



# PERTH RADIO - SURVEY 8 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	5.9	5.8	0.1	0.3	0.4	-0.1	0.2	0.2	0.0	1.4	0.4	1.0	3.4	5.3	-1.9	18.2	13.9	4.3	9.1	11.3	-2.2
6PR	7.4	7.8	-0.4	2.0	2.0	0.0	0.7	0.3	0.4	2.5	3.4	-0.9	6.6	5.8	0.8	8.6	11.1	-2.5	17.9	18.8	-0.9
MIX 94.5	14.8	13.9	0.9	14.2	17.1	-2.9	10.3	9.6	0.7	12.9	13.3	-0.4	20.3	15.4	4.9	19.9	24.0	-4.1	8.4	5.3	3.1
HIT 92.9	11.0	10.4	0.6	25.6	19.6	6.0	25.2	21.8	3.4	18.7	18.0	0.7	7.8	8.9	-1.1	3.8	3.2	0.6	0.3	0.2	0.1
96FM	8.6	7.6	1.0	4.7	6.0	-1.3	4.2	10.4	-6.2	9.7	10.5	-0.8	14.1	9.8	4.3	9.9	8.3	1.6	2.9	0.3	2.6
NOVA93.7	13.7	14.4	-0.7	29.0	28.2	0.8	18.0	16.6	1.4	22.1	22.4	-0.3	13.1	17.6	-4.5	6.5	4.6	1.9	2.2	1.6	0.6
ABC PER	6.8	7.7	-0.9	2.5	1.8	0.7	0.1	0.6	-0.5	0.5	0.8	-0.3	3.6	6.2	-2.6	10.0	7.7	2.3	20.0	23.4	-3.4
6RN	1.7	1.3	0.4	*	*	*	0.8	*	*	0.3	0.3	0.0	2.0	0.9	1.1	1.5	1.3	0.2	4.3	4.1	0.2
ABC NEWS	0.7	1.0	-0.3	0.3	0.1	0.2	0.3	0.5	-0.2	0.4	0.5	-0.1	0.6	0.9	-0.3	0.9	1.3	-0.4	1.6	1.9	-0.3
6JJJ	9.0	8.7	0.3	6.4	5.2	1.2	24.9	26.2	-1.3	15.8	16.9	-1.1	9.9	7.5	2.4	2.0	1.3	0.7	0.1	0.2	-0.1
ABCFM	2.5	2.4	0.1	0.7	1.3	-0.6	0.9	0.9	0.0	1.1	0.6	0.5	3.1	2.5	0.6	2.3	1.4	0.9	5.1	6.4	-1.3

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	5.7	5.6	0.1	4.7	4.8	-0.1	6.8	6.5	0.3	6.5	6.9	-0.4	5.2	4.9	0.3	3.3	2.9	0.4	6.7	6.5	0.2				6.7	6.5	0.2
6PR	7.5	8.1	-0.6	10.4	11.0	-0.6	7.7	8.0	-0.3	4.2	5.3	-1.1	6.1	7.4	-1.3	10.3	10.2	0.1	7.3	6.9	0.4				7.3	6.9	0.4
MIX 94.5	15.0	13.9	1.1	13.3	12.6	0.7	16.1	15.3	0.8	17.6	16.1	1.5	13.6	12.6	1.0	12.1	8.9	3.2	14.0	14.1	-0.1				14.0	14.1	-0.1
HIT 92.9	10.9	10.7	0.2	9.8	10.2	-0.4	9.6	9.7	-0.1	11.4	11.4	0.0	14.0	12.9	1.1	10.8	8.1	2.7	11.2	9.4	1.8				11.2	9.4	1.8
96FM	8.9	8.1	0.8	7.7	6.6	1.1	11.0	9.2	1.8	10.2	8.7	1.5	7.2	6.9	0.3	6.2	10.0	-3.8	7.6	6.2	1.4				7.6	6.2	1.4
NOVA93.7	14.4	15.1	-0.7	14.9	15.1	-0.2	12.6	13.9	-1.3	15.1	15.9	-0.8	16.4	16.2	0.2	11.3	13.5	-2.2	11.1	12.0	-0.9				11.1	12.0	-0.9
ABC PER	6.8	7.7	-0.9	10.3	10.9	-0.6	5.6	7.1	-1.5	4.5	5.5	-1.0	5.1	5.5	-0.4	8.8	10.3	-1.5	7.2	7.8	-0.6				7.2	7.8	-0.6
6RN	1.7	1.3	0.4	2.6	1.7	0.9	1.0	0.9	0.1	0.9	1.1	-0.2	1.8	1.1	0.7	3.5	2.2	1.3	1.8	1.3	0.5				1.8	1.3	0.5
ABC NEWS	0.7	1.0	-0.3	1.4	1.6	-0.2	0.3	0.5	-0.2	0.2	0.3	-0.1	0.4	0.7	-0.3	2.2	2.7	-0.5	0.7	1.0	-0.3				0.7	1.0	-0.3
6JJJ	8.9	8.6	0.3	8.0	7.9	0.1	9.3	8.6	0.7	9.4	8.3	1.1	10.7	11.0	-0.3	6.1	7.2	-1.1	9.0	9.0	0.0				9.0	9.0	0.0
ABCFM	2.5	2.3	0.2	2.7	1.9	0.8	1.8	2.0	-0.2	2.2	2.2	0.0	2.7	2.8	-0.1	4.3	4.1	0.2	2.8	2.8	0.0				2.8	2.8	0.0



# PERTH RADIO - SURVEY 8 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	135	131	4	5	4	1	4	1	3	13	8	5	23	30	-7	57	46	11	34	42	-8
6PR	174	179	-5	12	12	0	8	8	0	25	30	-5	39	35	4	30	39	-9	59	54	5
MIX 94.5	546	516	30	67	71	-4	54	49	5	149	126	23	154	160	-6	71	77	-6	51	32	19
HIT 92.9	531	530	1	105	96	9	101	101	0	196	198	-2	97	105	-8	24	24	0	7	5	2
96FM	313	302	11	36	35	1	26	32	-6	97	101	-4	92	92	0	39	31	8	24	11	13
NOVA93.7	588	615	-27	109	117	-8	88	85	3	222	227	-5	129	146	-17	29	32	-3	11	8	3
ABC PER	212	234	-22	15	14	1	4	7	-3	13	13	0	42	53	-11	49	41	8	90	105	-15
6RN	69	65	4	*	*	*	3	*	*	12	7	5	14	17	-3	14	11	3	26	29	-3
ABC NEWS	55	64	-9	2	1	1	4	6	-2	14	11	3	12	14	-2	8	13	-5	14	20	-6
6JJJ	328	320	8	33	31	2	72	74	-2	143	136	7	64	65	-1	15	13	2	2	2	0
ABCFM	110	105	5	6	10	-4	8	9	-1	22	17	5	25	20	5	15	13	2	33	36	-3
Total	1674	1677	-3	177	181	-4	184	185	-1	459	454	5	385	390	-5	220	217	3	249	249	0

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	114	116	-2	70	70	0	73	69	4	81	77	4	75	66	9	25	23	2	97	91	6
6PR	162	166	-4	133	127	6	92	91	1	75	81	-6	90	94	-4	52	54	-2	120	116	4
MIX 94.5	498	464	34	294	268	26	244	212	32	307	283	24	264	250	14	117	103	14	342	329	13
HIT 92.9	497	487	10	274	290	-16	205	196	9	289	293	-4	282	250	32	121	99	22	305	308	-3
96FM	288	272	16	146	134	12	137	128	9	162	151	11	147	137	10	66	76	-10	183	164	19
NOVA93.7	553	562	-9	348	361	-13	237	250	-13	332	331	1	308	315	-7	132	124	8	339	369	-30
ABC PER	184	203	-19	139	153	-14	102	116	-14	108	107	1	95	98	-3	52	62	-10	149	168	-19
6RN	61	61	0	45	39	6	26	24	2	27	29	-2	32	26	6	21	21	0	45	43	2
ABC NEWS	51	58	-7	35	37	-2	11	19	-8	18	20	-2	15	25	-10	16	23	-7	31	41	-10
6JJJ	295	290	5	184	184	0	138	126	12	167	157	10	190	195	-5	69	66	3	209	205	4
ABCFM	103	95	8	51	54	-3	50	51	-1	56	57	-1	55	56	-1	37	32	5	64	67	-3
Total	1638	1640	-2	1349	1357	-8	1075	1047	28	1234	1248	-14	1229	1218	11	666	632	34	1428	1432	-4



# PERTH RADIO - SURVEY 8 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	13	0	*	*	*	*	*	*	1	*	*	2	3	-1	6	5	1	4	5	-1
6PR	17	18	-1	*	*	*	*	*	*	1	2	-1	4	3	1	3	4	-1	8	8	0
MIX 94.5	34	32	2	3	3	0	2	2	0	7	7	0	11	9	2	7	9	-2	4	2	2
HIT 92.9	25	24	1	5	3	2	4	4	0	11	10	1	4	5	-1	1	1	0	*	*	*
96FM	20	18	2	1	1	0	1	2	-1	6	6	0	8	6	2	3	3	0	1	*	*
NOVA93.7	31	33	-2	5	5	0	3	3	0	13	12	1	7	10	-3	2	2	0	1	1	0
ABC PER	16	18	-2	*	*	*	*	*	*	*	*	*	2	4	-2	4	3	1	9	10	-1
6RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
6J JJ	21	20	1	1	1	0	4	5	-1	9	9	0	6	4	2	1	*	*	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	1	*	*	2	1	1	1	*	*	2	3	-1
Total	229	231	-2	18	18	0	16	18	-2	57	55	2	56	59	-3	35	35	0	47	45	2

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	14	14	0	17	17	0	24	22	2	20	22	-2	12	12	0	2	2	0	12	12	0
6PR	19	20	-1	38	40	-2	27	27	0	13	17	-4	14	17	-3	7	7	0	13	13	0
MIX 94.5	37	35	2	49	46	3	55	52	3	54	51	3	32	30	2	8	6	2	25	26	-1
HIT 92.9	27	27	0	36	37	-1	33	33	0	35	36	-1	33	30	3	7	5	2	20	17	3
96FM	22	20	2	28	24	4	38	31	7	32	28	4	17	16	1	4	7	-3	14	12	2
NOVA93.7	36	38	-2	55	55	0	43	47	-4	47	50	-3	39	38	1	7	9	-2	20	22	-2
ABC PER	17	19	-2	38	40	-2	19	24	-5	14	17	-3	12	13	-1	6	7	-1	13	14	-1
6RN	4	3	1	10	6	4	3	3	0	3	4	-1	4	3	1	2	1	1	3	2	1
ABC NEWS	2	2	0	5	6	-1	1	2	-1	1	1	0	1	2	-1	1	2	-1	1	2	-1
6J JJ	22	21	1	29	29	0	32	29	3	29	26	3	26	26	0	4	5	-1	16	17	-1
ABCFM	6	6	0	10	7	3	6	7	-1	7	7	0	6	7	-1	3	3	0	5	5	0
Total	248	248	0	368	364	4	345	339	6	309	317	-8	238	236	2	65	66	-1	180	186	-6



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	19	30	-11	2	3	-1	6	6	0	3	6	-3	3	6	-3	4	5	-1	1	4	-3
Coles Radio	37	23	14	2	3	-1	5	6	-1	16	5	11	8	7	1	3	2	1	3	1	2
EASY HITS	15	15	0	1	5	-4	*	*	*	5	4	1	4	2	2	2	3	-1	2	2	0
Edge Digital	10	7	3	2	1	1	*	*	*	7	5	2	*	1	*	*	*	*	*	*	*
Elf Radio	7	na	*	2	na	*	*	na	*	4	na	*	*	na	*	*	na	*	1	na	*
Kinderling Kids	13	15	-2	*	*	*	2	2	0	8	9	-1	3	4	-1	*	*	*	*	*	*
KIX DIGITAL	8	4	4	*	1	*	1	*	*	7	2	5	*	*	*	*	*	*	*	*	*
MacquarieSportsRadio	4	2	2	*	*	*	*	*	*	4	2	2	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	14	19	-5	1	5	-4	*	2	*	8	6	2	3	4	-1	2	2	0	*	*	*
My Perth Digital	22	16	6	5	3	2	3	2	1	5	4	1	4	3	1	2	2	0	2	2	0
NTS News Talk Sport	6	1	5	1	*	*	1	*	*	4	1	3	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	34	41	-7	3	3	0	6	3	3	11	16	-5	7	13	-6	5	5	0	1	1	0
Smooth	39	35	4	3	4	-1	2	1	1	13	13	0	8	9	-1	6	7	-1	5	2	3
URBAN HITS	8	11	-3	*	4	*	1	1	0	5	5	0	2	2	0	*	*	*	*	*	*
X-All New All Hit	8	6	2	1	3	-2	1	*	*	3	2	1	2	1	1	*	*	*	*	*	*
triple j Uearthed	18	21	-3	5	5	0	4	6	-2	6	9	-3	3	2	1	1	*	*	*	*	*
ABC Country	14	11	3	*	2	*	1	*	*	9	3	6	1	*	*	2	4	-2	2	2	0
ABC Grandstand	31	18	13	6	2	4	1	2	-1	13	6	7	2	5	-3	4	2	2	5	1	4
ABC Jazz	18	16	2	4	4	0	1	1	0	6	3	3	1	3	-2	3	3	0	3	2	1
ABC KIDS LISTEN	19	14	5	1	2	-1	3	*	*	11	9	2	2	1	1	1	1	0	1	*	*
Double J	33	34	-1	3	5	-2	3	3	0	15	11	4	9	13	-4	2	1	1	*	*	*
Total Digital/Internet Only	255	241	14	31	34	-3	27	21	6	88	72	16	55	68	-13	32	31	1	23	16	7

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BUDDHA HITS	15	23	-8	3	12	-9	7	13	-6	9	12	-3	5	7	-2	4	7	-3	7	11	-4
Coles Radio	35	21	14	20	12	8	16	10	6	17	14	3	15	7	8	4	3	1	16	14	2
EASY HITS	12	14	-2	7	9	-2	7	4	3	7	5	2	7	6	1	3	4	-1	9	8	1
Edge Digital	8	6	2	7	3	4	*	1	*	2	3	-1	3	2	1	3	4	-1	2	1	1
Elf Radio	7	na	*	5	na	*	1	na	*	2	na	*	3	na	*	1	na	*	1	na	*
Kinderling Kids	11	12	-1	5	7	-2	2	2	0	4	4	0	3	3	0	4	4	0	5	6	-1
KIX DIGITAL	7	2	5	1	*	*	*	*	*	1	*	*	7	2	5	*	*	*	2	2	0
MacquarieSportsRadio	4	2	2	*	*	*	*	*	*	*	*	*	2	*	*	1	2	-1	*	*	*
MMM CLASSIC ROCK	11	17	-6	8	10	-2	6	6	0	3	8	-5	4	6	-2	6	5	1	7	9	-2
My Perth Digital	17	11	6	9	5	4	6	4	2	9	8	1	7	2	5	2	2	0	15	11	4
NTS News Talk Sport	3	1	2	1	1	0	1	*	*	*	*	*	*	*	*	2	1	1	4	*	*
OLDSKOOL HITS	20	28	-8	10	13	-3	8	9	-1	13	13	0	11	11	0	4	8	-4	19	18	1
Smooth	33	30	3	13	13	0	16	10	6	20	13	7	8	13	-5	9	9	0	21	17	4
URBAN HITS	5	8	-3	3	4	-1	*	2	*	1	5	-4	*	3	*	2	2	0	4	5	-1
X-All New All Hit	4	5	-1	2	3	-1	2	1	1	4	3	1	2	2	0	*	*	*	7	4	3
triple j Uearthed	14	16	-2	5	2	3	8	7	1	8	11	-3	7	6	1	2	2	0	7	9	-2
ABC Country	11	5	6	6	1	5	2	4	-2	3	1	2	4	4	0	4	2	2	9	8	1
ABC Grandstand	19	5	14	10	1	9	8	*	*	9	2	7	2	3	-1	3	2	1	20	16	4
ABC Jazz	15	13	2	4	5	-1	4	6	-2	3	5	-2	5	8	-3	9	3	6	8	10	-2
ABC KIDS LISTEN	15	12	3	8	7	1	4	3	1	5	2	3	3	2	1	3	4	-1	8	5	3
Double J	25	29	-4	13	12	1	6	11	-5	10	14	-4	14	15	-1	18	12	6	27	21	6
Total Digital/Internet Only	211	202	9	111	105	6	101	90	11	112	116	-4	108	103	5	71	67	4	176	162	14