



PERTH RADIO - SURVEY 7 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	5.8	4.8	1.0	0.4	0.2	0.2	0.2	0.4	-0.2	0.4	0.7	-0.3	5.3	4.9	0.4	13.9	8.6	5.3	11.3	9.9	1.4
6PR	7.8	6.9	0.9	2.0	0.6	1.4	0.3	0.7	-0.4	3.4	2.2	1.2	5.8	5.2	0.6	11.1	11.9	-0.8	18.8	15.7	3.1
MIX 94.5	13.9	14.1	-0.2	17.1	11.9	5.2	9.6	8.5	1.1	13.3	10.6	2.7	15.4	20.0	-4.6	24.0	21.0	3.0	5.3	7.9	-2.6
HIT 92.9	10.4	10.8	-0.4	19.6	19.3	0.3	21.8	25.3	-3.5	18.0	21.1	-3.1	8.9	7.6	1.3	3.2	2.4	0.8	0.2	0.3	-0.1
96FM	7.6	7.2	0.4	6.0	8.5	-2.5	10.4	14.2	-3.8	10.5	9.5	1.0	9.8	8.4	1.4	8.3	5.8	2.5	0.3	0.8	-0.5
NOVA93.7	14.4	13.5	0.9	28.2	33.0	-4.8	16.6	19.3	-2.7	22.4	20.0	2.4	17.6	15.3	2.3	4.6	5.3	-0.7	1.6	0.4	1.2
ABC PER	7.7	8.3	-0.6	1.8	1.3	0.5	0.6	1.6	-1.0	0.8	2.0	-1.2	6.2	5.9	0.3	7.7	12.1	-4.4	23.4	21.7	1.7
6RN	1.3	1.8	-0.5	*	0.3	*	*	*	*	0.3	0.5	-0.2	0.9	1.6	-0.7	1.3	1.3	0.0	4.1	5.4	-1.3
ABC NEWS	1.0	1.1	-0.1	0.1	0.4	-0.3	0.5	0.4	0.1	0.5	1.2	-0.7	0.9	1.6	-0.7	1.3	1.2	0.1	1.9	1.0	0.9
6JJJ	8.7	8.3	0.4	5.2	7.7	-2.5	26.2	19.8	6.4	16.9	16.7	0.2	7.5	7.6	-0.1	1.3	1.1	0.2	0.2	0.2	0.0
ABCFM	2.4	2.2	0.2	1.3	1.2	0.1	0.9	0.5	0.4	0.6	0.7	-0.1	2.5	1.0	1.5	1.4	2.9	-1.5	6.4	6.2	0.2

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	5.6	4.6	1.0	4.8	3.7	1.1	6.5	5.5	1.0	6.9	5.6	1.3	4.9	4.0	0.9	2.9	3.4	-0.5	6.5	5.2	1.3						
6PR	8.1	7.2	0.9	11.0	10.1	0.9	8.0	6.2	1.8	5.3	5.4	-0.1	7.4	7.3	0.1	10.2	6.0	4.2	6.9	5.9	1.0						
MIX 94.5	13.9	14.3	-0.4	12.6	13.9	-1.3	15.3	15.6	-0.3	16.1	15.9	0.2	12.6	13.4	-0.8	8.9	7.5	1.4	14.1	13.5	0.6						
HIT 92.9	10.7	11.4	-0.7	10.2	11.3	-1.1	9.7	11.7	-2.0	11.4	12.7	-1.3	12.9	11.3	1.6	8.1	6.1	2.0	9.4	8.8	0.6						
96FM	8.1	7.8	0.3	6.6	6.4	0.2	9.2	9.1	0.1	8.7	8.5	0.2	6.9	6.4	0.5	10.0	9.3	0.7	6.2	5.4	0.8						
NOVA93.7	15.1	13.8	1.3	15.1	14.6	0.5	13.9	11.5	2.4	15.9	13.8	2.1	16.2	15.2	1.0	13.5	14.7	-1.2	12.0	12.7	-0.7						
ABC PER	7.7	8.3	-0.6	10.9	11.3	-0.4	7.1	8.8	-1.7	5.5	5.3	0.2	5.5	5.3	0.2	10.3	14.3	-4.0	7.8	8.3	-0.5						
6RN	1.3	1.7	-0.4	1.7	2.0	-0.3	0.9	1.2	-0.3	1.1	1.5	-0.4	1.1	1.9	-0.8	2.2	3.1	-0.9	1.3	2.1	-0.8						
ABC NEWS	1.0	1.1	-0.1	1.6	1.3	0.3	0.5	0.8	-0.3	0.3	0.6	-0.3	0.7	1.0	-0.3	2.7	2.7	0.0	1.0	1.4	-0.4						
6JJJ	8.6	8.0	0.6	7.9	7.5	0.4	8.6	6.8	1.8	8.3	7.7	0.6	11.0	10.8	0.2	7.2	8.7	-1.5	9.0	9.0	0.0						
ABCFM	2.3	2.0	0.3	1.9	1.5	0.4	2.0	2.4	-0.4	2.2	2.1	0.1	2.8	2.1	0.7	4.1	2.0	2.1	2.8	2.9	-0.1						



PERTH RADIO - SURVEY 7 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	131	127	4	4	2	2	1	2	-1	8	8	0	30	29	1	46	32	14	42	53	-11
6PR	179	161	18	12	6	6	8	7	1	30	20	10	35	42	-7	39	40	-1	54	45	9
MIX 94.5	516	490	26	71	60	11	49	48	1	126	112	14	160	163	-3	77	76	1	32	31	1
HIT 92.9	530	516	14	96	90	6	101	99	2	198	202	-4	105	97	8	24	24	0	5	6	-1
96FM	302	294	8	35	29	6	32	40	-8	101	97	4	92	90	2	31	27	4	11	10	1
NOVA93.7	615	580	35	117	109	8	85	87	-2	227	212	15	146	130	16	32	36	-4	8	5	3
ABC PER	234	249	-15	14	7	7	7	9	-2	13	27	-14	53	58	-5	41	51	-10	105	97	8
6RN	65	62	3	*	1	*	*	*	*	7	11	-4	17	20	-3	11	9	2	29	21	8
ABC NEWS	64	73	-9	1	1	0	6	4	2	11	20	-9	14	21	-7	13	13	0	20	13	7
6JJJ	320	310	10	31	31	0	74	78	-4	136	123	13	65	64	1	13	11	2	2	3	-1
ABCFM	105	95	10	10	12	-2	9	7	2	17	18	-1	20	15	5	13	13	0	36	31	5
Total	1677	1675	2	181	181	0	185	186	-1	454	449	5	390	390	0	217	215	2	249	254	-5

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	116	115	1	70	68	2	69	71	-2	77	79	-2	66	56	10	23	22	1	91	83	8							
6PR	166	148	18	127	106	21	91	78	13	81	72	9	94	85	9	54	43	11	116	103	13							
MIX 94.5	464	442	22	268	255	13	212	216	-4	283	266	17	250	255	-5	103	92	11	329	307	22							
HIT 92.9	487	474	13	290	314	-24	196	200	-4	293	286	7	250	248	2	99	89	10	308	295	13							
96FM	272	248	24	134	131	3	128	118	10	151	144	7	137	123	14	76	74	2	164	152	12							
NOVA93.7	562	537	25	361	372	-11	250	213	37	331	308	23	315	296	19	124	126	-2	369	383	-14							
ABC PER	203	219	-16	153	162	-9	116	115	1	107	117	-10	98	102	-4	62	82	-20	168	182	-14							
6RN	61	57	4	39	37	2	24	26	-2	29	30	-1	26	32	-6	21	15	6	43	43	0							
ABC NEWS	58	61	-3	37	41	-4	19	20	-1	20	23	-3	25	25	0	23	19	4	41	49	-8							
6JJJ	290	272	18	184	176	8	126	130	-4	157	152	5	195	180	15	66	75	-9	205	203	2							
ABCFM	95	82	13	54	48	6	51	40	11	57	49	8	56	43	13	32	16	16	67	67	0							
Total	1640	1630	10	1357	1360	-3	1047	1037	10	1248	1254	-6	1218	1190	28	632	626	6	1432	1463	-31							



PERTH RADIO - SURVEY 7 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	13	10	3	*	*	*	*	*	*	*	*	*	3	3	0	5	3	2	5	4	1
6PR	18	15	3	*	*	*	*	*	*	2	1	1	3	3	0	4	4	0	8	7	1
MIX 94.5	32	30	2	3	2	1	2	1	1	7	5	2	9	12	-3	9	7	2	2	3	-1
HIT 92.9	24	23	1	3	3	0	4	4	0	10	11	-1	5	4	1	1	1	0	*	*	*
96FM	18	16	2	1	1	0	2	2	0	6	5	1	6	5	1	3	2	1	*	*	*
NOVA93.7	33	29	4	5	5	0	3	3	0	12	10	2	10	9	1	2	2	0	1	*	*
ABC PER	18	18	0	*	*	*	*	*	*	*	1	*	4	3	1	3	4	-1	10	9	1
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	1	*	*
6JJJ	20	18	2	1	1	0	5	3	2	9	9	0	4	4	0	*	*	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	3	3	0
Total	231	216	15	18	15	3	18	17	1	55	51	4	59	58	1	35	33	2	45	42	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	14	11	3	17	12	5	22	17	5	22	17	5	12	9	3	2	2	0	12	9	3						
6PR	20	17	3	40	33	7	27	19	8	17	16	1	17	16	1	7	4	3	13	11	2						
MIX 94.5	35	33	2	46	46	0	52	48	4	51	47	4	30	30	0	6	5	1	26	24	2						
HIT 92.9	27	26	1	37	37	0	33	36	-3	36	38	-2	30	25	5	5	4	1	17	16	1						
96FM	20	18	2	24	21	3	31	28	3	28	25	3	16	14	2	7	6	1	12	10	2						
NOVA93.7	38	32	6	55	48	7	47	35	12	50	41	9	38	34	4	9	9	0	22	23	-1						
ABC PER	19	19	0	40	37	3	24	27	-3	17	16	1	13	12	1	7	9	-2	14	15	-1						
6RN	3	4	-1	6	7	-1	3	4	-1	4	4	0	3	4	-1	1	2	-1	2	4	-2						
ABC NEWS	2	2	0	6	4	2	2	3	-1	1	2	-1	2	2	0	2	2	0	2	3	-1						
6JJJ	21	18	3	29	25	4	29	21	8	26	23	3	26	24	2	5	5	0	17	16	1						
ABCFM	6	5	1	7	5	2	7	7	0	7	6	1	7	5	2	3	1	2	5	5	0						
Total	248	230	18	364	330	34	339	305	34	317	298	19	236	224	12	66	63	3	186	181	5						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	30	28	2	3	5	-2	6	2	4	6	3	3	6	10	-4	5	4	1	4	3	1
Coles Radio	23	14	9	3	1	2	6	1	5	5	3	2	7	6	1	2	1	1	1	1	0
EASY HITS	15	21	-6	5	8	-3	*	*	*	4	4	0	2	1	1	3	7	-4	2	1	1
Edge Digital	7	4	3	1	2	-1	*	*	*	5	2	3	1	1	0	*	*	*	*	*	*
Kinderling Kids	15	7	8	*	1	*	2	*	*	9	2	7	4	4	0	*	*	*	*	*	*
KIX DIGITAL	4	2	2	1	1	0	*	*	*	2	*	*	*	1	*	*	*	*	*	*	*
MacquarieSportsRadio	2	1	1	*	*	*	*	*	*	2	*	*	*	1	*	*	*	*	*	*	*
MMM CLASSIC ROCK	19	20	-1	5	4	1	2	4	-2	6	5	1	4	4	0	2	3	-1	*	*	*
My Perth Digital	16	17	-1	3	7	-4	2	2	0	4	3	1	3	1	2	2	2	0	2	3	-1
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	*	*	*
OLDSKOOL HITS	41	25	16	3	1	2	3	*	*	16	12	4	13	8	5	5	2	3	1	1	0
Smooth	35	34	1	4	3	1	1	2	-1	13	5	8	9	12	-3	7	8	-1	2	5	-3
The 80s iHeartRadio	14	15	-1	3	4	-1	*	*	*	6	4	2	5	6	-1	1	1	0	*	*	*
URBAN HITS	11	12	-1	4	6	-2	1	1	0	5	2	3	2	3	-1	*	*	*	*	*	*
X-All New All Hit	6	9	-3	3	5	-2	*	*	*	2	3	-1	1	2	-1	*	*	*	*	*	*
triple j Unearthed	21	14	7	5	5	0	6	2	4	9	5	4	2	2	0	*	*	*	*	*	*
ABC Country	11	7	4	2	3	-1	*	*	*	3	*	*	*	2	*	4	1	3	2	*	*
ABC Grandstand	18	23	-5	2	1	1	2	1	1	6	10	-4	5	7	-2	2	3	-1	1	1	0
ABC Jazz	16	19	-3	4	6	-2	1	3	-2	3	2	1	3	3	0	3	2	1	2	2	0
ABC KIDS LISTEN	14	11	3	2	3	-1	*	*	*	9	6	3	1	2	-1	1	*	*	*	*	*
Double J	34	30	4	5	6	-1	3	2	1	11	11	0	13	12	1	1	*	*	*	*	*
Total Digital/Internet Only	241	245	-4	34	34	0	21	18	3	72	67	5	68	76	-8	31	36	-5	16	14	2

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1771]

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	23	22	1	12	19	-7	13	10	3	12	9	3	7	6	1	7	7	0	11	13	-2
Coles Radio	21	10	11	12	4	8	10	6	4	14	7	7	7	3	4	3	3	0	14	10	4
EASY HITS	14	21	-7	9	10	-1	4	6	-2	5	9	-4	6	12	-6	4	5	-1	8	12	-4
Edge Digital	6	4	2	3	1	2	1	1	0	3	3	0	2	2	0	4	1	3	1	1	0
Kinderling Kids	12	6	6	7	2	5	2	1	1	4	1	3	3	2	1	4	*	*	6	4	2
KIX DIGITAL	2	1	1	*	*	*	*	*	*	*	*	*	2	1	1	*	1	*	2	1	1
MacquarieSportsRadio	2	1	1	*	1	*	*	*	*	*	*	*	*	*	*	2	*	*	*	1	*
MMM CLASSIC ROCK	17	17	0	10	7	3	6	5	1	8	12	-4	6	10	-4	5	6	-1	9	14	-5
My Perth Digital	11	12	-1	5	5	0	4	2	2	8	9	-1	2	1	1	2	*	*	11	12	-1
NTS News Talk Sport	1	1	0	1	*	*	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*
OLDSKOOL HITS	28	18	10	13	6	7	9	5	4	13	10	3	11	9	2	8	6	2	18	13	5
Smooth	30	29	1	13	11	2	10	10	0	13	16	-3	13	19	-6	9	9	0	17	19	-2
The 80s iHeartRadio	9	10	-1	4	2	2	1	2	-1	6	6	0	5	4	1	1	1	0	10	10	0
URBAN HITS	8	11	-3	4	3	1	2	1	1	5	8	-3	3	4	-1	2	3	-1	5	2	3
X-All New All Hit	5	7	-2	3	5	-2	1	2	-1	3	1	2	2	4	-2	*	1	*	4	5	-1
triple j Unearthed	16	7	9	2	*	*	7	3	4	11	3	8	6	1	5	2	3	-1	9	7	2
ABC Country	5	4	1	1	1	0	4	2	2	1	1	0	4	3	1	2	1	1	8	3	5
ABC Grandstand	5	8	-3	1	*	*	*	1	*	2	2	0	3	6	-3	2	6	-4	16	21	-5
ABC Jazz	13	16	-3	5	8	-3	6	5	1	5	6	-1	8	7	1	3	3	0	10	10	0
ABC KIDS LISTEN	12	11	1	7	6	1	3	2	1	2	2	0	2	4	-2	4	3	1	5	5	0
Double J	29	25	4	12	8	4	11	13	-2	14	11	3	15	12	3	12	8	4	21	18	3
Total Digital/Internet Only	202	198	4	105	99	6	90	83	7	116	106	10	103	103	0	67	65	2	162	175	-13