



PERTH RADIO - SURVEY 1 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	4.7	4.3	0.4	*	*	*	1.7	*	*	0.1	1.5	-1.4	4.3	4.3	0.0	12.8	8.7	4.1	7.4	7.6	-0.2
6PR	6.2	7.5	-1.3	3.1	0.8	2.3	0.5	3.3	-2.8	2.3	2.9	-0.6	3.7	11.0	-7.3	10.8	8.3	2.5	13.8	11.5	2.3
MIX 94.5	15.7	14.6	1.1	11.4	11.1	0.3	10.9	11.2	-0.3	9.8	12.1	-2.3	24.9	20.8	4.1	22.8	19.8	3.0	9.1	7.6	1.5
HIT 92.9	10.7	9.2	1.5	24.2	24.2	0.0	27.0	24.0	3.0	18.4	14.4	4.0	7.4	6.4	1.0	3.9	2.3	1.6	0.6	0.5	0.1
96FM	9.0	10.2	-1.2	3.9	6.3	-2.4	14.6	6.2	8.4	10.3	13.5	-3.2	14.1	16.6	-2.5	7.7	8.4	-0.7	1.8	2.0	-0.2
NOVA93.7	12.8	13.7	-0.9	35.7	40.8	-5.1	18.7	24.3	-5.6	20.6	19.4	1.2	10.9	12.3	-1.4	5.4	5.9	-0.5	1.3	0.6	0.7
ABC PER	7.6	7.6	0.0	1.3	1.0	0.3	*	0.9	*	1.4	2.9	-1.5	4.1	5.4	-1.3	9.4	11.1	-1.7	23.0	19.0	4.0
6RN	1.8	2.0	-0.2	0.6	0.1	0.5	*	0.2	*	0.4	0.4	0.0	1.6	0.6	1.0	2.4	3.1	-0.7	4.2	6.5	-2.3
ABC NEWS	0.9	1.2	-0.3	0.3	0.2	0.1	0.3	0.3	0.0	0.5	0.6	-0.1	0.6	0.8	-0.2	1.6	1.1	0.5	1.5	3.5	-2.0
6JJJ	10.8	8.6	2.2	10.2	6.5	3.7	18.8	19.3	-0.5	22.3	18.1	4.2	11.3	6.9	4.4	1.8	3.0	-1.2	0.4	0.2	0.2
ABCFM	2.2	2.4	-0.2	0.9	0.8	0.1	0.2	1.0	-0.8	0.5	1.3	-0.8	2.1	0.6	1.5	2.8	2.7	0.1	5.1	7.3	-2.2

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	4.5	4.0	0.5	3.5	4.0	-0.5	5.8	4.1	1.7	5.5	4.4	1.1	3.8	4.0	-0.2	2.7	2.4	0.3	5.1	5.1	0.0							
6PR	6.7	8.2	-1.5	8.6	11.1	-2.5	7.1	7.3	-0.2	5.7	6.4	-0.7	4.7	7.9	-3.2	5.6	7.1	-1.5	4.8	5.2	-0.4							
MIX 94.5	15.7	15.1	0.6	15.1	13.3	1.8	16.5	17.0	-0.5	16.4	17.1	-0.7	15.9	14.9	1.0	12.5	10.0	2.5	15.7	13.0	2.7							
HIT 92.9	11.2	9.2	2.0	10.4	8.6	1.8	10.7	8.7	2.0	12.6	9.7	2.9	11.8	10.0	1.8	9.6	9.9	-0.3	9.2	9.1	0.1							
96FM	9.3	10.3	-1.0	7.8	8.9	-1.1	11.1	12.6	-1.5	10.1	12.2	-2.1	9.3	8.4	0.9	6.1	6.4	-0.3	8.0	10.0	-2.0							
NOVA93.7	13.3	13.8	-0.5	14.8	14.4	0.4	10.4	12.7	-2.3	12.5	13.4	-0.9	16.0	15.2	0.8	13.7	13.7	0.0	11.2	13.3	-2.1							
ABC PER	7.6	7.9	-0.3	11.4	10.7	0.7	6.0	6.9	-0.9	5.0	6.1	-1.1	5.1	6.4	-1.3	13.5	9.9	3.6	7.8	6.5	1.3							
6RN	1.7	1.9	-0.2	1.7	2.3	-0.6	1.5	1.7	-0.2	1.6	1.4	0.2	2.0	2.2	-0.2	1.7	2.7	-1.0	2.0	2.1	-0.1							
ABC NEWS	0.9	1.2	-0.3	1.1	1.5	-0.4	0.7	0.8	-0.1	0.6	0.5	0.1	0.8	1.0	-0.2	1.5	4.2	-2.7	0.9	1.4	-0.5							
6JJJ	10.3	8.5	1.8	9.0	8.0	1.0	9.8	7.2	2.6	11.4	8.5	2.9	11.8	10.7	1.1	9.7	9.6	0.1	12.3	9.1	3.2							
ABCFM	2.0	2.2	-0.2	2.5	2.0	0.5	1.7	2.1	-0.4	1.4	1.6	-0.2	2.2	2.8	-0.6	2.6	3.8	-1.2	2.9	3.0	-0.1							



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 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 RADIO	27	24	3	4	1	3	1	1	0	6	8	-2	9	8	1	5	1	4	2	4	-2
Coles Radio	31	13	18	2	1	1	3	1	2	12	5	7	10	4	6	3	1	2	2	1	1
EASY HITS RADIO	19	14	5	2	*	*	*	*	*	8	3	5	3	4	-1	6	6	0	*	2	*
Edge Digital	6	4	2	2	*	*	*	2	*	4	2	2	*	1	*	*	*	*	*	*	*
Kinderling Kids	7	6	1	3	1	2	*	*	*	2	4	-2	2	1	1	*	*	*	*	*	*
KIX DIGITAL	3	2	1	1	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
MMM CLASSIC ROCK	15	12	3	1	*	*	*	1	*	5	5	0	7	5	2	2	1	1	1	*	*
My Perth Digital	23	10	13	7	3	4	2	3	-1	9	4	5	3	*	*	1	*	*	2	1	1
NTS News Talk Sport	5	2	3	2	2	0	1	*	*	2	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	25	20	5	1	3	-2	*	2	*	12	9	3	10	4	6	2	1	1	*	1	*
Smooth	26	24	2	3	3	0	*	*	*	5	1	4	10	7	3	5	9	-4	3	3	0
Talking Lifestyle Per	2	3	-1	*	*	*	*	1	*	*	*	*	2	1	1	*	*	*	*	1	*
The 80s iHeartRadio	24	16	8	2	4	-2	*	4	*	10	5	5	11	4	7	*	*	*	1	*	*
X-All New All Hit	4	4	0	*	*	*	1	*	*	3	4	-1	*	*	*	*	*	*	*	*	*
triple j Uearthed	12	14	-2	1	3	-2	3	4	-1	5	7	-2	3	*	*	1	1	0	*	*	*
ABC Country	7	11	-4	*	2	*	1	*	*	1	4	-3	*	*	*	2	3	-1	3	2	1
ABC Extra	3	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	*	*	1	*	*
ABC Grandstand	22	13	9	6	*	*	2	*	*	*	5	*	6	*	*	3	4	-1	5	4	1
ABC Jazz	24	14	10	6	1	5	1	2	-1	7	6	1	3	2	1	1	1	0	6	2	4
Double J	29	19	10	2	3	-1	*	2	*	11	8	3	16	4	12	*	2	*	*	*	*
Total Digital/Internet Only	246	192	54	28	25	3	16	17	-1	72	64	8	74	40	34	32	24	8	24	22	2

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1771]

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	+/-
BUDDHA HITS RADIO	20	20	0	4	11	-7	8	14	-6	10	11	-1	6	7	-1	4	2	2	12	11	1
Coles Radio	27	13	14	5	5	0	9	4	5	10	8	2	9	5	4	6	1	5	14	8	6
EASY HITS RADIO	14	12	2	4	7	-3	6	5	1	10	8	2	5	7	-2	1	7	-6	7	9	-2
Edge Digital	4	4	0	2	2	0	*	1	*	2	3	-1	*	2	*	*	2	*	2	2	0
Kinderling Kids	5	4	1	1	2	-1	1	3	-2	2	4	-2	1	2	-1	2	1	1	2	4	-2
KIX DIGITAL	2	1	1	1	*	*	1	*	*	*	*	*	1	1	0	1	*	*	2	2	0
MMM CLASSIC ROCK	12	10	2	6	3	3	9	5	4	7	6	1	5	3	2	2	3	-1	5	9	-4
My Perth Digital	20	10	10	7	5	2	3	5	-2	7	6	1	3	2	1	6	3	3	9	3	6
NTS News Talk Sport	3	2	1	3	*	*	*	*	*	1	*	*	1	*	*	*	2	*	3	2	1
OLDSKOOL HITS RADIO	19	20	-1	5	6	-1	6	8	-2	8	15	-7	8	7	1	4	5	-1	12	9	3
Smooth	24	21	3	10	11	-1	12	14	-2	12	12	0	12	10	2	6	8	-2	18	13	5
Talking Lifestyle Per	*	3	*	*	1	*	*	2	*	*	3	*	*	1	*	*	*	*	2	2	0
The 80s iHeartRadio	19	13	6	4	4	0	6	4	2	9	3	6	11	6	5	6	2	4	12	7	5
X-All New All Hit	*	3	*	*	2	*	*	1	*	*	*	*	*	*	*	*	*	*	4	1	3
triple j Uearthed	10	11	-1	2	3	-1	4	1	3	5	6	-1	6	4	2	3	5	-2	8	9	-1
ABC Country	7	9	-2	1	8	-7	4	2	2	4	7	-3	2	5	-3	1	*	*	3	7	-4
ABC Extra	2	*	*	*	*	*	1	*	*	*	*	*	1	*	*	1	*	*	2	*	*
ABC Grandstand	10	6	4	1	2	-1	1	3	-2	3	3	0	5	2	3	6	*	*	17	13	4
ABC Jazz	15	9	6	6	4	2	1	5	-4	5	3	2	2	4	-2	6	1	5	13	9	4
Double J	27	15	12	6	6	0	12	5	7	17	8	9	14	6	8	6	5	1	9	12	-3
Total Digital/Internet Only	203	162	41	68	85	-17	85	79	6	116	101	15	99	77	22	60	48	12	141	132	9

Please note: Edge Digital; TalkingLifestyle & The 80's iHeartRadio commenced broadcasting Oct 1, 2017.