

## GfK Radio 360 Ratings Summary Report – Survey 3, 2023

From Survey 3 2023 the Media Summary Report provided will contain Market Share %, Cumulative Audience (000s) and Average Audience (000s) for total radio, as well as Market Share %, Cumulative Audience (000s) by radio type.

Each of these statistics represents the radio audience in different ways and as such must be referred in the following manner:

### Instructions and examples of interpreting the results:

- **Share%:** Market Share is the percentage of the radio type listening, in a defined period, in an average week that is tuned to a particular station

e.g. 'During Mon-Sun 5:30am-12mn, 13.8% of the total radio listening audience was to Station B or Station B has 13.8% share of all listening Mon-Sun 5:30am-12mn';  
 'During Mon-Sun 5:30am-12mn, 13.9% of the AM/FM/DAB+ listening audience was to Station B or Station B has 13.9% share of AM/FM/DAB+ listening Mon-Sun 5:30am-12mn';  
 'During Mon-Sun 5:30am-12mn, 16.5% of the streaming listening audience was to Station B or Station B has 16.5% share of streaming listening Mon-Sun 5:30am-12mn'.

Please note AM/FM/DAB+ and Streaming Share% results exclude in its calculation Other AM, Other FM, Other Digital & stations appearing as n.a. Total Radio Share% is calculated including these station groups.

Share is a measure of listening and refers to those listening and the number of quarter hours they listened to (time spent listening). It can be reflected in statements such as 'most listened to station' or the 'station with the most listening'.

- **Cumulative audience (000s):** is the number of different people reached at least once by a radio station across a defined period of time via a radio type, in an average week  
 e.g. 'Across Mon-Sun 5:30am-12mn, there were 64,000 unique or different listeners aged 10+ tuning into Station A on total radio';  
 'Across Mon-Sun 5:30am-12mn, there were 60,000 unique or different listeners aged 10+ tuning into Station A on AM/FM/DAB+';  
 'Across Mon-Sun 5:30am-12mn, there were 15,000 unique or different listeners aged 10+ tuning into Station A via streaming'.  
 Please note that there can be overlap between radio types.

Cume is a measure of listeners or audience size. It can be reflected in statements such as 'total audience', 'total number of listeners' or 'most listeners'.

- **Average audience (000s):** is the average number of people tuned into a radio station across a defined period of time, in any given quarter hour, during an average week  
 e.g. 'Between Mon-Sun 5:30am-12mn, in an average quarter hour, there are 15,000 people aged 10+ listening to Station C'.

It can be reflected in statements such as 'average audience' or 'average number of listeners in a given quarter hour'.

Stations	Total Radio			AM/FM/DAB+		Streaming	
	Market Share %	Cumulative Audience (000s)	Average Audience (000s)	Market Share %	Cumulative Audience (000s)	Market Share %	Cumulative Audience (000s)
Station A	5.1	64	3	5.6	60	4.8	15
Station B	13.8	621	60	13.9	605	16.5	150
Station C	3.2	264	15	3.3	220	3.2	80

Source: GfK Radio 360 Ratings, Market A, Survey X 2023, Mon-Sun 5:30am-12mn, People 10+, By Radio

For more information contact the GfK team on 1800 097 713.

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 2023 SHARE %

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	4.6	3.7	0.9	2.8	2.4	0.4	1.0	3.1	-2.1	2.6	2.4	0.2	3.2	1.8	1.4	10.0	6.6	3.4	5.9	5.4	0.5
6PR	5.8	6.7	-0.9	3.3	2.2	1.1	6.6	7.9	-1.3	1.9	2.9	-1.0	3.2	4.2	-1.0	8.0	8.0	0.0	10.7	12.7	-2.0
MIX 94.5	13.4	13.1	0.3	20.5	22.6	-2.1	14.9	11.2	3.7	13.3	13.3	0.0	15.4	13.4	2.0	15.7	16.8	-1.1	6.8	7.7	-0.9
92.9 TRIPLE M	6.8	6.1	0.7	8.7	9.5	-0.8	11.6	8.0	3.6	10.8	10.4	0.4	10.3	8.0	2.3	2.8	3.5	-0.7	0.6	0.3	0.3
96FM	14.4	12.9	1.5	8.9	9.7	-0.8	11.4	6.3	5.1	11.5	13.4	-1.9	14.7	12.7	2.0	26.4	22.9	3.5	11.7	9.8	1.9
NOVA93.7	16.1	17.2	-1.1	32.7	29.8	2.9	22.0	30.6	-8.6	26.0	23.2	2.8	18.8	25.6	-6.8	10.7	8.8	1.9	0.4	0.9	-0.5
ABC PER	4.9	4.8	0.1	0.4	0.8	-0.4	3.2	1.4	1.8	3.7	2.5	1.2	3.8	2.3	1.5	3.2	6.5	-3.3	10.4	10.5	-0.1
6RN	0.4	0.5	-0.1	0.1	0.1	0.0	0.2	0.4	-0.2	0.4	0.4	0.0	0.3	0.2	0.1	0.3	0.6	-0.3	0.6	1.0	-0.4
ABC NEWSRADIO	1.4	1.1	0.3	1.6	0.2	1.4	2.1	1.5	0.6	1.2	0.8	0.4	0.5	0.2	0.3	1.6	1.3	0.3	2.1	2.1	0.0
6JJJ	5.9	6.0	-0.1	5.3	5.2	0.1	10.0	11.3	-1.3	9.9	8.8	1.1	9.2	9.6	-0.4	2.8	2.5	0.3	0.6	1.2	-0.6
ABC CLASSIC	1.8	2.1	-0.3	0.8	0.2	0.6	1.6	2.1	-0.5	1.2	0.9	0.3	0.5	0.4	0.1	1.3	1.0	0.3	4.3	5.8	-1.5

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	4.7	3.5	1.2	4.6	3.1	1.5	5.4	3.9	1.5	5.2	3.6	1.6	3.8	3.3	0.5	2.8	4.0	-1.2	4.3	4.3	0.0						
6PR	6.2	7.2	-1.0	9.6	10.6	-1.0	5.7	7.1	-1.4	4.2	4.9	-0.7	5.2	5.2	0.0	6.2	7.9	-1.7	4.3	5.2	-0.9						
MIX 94.5	14.3	13.6	0.7	13.8	12.2	1.6	15.6	15.4	0.2	15.0	14.8	0.2	13.6	12.7	0.9	10.9	10.9	0.0	10.6	11.3	-0.7						
92.9 TRIPLE M	7.3	6.2	1.1	7.4	6.8	0.6	7.5	6.3	1.2	8.0	6.4	1.6	6.7	5.2	1.5	4.7	5.0	-0.3	5.2	5.8	-0.6						
96FM	14.0	13.1	0.9	12.4	12.1	0.3	14.8	13.7	1.1	15.6	14.4	1.2	13.3	13.0	0.3	11.8	9.2	2.6	15.5	12.3	3.2						
NOVA93.7	15.8	16.8	-1.0	17.3	17.5	-0.2	13.8	15.2	-1.4	15.3	17.6	-2.3	17.2	18.3	-1.1	15.7	13.1	2.6	17.0	18.5	-1.5						
ABC PER	4.9	4.7	0.2	5.6	6.1	-0.5	5.2	4.2	1.0	3.8	3.1	0.7	2.8	3.1	-0.3	10.7	11.4	-0.7	4.9	5.0	-0.1						
6RN	0.4	0.6	-0.2	0.4	0.6	-0.2	0.2	0.5	-0.3	0.4	0.5	-0.1	0.5	0.8	-0.3	0.6	0.6	0.0	0.3	0.3	0.0						
ABC NEWSRADIO	1.4	1.0	0.4	1.7	1.5	0.2	0.9	0.6	0.3	1.2	0.7	0.5	1.1	0.7	0.4	3.1	2.4	0.7	1.6	1.3	0.3						
6JJJ	5.8	6.1	-0.3	6.0	5.7	0.3	4.7	4.9	-0.2	5.4	6.3	-0.9	7.8	8.2	-0.4	5.1	6.1	-1.0	6.5	5.9	0.6						
ABC CLASSIC	1.6	1.9	-0.3	1.6	2.0	-0.4	1.4	1.4	0.0	1.4	1.7	-0.3	1.7	2.1	-0.4	2.9	3.0	-0.1	2.4	2.7	-0.3						

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 2023 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	+/-
6iX	151	140	11	14	10	4	6	9	-3	20	20	0	20	23	-3	37	27	10	54	50	4
6PR	193	195	-2	15	12	3	14	16	-2	29	27	2	30	40	-10	53	45	8	53	55	-2
MIX 94.5	589	593	-4	77	80	-3	67	59	8	157	164	-7	142	139	3	83	87	-4	63	63	0
92.9 TRIPLE M	353	365	-12	61	56	5	50	45	5	115	129	-14	80	90	-10	33	32	1	15	13	2
96FM	546	514	32	60	64	-4	42	40	2	125	133	-8	145	123	22	102	89	13	73	65	8
NOVA93.7	676	702	-26	120	115	5	92	92	0	228	232	-4	149	177	-28	69	61	8	18	26	-8
ABC PER	206	209	-3	10	7	3	9	10	-1	32	31	1	39	35	4	36	43	-7	81	83	-2
6RN	38	50	-12	1	1	0	3	5	-2	10	16	-6	7	6	1	7	7	0	9	15	-6
ABC NEWSRADIO	93	82	11	7	3	4	12	8	4	18	15	3	10	9	1	20	22	-2	26	24	2
6JJB	280	302	-22	33	33	0	44	58	-14	113	118	-5	61	64	-3	20	19	1	9	10	-1
ABC CLASSIC	74	72	2	5	3	2	6	12	-6	20	19	1	13	10	3	12	9	3	18	19	-1
<b>Total</b>	<b>1,720</b>	<b>1,721</b>	<b>-1</b>	<b>194</b>	<b>193</b>	<b>1</b>	<b>169</b>	<b>169</b>	<b>0</b>	<b>445</b>	<b>446</b>	<b>-1</b>	<b>382</b>	<b>388</b>	<b>-6</b>	<b>227</b>	<b>225</b>	<b>2</b>	<b>303</b>	<b>300</b>	<b>3</b>

By Session, P10+ [Potential: 1822]

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	120	123	-3	59	54	5	67	57	10	75	75	0	53	55	-2	21	27	-6	104	96	8
6PR	172	181	-9	114	130	-16	81	95	-14	89	90	-1	72	77	-5	42	43	-1	106	107	-1
MIX 94.5	547	550	-3	289	305	-16	246	258	-12	321	316	5	262	264	-2	92	102	-10	318	320	-2
92.9 TRIPLE M	313	334	-21	161	170	-9	117	129	-12	154	161	-7	144	131	13	48	53	-5	176	187	-11
96FM	482	452	30	240	244	-4	224	198	26	292	264	28	207	198	9	73	65	8	328	301	27
NOVA93.7	609	642	-33	389	398	-9	240	276	-36	347	362	-15	297	325	-28	111	119	-8	439	454	-15
ABC PER	185	186	-1	115	119	-4	82	85	-3	94	77	17	58	62	-4	47	54	-7	116	135	-19
6RN	33	44	-11	15	16	-1	12	19	-7	17	20	-3	11	16	-5	6	4	2	11	18	-7
ABC NEWSRADIO	79	68	11	43	38	5	24	25	-1	33	22	11	24	14	10	21	21	0	53	46	7
6JJB	244	274	-30	148	151	-3	103	113	-10	125	143	-18	123	148	-25	44	65	-21	180	178	2
ABC CLASSIC	62	66	-4	30	35	-5	28	24	4	25	28	-3	26	31	-5	14	18	-4	42	43	-1
<b>Total</b>	<b>1,680</b>	<b>1,685</b>	<b>-5</b>	<b>1,300</b>	<b>1,335</b>	<b>-35</b>	<b>1,063</b>	<b>1,113</b>	<b>-50</b>	<b>1,256</b>	<b>1,260</b>	<b>-4</b>	<b>1,121</b>	<b>1,134</b>	<b>-13</b>	<b>499</b>	<b>533</b>	<b>-34</b>	<b>1,457</b>	<b>1,479</b>	<b>-22</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 2023 AVERAGE AUDIENCE (000's)

By Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	9	8	1	1	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1	3	3	0
6PR	11	14	-3	1	*	*	*	1	1	0	1	1	0	1	2	-1	3	2	1	5	6	-1	
MIX 94.5	27	27	0	4	4	0	2	2	0	5	6	-1	7	6	1	5	5	0	3	4	-1		
92.9 TRIPLE M	14	13	1	2	2	0	2	1	1	4	5	-1	5	4	1	1	1	0	*	*	*		
96FM	29	26	3	2	2	0	2	1	1	5	6	-1	7	6	1	8	7	1	6	5	1		
NOVA93.7	32	35	-3	6	5	1	3	5	-2	10	10	0	9	12	-3	3	3	0	*	*	*		
ABC PER	10	10	0	*	*	*	*	*	*	1	1	0	2	1	1	1	2	-1	5	5	0		
6RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	*	
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0		
6JJJ	12	12	0	1	1	0	1	2	-1	4	4	0	4	4	0	1	1	0	*	1	*		
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	-1		
<b>Total</b>	<b>199</b>	<b>205</b>	<b>-6</b>	<b>19</b>	<b>18</b>	<b>1</b>	<b>14</b>	<b>16</b>	<b>-2</b>	<b>40</b>	<b>45</b>	<b>-5</b>	<b>46</b>	<b>46</b>	<b>0</b>	<b>32</b>	<b>30</b>	<b>2</b>	<b>48</b>	<b>51</b>	<b>-3</b>		

By Session, P10+ [Potential: 1822]

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	10	8	2	13	9	4	16	11	5	14	10	4	8	7	1	1	2	-1	8	8	0
6PR	13	15	-2	28	32	-4	17	21	-4	12	14	-2	11	11	0	3	4	-1	8	9	-1
MIX 94.5	30	29	1	40	37	3	46	46	0	42	41	1	28	27	1	5	6	-1	19	20	-1
92.9 TRIPLE M	15	13	2	21	21	0	22	19	3	22	18	4	14	11	3	2	3	-1	9	10	-1
96FM	29	28	1	36	37	-1	43	41	2	43	40	3	27	28	-1	6	5	1	27	22	5
NOVA93.7	33	36	-3	50	53	-3	40	45	-5	43	49	-6	35	39	-4	8	7	1	30	33	-3
ABC PER	10	10	0	16	19	-3	15	13	2	11	9	2	6	7	-1	5	6	-1	9	9	0
6RN	1	1	0	1	2	-1	1	2	-1	1	2	-1	1	2	-1	*	*	*	1	1	0
ABC NEWSRADIO	3	2	1	5	5	0	3	2	1	3	2	1	2	1	1	2	1	1	3	2	1
6JJJ	12	13	-1	17	17	0	14	14	0	15	17	-2	16	17	-1	2	3	-1	11	11	0
ABC CLASSIC	3	4	-1	5	6	-1	4	4	0	4	5	-1	3	4	-1	1	2	-1	4	5	-1
<b>Total</b>	<b>208</b>	<b>215</b>	<b>-7</b>	<b>289</b>	<b>304</b>	<b>-15</b>	<b>293</b>	<b>296</b>	<b>-3</b>	<b>278</b>	<b>279</b>	<b>-1</b>	<b>203</b>	<b>213</b>	<b>-10</b>	<b>48</b>	<b>54</b>	<b>-6</b>	<b>176</b>	<b>181</b>	<b>-5</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

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	51	57	-6	9	12	-3	5	4	1	10	15	-5	11	12	-1	14	11	3	2	3	-1
BLENDER BEATS	14	19	-5	4	5	-1	3	5	-2	3	4	-1	4	5	-1	*	*	*	*	*	*
CADA	4	4	0	2	3	-1	1	1	0	2	1	1	*	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	6	5	1	2	*	*	2	1	1	2	4	-2	*	1	*	*	*	*	*	*	*
Coles Radio	30	37	-7	1	*	*	8	12	-4	15	19	-4	3	2	1	1	3	-2	2	*	*
EASY 80s HITS	36	46	-10	7	9	-2	4	3	1	6	8	-2	7	12	-5	10	9	1	2	3	-1
KIX DIGITAL	22	16	6	5	4	1	3	*	*	5	5	0	3	3	0	1	1	0	5	3	2
LiSTNR Radio	6	5	1	2	*	*	*	*	*	2	1	1	3	3	0	*	*	*	*	*	*
MMM 80s	20	23	-3	7	6	1	1	2	-1	6	8	-2	2	5	-3	4	2	2	*	*	*
MMM CLASSIC ROCK	23	29	-6	2	1	1	1	1	0	7	12	-5	5	6	-1	8	5	3	*	3	*
MMM COUNTRY	21	11	10	1	*	*	*	*	*	12	9	3	4	1	3	4	1	3	*	*	*
MMM TRADIE RADIO	24	34	-10	4	6	-2	1	2	-1	12	15	-3	5	8	-3	1	1	0	1	1	0
My Perth DAB Radio	28	30	-2	2	2	0	4	2	2	10	12	-2	5	4	1	3	6	-3	5	5	0
OLDSKOOL 90s HITS	60	61	-1	11	15	-4	8	8	0	23	22	1	15	13	2	1	2	-1	2	1	1
RnB Fridays Radio	46	43	3	11	12	-1	10	10	0	20	18	2	5	1	4	1	1	0	*	1	*
smooth fm Perth	98	101	-3	9	6	3	12	11	1	23	27	-4	20	23	-3	20	18	2	15	17	-2
triple j Unearthed	28	33	-5	3	1	2	7	11	-4	14	16	-2	2	3	-1	*	1	*	1	2	-1
ABC Country	12	15	-3	3	*	*	*	*	*	5	9	-4	2	*	*	*	2	*	3	4	-1
ABC Jazz	25	21	4	4	2	2	3	1	2	8	8	0	4	2	2	4	4	0	3	4	-1
ABC KIDS LISTEN	26	24	2	8	3	5	2	4	-2	10	10	0	4	5	-1	*	*	*	1	1	0
ABC Sport	33	43	-10	2	3	-1	2	3	-1	15	21	-6	5	4	1	4	4	0	5	8	-3
Double J	31	48	-17	4	4	0	3	5	-2	12	17	-5	10	18	-8	*	*	*	3	3	0
<b>Total Digital/Internet Only</b>	<b>448</b>	<b>484</b>	<b>-36</b>	<b>56</b>	<b>57</b>	<b>-1</b>	<b>52</b>	<b>60</b>	<b>-8</b>	<b>143</b>	<b>152</b>	<b>-9</b>	<b>80</b>	<b>97</b>	<b>-17</b>	<b>56</b>	<b>54</b>	<b>2</b>	<b>61</b>	<b>65</b>	<b>-4</b>

Please note: MMM 90s rebranded as MMM TRADIE RADIO effective Feb 26.

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1822]

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	35	37	-2	13	15	-2	12	13	-1	16	16	0	11	8	3	9	6	3	24	31	-7
BLENDER BEATS	12	19	-7	4	8	-4	5	3	2	8	11	-3	11	9	2	4	1	3	9	7	2
CADA	4	3	1	2	2	0	1	1	0	1	1	0	2	1	1	1	1	0	4	3	1
Chemist Warehouse Remix	5	3	2	2	1	1	5	3	2	3	1	2	2	1	1	1	1	0	3	4	-1
Coles Radio	25	32	-7	6	9	-3	7	17	-10	17	22	-5	10	11	-1	2	2	0	10	15	-5
EASY 80s HITS	27	37	-10	12	14	-2	17	18	-1	14	19	-5	15	15	0	5	6	-1	19	23	-4
KIX DIGITAL	17	11	6	6	3	3	*	1	*	6	3	3	6	3	3	2	2	0	7	5	2
LiSTNR Radio	4	5	-1	*	3	*	*	*	*	1	2	-1	3	3	0	*	*	*	2	*	*
MMM 80s	15	18	-3	6	10	-4	8	5	3	4	9	-5	5	5	0	2	2	0	9	9	0
MMM CLASSIC ROCK	18	27	-9	10	10	0	6	9	-3	5	12	-7	11	18	-7	2	5	-3	17	16	1
MMM COUNTRY	18	7	11	8	5	3	1	1	0	5	4	1	9	1	8	6	1	5	12	5	7
MMM TRADIE RADIO	17	23	-6	3	5	-2	5	8	-3	8	13	-5	9	13	-4	2	7	-5	12	16	-4
My Perth DAB Radio	26	25	1	14	13	1	6	9	-3	12	12	0	7	8	-1	6	5	1	11	13	-2
OLDSKOOL 90s HITS	47	49	-2	19	21	-2	19	21	-2	19	14	5	19	21	-2	9	13	-4	28	33	-5
RnB Fridays Radio	40	36	4	17	18	-1	22	15	7	20	19	1	15	21	-6	6	10	-4	16	14	2
smooth fm Perth	86	82	4	42	42	0	38	45	-7	43	42	1	47	45	2	17	21	-4	62	54	8
triple j Unearthed	24	29	-5	8	6	2	10	6	4	8	13	-5	7	14	-7	4	1	3	7	13	-6
ABC Country	11	14	-3	3	7	-4	3	4	-1	7	6	1	2	4	-2	*	4	*	9	8	1
ABC Jazz	21	17	4	6	7	-1	6	3	3	4	4	0	8	9	-1	9	9	0	18	17	1
ABC KIDS LISTEN	22	21	1	8	9	-1	5	4	1	10	12	-2	10	10	0	3	3	0	17	12	5
ABC Sport	24	27	-3	3	4	-1	5	7	-2	9	16	-7	15	20	-5	6	8	-2	23	30	-7
Double J	27	37	-10	16	23	-7	11	18	-7	16	25	-9	9	20	-11	2	7	-5	15	26	-11
<b>Total Digital/Internet Only</b>	<b>378</b>	<b>404</b>	<b>-26</b>	<b>185</b>	<b>205</b>	<b>-20</b>	<b>163</b>	<b>188</b>	<b>-25</b>	<b>217</b>	<b>237</b>	<b>-20</b>	<b>205</b>	<b>230</b>	<b>-25</b>	<b>95</b>	<b>107</b>	<b>-12</b>	<b>280</b>	<b>309</b>	<b>-29</b>

Please note: MMM 90s rebranded as MMM TRADIE RADIO effective Feb 26.

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 3 2023

## SHARE %

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+		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
6iX	4.6	5.2	6.0	2.8	2.8	3.6	1.0	0.7	2.9	2.6	1.9	8.8	3.2	3.5	3.2	10.0	11.5	5.6	5.9	9.1	10.4
6PR	5.8	6.2	10.5	3.3	3.0	7.1	6.6	5.5	14.3	1.9	2.0	1.3	3.2	2.7	15.3	8.0	8.5	11.0	10.7	16.0	25.5
MIX 94.5	13.4	16.0	8.2	20.5	22.0	10.3	14.9	15.7	12.5	13.3	14.8	5.1	15.4	17.1	11.9	15.7	18.1	7.7	6.8	10.8	2.8
92.9 TRIPLE M	6.8	8.1	4.4	8.7	8.9	9.0	11.6	13.1	4.0	10.8	11.9	5.5	10.3	11.7	3.2	2.8	3.0	3.9	0.6	1.0	*
96FM	14.4	16.6	14.9	8.9	9.0	9.7	11.4	11.7	11.6	11.5	12.4	8.2	14.7	16.0	15.6	26.4	28.1	35.8	11.7	18.5	7.1
NOVA93.7	16.1	18.7	15.3	32.7	34.0	27.3	22.0	23.3	18.1	26.0	27.7	21.2	18.8	21.1	10.6	10.7	11.9	9.7	0.4	0.7	*
ABC PER	4.9	5.6	6.3	0.4	0.4	0.2	3.2	3.1	4.1	3.7	2.9	11.6	3.8	4.1	4.3	3.2	3.6	2.7	10.4	16.3	10.5
6RN	0.4	0.3	1.3	0.1	0.1	*	0.2	0.1	0.7	0.4	0.3	1.0	0.3	0.3	1.4	0.3	0.3	0.2	0.6	0.7	6.0
ABC NEWSRADIO	1.4	1.5	2.8	1.6	1.8	*	2.1	1.6	5.7	1.2	1.0	3.0	0.5	0.4	2.2	1.6	1.6	3.0	2.1	3.2	2.6
6JJB	5.9	6.9	6.4	5.3	5.2	7.3	10.0	10.4	8.9	9.9	10.6	7.8	9.2	10.2	7.7	2.8	3.1	2.7	0.6	0.8	2.8
ABC CLASSIC	1.8	2.0	2.2	0.8	0.9	*	1.6	1.1	4.5	1.2	1.1	2.0	0.5	0.5	0.6	1.3	1.4	1.7	4.3	6.7	5.4
Commercial DAB+ Stns	9.9	10.6	17.2	11.8	10.4	21.9	12.0	12.2	10.9	10.6	10.0	18.3	9.8	10.1	18.9	7.4	7.4	12.8	9.7	14.3	22.0
ABC DAB+ Stns	2.1	2.2	4.4	1.7	1.5	3.5	1.4	1.4	1.7	3.6	3.5	6.1	2.2	2.2	5.1	1.5	1.5	3.0	1.3	1.9	5.1
Total DAB+ Stns	13.1	12.8	21.6	13.4	11.9	25.4	13.5	13.7	12.6	14.6	13.4	24.4	14.0	12.3	24.1	10.8	9.0	15.8	12.2	16.2	27.1

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
6iX	4.7	5.3	5.9	4.6	5.2	6.1	5.4	6.3	5.7	5.2	5.9	6.8	3.8	4.3	4.7	2.8	2.9	4.3	4.3	4.9	6.5
6PR	6.2	6.7	11.9	9.6	10.2	21.7	5.7	6.0	12.4	4.2	4.5	7.7	5.2	5.7	8.2	6.2	6.4	9.6	4.3	4.8	6.8
MIX 94.5	14.3	17.1	8.5	13.8	16.2	7.3	15.6	19.1	7.4	15.0	17.7	11.6	13.6	16.1	7.7	10.9	12.8	5.3	10.6	12.8	7.1
92.9 TRIPLE M	7.3	8.7	4.5	7.4	8.7	4.5	7.5	9.1	4.8	8.0	9.6	4.7	6.7	7.9	4.3	4.7	5.4	3.8	5.2	6.3	4.1
96FM	14.0	16.1	14.9	12.4	14.0	14.3	14.8	17.0	18.9	15.6	18.1	16.1	13.3	15.3	13.0	11.8	14.1	4.6	15.5	18.3	14.7
NOVA93.7	15.8	18.2	16.7	17.3	19.9	15.6	13.8	15.7	18.4	15.3	17.6	17.1	17.2	20.0	14.2	15.7	17.2	17.4	17.0	20.4	11.4
ABC PER	4.9	5.5	6.9	5.6	6.3	8.4	5.2	5.8	7.9	3.8	4.3	5.3	2.8	3.3	2.2	10.7	11.5	13.8	4.9	5.9	4.4
6RN	0.4	0.4	1.2	0.4	0.4	1.4	0.2	0.2	1.0	0.4	0.4	1.0	0.5	0.5	1.1	0.6	0.5	1.8	0.3	0.2	1.7
ABC NEWSRADIO	1.4	1.5	2.3	1.7	1.8	4.0	0.9	1.0	1.4	1.2	1.3	1.5	1.1	1.2	2.0	3.1	3.3	4.5	1.6	1.6	4.3
6JJB	5.8	6.6	6.5	6.0	7.1	2.6	4.7	5.3	6.4	5.4	6.1	7.2	7.8	8.7	10.8	5.1	5.4	6.6	6.5	7.7	6.2
ABC CLASSIC	1.6	1.9	1.3	1.6	1.9	0.5	1.4	1.7	1.1	1.4	1.6	1.3	1.7	2.0	1.4	2.9	3.2	3.3	2.4	2.6	4.6
Commercial DAB+ Stns	9.5	10.3	15.6	6.6	7.1	11.6	10.0	11.4	13.3	9.8	10.6	15.3	11.4	11.8	22.7	14.0	14.1	20.5	11.0	11.6	21.8
ABC DAB+ Stns	1.8	1.9	3.6	1.1	1.2	2.1	1.1	1.3	1.3	2.1	2.2	4.4	3.0	3.1	7.8	3.0	3.1	4.6	2.8	2.9	6.4
Total DAB+ Stns	12.5	12.2	19.2	8.6	8.3	13.7	12.2	12.7	14.6	13.6	12.8	19.6	15.3	15.0	30.5	18.5	17.3	25.1	14.7	14.5	28.2

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has a 4.6% share of all listening, 5.2% share of AM/FM/DAB+ listening and 6% share of Streaming listening.

Please note AM/FM/DAB+ and Streaming Share% results exclude in its calculation Other AM, Other FM, Other Digital & stations appearing as n.a. Total Radio Share% is calculated including these station groups.

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 3 2023

## 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+		
	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming
6iX	151	141	26	14	14	2	6	4	5	20	17	9	20	18	3	37	36	3	54	52	5
6PR	193	185	37	15	15	2	14	13	5	29	25	7	30	29	10	53	51	10	53	53	5
MIX 94.5	589	567	79	77	71	14	67	61	20	157	150	13	142	139	16	83	83	13	63	63	2
92.9 TRIPLE M	353	346	46	61	60	12	50	50	7	115	111	12	80	77	9	33	33	6	15	15	*
96FM	546	525	72	60	59	8	42	36	12	125	117	16	145	142	14	102	100	18	73	71	4
NOVA93.7	676	655	104	120	119	17	92	87	20	228	218	45	149	146	15	69	67	6	18	18	*
ABC PER	206	197	27	10	8	1	9	8	4	32	28	10	39	39	4	36	32	5	81	81	3
6RN	38	34	9	1	1	*	3	3	2	10	8	4	7	7	1	7	6	1	9	9	1
ABC NEWSRADIO	93	86	31	7	7	*	12	12	4	18	16	12	10	8	3	20	18	7	26	26	4
6JJJ	280	264	48	33	31	7	44	42	12	113	107	17	61	57	8	20	19	3	9	9	1
ABC CLASSIC	74	70	21	5	5	*	6	6	4	20	16	11	13	13	2	12	12	2	18	18	2
Commercial DAB+ Stns	331	305	86	47	39	16	42	38	14	103	95	29	59	58	15	49	48	9	31	27	2
ABC DAB+ Stns	125	119	45	14	13	6	15	15	1	53	49	23	19	18	7	8	8	3	16	16	4
Total DAB+ Stns	448	389	120	56	48	19	52	47	15	143	129	45	80	70	23	56	52	12	61	43	6
Total	1,720	1,632	387	194	191	53	169	164	57	445	434	114	382	370	76	227	221	56	303	252	31

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	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+	Streaming	Total Radio	AM/FM/ DAB+
6iX	120	112	19	59	57	8	67	60	9	75	67	17	53	51	4	21	18	5	104	96	18
6PR	172	167	30	114	112	15	81	71	13	89	81	14	72	69	9	42	35	7	106	96	20
MIX 94.5	547	524	65	289	280	18	246	236	20	321	298	35	262	256	16	92	82	10	318	302	35
92.9 TRIPLE M	313	303	40	161	152	16	117	107	14	154	146	18	144	138	8	48	45	5	176	169	17
96FM	482	462	61	240	231	20	224	207	25	292	270	35	207	195	22	73	66	8	328	312	45
NOVA93.7	609	580	86	389	373	33	240	218	36	347	322	44	297	285	25	111	99	16	439	418	58
ABC PER	185	175	23	115	102	15	82	79	8	94	91	8	58	55	5	47	44	5	116	107	17
6RN	33	29	8	15	13	3	12	9	4	17	15	3	11	10	1	6	5	2	11	9	3
ABC NEWSRADIO	79	75	21	43	39	10	24	21	7	33	33	7	24	21	4	21	18	4	53	46	18
6JJJ	244	226	40	148	144	11	103	91	19	125	107	24	123	109	19	44	37	9	180	169	22
ABC CLASSIC	62	56	15	30	28	3	28	27	4	25	23	5	26	24	3	14	10	6	42	41	12
Commercial DAB+ Stns	283	260	66	137	122	25	124	112	24	156	143	35	147	135	30	66	57	13	192	173	50
ABC DAB+ Stns	107	101	37	41	37	8	32	31	5	50	47	14	45	40	14	24	21	7	81	68	26
Total DAB+ Stns	378	331	97	185	155	32	163	138	29	217	184	49	205	173	44	95	75	20	280	232	71
Total	1,680	1,579	350	1,300	1,176	158	1,063	914	164	1,256	1,112	201	1,121	983	138	499	420	86	1,457	1,328	256

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has 151,000 total listeners, 141,000 AM/FM/DAB+ listeners and 26,000 Streaming listeners. Please note that there can be overlap between radio types.