



# PERTH RADIO - SURVEY 4 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	5.5	-0.4	3.7	0.1	3.6	2.8	0.3	2.5	0.5	1.0	-0.5	4.2	5.7	-1.5	13.1	14.2	-1.1	7.7	7.8	-0.1
6PR	8.1	7.5	0.6	2.2	1.7	0.5	1.4	*	*	2.6	1.7	0.9	8.4	9.7	-1.3	12.1	11.4	0.7	16.8	13.8	3.0
MIX 94.5	13.6	14.2	-0.6	10.6	14.7	-4.1	8.9	11.3	-2.4	10.9	11.3	-0.4	21.6	19.7	1.9	18.9	18.3	0.6	6.2	8.6	-2.4
HIT 92.9	9.9	9.8	0.1	25.3	20.6	4.7	21.7	29.5	-7.8	16.7	17.0	-0.3	7.1	6.1	1.0	1.4	1.2	0.2	0.5	0.7	-0.2
96FM	8.6	8.0	0.6	6.2	7.0	-0.8	7.2	6.2	1.0	11.7	11.6	0.1	14.4	13.6	0.8	3.4	4.0	-0.6	2.5	1.2	1.3
NOVA93.7	14.7	12.6	2.1	33.2	31.3	1.9	17.4	17.1	0.3	23.9	17.8	6.1	15.2	14.3	0.9	5.9	5.2	0.7	0.6	1.1	-0.5
ABC PER	8.2	8.3	-0.1	1.1	0.9	0.2	0.2	1.2	-1.0	1.9	2.6	-0.7	5.0	4.3	0.7	14.1	11.5	2.6	21.9	23.5	-1.6
6RN	1.7	1.7	0.0	0.1	*	*	*	*	*	0.2	0.1	0.1	1.1	1.0	0.1	4.9	2.5	2.4	3.2	5.0	-1.8
ABC NEWS	1.0	0.9	0.1	*	*	*	0.5	0.6	-0.1	0.7	0.8	-0.1	0.9	0.7	0.2	1.3	1.4	-0.1	1.8	1.3	0.5
6JJJ	7.9	8.8	-0.9	6.2	7.8	-1.6	26.5	21.5	5.0	14.7	17.5	-2.8	6.0	7.0	-1.0	1.1	3.1	-2.0	0.1	0.1	0.0
ABC FM	3.6	2.7	0.9	0.6	0.7	-0.1	3.9	1.8	2.1	0.8	0.5	0.3	2.6	2.2	0.4	4.2	3.6	0.6	9.1	6.6	2.5

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	4.8	5.2	-0.4	5.0	5.8	-0.8	5.3	5.9	-0.6	5.1	5.1	0.0	4.0	3.6	0.4	3.5	4.0	-0.5	6.1	6.7	-0.6						
6PR	8.5	7.8	0.7	11.1	9.7	1.4	8.2	8.4	-0.2	7.0	6.0	1.0	6.0	6.2	-0.2	10.7	9.3	1.4	6.9	6.3	0.6						
MIX 94.5	14.2	14.9	-0.7	12.5	14.0	-1.5	15.7	15.4	0.3	15.6	15.0	0.6	14.0	16.0	-2.0	11.8	14.8	-3.0	11.7	12.0	-0.3						
HIT 92.9	10.0	10.2	-0.2	9.3	9.6	-0.3	8.7	8.9	-0.2	11.0	11.9	-0.9	12.0	11.9	0.1	9.0	6.8	2.2	9.6	8.6	1.0						
96FM	8.4	8.0	0.4	8.0	7.1	0.9	10.0	9.3	0.7	9.0	9.0	0.0	7.5	7.4	0.1	4.8	5.1	-0.3	9.1	8.2	0.9						
NOVA93.7	14.9	12.6	2.3	14.8	12.7	2.1	13.1	10.0	3.1	15.4	13.5	1.9	17.6	15.5	2.1	12.4	10.0	2.4	14.1	12.7	1.4						
ABC PER	8.3	8.4	-0.1	11.5	11.6	-0.1	7.1	7.7	-0.6	5.5	5.1	0.4	7.0	6.4	0.6	13.1	14.3	-1.2	8.1	8.1	0.0						
6RN	1.7	1.6	0.1	2.5	2.4	0.1	0.9	1.1	-0.2	1.0	1.1	-0.1	2.5	2.0	0.5	2.1	1.6	0.5	1.6	1.7	-0.1						
ABC NEWS	1.0	0.9	0.1	1.5	1.5	0.0	0.6	0.4	0.2	0.6	0.7	-0.1	1.0	1.0	0.0	1.1	1.2	-0.1	1.0	0.9	0.1						
6JJJ	8.3	9.0	-0.7	7.8	7.8	0.0	8.3	9.1	-0.8	8.3	10.2	-1.9	9.1	8.9	0.2	8.5	8.6	-0.1	6.6	8.1	-1.5						
ABC FM	3.4	2.5	0.9	2.8	2.4	0.4	4.1	2.3	1.8	3.7	2.6	1.1	3.0	2.5	0.5	3.5	2.8	0.7	4.2	3.5	0.7						



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	32	-12	4	4	0	*	1	*	8	16	-8	3	7	-4	3	3	0	2	1	1
Coles Radio	17	23	-6	*	5	*	3	2	1	8	9	-1	2	2	0	2	2	0	3	2	1
EASY HITS	19	22	-3	6	5	1	*	*	*	3	7	-4	7	6	1	1	2	-1	2	2	0
Edge Digital	7	7	0	2	1	1	*	*	*	4	4	0	*	*	*	1	1	0	*	1	*
Kinderling Kids	14	16	-2	1	4	-3	*	*	*	8	8	0	5	3	2	*	*	*	*	*	*
KIX DIGITAL	3	4	-1	*	1	*	*	*	*	1	1	0	1	1	0	*	*	*	1	*	*
MacquarieSportsRadio	1	2	-1	*	*	*	*	*	*	1	2	-1	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	17	17	0	1	2	-1	1	*	*	5	7	-2	6	5	1	3	3	0	1	1	0
My Perth Digital	14	22	-8	6	7	-1	*	1	*	7	9	-2	1	1	0	*	3	*	1	1	0
NTS News Talk Sport	4	5	-1	1	1	0	*	*	*	2	3	-1	*	*	*	*	*	*	1	1	0
OLDSKOOL HITS	30	29	1	5	4	1	1	1	0	16	15	1	5	6	-1	3	4	-1	1	*	*
Smooth	43	44	-1	6	5	1	1	2	-1	10	13	-3	11	11	0	11	7	4	4	7	-3
The 80s iHeartRadio	20	29	-9	1	4	-3	1	1	0	10	11	-1	5	11	-6	1	2	-1	2	1	1
X-All New All Hit	12	12	0	5	4	1	1	1	0	5	6	-1	1	*	*	*	*	*	*	*	*
triple j Unearthed	14	14	0	3	6	-3	2	2	0	6	3	3	2	3	-1	1	*	*	*	*	*
ABC Country	11	11	0	4	2	2	1	*	*	4	5	-1	*	*	*	1	3	-2	1	2	-1
ABC Grandstand	31	34	-3	3	5	-2	*	*	*	13	17	-4	6	6	0	4	2	2	5	2	3
ABC Jazz	20	28	-8	5	5	0	1	4	-3	7	10	-3	3	5	-2	1	1	0	4	2	2
ABC KIDS LISTEN	9	9	0	5	4	1	*	1	*	2	4	-2	1	*	*	*	*	*	1	1	0
Double J	28	26	2	3	3	0	1	*	*	15	15	0	7	6	1	1	1	0	1	1	0
Total Digital/Internet Only	252	250	2	32	35	-3	12	16	-4	94	88	6	61	66	-5	27	24	3	26	22	4

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	18	27	-9	7	11	-4	2	11	-9	7	13	-6	4	14	-10	2	2	0	6	13	-7
Coles Radio	12	15	-3	5	6	-1	4	5	-1	6	5	1	5	5	0	3	3	0	9	12	-3
EASY HITS	11	17	-6	4	9	-5	3	6	-3	8	9	-1	5	8	-3	1	4	-3	11	7	4
Edge Digital	5	5	0	2	3	-1	2	4	-2	2	3	-1	1	2	-1	3	2	1	3	3	0
Kinderling Kids	13	12	1	6	4	2	5	2	3	4	3	1	5	5	0	5	6	-1	10	7	3
KIX DIGITAL	2	4	-2	2	3	-1	1	2	-1	*	1	*	*	*	*	*	1	*	1	*	*
MacquarieSportsRadio	1	2	-1	*	1	*	*	*	*	1	1	0	*	*	*	*	*	*	*	*	*
MMM CLASSIC ROCK	14	10	4	2	3	-1	4	5	-1	9	4	5	9	1	8	2	*	*	9	11	-2
My Perth Digital	12	18	-6	6	8	-2	3	1	2	4	8	-4	6	8	-2	2	5	-3	8	11	-3
NTS News Talk Sport	3	4	-1	2	2	0	*	1	*	1	1	0	1	1	0	*	*	*	3	3	0
OLDSKOOL HITS	27	25	2	10	10	0	9	8	1	10	10	0	12	9	3	6	6	0	15	16	-1
Smooth	35	37	-2	14	18	-4	14	14	0	19	22	-3	14	13	1	9	11	-2	24	22	2
The 80s iHeartRadio	15	22	-7	1	3	-2	6	9	-3	5	10	-5	7	9	-2	6	6	0	12	16	-4
X-All New All Hit	8	10	-2	4	5	-1	3	4	-1	2	1	1	1	2	-1	5	7	-2	6	5	1
triple j Unearthed	13	12	1	3	4	-1	3	*	*	3	1	2	8	6	2	5	5	0	6	5	1
ABC Country	11	11	0	4	4	0	5	6	-1	6	6	0	6	3	3	2	2	0	3	3	0
ABC Grandstand	15	17	-2	4	6	-2	1	2	-1	3	4	-1	9	5	4	8	9	-1	27	26	1
ABC Jazz	15	23	-8	4	8	-4	2	6	-4	2	6	-4	6	8	-2	8	12	-4	10	12	-2
ABC KIDS LISTEN	7	8	-1	3	2	1	2	2	0	3	2	1	2	3	-1	1	3	-2	5	6	-1
Double J	21	17	4	8	5	3	10	10	0	10	6	4	10	8	2	3	*	*	17	17	0
Total Digital/Internet Only	202	204	-2	83	99	-16	84	96	-12	105	110	-5	112	106	6	63	65	-2	166	163	3