



PERTH RADIO - SURVEY 8 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	4.9	4.2	0.7	1.2	0.2	1.0	1.4	0.7	0.7	1.1	1.6	-0.5	3.1	3.8	-0.7	10.7	8.4	2.3	9.1	6.5	2.6
6PR	6.9	7.6	-0.7	2.4	3.0	-0.6	2.8	3.0	-0.2	4.3	3.2	1.1	5.4	6.3	-0.9	6.4	7.2	-0.8	14.7	16.7	-2.0
MIX 94.5	13.6	11.3	2.3	13.0	7.9	5.1	9.4	6.7	2.7	11.5	9.8	1.7	18.6	17.8	0.8	18.8	16.1	2.7	7.5	3.6	3.9
HIT 92.9	10.6	10.7	-0.1	22.3	19.8	2.5	21.6	28.6	-7.0	17.9	20.1	-2.2	9.2	7.9	1.3	4.4	4.5	-0.1	1.9	1.6	0.3
96FM	12.0	11.9	0.1	7.3	9.7	-2.4	6.7	6.5	0.2	14.0	12.8	1.2	20.6	17.8	2.8	13.1	15.9	-2.8	2.4	2.8	-0.4
NOVA93.7	12.6	13.3	-0.7	31.0	35.2	-4.2	16.5	21.4	-4.9	17.7	19.6	-1.9	14.6	13.3	1.3	7.8	8.6	-0.8	1.2	1.3	-0.1
ABC PER	6.1	7.2	-1.1	1.0	2.7	-1.7	0.2	2.8	-2.6	1.6	1.2	0.4	2.8	3.9	-1.1	10.0	10.6	-0.6	15.4	17.2	-1.8
6RN	1.8	1.7	0.1	0.4	0.1	0.3	2.0	0.1	1.9	0.2	0.3	-0.1	1.4	1.3	0.1	1.3	2.2	-0.9	4.5	4.4	0.1
ABC NEWS	0.9	0.9	0.0	0.8	1.1	-0.3	0.6	1.4	-0.8	0.6	0.6	0.0	0.7	0.6	0.1	0.8	0.6	0.2	1.9	1.7	0.2
6JJJ	8.7	6.8	1.9	5.9	5.8	0.1	27.6	19.5	8.1	17.9	14.7	3.2	6.9	5.9	1.0	2.3	2.5	-0.2	0.1	0.2	-0.1
ABC CLASSIC	2.3	3.3	-1.0	1.2	1.0	0.2	2.0	0.6	1.4	1.5	2.4	-0.9	1.2	2.3	-1.1	3.2	3.6	-0.4	4.2	6.6	-2.4

Share Movement (%) by Session, P10+

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	+/-
6IX	5.0	4.3	0.7	4.1	4.1	0.0	6.0	5.1	0.9	5.5	4.5	1.0	4.6	3.9	0.7	4.1	3.1	1.0	4.7	3.9	0.8
6PR	7.4	7.9	-0.5	8.9	10.3	-1.4	7.0	6.7	0.3	5.8	6.2	-0.4	6.4	7.2	-0.8	10.9	10.4	0.5	5.2	6.7	-1.5
MIX 94.5	13.8	11.8	2.0	12.6	11.2	1.4	14.8	13.3	1.5	15.3	12.5	2.8	13.7	11.2	2.5	10.4	8.8	1.6	12.8	9.5	3.3
HIT 92.9	10.8	10.8	0.0	9.6	9.1	0.5	10.0	10.6	-0.6	11.5	12.4	-0.9	12.7	12.1	0.6	10.9	9.8	1.1	10.1	10.2	-0.1
96FM	12.0	12.0	0.0	10.6	9.5	1.1	14.6	15.3	-0.7	13.9	14.9	-1.0	9.7	8.9	0.8	7.3	6.9	0.4	12.1	11.6	0.5
NOVA93.7	12.7	13.6	-0.9	14.1	14.4	-0.3	10.1	12.1	-2.0	13.0	14.0	-1.0	15.3	16.2	-0.9	8.3	8.7	-0.4	12.3	12.0	0.3
ABC PER	6.2	7.1	-0.9	8.7	10.9	-2.2	4.8	4.8	0.0	3.9	4.4	-0.5	5.3	5.4	-0.1	11.5	14.0	-2.5	5.8	7.3	-1.5
6RN	1.6	1.7	-0.1	2.8	2.4	0.4	1.0	1.3	-0.3	0.9	1.1	-0.2	1.3	1.8	-0.5	2.4	2.1	0.3	2.2	2.0	0.2
ABC NEWS	0.8	0.8	0.0	1.1	1.0	0.1	0.7	0.5	0.2	0.3	0.3	0.0	0.6	0.8	-0.2	3.2	3.3	-0.1	1.2	1.1	0.1
6JJJ	9.1	6.9	2.2	9.0	7.1	1.9	9.1	5.6	3.5	9.6	6.7	2.9	9.5	8.9	0.6	6.0	6.6	-0.6	7.3	6.5	0.8
ABC CLASSIC	2.2	3.1	-0.9	1.7	2.3	-0.6	2.3	3.4	-1.1	2.2	2.9	-0.7	2.1	3.8	-1.7	3.8	4.5	-0.7	2.6	3.9	-1.3



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
96FM 80s	22	20	2	1	2	-1	2	1	1	4	3	1	12	11	1	2	3	-1	1	*	*
96FM 90s	13	11	2	4	5	-1	1	1	0	3	2	1	4	3	1	1	1	0	*	*	*
Coles Radio	22	21	1	3	2	1	4	4	0	8	7	1	2	3	-1	5	4	1	*	1	*
HIT BUDDHA	10	13	-3	1	1	0	*	*	*	4	3	1	2	6	-4	1	*	*	3	2	1
HIT EASY	14	18	-4	*	1	*	*	*	*	5	5	0	2	6	-4	7	5	2	1	2	-1
HIT OLDSKOOL	22	30	-8	2	2	0	3	1	2	8	12	-4	7	10	-3	1	3	-2	1	1	0
HIT URBAN	13	15	-2	3	4	-1	2	1	1	6	8	-2	1	2	-1	*	*	*	*	*	*
Kinderling Kids	4	4	0	1	1	0	1	*	*	2	1	1	*	1	*	1	*	*	*	*	*
KIX DIGITAL	1	5	-4	*	1	*	*	*	*	*	*	*	*	3	*	*	*	*	1	2	-1
MacquarieSportsRadio	3	2	1	1	1	0	*	*	*	1	*	*	*	*	*	1	2	-1	*	*	*
MMM AUSSIE	2	2	0	*	*	*	*	*	*	*	1	*	1	1	0	1	*	*	*	*	*
MMM CLASSIC ROCK	13	18	-5	2	2	0	*	*	*	3	1	2	5	7	-2	3	6	-3	*	1	*
MMM COUNTRY	4	3	1	*	*	*	*	*	*	2	*	*	1	1	0	*	*	*	1	2	-1
My Perth Digital	11	13	-2	2	3	-1	3	2	1	2	3	-1	2	2	0	1	1	0	1	2	-1
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	1	1	0	*	*	*	*	*	*	*	*	*
Smooth	36	34	2	4	7	-3	5	3	2	6	7	-1	9	9	0	11	6	5	1	3	-2
X-All New All Hit	5	7	-2	2	2	0	1	*	*	3	2	1	*	3	*	*	*	*	*	*	*
triple j Uearthed	13	14	-1	2	1	1	6	3	3	4	8	-4	1	2	-1	*	*	*	*	*	*
ABC Country	9	6	3	1	2	-1	*	*	*	1	1	0	4	2	2	1	*	*	2	1	1
ABC Grandstand	12	20	-8	2	2	0	*	2	*	2	1	1	4	5	-1	2	3	-1	3	7	-4
ABC Jazz	20	28	-8	2	2	0	3	5	-2	5	4	1	5	8	-3	3	5	-2	2	3	-1
ABC KIDS LISTEN	9	6	3	1	2	-1	*	1	*	7	3	4	*	*	*	1	*	*	*	*	*
Double J	25	30	-5	1	3	-2	3	4	-1	8	6	2	14	15	-1	*	3	*	*	*	*
Total Digital/Internet Only	238	267	-29	28	35	-7	26	24	2	67	66	1	60	76	-16	40	38	2	17	28	-11

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

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
96FM 80s	14	12	2	5	6	-1	3	4	-1	6	5	1	4	5	-1	4	3	1	14	13	1
96FM 90s	11	11	0	5	6	-1	4	4	0	6	5	1	4	3	1	*	*	*	6	2	4
Coles Radio	18	14	4	4	3	1	9	5	4	7	4	3	7	7	0	3	4	-1	12	11	1
HIT BUDDHA	7	9	-2	4	2	2	4	2	2	6	3	3	5	9	-4	*	2	*	5	8	-3
HIT EASY	12	16	-4	8	12	-4	8	10	-2	8	10	-2	6	8	-2	1	2	-1	6	10	-4
HIT OLDSKOOL	18	22	-4	12	12	0	8	9	-1	11	8	3	8	13	-5	2	1	1	15	20	-5
HIT URBAN	12	12	0	3	6	-3	1	4	-3	6	4	2	7	7	0	6	6	0	8	7	1
Kinderling Kids	4	3	1	2	*	*	2	1	1	1	1	0	1	1	0	1	1	0	2	3	-1
KIX DIGITAL	1	5	-4	*	2	*	*	1	*	1	3	-2	*	2	*	*	*	*	*	2	*
MacquarieSportsRadio	3	2	1	1	2	-1	*	*	*	3	2	1	1	2	-1	*	*	*	2	2	0
MMM AUSSIE	2	2	0	1	*	*	1	1	0	1	1	0	2	1	1	*	*	*	1	1	0
MMM CLASSIC ROCK	11	13	-2	6	8	-2	3	6	-3	5	6	-1	4	8	-4	5	5	0	8	11	-3
MMM COUNTRY	3	2	1	*	*	*	3	2	1	2	1	1	*	*	*	*	*	*	3	2	1
My Perth Digital	7	11	-4	3	3	0	1	3	-2	1	3	-2	4	6	-2	2	3	-1	6	6	0
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
Smooth	29	28	1	12	19	-7	17	15	2	22	19	3	21	21	0	9	5	4	25	24	1
X-All New All Hit	5	7	-2	1	2	-1	4	2	2	1	3	-2	2	4	-2	1	2	-1	2	3	-1
triple j Uearthed	11	12	-1	5	4	1	1	2	-1	5	8	-3	6	7	-1	5	3	2	5	6	-1
ABC Country	8	4	4	2	2	0	3	2	1	5	1	4	2	1	1	2	1	1	4	4	0
ABC Grandstand	8	9	-1	3	1	2	5	2	3	5	2	3	3	7	-4	3	6	-3	11	17	-6
ABC Jazz	17	22	-5	4	8	-4	5	6	-1	5	5	0	6	8	-2	5	8	-3	8	17	-9
ABC KIDS LISTEN	7	5	2	3	1	2	1	1	0	3	3	0	2	1	1	2	1	1	3	3	0
Double J	19	23	-4	3	6	-3	10	13	-3	6	9	-3	6	10	-4	2	1	1	15	15	0
Total Digital/Internet Only	190	211	-21	85	101	-16	92	86	6	103	101	2	97	120	-23	51	53	-2	155	175	-20