



# PERTH RADIO - SURVEY 3 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	5.5	5.6	-0.1	0.1	0.1	0.0	0.3	0.3	0.0	1.0	1.1	-0.1	5.7	6.8	-1.1	14.2	12.4	1.8	7.8	7.9	-0.1
6PR	7.5	6.9	0.6	1.7	3.4	-1.7	*	0.4	*	1.7	2.4	-0.7	9.7	6.3	3.4	11.4	11.6	-0.2	13.8	13.0	0.8
MIX 94.5	14.2	15.6	-1.4	14.7	15.2	-0.5	11.3	11.7	-0.4	11.3	12.3	-1.0	19.7	22.8	-3.1	18.3	18.8	-0.5	8.6	9.2	-0.6
HIT 92.9	9.8	10.7	-0.9	20.6	21.6	-1.0	29.5	35.8	-6.3	17.0	18.1	-1.1	6.1	6.3	-0.2	1.2	2.3	-1.1	0.7	0.7	0.0
96FM	8.0	7.5	0.5	7.0	4.9	2.1	6.2	10.9	-4.7	11.6	9.3	2.3	13.6	11.4	2.2	4.0	6.0	-2.0	1.2	1.0	0.2
NOVA93.7	12.6	12.0	0.6	31.3	28.5	2.8	17.1	16.6	0.5	17.8	17.3	0.5	14.3	13.9	0.4	5.2	4.4	0.8	1.1	1.9	-0.8
ABC PER	8.3	8.0	0.3	0.9	0.5	0.4	1.2	0.9	0.3	2.6	2.7	-0.1	4.3	4.5	-0.2	11.5	10.8	0.7	23.5	21.8	1.7
6RN	1.7	2.0	-0.3	*	0.6	*	*	*	*	0.1	0.2	-0.1	1.0	2.1	-1.1	2.5	1.7	0.8	5.0	5.5	-0.5
ABC NEWS	0.9	0.9	0.0	*	0.1	*	0.6	0.3	0.3	0.8	0.7	0.1	0.7	0.8	-0.1	1.4	1.3	0.1	1.3	1.5	-0.2
6JJJ	8.8	8.9	-0.1	7.8	11.2	-3.4	21.5	13.1	8.4	17.5	19.9	-2.4	7.0	7.3	-0.3	3.1	3.2	-0.1	0.1	0.2	-0.1
ABCFM	2.7	2.0	0.7	0.7	0.3	0.4	1.8	1.0	0.8	0.5	0.6	-0.1	2.2	1.4	0.8	3.6	1.6	2.0	6.6	5.8	0.8

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	5.2	5.2	0.0	5.8	4.9	0.9	5.9	6.2	-0.3	5.1	5.9	-0.8	3.6	4.0	-0.4	4.0	3.8	0.2	6.7	6.9	-0.2
6PR	7.8	7.5	0.3	9.7	9.3	0.4	8.4	8.2	0.2	6.0	6.0	0.0	6.2	5.7	0.5	9.3	8.0	1.3	6.3	4.8	1.5
MIX 94.5	14.9	15.6	-0.7	14.0	15.0	-1.0	15.4	16.3	-0.9	15.0	16.3	-1.3	16.0	15.9	0.1	14.8	13.0	1.8	12.0	15.5	-3.5
HIT 92.9	10.2	11.3	-1.1	9.6	10.9	-1.3	8.9	10.9	-2.0	11.9	12.9	-1.0	11.9	12.2	-0.3	6.8	7.0	-0.2	8.6	8.6	0.0
96FM	8.0	7.4	0.6	7.1	5.9	1.2	9.3	8.3	1.0	9.0	8.5	0.5	7.4	7.7	-0.3	5.1	5.8	-0.7	8.2	7.7	0.5
NOVA93.7	12.6	12.4	0.2	12.7	13.9	-1.2	10.0	9.7	0.3	13.5	12.1	1.4	15.5	14.4	1.1	10.0	11.6	-1.6	12.7	10.8	1.9
ABC PER	8.4	7.9	0.5	11.6	10.8	0.8	7.7	6.8	0.9	5.1	4.9	0.2	6.4	5.7	0.7	14.3	14.9	-0.6	8.1	8.2	-0.1
6RN	1.6	2.0	-0.4	2.4	2.2	0.2	1.1	1.7	-0.6	1.1	1.9	-0.8	2.0	2.0	0.0	1.6	1.9	-0.3	1.7	2.2	-0.5
ABC NEWS	0.9	0.9	0.0	1.5	1.2	0.3	0.4	0.6	-0.2	0.7	0.6	0.1	1.0	0.9	0.1	1.2	1.7	-0.5	0.9	0.9	0.0
6JJJ	9.0	9.0	0.0	7.8	8.0	-0.2	9.1	8.7	0.4	10.2	10.4	-0.2	8.9	9.8	-0.9	8.6	7.3	1.3	8.1	8.5	-0.4
ABCFM	2.5	1.9	0.6	2.4	2.1	0.3	2.3	1.5	0.8	2.6	1.7	0.9	2.5	2.2	0.3	2.8	1.8	1.0	3.5	2.4	1.1



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	32	37	-5	4	6	-2	1	2	-1	16	13	3	7	10	-3	3	6	-3	1	*	*
Coles Radio	23	29	-6	5	7	-2	2	2	0	9	8	1	2	7	-5	2	4	-2	2	2	0
EASY HITS	22	30	-8	5	4	1	*	*	*	7	11	-4	6	9	-3	2	4	-2	2	1	1
Edge Digital	7	5	2	1	3	-2	*	*	*	4	1	3	*	*	*	1	*	*	1	1	0
Kinderling Kids	16	13	3	4	7	-3	*	*	*	8	5	3	3	1	2	*	*	*	*	*	*
KIX DIGITAL	4	4	0	1	3	-2	*	*	*	1	1	0	1	*	*	*	1	*	*	*	*
MacquarieSportsRadio	2	2	0	*	*	*	*	*	*	2	2	0	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	17	13	4	2	2	0	*	*	*	7	7	0	5	3	2	3	*	*	1	1	0
My Perth Digital	22	22	0	7	8	-1	1	1	0	9	7	2	1	1	0	3	4	-1	1	2	-1
NTS News Talk Sport	5	6	-1	1	4	-3	*	1	*	3	1	2	*	*	*	*	*	*	1	*	*
OLDSKOOL HITS	29	27	2	4	2	2	1	*	*	15	9	6	6	11	-5	4	4	0	*	*	*
Smooth	44	32	12	5	2	3	2	1	1	13	8	5	11	10	1	7	5	2	7	6	1
The 80s iHeartRadio	29	29	0	4	5	-1	1	1	0	11	9	2	11	14	-3	2	1	1	1	1	0
X-All New All Hit	12	4	8	4	*	*	12	*	*	6	4	2	*	*	*	*	*	*	*	*	*
triple j Uneathed	14	13	1	6	6	0	2	2	0	3	3	0	3	2	1	*	*	*	*	*	*
ABC Country	11	11	0	2	*	*	*	1	*	5	1	4	*	*	*	3	4	-1	2	4	-2
ABC Grandstand	34	34	0	5	10	-5	*	*	*	17	9	8	6	9	-3	2	3	-1	2	4	-2
ABC Jazz	28	22	6	5	4	1	4	3	1	10	7	3	5	5	0	1	2	-1	2	2	0
ABC KIDS LISTEN	9	n.a.	*	4	n.a.	*	1	n.a.	*	4	n.a.	*	*	n.a.	*	*	n.a.	*	1	n.a.	*
Double J	26	21	5	3	3	0	*	*	*	15	11	4	6	7	-1	1	1	0	1	*	*
Total Digital/Internet Only	250	250	0	35	35	0	16	17	-1	88	70	18	66	76	-10	24	30	-6	22	22	0

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	27	29	-2	11	12	-1	11	17	-6	13	16	-3	14	16	-2	2	3	-1	13	20	-7
Coles Radio	15	24	-9	6	4	2	5	5	0	5	8	-3	5	7	-2	3	4	-1	12	11	1
EASY HITS	17	25	-8	9	11	-2	6	8	-2	9	16	-7	8	11	-3	4	5	-1	7	8	-1
Edge Digital	5	4	1	3	3	0	4	2	2	3	1	2	2	*	*	2	*	*	3	1	2
Kinderling Kids	12	10	2	4	1	3	2	2	0	3	4	-1	5	3	2	6	5	1	7	3	4
KIX DIGITAL	4	4	0	3	2	1	2	2	0	1	1	0	*	1	*	1	1	0	*	1	*
MacquarieSportsRadio	2	2	0	1	2	-1	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	10	10	0	3	3	0	5	5	0	4	3	1	1	*	*	*	*	*	11	6	5
My Perth Digital	18	18	0	8	6	2	1	4	-3	8	6	2	8	5	3	5	8	-3	11	12	-1
NTS News Talk Sport	4	4	0	2	3	-1	1	1	0	1	1	0	1	1	0	*	*	*	3	3	0
OLDSKOOL HITS	25	23	2	10	8	2	8	7	1	10	10	0	9	5	4	6	5	1	16	14	2
Smooth	37	27	10	18	13	5	14	10	4	22	13	9	13	12	1	11	11	0	22	21	1
The 80s iHeartRadio	22	24	-2	3	5	-2	9	11	-2	10	13	-3	9	10	-1	6	8	-2	16	14	2
X-All New All Hit	10	2	8	5	*	*	4	1	3	1	*	*	2	1	1	7	2	5	5	3	2
triple j Uneathed	12	9	3	4	3	1	*	*	*	1	1	0	6	4	2	5	2	3	5	7	-2
ABC Country	11	11	0	4	5	-1	6	7	-1	6	5	1	3	3	0	2	1	1	3	6	-3
ABC Grandstand	17	19	-2	6	5	1	2	3	-1	4	6	-2	5	5	0	9	10	-1	26	23	3
ABC Jazz	23	20	3	8	5	3	6	5	1	6	9	-3	8	7	1	12	10	2	12	8	4
ABC KIDS LISTEN	8	n.a.	*	2	n.a.	*	2	n.a.	*	2	n.a.	*	3	n.a.	*	3	n.a.	*	6	n.a.	*
Double J	17	15	2	5	5	0	10	6	4	6	9	-3	8	8	0	*	2	*	17	11	6
Total Digital/Internet Only	204	209	-5	99	90	9	96	98	-2	110	122	-12	106	102	4	65	68	-3	163	152	11