



PERTH RADIO - SURVEY 2 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	5.6	4.7	0.9	0.1	*	*	0.3	1.7	-1.4	1.1	0.1	1.0	6.8	4.3	2.5	12.4	12.8	-0.4	7.9	7.4	0.5
6PR	6.9	6.2	0.7	3.4	3.1	0.3	0.4	0.5	-0.1	2.4	2.3	0.1	6.3	3.7	2.6	11.6	10.8	0.8	13.0	13.8	-0.8
MIX 94.5	15.6	15.7	-0.1	15.2	11.4	3.8	11.7	10.9	0.8	12.3	9.8	2.5	22.8	24.9	-2.1	18.8	22.8	-4.0	9.2	9.1	0.1
HIT 92.9	10.7	10.7	0.0	21.6	24.2	-2.6	35.8	27.0	8.8	18.1	18.4	-0.3	6.3	7.4	-1.1	2.3	3.9	-1.6	0.7	0.6	0.1
96FM	7.5	9.0	-1.5	4.9	3.9	1.0	10.9	14.6	-3.7	9.3	10.3	-1.0	11.4	14.1	-2.7	6.0	7.7	-1.7	1.0	1.8	-0.8
NOVA93.7	12.0	12.8	-0.8	28.5	35.7	-7.2	16.6	18.7	-2.1	17.3	20.6	-3.3	13.9	10.9	3.0	4.4	5.4	-1.0	1.9	1.3	0.6
ABC PER	8.0	7.6	0.4	0.5	1.3	-0.8	0.9	*	*	2.7	1.4	1.3	4.5	4.1	0.4	10.8	9.4	1.4	21.8	23.0	-1.2
6RN	2.0	1.8	0.2	0.6	0.6	0.0	*	*	*	0.2	0.4	-0.2	2.1	1.6	0.5	1.7	2.4	-0.7	5.5	4.2	1.3
ABC NEWS	0.9	0.9	0.0	0.1	0.3	-0.2	0.3	0.3	0.0	0.7	0.5	0.2	0.8	0.6	0.2	1.3	1.6	-0.3	1.5	1.5	0.0
6JJJ	8.9	10.8	-1.9	11.2	10.2	1.0	13.1	18.8	-5.7	19.9	22.3	-2.4	7.3	11.3	-4.0	3.2	1.8	1.4	0.2	0.4	-0.2
ABC FM	2.0	2.2	-0.2	0.3	0.9	-0.6	1.0	0.2	0.8	0.6	0.5	0.1	1.4	2.1	-0.7	1.6	2.8	-1.2	5.8	5.1	0.7

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	5.2	4.5	0.7	4.9	3.5	1.4	6.2	5.8	0.4	5.9	5.5	0.4	4.0	3.8	0.2	3.8	2.7	1.1	6.9	5.1	1.8	6.9	5.1	1.8	6.9	5.1	1.8
6PR	7.5	6.7	0.8	9.3	8.6	0.7	8.2	7.1	1.1	6.0	5.7	0.3	5.7	4.7	1.0	8.0	5.6	2.4	4.8	4.8	0.0	8.0	5.6	2.4	4.8	4.8	0.0
MIX 94.5	15.6	15.7	-0.1	15.0	15.1	-0.1	16.3	16.5	-0.2	16.3	16.4	-0.1	15.9	15.9	0.0	13.0	12.5	0.5	15.5	15.7	-0.2	13.0	12.5	0.5	15.5	15.7	-0.2
HIT 92.9	11.3	11.2	0.1	10.9	10.4	0.5	10.9	10.7	0.2	12.9	12.6	0.3	12.2	11.8	0.4	7.0	9.6	-2.6	8.6	9.2	-0.6	7.0	9.6	-2.6	8.6	9.2	-0.6
96FM	7.4	9.3	-1.9	5.9	7.8	-1.9	8.3	11.1	-2.8	8.5	10.1	-1.6	7.7	9.3	-1.6	5.8	6.1	-0.3	7.7	8.0	-0.3	5.8	6.1	-0.3	7.7	8.0	-0.3
NOVA93.7	12.4	13.3	-0.9	13.9	14.8	-0.9	9.7	10.4	-0.7	12.1	12.5	-0.4	14.4	16.0	-1.6	11.6	13.7	-2.1	10.8	11.2	-0.4	11.6	13.7	-2.1	10.8	11.2	-0.4
ABC PER	7.9	7.6	0.3	10.8	11.4	-0.6	6.8	6.0	0.8	4.9	5.0	-0.1	5.7	5.1	0.6	14.9	13.5	1.4	8.2	7.8	0.4	14.9	13.5	1.4	8.2	7.8	0.4
6RN	2.0	1.7	0.3	2.2	1.7	0.5	1.7	1.5	0.2	1.9	1.6	0.3	2.0	2.0	0.0	1.9	1.7	0.2	2.2	2.0	0.2	1.9	1.7	0.2	2.2	2.0	0.2
ABC NEWS	0.9	0.9	0.0	1.2	1.1	0.1	0.6	0.7	-0.1	0.6	0.6	0.0	0.9	0.8	0.1	1.7	1.5	0.2	0.9	0.9	0.0	1.7	1.5	0.2	0.9	0.9	0.0
6JJJ	9.0	10.3	-1.3	8.0	9.0	-1.0	8.7	9.8	-1.1	10.4	11.4	-1.0	9.8	11.8	-2.0	7.3	9.7	-2.4	8.5	12.3	-3.8	7.3	9.7	-2.4	8.5	12.3	-3.8
ABC FM	1.9	2.0	-0.1	2.1	2.5	-0.4	1.5	1.7	-0.2	1.7	1.4	0.3	2.2	2.2	0.0	1.8	2.6	-0.8	2.4	2.9	-0.5	1.8	2.6	-0.8	2.4	2.9	-0.5



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	37	27	10	6	4	2	2	1	1	13	6	7	10	9	1	6	5	1	*	2	*
Coles Radio	29	31	-2	7	2	5	2	3	-1	8	12	-4	7	10	-3	4	3	1	2	2	0
EASY HITS RADIO	30	19	11	4	2	2	*	*	*	11	8	3	9	3	6	4	6	-2	1	*	*
Edge Digital	5	6	-1	3	2	1	*	*	*	1	4	-3	*	*	*	*	*	*	1	*	*
Kinderling Kids	13	7	6	7	3	4	*	*	*	5	2	3	1	2	-1	*	*	*	*	*	*
KIX DIGITAL	4	3	1	3	1	2	*	*	*	1	*	*	*	*	*	1	1	0	*	1	*
MMM CLASSIC ROCK	13	15	-2	2	1	1	*	*	*	7	5	2	3	7	-4	*	2	*	1	1	0
My Perth Digital	22	23	-1	8	7	1	1	2	-1	7	9	-2	1	3	-2	4	1	3	2	2	0
NTS News Talk Sport	6	5	1	4	2	2	1	1	0	1	2	-1	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	27	25	2	2	1	1	*	*	*	9	12	-3	11	10	1	4	2	2	*	*	*
Smooth	32	26	6	2	3	-1	1	*	*	8	5	3	10	10	0	5	5	0	6	3	3
Talking Lifestyle Per	2	2	0	*	*	*	*	*	*	2	*	*	*	2	*	*	*	*	*	*	*
The 80s iHeartRadio	29	24	5	5	2	3	1	*	*	9	10	-1	14	11	3	1	*	*	1	1	0
X-All New All Hit	4	4	0	*	*	*	*	1	*	4	3	1	*	*	*	*	*	*	*	*	*
triple j Unearthed	13	12	1	6	1	5	2	3	-1	3	5	-2	2	3	-1	*	1	*	*	*	*
ABC Country	11	7	4	*	*	*	1	1	0	1	1	0	*	*	*	4	2	2	4	3	1
ABC Grandstand	34	22	12	10	6	4	*	2	*	9	*	*	9	6	3	3	3	0	4	5	-1
ABC Jazz	22	24	-2	4	6	-2	3	1	2	7	7	0	5	3	2	2	1	1	2	6	-4
Double J	21	29	-8	3	2	1	*	*	*	11	11	0	7	16	-9	1	*	*	*	*	*
Total Digital/Internet Only	250	246	4	35	28	7	17	16	1	70	72	-2	76	74	2	30	32	-2	22	24	-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	29	20	9	12	4	8	17	8	9	16	10	6	16	6	10	3	4	-1	20	12	8	
Coles Radio	24	27	-3	4	5	-1	5	9	-4	8	10	-2	7	9	-2	4	6	-2	11	14	-3	
EASY HITS RADIO	25	14	11	11	4	7	8	6	2	16	10	6	11	5	6	5	1	4	8	7	1	
Edge Digital	4	4	0	3	2	1	2	*	*	1	2	-1	*	*	*	*	*	*	1	2	-1	
Kinderling Kids	10	5	5	1	1	0	2	1	1	4	2	2	3	1	2	5	2	3	3	2	1	
KIX DIGITAL	4	2	2	2	1	1	2	1	1	1	*	*	1	1	0	1	1	0	1	2	-1	
MMM CLASSIC ROCK	10	12	-2	3	6	-3	5	9	-4	3	7	-4	*	5	*	*	2	*	6	5	1	
My Perth Digital	18	20	-2	6	7	-1	4	3	1	6	7	-1	5	3	2	8	6	2	12	9	3	
NTS News Talk Sport	4	3	1	3	3	0	1	*	*	1	1	0	1	1	0	*	*	*	3	3	0	
OLDSKOOL HITS RADIO	23	19	4	8	5	3	7	6	1	10	8	2	5	8	-3	5	4	1	14	12	2	
Smooth	27	24	3	13	10	3	10	12	-2	13	12	1	12	12	0	11	6	5	21	18	3	
Talking Lifestyle Per	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	*
The 80s iHeartRadio	24	19	5	5	4	1	11	6	5	13	9	4	10	11	-1	8	6	2	14	12	2	
X-All New All Hit	2	*	*	*	*	*	1	*	*	*	*	*	1	*	*	2	*	*	3	4	-1	
triple j Unearthed	9	10	-1	3	2	1	*	4	*	1	5	-4	4	6	-2	2	3	-1	7	8	-1	
ABC Country	11	7	4	5	1	4	7	4	3	5	4	1	3	2	1	1	1	0	6	3	3	
ABC Grandstand	19	10	9	5	1	4	3	1	2	6	3	3	5	5	0	10	6	4	23	17	6	
ABC Jazz	20	15	5	5	6	-1	5	1	4	9	5	4	7	2	5	10	6	4	8	13	-5	
Double J	15	27	-12	5	6	-1	6	12	-6	9	17	-8	8	14	-6	2	6	-4	11	9	2	
Total Digital/Internet Only	209	203	6	90	68	22	98	85	13	122	116	6	102	99	3	68	60	8	152	141	11	