



PERTH RADIO - SURVEY 3 2019

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	4.5	4.4	0.1	1.0	0.6	0.4	0.5	1.1	-0.6	0.7	1.1	-0.4	3.9	2.7	1.2	10.8	11.4	-0.6	7.0	6.6	0.4
6PR	7.6	7.1	0.5	2.3	1.6	0.7	0.9	0.6	0.3	2.6	1.9	0.7	8.8	6.2	2.6	9.6	11.3	-1.7	14.3	13.9	0.4
MIX 94.5	14.3	15.4	-1.1	14.7	14.9	-0.2	10.4	11.0	-0.6	9.8	10.6	-0.8	18.3	23.5	-5.2	22.2	18.4	3.8	10.8	11.0	-0.2
HIT 92.9	9.2	8.8	0.4	17.9	17.5	0.4	15.2	19.5	-4.3	19.4	19.5	-0.1	7.5	4.5	3.0	1.6	2.8	-1.2	0.7	0.9	-0.2
96FM	7.9	8.3	-0.4	6.6	5.0	1.6	9.1	10.4	-1.3	10.9	11.1	-0.2	12.5	14.4	-1.9	6.6	6.8	-0.2	0.9	0.7	0.2
NOVA93.7	12.6	12.1	0.5	29.6	29.0	0.6	14.6	18.5	-3.9	21.5	19.3	2.2	15.5	14.3	1.2	4.5	4.9	-0.4	0.6	0.6	0.0
ABC PER	7.8	6.6	1.2	2.4	0.5	1.9	1.2	0.8	0.4	1.3	1.2	0.1	4.3	5.1	-0.8	12.5	10.1	2.4	18.9	14.6	4.3
6RN	2.4	2.0	0.4	0.3	0.1	0.2	*	0.1	*	0.7	0.6	0.1	1.9	1.5	0.4	4.0	3.0	1.0	4.8	4.5	0.3
ABC NEWS	0.8	0.8	0.0	0.3	0.1	0.2	0.9	0.1	0.8	0.8	0.7	0.1	0.3	0.5	-0.2	1.5	1.5	0.0	1.0	1.2	-0.2
6JJJ	9.8	10.6	-0.8	8.5	13.8	-5.3	32.7	25.4	7.3	18.7	21.1	-2.4	7.0	7.6	-0.6	3.1	6.2	-3.1	0.5	0.5	0.0
ABC CLASSIC	2.8	2.4	0.4	0.5	0.5	0.0	2.7	2.2	0.5	0.8	1.3	-0.5	2.5	2.1	0.4	3.0	2.0	1.0	5.6	4.9	0.7

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	4.3	4.1	0.2	3.8	3.9	-0.1	4.8	4.3	0.5	4.5	4.0	0.5	4.1	4.5	-0.4	4.1	4.2	-0.1	5.2	5.3	-0.1
6PR	7.6	7.2	0.4	9.7	9.0	0.7	7.9	8.0	-0.1	5.9	5.4	0.5	5.8	5.8	0.0	9.8	8.6	1.2	7.6	6.5	1.1
MIX 94.5	14.7	15.8	-1.1	12.9	14.8	-1.9	16.2	16.9	-0.7	16.5	17.2	-0.7	13.9	15.2	-1.3	11.1	12.1	-1.0	13.2	14.0	-0.8
HIT 92.9	9.5	9.2	0.3	8.3	8.5	-0.2	9.8	9.0	0.8	10.6	10.0	0.6	10.8	10.0	0.8	6.9	8.2	-1.3	8.0	7.5	0.5
96FM	8.0	8.4	-0.4	7.1	7.3	-0.2	8.5	8.8	-0.3	9.4	9.8	-0.4	7.6	8.6	-1.0	5.9	6.6	-0.7	7.5	8.0	-0.5
NOVA93.7	12.9	12.3	0.6	13.1	13.6	-0.5	11.4	10.7	0.7	13.2	12.0	1.2	14.3	13.3	1.0	11.9	11.0	0.9	11.8	11.2	0.6
ABC PER	7.9	6.6	1.3	11.1	9.0	2.1	7.4	6.2	1.2	5.4	5.0	0.4	5.9	4.6	1.3	11.4	9.0	2.4	7.7	6.5	1.2
6RN	2.3	2.0	0.3	3.1	2.9	0.2	1.5	1.3	0.2	0.8	1.0	-0.2	3.1	2.4	0.7	5.5	3.7	1.8	2.5	2.1	0.4
ABC NEWS	0.8	0.8	0.0	1.5	1.4	0.1	0.4	0.4	0.0	0.4	0.5	-0.1	0.5	0.2	0.3	1.1	1.7	-0.6	0.9	1.0	-0.1
6JJJ	10.6	11.3	-0.7	10.6	11.2	-0.6	10.2	10.9	-0.7	11.5	12.4	-0.9	10.9	11.2	-0.3	7.6	8.3	-0.7	7.3	8.5	-1.2
ABC CLASSIC	2.6	2.3	0.3	2.6	2.1	0.5	2.9	2.2	0.7	2.3	1.9	0.4	2.9	2.9	0.0	2.5	3.3	-0.8	3.2	2.9	0.3



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 3 2019

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	+/-
BUDDHA HITS	18	22	-4	1	3	-2	3	4	-1	6	2	4	5	8	-3	2	1	1	1	3	-2
Coles Radio	31	33	-2	2	3	-1	9	7	2	7	4	3	6	12	-6	6	4	2	2	3	-1
EASY HITS	23	25	-2	6	8	-2	1	2	-1	5	4	1	3	6	-3	5	4	1	2	2	0
Edge Digital	12	12	0	7	7	0	*	*	*	1	1	0	4	2	2	*	2	*	*	*	*
Kinderling Kids	7	6	1	3	3	0	*	*	*	2	1	1	1	2	-1	1	1	0	1	*	*
KIX DIGITAL	7	7	0	4	4	0	*	*	*	*	*	*	2	2	0	1	2	-1	1	*	*
MacquarieSportsRadio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MMM AUSSIE	11	9	2	5	7	-2	2	*	*	3	*	*	1	1	0	1	1	0	*	*	*
MMM CLASSIC ROCK	26	28	-2	4	3	1	3	*	*	5	1	4	10	17	-7	1	1	0	3	4	-1
MMM COUNTRY	3	5	-2	*	*	*	1	1	0	1	2	-1	1	2	-1	*	*	*	*	*	*
My Perth Digital	14	21	-7	1	4	-3	1	2	-1	4	4	0	1	5	-4	3	2	1	4	4	0
NTS News Talk Sport	2	5	-3	1	1	0	*	*	*	1	1	0	*	2	*	*	*	*	*	*	*
OLDSKOOL HITS	30	38	-8	5	9	-4	4	3	1	10	12	-2	9	10	-1	1	3	-2	1	2	-1
Smooth	36	34	2	5	8	-3	2	1	1	6	4	2	10	10	0	6	8	-2	7	3	4
The 90s iHeartRadio	14	13	1	4	4	0	2	2	0	5	3	2	2	2	0	*	1	*	*	*	*
URBAN HITS	9	13	-4	1	4	-3	3	4	-1	2	2	0	2	2	0	1	1	0	*	*	*
X-All New All Hit	11	14	-3	4	8	-4	1	*	*	2	2	0	4	4	0	*	*	*	1	*	*
triple j Unearthed	17	15	2	6	7	-1	4	3	1	4	2	2	2	3	-1	*	*	*	1	*	*
ABC Country	11	11	0	3	1	2	2	1	1	*	*	*	3	3	0	1	2	-1	2	3	-1
ABC Grandstand	36	35	1	5	9	-4	2	4	-2	9	4	5	7	5	2	5	7	-2	8	6	2
ABC Jazz	17	23	-6	1	3	-2	4	4	0	3	7	-4	3	3	0	1	2	-1	5	4	1
ABC KIDS LISTEN	10	12	-2	3	1	2	1	*	*	4	5	-1	2	6	-4	*	*	*	*	*	*
Double J	26	34	-8	5	9	-4	3	3	0	8	11	-3	9	9	0	1	1	0	1	*	*
Total Digital/Internet Only	271	281	-10	36	45	-9	33	29	4	70	66	4	68	72	-4	32	36	-4	33	32	1

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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 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	+/-	
BUDDHA HITS	14	19	-5	7	8	-1	3	5	-2	8	9	-1	8	9	-1	4	2	2	6	7	-1	
Coles Radio	25	24	1	11	8	3	9	8	1	17	16	1	11	6	5	5	3	2	14	13	1	
EASY HITS	20	22	-2	8	10	-2	9	9	0	13	14	-1	12	10	2	4	6	-2	14	10	4	
Edge Digital	12	11	1	3	4	-1	3	2	1	5	2	3	4	3	1	4	3	1	3	5	-2	
Kinderling Kids	6	6	0	2	4	-2	2	2	0	1	1	0	2	2	0	3	1	2	3	1	2	
KIX DIGITAL	6	4	2	3	3	0	2	*	*	3	1	2	1	1	0	2	1	1	4	5	-1	
MacquarieSportsRadio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MMM AUSSIE	8	7	1	3	3	0	*	1	*	5	4	1	5	3	2	3	2	1	5	5	0	
MMM CLASSIC ROCK	19	21	-2	8	10	-2	8	8	0	8	11	-3	9	15	-6	5	11	-6	17	25	-8	
MMM COUNTRY	3	4	-1	1	1	0	1	1	0	1	3	-2	1	3	-2	2	2	0	3	5	-2	
My Perth Digital	13	18	-5	6	6	0	7	8	-1	9	15	-6	6	6	0	2	2	0	7	10	-3	
NTS News Talk Sport	2	5	-3	*	*	*	*	*	*	1	4	-3	*	*	*	2	3	-1	1	1	0	
OLDSKOOL HITS	28	31	-3	14	17	-3	9	10	-1	14	13	1	12	13	-1	9	7	2	16	23	-7	
Smooth	29	23	6	14	12	2	14	12	2	16	15	1	18	18	0	8	7	1	26	27	-1	
The 90s iHeartRadio	13	11	2	2	4	-2	2	3	-1	6	4	2	12	8	4	6	5	1	4	5	-1	
URBAN HITS	6	7	-1	1	1	0	1	1	0	1	*	*	3	3	0	3	5	-2	4	7	-3	
X-All New All Hit	11	13	-2	5	5	0	2	2	0	7	7	0	5	7	-2	4	6	-2	8	9	-1	
triple j Unearthed	17	13	4	7	8	-1	3	2	1	1	2	-1	7	4	3	7	3	4	5	4	1	
ABC Country	5	7	-2	*	3	*	2	4	-2	2	4	-2	1	*	*	2	2	0	9	7	2	
ABC Grandstand	13	15	-2	3	5	-2	1	3	-2	5	3	2	7	5	2	3	4	-1	28	24	4	
ABC Jazz	13	17	-4	1	2	-1	5	5	0	4	4	0	5	6	-1	8	9	-1	8	14	-6	
ABC KIDS LISTEN	9	11	-2	5	5	0	2	1	1	2	4	-2	4	5	-1	2	4	-2	7	9	-2	
Double J	23	28	-5	7	7	0	9	9	0	10	14	-4	9	16	-7	7	8	-1	8	18	-10	
Total Digital/Internet Only	218	226	-8	95	102	-7	89	87	2	116	111	5	112	119	-7	75	81	-6	175	197	-22	