC Jazz	20	15	5	5	6	-1	5	1	4	9	5	4	7	2	5	10	6	4	8	13	-5	
Double J	15	27	-12	5	6	-1	6	12	-6	9	17	-8	8	14	-6	2	6	-4	11	9	2	
Total Digital/Internet Only	209	203	6	90	68	22	98	85	13	122	116	6	102	99	3	68	60	8	152	141	11	