



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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						



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