



PERTH RADIO - SURVEY 4 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	5.1	5.5	-0.4	3.7	0.1	3.6	2.8	0.3	2.5	0.5	1.0	-0.5	4.2	5.7	-1.5	13.1	14.2	-1.1	7.7	7.8	-0.1
6PR	8.1	7.5	0.6	2.2	1.7	0.5	1.4	*	*	2.6	1.7	0.9	8.4	9.7	-1.3	12.1	11.4	0.7	16.8	13.8	3.0
MIX 94.5	13.6	14.2	-0.6	10.6	14.7	-4.1	8.9	11.3	-2.4	10.9	11.3	-0.4	21.6	19.7	1.9	18.9	18.3	0.6	6.2	8.6	-2.4
HIT 92.9	9.9	9.8	0.1	25.3	20.6	4.7	21.7	29.5	-7.8	16.7	17.0	-0.3	7.1	6.1	1.0	1.4	1.2	0.2	0.5	0.7	-0.2
96FM	8.6	8.0	0.6	6.2	7.0	-0.8	7.2	6.2	1.0	11.7	11.6	0.1	14.4	13.6	0.8	3.4	4.0	-0.6	2.5	1.2	1.3
NOVA93.7	14.7	12.6	2.1	33.2	31.3	1.9	17.4	17.1	0.3	23.9	17.8	6.1	15.2	14.3	0.9	5.9	5.2	0.7	0.6	1.1	-0.5
ABC PER	8.2	8.3	-0.1	1.1	0.9	0.2	0.2	1.2	-1.0	1.9	2.6	-0.7	5.0	4.3	0.7	14.1	11.5	2.6	21.9	23.5	-1.6
6RN	1.7	1.7	0.0	0.1	*	*	*	*	*	0.2	0.1	0.1	1.1	1.0	0.1	4.9	2.5	2.4	3.2	5.0	-1.8
ABC NEWS	1.0	0.9	0.1	*	*	*	0.5	0.6	-0.1	0.7	0.8	-0.1	0.9	0.7	0.2	1.3	1.4	-0.1	1.8	1.3	0.5
6JJJ	7.9	8.8	-0.9	6.2	7.8	-1.6	26.5	21.5	5.0	14.7	17.5	-2.8	6.0	7.0	-1.0	1.1	3.1	-2.0	0.1	0.1	0.0
ABC FM	3.6	2.7	0.9	0.6	0.7	-0.1	3.9	1.8	2.1	0.8	0.5	0.3	2.6	2.2	0.4	4.2	3.6	0.6	9.1	6.6	2.5

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	4.8	5.2	-0.4	5.0	5.8	-0.8	5.3	5.9	-0.6	5.1	5.1	0.0	4.0	3.6	0.4	3.5	4.0	-0.5	6.1	6.7	-0.6						
6PR	8.5	7.8	0.7	11.1	9.7	1.4	8.2	8.4	-0.2	7.0	6.0	1.0	6.0	6.2	-0.2	10.7	9.3	1.4	6.9	6.3	0.6						
MIX 94.5	14.2	14.9	-0.7	12.5	14.0	-1.5	15.7	15.4	0.3	15.6	15.0	0.6	14.0	16.0	-2.0	11.8	14.8	-3.0	11.7	12.0	-0.3						
HIT 92.9	10.0	10.2	-0.2	9.3	9.6	-0.3	8.7	8.9	-0.2	11.0	11.9	-0.9	12.0	11.9	0.1	9.0	6.8	2.2	9.6	8.6	1.0						
96FM	8.4	8.0	0.4	8.0	7.1	0.9	10.0	9.3	0.7	9.0	9.0	0.0	7.5	7.4	0.1	4.8	5.1	-0.3	9.1	8.2	0.9						
NOVA93.7	14.9	12.6	2.3	14.8	12.7	2.1	13.1	10.0	3.1	15.4	13.5	1.9	17.6	15.5	2.1	12.4	10.0	2.4	14.1	12.7	1.4						
ABC PER	8.3	8.4	-0.1	11.5	11.6	-0.1	7.1	7.7	-0.6	5.5	5.1	0.4	7.0	6.4	0.6	13.1	14.3	-1.2	8.1	8.1	0.0						
6RN	1.7	1.6	0.1	2.5	2.4	0.1	0.9	1.1	-0.2	1.0	1.1	-0.1	2.5	2.0	0.5	2.1	1.6	0.5	1.6	1.7	-0.1						
ABC NEWS	1.0	0.9	0.1	1.5	1.5	0.0	0.6	0.4	0.2	0.6	0.7	-0.1	1.0	1.0	0.0	1.1	1.2	-0.1	1.0	0.9	0.1						
6JJJ	8.3	9.0	-0.7	7.8	7.8	0.0	8.3	9.1	-0.8	8.3	10.2	-1.9	9.1	8.9	0.2	8.5	8.6	-0.1	6.6	8.1	-1.5						
ABC FM	3.4	2.5	0.9	2.8	2.4	0.4	4.1	2.3	1.8	3.7	2.6	1.1	3.0	2.5	0.5	3.5	2.8	0.7	4.2	3.5	0.7						



PERTH RADIO - SURVEY 4 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	133	0	3	4	-1	5	3	2	8	11	-3	29	25	4	47	53	-6	41	36	5
6PR	189	170	19	13	10	3	7	2	5	32	24	8	51	54	-3	32	37	-5	55	43	12
MIX 94.5	537	530	7	60	70	-10	48	60	-12	125	122	3	173	151	22	91	83	8	40	43	-3
HIT 92.9	508	503	5	92	91	1	100	100	0	183	193	-10	106	94	12	20	17	3	7	8	-1
96FM	313	326	-13	31	38	-7	25	32	-7	94	100	-6	120	115	5	30	31	-1	12	10	2
NOVA93.7	607	601	6	119	123	-4	82	85	-3	227	206	21	134	142	-8	32	35	-3	13	10	3
ABC PER	251	248	3	12	8	4	1	9	-8	27	29	-2	57	52	5	59	54	5	96	96	0
6RN	58	59	-1	2	1	1	*	*	*	6	7	-1	17	13	4	19	18	1	14	21	-7
ABC NEWS	56	65	-9	*	1	*	3	4	-1	12	19	-7	11	15	-4	12	12	0	18	14	4
6JJJ	345	350	-5	40	40	0	87	75	12	140	152	-12	62	65	-3	11	14	-3	4	3	1
ABCFM	110	105	5	8	9	-1	8	7	1	15	11	4	24	24	0	16	16	0	38	38	0
Total	1680	1680	0	179	181	-2	187	183	4	457	456	1	391	391	0	216	216	0	250	253	-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	117	120	-3	68	70	-2	65	67	-2	80	78	2	63	59	4	32	31	1	91	86	5						
6PR	171	151	20	123	112	11	95	83	12	101	82	19	90	86	4	53	50	3	123	116	7						
MIX 94.5	495	488	7	276	290	-14	249	237	12	294	284	10	290	307	-17	114	125	-11	325	314	11						
HIT 92.9	461	465	-4	281	288	-7	203	196	7	271	261	10	275	278	-3	121	107	14	317	310	7						
96FM	279	285	-6	159	153	6	142	135	7	173	157	16	149	156	-7	57	66	-9	189	197	-8						
NOVA93.7	570	547	23	369	351	18	251	230	21	337	325	12	359	320	39	146	134	12	397	411	-14						
ABC PER	222	218	4	162	158	4	114	120	-6	110	106	4	119	112	7	70	83	-13	179	171	8						
6RN	55	53	2	37	38	-1	23	28	-5	28	29	-1	35	34	1	14	12	2	34	37	-3						
ABC NEWS	51	57	-6	36	36	0	14	16	-2	19	26	-7	21	24	-3	12	15	-3	34	36	-2						
6JJJ	316	324	-8	192	191	1	148	147	1	180	192	-12	192	189	3	92	83	9	210	208	2						
ABCFM	103	96	7	54	49	5	56	45	11	58	53	5	57	50	7	34	28	6	81	72	9						
Total	1647	1650	-3	1347	1362	-15	1100	1073	27	1270	1249	21	1275	1276	-1	691	701	-10	1448	1426	22						



PERTH RADIO - SURVEY 4 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	11	12	-1	1	*	*	*	*	*	*	1	*	2	3	-1	4	5	-1	3	3	0
6PR	18	16	2	*	*	*	*	*	*	1	1	0	5	5	0	4	4	0	7	6	1
MIX 94.5	30	31	-1	2	2	0	2	2	0	6	6	0	12	10	2	6	7	-1	3	4	-1
HIT 92.9	22	21	1	4	3	1	4	5	-1	9	9	0	4	3	1	*	*	*	*	*	*
96FM	19	17	2	1	1	0	1	1	0	6	6	0	8	7	1	1	1	0	1	1	0
NOVA93.7	32	27	5	6	5	1	3	3	0	13	9	4	8	8	0	2	2	0	*	*	*
ABC PER	18	18	0	*	*	*	*	*	*	1	1	0	3	2	1	5	4	1	10	10	0
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	1	2	-1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJB	17	19	-2	1	1	0	5	4	1	8	9	-1	3	4	-1	*	1	*	*	*	*
ABCFM	8	6	2	*	*	*	1	*	*	*	*	*	1	1	0	1	1	0	4	3	1
Total	220	217	3	18	17	1	17	18	-1	55	52	3	55	53	2	32	36	-4	44	42	2

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	11	12	-1	17	19	-2	16	19	-3	15	15	0	10	8	2	2	3	-1	11	12	-1						
6PR	20	18	2	37	32	5	25	27	-2	20	17	3	15	14	1	7	6	1	13	11	2						
MIX 94.5	33	35	-2	42	46	-4	49	49	0	46	42	4	34	37	-3	7	10	-3	22	22	0						
HIT 92.9	23	24	-1	31	32	-1	27	28	-1	32	34	-2	29	28	1	6	5	1	18	16	2						
96FM	20	18	2	27	23	4	31	30	1	26	26	0	18	17	1	3	3	0	17	15	2						
NOVA93.7	35	29	6	49	42	7	41	32	9	45	38	7	43	36	7	8	7	1	27	23	4						
ABC PER	19	19	0	38	38	0	22	25	-3	16	14	2	17	15	2	8	10	-2	15	15	0						
6RN	4	4	0	8	8	0	3	4	-1	3	3	0	6	5	1	1	1	0	3	3	0						
ABC NEWS	2	2	0	5	5	0	2	1	1	2	2	0	2	2	0	1	1	0	2	2	0						
6JJB	19	21	-2	26	26	0	26	29	-3	24	29	-5	22	21	1	5	6	-1	12	15	-3						
ABCFM	8	6	2	9	8	1	13	7	6	11	7	4	7	6	1	2	2	0	8	6	2						
Total	233	231	2	333	330	3	309	317	-8	293	284	9	244	232	12	64	68	-4	188	181	7						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	20	32	-12	4	4	0	*	1	*	8	16	-8	3	7	-4	3	3	0	2	1	1
Coles Radio	17	23	-6	*	5	*	3	2	1	8	9	-1	2	2	0	2	2	0	3	2	1
EASY HITS	19	22	-3	6	5	1	*	*	*	3	7	-4	7	6	1	1	2	-1	2	2	0
Edge Digital	7	7	0	2	1	1	*	*	*	4	4	0	*	*	*	1	1	0	*	1	*
Kinderling Kids	14	16	-2	1	4	-3	*	*	*	8	8	0	5	3	2	*	*	*	*	*	*
KIX DIGITAL	3	4	-1	*	1	*	*	*	*	1	1	0	1	1	0	*	*	*	1	*	*
MacquarieSportsRadio	1	2	-1	*	*	*	*	*	*	1	2	-1	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	17	17	0	1	2	-1	1	*	*	5	7	-2	6	5	1	3	3	0	1	1	0
My Perth Digital	14	22	-8	6	7	-1	*	1	*	7	9	-2	1	1	0	*	3	*	1	1	0
NTS News Talk Sport	4	5	-1	1	1	0	*	*	*	2	3	-1	*	*	*	*	*	*	1	1	0
OLDSKOOL HITS	30	29	1	5	4	1	1	1	0	16	15	1	5	6	-1	3	4	-1	1	*	*
Smooth	43	44	-1	6	5	1	1	2	-1	10	13	-3	11	11	0	11	7	4	4	7	-3
The 80s iHeartRadio	20	29	-9	1	4	-3	1	1	0	10	11	-1	5	11	-6	1	2	-1	2	1	1
X-All New All Hit	12	12	0	5	4	1	1	1	0	5	6	-1	1	*	*	*	*	*	*	*	*
triple j Unearthed	14	14	0	3	6	-3	2	2	0	6	3	3	2	3	-1	1	*	*	*	*	*
ABC Country	11	11	0	4	2	2	1	*	*	4	5	-1	*	*	*	1	3	-2	1	2	-1
ABC Grandstand	31	34	-3	3	5	-2	*	*	*	13	17	-4	6	6	0	4	2	2	5	2	3
ABC Jazz	20	28	-8	5	5	0	1	4	-3	7	10	-3	3	5	-2	1	1	0	4	2	2
ABC KIDS LISTEN	9	9	0	5	4	1	*	1	*	2	4	-2	1	*	*	*	*	*	1	1	0
Double J	28	26	2	3	3	0	1	*	*	15	15	0	7	6	1	1	1	0	1	1	0
Total Digital/Internet Only	252	250	2	32	35	-3	12	16	-4	94	88	6	61	66	-5	27	24	3	26	22	4

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	18	27	-9	7	11	-4	2	11	-9	7	13	-6	4	14	-10	2	2	0	6	13	-7
Coles Radio	12	15	-3	5	6	-1	4	5	-1	6	5	1	5	5	0	3	3	0	9	12	-3
EASY HITS	11	17	-6	4	9	-5	3	6	-3	8	9	-1	5	8	-3	1	4	-3	11	7	4
Edge Digital	5	5	0	2	3	-1	2	4	-2	2	3	-1	1	2	-1	3	2	1	3	3	0
Kinderling Kids	13	12	1	6	4	2	5	2	3	4	3	1	5	5	0	5	6	-1	10	7	3
KIX DIGITAL	2	4	-2	2	3	-1	1	2	-1	*	1	*	*	*	*	*	1	*	1	*	*
MacquarieSportsRadio	1	2	-1	*	1	*	*	*	*	1	1	0	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	14	10	4	2	3	-1	4	5	-1	9	4	5	9	1	8	2	*	*	9	11	-2
My Perth Digital	12	18	-6	6	8	-2	3	1	2	4	8	-4	6	8	-2	2	5	-3	8	11	-3
NTS News Talk Sport	3	4	-1	2	2	0	*	1	*	1	1	0	1	1	0	*	*	*	3	3	0
OLDSKOOL HITS	27	25	2	10	10	0	9	8	1	10	10	0	12	9	3	6	6	0	15	16	-1
Smooth	35	37	-2	14	18	-4	14	14	0	19	22	-3	14	13	1	9	11	-2	24	22	2
The 80s iHeartRadio	15	22	-7	1	3	-2	6	9	-3	5	10	-5	7	9	-2	6	6	0	12	16	-4
X-All New All Hit	8	10	-2	4	5	-1	3	4	-1	2	1	1	1	2	-1	5	7	-2	6	5	1
triple j Unearthed	13	12	1	3	4	-1	3	*	*	3	1	2	8	6	2	5	5	0	6	5	1
ABC Country	11	11	0	4	4	0	5	6	-1	6	6	0	6	3	3	2	2	0	3	3	0
ABC Grandstand	15	17	-2	4	6	-2	1	2	-1	3	4	-1	9	5	4	8	9	-1	27	26	1
ABC Jazz	15	23	-8	4	8	-4	2	6	-4	2	6	-4	6	8	-2	8	12	-4	10	12	-2
ABC KIDS LISTEN	7	8	-1	3	2	1	2	2	0	3	2	1	2	3	-1	1	3	-2	5	6	-1
Double J	21	17	4	8	5	3	10	10	0	10	6	4	10	8	2	3	*	*	17	17	0
Total Digital/Internet Only	202	204	-2	83	99	-16	84	96	-12	105	110	-5	112	106	6	63	65	-2	166	163	3