



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 - 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 Uearthed	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 Uearthed	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