



# PERTH RADIO - SURVEY 6 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	4.8	5.1	-0.3	0.2	5.2	-5.0	0.4	2.5	-2.1	0.7	0.9	-0.2	4.9	3.8	1.1	8.6	9.8	-1.2	9.9	8.9	1.0
6PR	6.9	7.6	-0.7	0.6	2.2	-1.6	0.7	2.1	-1.4	2.2	2.2	0.0	5.2	6.1	-0.9	11.9	11.5	0.4	15.7	16.6	-0.9
MIX 94.5	14.1	13.7	0.4	11.9	8.3	3.6	8.5	6.4	2.1	10.6	10.7	-0.1	20.0	24.4	-4.4	21.0	16.2	4.8	7.9	6.9	1.0
HIT 92.9	10.8	10.6	0.2	19.3	25.7	-6.4	25.3	26.1	-0.8	21.1	20.2	0.9	7.6	6.0	1.6	2.4	1.8	0.6	0.3	0.5	-0.2
96FM	7.2	7.4	-0.2	8.5	4.9	3.6	14.2	7.4	6.8	9.5	9.5	0.0	8.4	11.4	-3.0	5.8	5.3	0.5	0.8	2.4	-1.6
NOVA93.7	13.5	13.9	-0.4	33.0	31.0	2.0	19.3	21.0	-1.7	20.0	22.1	-2.1	15.3	15.0	0.3	5.3	4.9	0.4	0.4	0.7	-0.3
ABC PER	8.3	8.0	0.3	1.3	1.0	0.3	1.6	0.9	0.7	2.0	2.2	-0.2	5.9	4.4	1.5	12.1	16.3	-4.2	21.7	18.3	3.4
6RN	1.8	2.1	-0.3	0.3	0.3	0.0	*	*	*	0.5	0.4	0.1	1.6	1.8	-0.2	1.3	3.8	-2.5	5.4	4.6	0.8
ABC NEWS	1.1	1.2	-0.1	0.4	0.2	0.2	0.4	0.1	0.3	1.2	1.0	0.2	1.6	2.2	-0.6	1.2	1.0	0.2	1.0	1.4	-0.4
6JJJ	8.3	7.9	0.4	7.7	8.5	-0.8	19.8	22.3	-2.5	16.7	16.0	0.7	7.6	6.6	1.0	1.1	0.7	0.4	0.2	0.1	0.1
ABCFM	2.2	3.1	-0.9	1.2	0.6	0.6	0.5	2.8	-2.3	0.7	0.9	-0.2	1.0	1.7	-0.7	2.9	3.3	-0.4	6.2	8.3	-2.1

Share Movement (%) by Session, P10+

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
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	4.6	4.7	-0.1	3.7	3.9	-0.2	5.5	5.4	0.1	5.6	5.5	0.1	4.0	4.4	-0.4	3.4	3.3	0.1	5.2	6.3	-1.1
6PR	7.2	8.0	-0.8	10.1	11.1	-1.0	6.2	7.1	-0.9	5.4	6.6	-1.2	7.3	5.9	1.4	6.0	8.9	-2.9	5.9	6.3	-0.4
MIX 94.5	14.3	14.0	0.3	13.9	12.6	1.3	15.6	15.9	-0.3	15.9	16.4	-0.5	13.4	12.8	0.6	7.5	7.1	0.4	13.5	12.7	0.8
HIT 92.9	11.4	10.9	0.5	11.3	10.2	1.1	11.7	10.4	1.3	12.7	11.7	1.0	11.3	12.2	-0.9	6.1	8.4	-2.3	8.8	9.7	-0.9
96FM	7.8	7.2	0.6	6.4	6.8	-0.4	9.1	8.6	0.5	8.5	7.8	0.7	6.4	6.1	0.3	9.3	5.3	4.0	5.4	7.7	-2.3
NOVA93.7	13.8	14.2	-0.4	14.6	15.0	-0.4	11.5	12.8	-1.3	13.8	14.3	-0.5	15.2	15.4	-0.2	14.7	12.8	1.9	12.7	12.6	0.1
ABC PER	8.3	8.0	0.3	11.3	10.9	0.4	8.8	7.3	1.5	5.3	5.4	-0.1	5.3	6.2	-0.9	14.3	13.0	1.3	8.3	8.2	0.1
6RN	1.7	2.1	-0.4	2.0	2.7	-0.7	1.2	1.1	0.1	1.5	1.4	0.1	1.9	2.7	-0.8	3.1	4.1	-1.0	2.1	2.2	-0.1
ABC NEWS	1.1	1.2	-0.1	1.3	1.9	-0.6	0.8	0.9	-0.1	0.6	0.7	-0.1	1.0	1.0	0.0	2.7	1.8	0.9	1.4	1.4	0.0
6JJJ	8.0	8.2	-0.2	7.5	7.5	0.0	6.8	7.3	-0.5	7.7	7.9	-0.2	10.8	10.5	0.3	8.7	9.1	-0.4	9.0	7.0	2.0
ABCFM	2.0	3.0	-1.0	1.5	2.5	-1.0	2.4	3.9	-1.5	2.1	3.1	-1.0	2.1	2.8	-0.7	2.0	2.4	-0.4	2.9	3.6	-0.7



# PERTH RADIO - SURVEY 6 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	127	134	-7	2	3	-1	2	5	-3	8	10	-2	29	28	1	32	35	-3	53	54	-1
6PR	161	188	-27	6	13	-7	7	11	-4	20	27	-7	42	48	-6	40	32	8	45	56	-11
MIX 94.5	490	525	-35	60	52	8	48	47	1	112	130	-18	163	178	-15	76	80	-4	31	39	-8
HIT 92.9	516	517	-1	90	90	0	99	103	-4	202	205	-3	97	93	4	24	19	5	6	7	-1
96FM	294	304	-10	29	23	6	40	31	9	97	102	-5	90	102	-12	27	32	-5	10	13	-3
NOVA93.7	580	568	12	109	104	5	87	86	1	212	206	6	130	128	2	36	32	4	5	12	-7
ABC PER	249	246	3	7	6	1	9	4	5	27	32	-5	58	62	-4	51	57	-6	97	83	14
6RN	62	60	2	1	2	-1	*	*	*	11	9	2	20	20	0	9	13	-4	21	16	5
ABC NEWS	73	68	5	1	1	0	4	2	2	20	17	3	21	24	-3	13	12	1	13	12	1
6JJJ	310	322	-12	31	40	-9	78	76	2	123	133	-10	64	60	4	11	8	3	3	4	-1
ABCFM	95	96	-1	12	8	4	7	7	0	18	16	2	15	21	-6	13	15	-2	31	29	2
<b>Total</b>	<b>1675</b>	<b>1679</b>	<b>-4</b>	<b>181</b>	<b>178</b>	<b>3</b>	<b>186</b>	<b>188</b>	<b>-2</b>	<b>449</b>	<b>455</b>	<b>-6</b>	<b>390</b>	<b>390</b>	<b>0</b>	<b>215</b>	<b>214</b>	<b>1</b>	<b>254</b>	<b>254</b>	<b>0</b>

Cumulative 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-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	+/-
6IX	115	117	-2	68	63	5	71	70	1	79	90	-11	56	63	-7	22	28	-6	83	88	-5
6PR	148	173	-25	106	126	-20	78	92	-14	72	95	-23	85	86	-1	43	46	-3	103	114	-11
MIX 94.5	442	481	-39	255	271	-16	216	249	-33	266	297	-31	255	260	-5	92	93	-1	307	308	-1
HIT 92.9	474	467	7	314	296	18	200	210	-10	286	283	3	248	272	-24	89	107	-18	295	301	-6
96FM	248	261	-13	131	147	-16	118	127	-9	144	157	-13	123	125	-2	74	58	16	152	165	-13
NOVA93.7	537	550	-13	372	367	5	213	233	-20	308	316	-8	296	311	-15	126	126	0	383	346	37
ABC PER	219	220	-1	162	161	1	115	99	16	117	117	0	102	111	-9	82	73	9	182	177	5
6RN	57	57	0	37	39	-2	26	24	2	30	29	1	32	38	-6	15	18	-3	43	41	2
ABC NEWS	61	56	5	41	44	-3	20	14	6	23	20	3	25	18	7	19	11	8	49	46	3
6JJJ	272	288	-16	176	180	-4	130	144	-14	152	171	-19	180	188	-8	75	93	-18	203	200	3
ABCFM	82	87	-5	48	56	-8	40	48	-8	49	49	0	43	52	-9	16	24	-8	67	75	-8
<b>Total</b>	<b>1630</b>	<b>1635</b>	<b>-5</b>	<b>1360</b>	<b>1352</b>	<b>8</b>	<b>1037</b>	<b>1094</b>	<b>-57</b>	<b>1254</b>	<b>1273</b>	<b>-19</b>	<b>1190</b>	<b>1215</b>	<b>-25</b>	<b>626</b>	<b>645</b>	<b>-19</b>	<b>1463</b>	<b>1444</b>	<b>19</b>



# PERTH RADIO - SURVEY 6 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	10	11	-1	*	1	*	*	*	*	*	*	*	3	2	1	3	3	0	4	4	0
6PR	15	16	-1	*	*	*	*	*	*	1	1	0	3	3	0	4	4	0	7	7	0
MIX 94.5	30	29	1	2	1	1	1	1	0	5	5	0	12	13	-1	7	5	2	3	3	0
HIT 92.9	23	23	0	3	4	-1	4	4	0	11	10	1	4	3	1	1	1	0	*	*	*
96FM	16	16	0	1	1	0	2	1	1	5	5	0	5	6	-1	2	2	0	*	1	*
NOVA93.7	29	30	-1	5	5	0	3	3	0	10	11	-1	9	8	1	2	2	0	*	*	*
ABC PER	18	17	1	*	*	*	*	*	*	1	1	0	3	2	1	4	5	-1	9	8	1
6RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	2	0
ABC NEWS	2	3	-1	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	*	1	*
6JJJ	18	17	1	1	1	0	3	4	-1	9	8	1	4	4	0	*	*	*	*	*	*
ABCFM	5	7	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
Total	216	214	2	15	16	-1	17	16	1	51	51	0	58	55	3	33	32	1	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			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	+/-
6IX	11	11	0	12	13	-1	17	17	0	17	16	1	9	10	-1	2	2	0	9	11	-2
6PR	17	18	-1	33	36	-3	19	22	-3	16	19	-3	16	13	3	4	5	-1	11	11	0
MIX 94.5	33	32	1	46	41	5	48	49	-1	47	48	-1	30	29	1	5	4	1	24	23	1
HIT 92.9	26	25	1	37	33	4	36	32	4	38	34	4	25	28	-3	4	5	-1	16	17	-1
96FM	18	16	2	21	22	-1	28	26	2	25	23	2	14	14	0	6	3	3	10	14	-4
NOVA93.7	32	32	0	48	49	-1	35	39	-4	41	42	-1	34	35	-1	9	8	1	23	23	0
ABC PER	19	18	1	37	36	1	27	22	5	16	16	0	12	14	-2	9	8	1	15	15	0
6RN	4	5	-1	7	9	-2	4	3	1	4	4	0	4	6	-2	2	2	0	4	4	0
ABC NEWS	2	3	-1	4	6	-2	3	3	0	2	2	0	2	2	0	2	1	1	3	3	0
6JJJ	18	19	-1	25	25	0	21	22	-1	23	23	0	24	24	0	5	5	0	16	13	3
ABCFM	5	7	-2	5	8	-3	7	12	-5	6	9	-3	5	6	-1	1	1	0	5	6	-1
Total	230	228	2	330	326	4	305	306	-1	298	293	5	224	228	-4	63	60	3	181	179	2



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	28	20	8	5	7	-2	2	*	*	3	1	2	10	5	5	4	3	1	3	3	0
Coles Radio	14	18	-4	1	*	*	1	3	-2	3	6	-3	6	5	1	1	2	-1	1	2	-1
EASY HITS	21	27	-6	8	6	2	*	*	*	4	4	0	1	8	-7	7	6	1	1	3	-2
Edge Digital	4	5	-1	2	5	-3	*	*	*	2	*	*	1	*	*	*	*	*	*	*	*
Kinderling Kids	7	12	-5	1	1	0	*	*	*	2	4	-2	4	7	-3	*	*	*	*	*	*
KIX DIGITAL	2	2	0	1	*	*	*	*	*	*	*	*	1	1	0	*	*	*	*	1	*
MacquarieSportsRadio	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	*	*	*
MMM CLASSIC ROCK	20	21	-1	4	*	*	4	3	1	5	9	-4	4	8	-4	3	1	2	*	1	*
My Perth Digital	17	13	4	7	8	-1	2	*	*	3	3	0	1	*	*	2	*	*	3	2	1
NTS News Talk Sport	1	3	-2	*	3	*	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*
OLDSKOOL HITS	25	21	4	1	2	-1	*	*	*	12	10	2	8	6	2	2	1	1	1	1	0
Smooth	34	36	-2	3	3	0	2	1	1	5	3	2	12	12	0	8	12	-4	5	6	-1
The 80s iHeartRadio	15	12	3	4	2	2	*	1	*	4	6	-2	6	2	4	1	1	0	*	1	*
URBAN HITS	12	n/a	*	6	n/a	*	1	n/a	*	2	n/a	*	3	n/a	*	*	n/a	*	*	n/a	*
X-All New All Hit	9	11	-2	5	4	1	*	*	*	3	5	-2	2	3	-1	*	*	*	*	*	*
triple j Uearthed	14	12	2	5	4	1	2	*	*	5	5	0	2	1	1	*	2	*	*	*	*
ABC Country	7	8	-1	3	4	-1	*	1	*	*	*	*	2	2	0	1	1	0	*	*	*
ABC Grandstand	23	25	-2	1	1	0	1	*	*	10	9	1	7	6	1	3	5	-2	1	4	-3
ABC Jazz	19	15	4	6	5	1	3	2	1	2	1	1	3	2	1	2	2	0	2	3	-1
ABC KIDS LISTEN	11	9	2	3	3	0	*	*	*	6	4	2	2	2	0	*	*	*	*	*	*
Double J	30	24	6	6	2	4	2	1	1	11	12	-1	12	7	5	*	1	*	*	1	*
Total Digital/Internet Only	245	250	-5	34	33	1	18	12	6	67	76	-9	76	68	8	36	37	-1	14	24	-10

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	22	17	5	19	12	7	10	1	9	9	4	5	6	5	1	7	4	3	13	11	2
Coles Radio	10	14	-4	4	4	0	6	5	1	7	6	1	3	5	-2	3	4	-1	10	8	2
EASY HITS	21	21	0	10	6	4	6	6	0	9	15	-6	12	13	-1	5	2	3	12	17	-5
Edge Digital	4	5	-1	1	2	-1	1	*	*	3	1	2	2	*	*	1	3	-2	1	*	*
Kinderling Kids	6	11	-5	2	5	-3	1	4	-3	1	5	-4	2	4	-2	*	2	*	4	10	-6
KIX DIGITAL	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
MacquarieSportsRadio	1	1	0	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
MMM CLASSIC ROCK	17	19	-2	7	3	4	5	5	0	12	11	1	10	14	-4	6	7	-1	14	12	2
My Perth Digital	12	12	0	5	6	-1	2	5	-3	9	4	5	1	1	0	*	*	*	12	9	3
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	*	3	*
OLDSKOOL HITS	18	18	0	6	6	0	5	6	-1	10	9	1	9	9	0	6	2	4	13	9	4
Smooth	29	29	0	11	10	1	10	15	-5	16	20	-4	19	16	3	9	9	0	19	23	-4
The 80s iHeartRadio	10	7	3	2	*	*	2	4	-2	6	3	3	4	4	0	1	3	-2	10	8	2
URBAN HITS	11	n/a	*	3	n/a	*	1	n/a	*	8	n/a	*	4	n/a	*	3	n/a	*	2	n/a	*
X-All New All Hit	7	6	1	5	3	2	2	2	0	1	1	0	4	2	2	1	1	0	5	7	-2
triple j Uearthed	7	10	-3	*	2	*	3	5	-2	3	2	1	1	5	-4	3	5	-2	7	6	1
ABC Country	4	7	-3	1	3	-2	2	3	-1	1	4	-3	3	5	-2	1	1	0	3	4	-1
ABC Grandstand	8	10	-2	*	2	*	1	1	0	2	2	0	6	7	-1	6	6	0	21	22	-1
ABC Jazz	16	10	6	8	5	3	5	2	3	6	2	4	7	4	3	3	5	-2	10	8	2
ABC KIDS LISTEN	11	7	4	6	4	2	2	3	-1	2	4	-2	4	2	2	3	1	2	5	6	-1
Double J	25	18	7	8	8	0	13	6	7	11	10	1	12	11	1	8	7	1	18	16	2
Total Digital/Internet Only	198	199	-1	99	87	12	83	79	4	106	106	0	103	109	-6	65	67	-2	175	172	3