



PERTH RADIO - SURVEY 5 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	5.1	0.0	5.2	3.7	1.5	2.5	2.8	-0.3	0.9	0.5	0.4	3.8	4.2	-0.4	9.8	13.1	-3.3	8.9	7.7	1.2
6PR	7.6	8.1	-0.5	2.2	2.2	0.0	2.1	1.4	0.7	2.2	2.6	-0.4	6.1	8.4	-2.3	11.5	12.1	-0.6	16.6	16.8	-0.2
MIX 94.5	13.7	13.6	0.1	8.3	10.6	-2.3	6.4	8.9	-2.5	10.7	10.9	-0.2	24.4	21.6	2.8	16.2	18.9	-2.7	6.9	6.2	0.7
HIT 92.9	10.6	9.9	0.7	25.7	25.3	0.4	26.1	21.7	4.4	20.2	16.7	3.5	6.0	7.1	-1.1	1.8	1.4	0.4	0.5	0.5	0.0
96FM	7.4	8.6	-1.2	4.9	6.2	-1.3	7.4	7.2	0.2	9.5	11.7	-2.2	11.4	14.4	-3.0	5.3	3.4	1.9	2.4	2.5	-0.1
NOVA93.7	13.9	14.7	-0.8	31.0	33.2	-2.2	21.0	17.4	3.6	22.1	23.9	-1.8	15.0	15.2	-0.2	4.9	5.9	-1.0	0.7	0.6	0.1
ABC PER	8.0	8.2	-0.2	1.0	1.1	-0.1	0.9	0.2	0.7	2.2	1.9	0.3	4.4	5.0	-0.6	16.3	14.1	2.2	18.3	21.9	-3.6
6RN	2.1	1.7	0.4	0.3	0.1	0.2	*	*	*	0.4	0.2	0.2	1.8	1.1	0.7	3.8	4.9	-1.1	4.6	3.2	1.4
ABC NEWS	1.2	1.0	0.2	0.2	*	*	0.1	0.5	-0.4	1.0	0.7	0.3	2.2	0.9	1.3	1.0	1.3	-0.3	1.4	1.8	-0.4
6JJJ	7.9	7.9	0.0	8.5	6.2	2.3	22.3	26.5	-4.2	16.0	14.7	1.3	6.6	6.0	0.6	0.7	1.1	-0.4	0.1	0.1	0.0
ABC FM	3.1	3.6	-0.5	0.6	0.6	0.0	2.8	3.9	-1.1	0.9	0.8	0.1	1.7	2.6	-0.9	3.3	4.2	-0.9	8.3	9.1	-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	4.7	4.8	-0.1	3.9	5.0	-1.1	5.4	5.3	0.1	5.5	5.1	0.4	4.4	4.0	0.4	3.3	3.5	-0.2	6.3	6.1	0.2						
6PR	8.0	8.5	-0.5	11.1	11.1	0.0	7.1	8.2	-1.1	6.6	7.0	-0.4	5.9	6.0	-0.1	8.9	10.7	-1.8	6.3	6.9	-0.6						
MIX 94.5	14.0	14.2	-0.2	12.6	12.5	0.1	15.9	15.7	0.2	16.4	15.6	0.8	12.8	14.0	-1.2	7.1	11.8	-4.7	12.7	11.7	1.0						
HIT 92.9	10.9	10.0	0.9	10.2	9.3	0.9	10.4	8.7	1.7	11.7	11.0	0.7	12.2	12.0	0.2	8.4	9.0	-0.6	9.7	9.6	0.1						
96FM	7.2	8.4	-1.2	6.8	8.0	-1.2	8.6	10.0	-1.4	7.8	9.0	-1.2	6.1	7.5	-1.4	5.3	4.8	0.5	7.7	9.1	-1.4						
NOVA93.7	14.2	14.9	-0.7	15.0	14.8	0.2	12.8	13.1	-0.3	14.3	15.4	-1.1	15.4	17.6	-2.2	12.8	12.4	0.4	12.6	14.1	-1.5						
ABC PER	8.0	8.3	-0.3	10.9	11.5	-0.6	7.3	7.1	0.2	5.4	5.5	-0.1	6.2	7.0	-0.8	13.0	13.1	-0.1	8.2	8.1	0.1						
6RN	2.1	1.7	0.4	2.7	2.5	0.2	1.1	0.9	0.2	1.4	1.0	0.4	2.7	2.5	0.2	4.1	2.1	2.0	2.2	1.6	0.6						
ABC NEWS	1.2	1.0	0.2	1.9	1.5	0.4	0.9	0.6	0.3	0.7	0.6	0.1	1.0	1.0	0.0	1.8	1.1	0.7	1.4	1.0	0.4						
6JJJ	8.2	8.3	-0.1	7.5	7.8	-0.3	7.3	8.3	-1.0	7.9	8.3	-0.4	10.5	9.1	1.4	9.1	8.5	0.6	7.0	6.6	0.4						
ABC FM	3.0	3.4	-0.4	2.5	2.8	-0.3	3.9	4.1	-0.2	3.1	3.7	-0.6	2.8	3.0	-0.2	2.4	3.5	-1.1	3.6	4.2	-0.6						



PERTH RADIO - SURVEY 5 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	134	133	1	3	3	0	5	5	0	10	8	2	28	29	-1	35	47	-12	54	41	13
6PR	188	189	-1	13	13	0	11	7	4	27	32	-5	48	51	-3	32	32	0	56	55	1
MIX 94.5	525	537	-12	52	60	-8	47	48	-1	130	125	5	178	173	5	80	91	-11	39	40	-1
HIT 92.9	517	508	9	90	92	-2	103	100	3	205	183	22	93	106	-13	19	20	-1	7	7	0
96FM	304	313	-9	23	31	-8	31	25	6	102	94	8	102	120	-18	32	30	2	13	12	1
NOVA93.7	568	607	-39	104	119	-15	86	82	4	206	227	-21	128	134	-6	32	32	0	12	13	-1
ABC PER	246	251	-5	6	12	-6	4	1	3	32	27	5	62	57	5	57	59	-2	83	96	-13
6RN	60	58	2	2	2	0	*	*	*	9	6	3	20	17	3	13	19	-6	16	14	2
ABC NEWS	68	56	12	1	*	*	2	3	-1	17	12	5	24	11	13	12	12	0	12	18	-6
6JJJ	322	345	-23	40	40	0	76	87	-11	133	140	-7	60	62	-2	8	11	-3	4	4	0
ABCFM	96	110	-14	8	8	0	7	8	-1	16	15	1	21	24	-3	15	16	-1	29	38	-9
Total	1679	1680	-1	178	179	-1	188	187	1	455	457	-2	390	391	-1	214	216	-2	254	250	4

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	117	0	63	68	-5	70	65	5	90	80	10	63	63	0	28	32	-4	88	91	-3							
6PR	173	171	2	126	123	3	92	95	-3	95	101	-6	86	90	-4	46	53	-7	114	123	-9							
MIX 94.5	481	495	-14	271	276	-5	249	249	0	297	294	3	260	290	-30	93	114	-21	308	325	-17							
HIT 92.9	467	461	6	296	281	15	210	203	7	283	271	12	272	275	-3	107	121	-14	301	317	-16							
96FM	261	279	-18	147	159	-12	127	142	-15	157	173	-16	125	149	-24	58	57	1	165	189	-24							
NOVA93.7	550	570	-20	367	369	-2	233	251	-18	316	337	-21	311	359	-48	126	146	-20	346	397	-51							
ABC PER	220	222	-2	161	162	-1	99	114	-15	117	110	7	111	119	-8	73	70	3	177	179	-2							
6RN	57	55	2	39	37	2	24	23	1	29	28	1	38	35	3	18	14	4	41	34	7							
ABC NEWS	56	51	5	44	36	8	14	14	0	20	19	1	18	21	-3	11	12	-1	46	34	12							
6JJJ	288	316	-28	180	192	-12	144	148	-4	171	180	-9	188	192	-4	93	92	1	200	210	-10							
ABCFM	87	103	-16	56	54	2	48	56	-8	49	58	-9	52	57	-5	24	34	-10	75	81	-6							
Total	1635	1647	-12	1352	1347	5	1094	1100	-6	1273	1270	3	1215	1275	-60	645	691	-46	1444	1448	-4							



PERTH RADIO - SURVEY 5 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	11	0	1	1	0	*	*	*	*	*	*	2	2	0	3	4	-1	4	3	1
6PR	16	18	-2	*	*	*	*	*	*	1	1	0	3	5	-2	4	4	0	7	7	0
MIX 94.5	29	30	-1	1	2	-1	1	2	-1	5	6	-1	13	12	1	5	6	-1	3	3	0
HIT 92.9	23	22	1	4	4	0	4	4	0	10	9	1	3	4	-1	1	*	*	*	*	*
96FM	16	19	-3	1	1	0	1	1	0	5	6	-1	6	8	-2	2	1	1	1	1	0
NOVA93.7	30	32	-2	5	6	-1	3	3	0	11	13	-2	8	8	0	2	2	0	*	*	*
ABC PER	17	18	-1	*	*	*	*	*	*	1	1	0	2	3	-1	5	5	0	8	10	-2
6RN	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	2	1	1
ABC NEWS	3	2	1	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	1	1	0
6JJJ	17	17	0	1	1	0	4	5	-1	8	8	0	4	3	1	*	*	*	*	*	*
ABCFM	7	8	-1	*	*	*	*	1	*	*	*	*	1	1	0	1	1	0	4	4	0
Total	214	220	-6	16	18	-2	16	17	-1	51	55	-4	55	55	0	32	32	0	45	44	1

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	11	0	13	17	-4	17	16	1	16	15	1	10	10	0	2	2	0	11	11	0						
6PR	18	20	-2	36	37	-1	22	25	-3	19	20	-1	13	15	-2	5	7	-2	11	13	-2						
MIX 94.5	32	33	-1	41	42	-1	49	49	0	48	46	2	29	34	-5	4	7	-3	23	22	1						
HIT 92.9	25	23	2	33	31	2	32	27	5	34	32	2	28	29	-1	5	6	-1	17	18	-1						
96FM	16	20	-4	22	27	-5	26	31	-5	23	26	-3	14	18	-4	3	3	0	14	17	-3						
NOVA93.7	32	35	-3	49	49	0	39	41	-2	42	45	-3	35	43	-8	8	8	0	23	27	-4						
ABC PER	18	19	-1	36	38	-2	22	22	0	16	16	0	14	17	-3	8	8	0	15	15	0						
6RN	5	4	1	9	8	1	3	3	0	4	3	1	6	6	0	2	1	1	4	3	1						
ABC NEWS	3	2	1	6	5	1	3	2	1	2	2	0	2	2	0	1	1	0	3	2	1						
6JJJ	19	19	0	25	26	-1	22	26	-4	23	24	-1	24	22	2	5	5	0	13	12	1						
ABCFM	7	8	-1	8	9	-1	12	13	-1	9	11	-2	6	7	-1	1	2	-1	6	8	-2						
Total	228	233	-5	326	333	-7	306	309	-3	293	293	0	228	244	-16	60	64	-4	179	188	-9						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	20	0	7	4	3	*	*	*	1	8	-7	5	3	2	3	3	0	3	2	1
Coles Radio	18	17	1	*	*	*	3	3	0	6	8	-2	5	2	3	2	2	0	2	3	-1
EASY HITS	27	19	8	6	6	0	*	*	*	4	3	1	8	7	1	6	1	5	3	2	1
Edge Digital	5	7	-2	5	2	3	*	*	*	*	4	*	*	*	*	*	1	*	*	*	*
Kinderling Kids	12	14	-2	1	1	0	*	*	*	4	8	-4	7	5	2	*	*	*	*	*	*
KIX DIGITAL	2	3	-1	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	1	1	0
MacquarieSportsRadio	1	1	0	*	*	*	*	*	*	*	1	*	1	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	21	17	4	*	1	*	3	1	2	9	5	4	8	6	2	1	3	-2	1	1	0
My Perth Digital	13	14	-1	8	6	2	*	*	*	3	7	-4	*	1	*	*	*	*	2	1	1
NTS News Talk Sport	3	4	-1	3	1	2	*	*	*	*	2	*	*	*	*	1	*	*	*	1	*
OLDSKOOL HITS	21	30	-9	2	5	-3	*	1	*	10	16	-6	6	5	1	1	3	-2	1	1	0
Smooth	36	43	-7	3	6	-3	1	1	0	3	10	-7	12	11	1	12	11	1	6	4	2
The 80s iHeartRadio	12	20	-8	2	1	1	1	1	0	6	10	-4	2	5	-3	1	1	0	1	2	-1
X-All New All Hit	11	12	-1	4	5	-1	*	1	*	5	5	0	3	1	2	*	*	*	*	*	*
triple j Uneathed	12	14	-2	4	3	1	*	2	*	5	6	-1	1	2	-1	2	1	1	*	*	*
ABC Country	8	11	-3	4	4	0	1	1	0	*	4	*	2	*	*	1	1	0	*	1	*
ABC Grandstand	25	31	-6	1	3	-2	*	*	*	9	13	-4	6	6	0	5	4	1	4	5	-1
ABC Jazz	15	20	-5	5	5	0	2	1	1	1	7	-6	2	3	-1	2	1	1	3	4	-1
ABC KIDS LISTEN	9	9	0	3	5	-2	*	*	*	4	2	2	2	1	1	*	*	*	*	1	*
Double J	24	28	-4	2	3	-1	1	1	0	12	15	-3	7	7	0	1	1	0	1	1	0
Total Digital/Internet Only	250	252	-2	33	32	1	12	12	0	76	94	-18	68	61	7	37	27	10	24	26	-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	17	18	-1	12	7	5	1	2	-1	4	7	-3	5	4	1	4	2	2	11	6	5
Coles Radio	14	12	2	4	5	-1	5	4	1	6	6	0	5	5	0	4	3	1	8	9	-1
EASY HITS	21	11	10	6	4	2	6	3	3	15	8	7	13	5	8	2	1	1	17	11	6
Edge Digital	5	5	0	2	2	0	*	2	*	1	2	-1	*	1	*	3	3	0	*	3	*
Kinderling Kids	11	13	-2	5	6	-1	4	5	-1	5	4	1	4	5	-1	2	5	-3	10	10	0
KIX DIGITAL	1	2	-1	*	2	*	*	1	*	*	*	*	1	*	*	1	*	*	1	1	0
MacquarieSportsRadio	1	1	0	1	*	*	*	*	*	*	1	*	*	*	*	*	*	*	1	*	*
MMM CLASSIC ROCK	19	14	5	3	2	1	5	4	1	11	9	2	14	9	5	7	2	5	12	9	3
My Perth Digital	12	12	0	6	6	0	5	3	2	4	4	0	1	6	-5	*	2	*	9	8	1
NTS News Talk Sport	1	3	-2	*	2	*	*	*	*	*	1	*	1	1	0	1	*	*	3	3	0
OLDSKOOL HITS	18	27	-9	6	10	-4	6	9	-3	9	10	-1	9	12	-3	2	6	-4	9	15	-6
Smooth	29	35	-6	10	14	-4	15	14	1	20	19	1	16	14	2	9	9	0	23	24	-1
The 80s iHeartRadio	7	15	-8	*	1	*	4	6	-2	3	5	-2	4	7	-3	3	6	-3	8	12	-4
X-All New All Hit	6	8	-2	3	4	-1	2	3	-1	1	2	-1	2	1	1	1	5	-4	7	6	1
triple j Uneathed	10	13	-3	2	3	-1	5	3	2	2	3	-1	5	8	-3	5	5	0	6	6	0
ABC Country	7	11	-4	3	4	-1	3	5	-2	4	6	-2	5	6	-1	1	2	-1	4	3	1
ABC Grandstand	10	15	-5	2	4	-2	1	1	0	2	3	-1	7	9	-2	6	8	-2	22	27	-5
ABC Jazz	10	15	-5	5	4	1	2	2	0	2	2	0	4	6	-2	5	8	-3	8	10	-2
ABC KIDS LISTEN	7	7	0	4	3	1	3	2	1	4	3	1	2	2	0	1	1	0	6	5	1
Double J	18	21	-3	8	8	0	6	10	-4	10	10	0	11	10	1	7	3	4	16	17	-1
Total Digital/Internet Only	199	202	-3	87	83	4	79	84	-5	106	105	1	109	112	-3	67	63	4	172	166	6