



PERTH RADIO - SURVEY 1 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	5.0	5.9	-0.9	0.1	0.3	-0.2	1.4	0.2	1.2	1.4	1.4	0.0	3.2	3.4	-0.2	9.5	18.2	-8.7	10.2	9.1	1.1
6PR	7.0	7.4	-0.4	1.1	2.0	-0.9	*	0.7	*	2.5	2.5	0.0	5.5	6.6	-1.1	10.8	8.6	2.2	15.1	17.9	-2.8
MIX 94.5	15.6	14.8	0.8	15.9	14.2	1.7	10.9	10.3	0.6	14.0	12.9	1.1	23.0	20.3	2.7	20.3	19.9	0.4	6.3	8.4	-2.1
HIT 92.9	9.4	11.0	-1.6	18.7	25.6	-6.9	22.7	25.2	-2.5	18.0	18.7	-0.7	6.3	7.8	-1.5	3.6	3.8	-0.2	0.7	0.3	0.4
96FM	7.8	8.6	-0.8	4.7	4.7	0.0	5.8	4.2	1.6	9.8	9.7	0.1	13.6	14.1	-0.5	6.1	9.9	-3.8	1.5	2.9	-1.4
NOVA93.7	12.2	13.7	-1.5	27.3	29.0	-1.7	21.3	18.0	3.3	19.3	22.1	-2.8	13.4	13.1	0.3	4.7	6.5	-1.8	0.9	2.2	-1.3
ABC PER	7.1	6.8	0.3	0.6	2.5	-1.9	0.3	0.1	0.2	1.7	0.5	1.2	5.0	3.6	1.4	12.7	10.0	2.7	15.5	20.0	-4.5
6RN	1.7	1.7	0.0	0.1	*	*	0.8	0.8	0.0	0.1	0.3	-0.2	0.4	2.0	-1.6	3.2	1.5	1.7	4.4	4.3	0.1
ABC NEWS	0.9	0.7	0.2	0.2	0.3	-0.1	0.1	0.3	-0.2	1.0	0.4	0.6	0.9	0.6	0.3	1.0	0.9	0.1	1.0	1.6	-0.6
6JJJ	11.0	9.0	2.0	15.3	6.4	8.9	26.7	24.9	1.8	19.5	15.8	3.7	10.1	9.9	0.2	5.4	2.0	3.4	0.5	0.1	0.4
ABC CLASSIC	3.5	2.5	1.0	0.9	0.7	0.2	0.9	0.9	0.0	1.5	1.1	0.4	2.7	3.1	-0.4	5.3	2.3	3.0	7.0	5.1	1.9

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	4.7	5.7	-1.0	4.6	4.7	-0.1	5.0	6.8	-1.8	4.6	6.5	-1.9	4.6	5.2	-0.6	4.4	3.3	1.1	5.9	6.7	-0.8	5.9	6.7	-0.8	5.9	6.7	-0.8
6PR	7.7	7.5	0.2	9.3	10.4	-1.1	9.0	7.7	1.3	6.8	4.2	2.6	5.6	6.1	-0.5	6.6	10.3	-3.7	4.7	7.3	-2.6	4.7	7.3	-2.6	4.7	7.3	-2.6
MIX 94.5	15.6	15.0	0.6	15.1	13.3	1.8	16.9	16.1	0.8	16.7	17.6	-0.9	14.6	13.6	1.0	12.1	12.1	0.0	15.3	14.0	1.3	15.3	14.0	1.3	15.3	14.0	1.3
HIT 92.9	9.7	10.9	-1.2	8.3	9.8	-1.5	8.6	9.6	-1.0	10.6	11.4	-0.8	11.1	14.0	-2.9	11.5	10.8	0.7	8.5	11.2	-2.7	8.5	11.2	-2.7	8.5	11.2	-2.7
96FM	8.0	8.9	-0.9	6.2	7.7	-1.5	9.2	11.0	-1.8	9.6	10.2	-0.6	8.0	7.2	0.8	5.0	6.2	-1.2	7.1	7.6	-0.5	7.1	7.6	-0.5	7.1	7.6	-0.5
NOVA93.7	12.3	14.4	-2.1	13.2	14.9	-1.7	10.7	12.6	-1.9	11.1	15.1	-4.0	14.4	16.4	-2.0	13.7	11.3	2.4	11.8	11.1	0.7	11.8	11.1	0.7	11.8	11.1	0.7
ABC PER	7.3	6.8	0.5	10.9	10.3	0.6	5.9	5.6	0.3	5.1	4.5	0.6	5.8	5.1	0.7	9.1	8.8	0.3	6.4	7.2	-0.8	6.4	7.2	-0.8	6.4	7.2	-0.8
6RN	1.6	1.7	-0.1	2.5	2.6	-0.1	1.0	1.0	0.0	0.9	0.9	0.0	1.5	1.8	-0.3	3.0	3.5	-0.5	1.8	1.8	0.0	1.8	1.8	0.0	1.8	1.8	0.0
ABC NEWS	0.9	0.7	0.2	1.1	1.4	-0.3	0.8	0.3	0.5	0.9	0.2	0.7	0.6	0.4	0.2	1.3	2.2	-0.9	0.8	0.7	0.1	0.8	0.7	0.1	0.8	0.7	0.1
6JJJ	11.2	8.9	2.3	10.7	8.0	2.7	11.1	9.3	1.8	12.3	9.4	2.9	11.4	10.7	0.7	9.3	6.1	3.2	10.4	9.0	1.4	10.4	9.0	1.4	10.4	9.0	1.4
ABC CLASSIC	3.3	2.5	0.8	3.3	2.7	0.6	3.1	1.8	1.3	3.1	2.2	0.9	3.5	2.7	0.8	4.0	4.3	-0.3	4.2	2.8	1.4	4.2	2.8	1.4	4.2	2.8	1.4

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 2019

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	40	19	21	5	2	3	4	6	-2	8	3	5	15	3	12	3	4	-1	5	1	4
Coles Radio	22	37	-15	3	2	1	6	5	1	3	16	-13	7	8	-1	1	3	-2	2	3	-1
EASY HITS	23	15	8	7	1	6	*	*	*	3	5	-2	8	4	4	1	2	-1	5	2	3
Edge Digital	16	10	6	6	2	4	*	*	*	4	7	-3	1	*	*	3	*	*	2	*	*
Kinderling Kids	8	13	-5	3	*	*	*	2	*	*	8	*	3	3	0	2	*	*	*	*	*
KIX DIGITAL	8	8	0	1	*	*	*	1	*	2	7	-5	3	*	*	1	*	*	1	*	*
MacquarieSportsRadio	4	4	0	3	*	*	*	*	*	*	4	*	*	*	*	2	*	*	*	*	*
MMM AUSSIE	8	na	*	3	na	*	*	na	*	*	na	*	2	na	*	2	na	*	1	na	*
MMM CLASSIC ROCK	26	14	12	2	1	1	1	*	*	1	8	-7	14	3	11	4	2	2	3	*	*
MMM COUNTRY	8	na	*	*	na	*	3	na	*	1	na	*	3	na	*	*	na	*	1	na	*
My Perth Digital	22	22	0	5	5	0	*	3	*	2	5	-3	10	4	6	3	2	1	2	2	0
NTS News Talk Sport	4	6	-2	2	1	1	*	1	*	*	4	*	2	*	*	*	*	*	*	*	*
OLDSKOOL HITS	29	34	-5	8	3	5	3	6	-3	10	11	-1	6	7	-1	2	5	-3	*	1	*
Smooth	27	39	-12	7	3	4	*	2	*	3	13	-10	11	8	3	5	6	-1	1	5	-4
The 90s iHeartRadio	13	na	*	2	na	*	2	na	*	2	na	*	7	na	*	*	na	*	*	na	*
URBAN HITS	7	8	-1	2	*	*	1	1	0	3	5	-2	1	2	-1	*	*	*	*	*	*
X-All New All Hit	5	8	-3	5	1	4	*	1	*	*	3	*	*	2	*	*	*	*	*	*	*
triple j Unearthed	17	18	-1	6	5	1	3	4	-1	2	6	-4	6	3	3	*	1	*	*	*	*
ABC Country	7	14	-7	*	*	*	*	1	*	1	9	-8	1	1	0	1	2	-1	4	2	2
ABC Grandstand	26	31	-5	6	6	0	3	1	2	2	13	-11	5	2	3	5	4	1	5	5	0
ABC Jazz	21	18	3	3	4	-1	1	1	0	11	6	5	5	1	4	1	3	-2	*	3	*
ABC KIDS LISTEN	9	19	-10	*	1	*	*	3	*	3	11	-8	6	2	4	*	1	*	*	1	*
Double J	38	33	5	8	3	5	4	3	1	12	15	-3	14	9	5	*	2	*	*	*	*
Total Digital/Internet Only	256	255	1	41	31	10	24	27	-3	55	88	-33	75	55	20	32	32	0	29	23	6

Cumulative Audience (000's) by Session, Listening via Digital or Internet, 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	29	15	14	9	3	6	14	7	7	9	9	0	12	5	7	5	4	1	15	7	8
Coles Radio	16	35	-19	2	20	-18	7	16	-9	9	17	-8	5	15	-10	3	4	-1	9	16	-7
EASY HITS	17	12	5	11	7	4	4	7	-3	4	7	-3	4	7	-3	5	3	2	11	9	2
Edge Digital	11	8	3	5	7	-2	3	*	*	*	2	*	3	3	0	2	3	-1	7	2	5
Kinderling Kids	5	11	-6	5	5	0	*	2	*	*	4	*	1	3	-2	*	4	*	4	5	-1
KIX DIGITAL	3	7	-4	1	1	0	*	*	*	1	1	0	1	7	-6	1	*	*	7	2	5
MacquarieSportsRadio	4	4	0	4	*	*	1	*	*	3	*	*	3	2	1	2	1	1	2	*	*
MMM AUSSIE	5	na	*	1	na	*	1	na	*	3	na	*	3	na	*	1	na	*	6	na	*
MMM CLASSIC ROCK	21	11	10	10	8	2	4	6	-2	5	3	2	12	4	8	11	6	5	19	7	12
MMM COUNTRY	6	na	*	*	na	*	3	na	*	3	na	*	3	na	*	*	na	*	5	na	*
My Perth Digital	15	17	-2	8	9	-1	7	6	1	12	9	3	6	7	-1	3	2	1	13	15	-2
NTS News Talk Sport	2	3	-1	*	1	*	*	1	*	2	*	*	*	*	*	*	2	*	2	4	-2
OLDSKOOL HITS	21	20	1	10	10	0	8	8	0	4	13	-9	5	11	-6	2	4	-2	17	19	-2
Smooth	19	33	-14	10	13	-3	7	16	-9	13	20	-7	14	8	6	5	9	-4	20	21	-1
The 90s iHeartRadio	8	na	*	6	na	*	3	na	*	2	na	*	3	na	*	1	na	*	8	na	*
URBAN HITS	2	5	-3	*	3	*	1	*	*	*	1	*	1	*	*	1	2	-1	6	4	2
X-All New All Hit	4	4	0	1	2	-1	*	2	*	3	4	-1	1	2	-1	3	*	*	4	7	-3
triple j Unearthed	9	14	-5	3	5	-2	2	8	-6	4	8	-4	3	7	-4	4	2	2	12	7	5
ABC Country	5	11	-6	4	6	-2	3	2	1	3	3	0	1	4	-3	2	4	-2	4	9	-5
ABC Grandstand	13	19	-6	4	10	-6	8	8	0	9	9	0	3	2	1	1	3	-2	21	20	1
ABC Jazz	13	15	-2	4	4	0	1	4	-3	1	3	-2	3	5	-2	6	9	-3	16	8	8
ABC KIDS LISTEN	8	15	-7	2	8	-6	1	4	-3	4	5	-1	3	3	0	4	3	1	4	8	-4
Double J	31	25	6	5	13	-8	14	6	8	12	10	2	19	14	5	9	18	-9	23	27	-4
Total Digital/Internet Only	206	211	-5	90	111	-21	91	101	-10	82	112	-30	103	108	-5	65	71	-6	172	176	-4