



# PERTH RADIO - SURVEY 7 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	5.8	4.8	1.0	0.4	0.2	0.2	0.2	0.4	-0.2	0.4	0.7	-0.3	5.3	4.9	0.4	13.9	8.6	5.3	11.3	9.9	1.4
6PR	7.8	6.9	0.9	2.0	0.6	1.4	0.3	0.7	-0.4	3.4	2.2	1.2	5.8	5.2	0.6	11.1	11.9	-0.8	18.8	15.7	3.1
MIX 94.5	13.9	14.1	-0.2	17.1	11.9	5.2	9.6	8.5	1.1	13.3	10.6	2.7	15.4	20.0	-4.6	24.0	21.0	3.0	5.3	7.9	-2.6
HIT 92.9	10.4	10.8	-0.4	19.6	19.3	0.3	21.8	25.3	-3.5	18.0	21.1	-3.1	8.9	7.6	1.3	3.2	2.4	0.8	0.2	0.3	-0.1
96FM	7.6	7.2	0.4	6.0	8.5	-2.5	10.4	14.2	-3.8	10.5	9.5	1.0	9.8	8.4	1.4	8.3	5.8	2.5	0.3	0.8	-0.5
NOVA93.7	14.4	13.5	0.9	28.2	33.0	-4.8	16.6	19.3	-2.7	22.4	20.0	2.4	17.6	15.3	2.3	4.6	5.3	-0.7	1.6	0.4	1.2
ABC PER	7.7	8.3	-0.6	1.8	1.3	0.5	0.6	1.6	-1.0	0.8	2.0	-1.2	6.2	5.9	0.3	7.7	12.1	-4.4	23.4	21.7	1.7
6RN	1.3	1.8	-0.5	*	0.3	*	*	*	*	0.3	0.5	-0.2	0.9	1.6	-0.7	1.3	1.3	0.0	4.1	5.4	-1.3
ABC NEWS	1.0	1.1	-0.1	0.1	0.4	-0.3	0.5	0.4	0.1	0.5	1.2	-0.7	0.9	1.6	-0.7	1.3	1.2	0.1	1.9	1.0	0.9
6JJJ	8.7	8.3	0.4	5.2	7.7	-2.5	26.2	19.8	6.4	16.9	16.7	0.2	7.5	7.6	-0.1	1.3	1.1	0.2	0.2	0.2	0.0
ABCFM	2.4	2.2	0.2	1.3	1.2	0.1	0.9	0.5	0.4	0.6	0.7	-0.1	2.5	1.0	1.5	1.4	2.9	-1.5	6.4	6.2	0.2

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	5.6	4.6	1.0	4.8	3.7	1.1	6.5	5.5	1.0	6.9	5.6	1.3	4.9	4.0	0.9	2.9	3.4	-0.5	6.5	5.2	1.3						
6PR	8.1	7.2	0.9	11.0	10.1	0.9	8.0	6.2	1.8	5.3	5.4	-0.1	7.4	7.3	0.1	10.2	6.0	4.2	6.9	5.9	1.0						
MIX 94.5	13.9	14.3	-0.4	12.6	13.9	-1.3	15.3	15.6	-0.3	16.1	15.9	0.2	12.6	13.4	-0.8	8.9	7.5	1.4	14.1	13.5	0.6						
HIT 92.9	10.7	11.4	-0.7	10.2	11.3	-1.1	9.7	11.7	-2.0	11.4	12.7	-1.3	12.9	11.3	1.6	8.1	6.1	2.0	9.4	8.8	0.6						
96FM	8.1	7.8	0.3	6.6	6.4	0.2	9.2	9.1	0.1	8.7	8.5	0.2	6.9	6.4	0.5	10.0	9.3	0.7	6.2	5.4	0.8						
NOVA93.7	15.1	13.8	1.3	15.1	14.6	0.5	13.9	11.5	2.4	15.9	13.8	2.1	16.2	15.2	1.0	13.5	14.7	-1.2	12.0	12.7	-0.7						
ABC PER	7.7	8.3	-0.6	10.9	11.3	-0.4	7.1	8.8	-1.7	5.5	5.3	0.2	5.5	5.3	0.2	10.3	14.3	-4.0	7.8	8.3	-0.5						
6RN	1.3	1.7	-0.4	1.7	2.0	-0.3	0.9	1.2	-0.3	1.1	1.5	-0.4	1.1	1.9	-0.8	2.2	3.1	-0.9	1.3	2.1	-0.8						
ABC NEWS	1.0	1.1	-0.1	1.6	1.3	0.3	0.5	0.8	-0.3	0.3	0.6	-0.3	0.7	1.0	-0.3	2.7	2.7	0.0	1.0	1.4	-0.4						
6JJJ	8.6	8.0	0.6	7.9	7.5	0.4	8.6	6.8	1.8	8.3	7.7	0.6	11.0	10.8	0.2	7.2	8.7	-1.5	9.0	9.0	0.0						
ABCFM	2.3	2.0	0.3	1.9	1.5	0.4	2.0	2.4	-0.4	2.2	2.1	0.1	2.8	2.1	0.7	4.1	2.0	2.1	2.8	2.9	-0.1						



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	30	28	2	3	5	-2	6	2	4	6	3	3	6	10	-4	5	4	1	4	3	1
Coles Radio	23	14	9	3	1	2	6	1	5	5	3	2	7	6	1	2	1	1	1	1	0
EASY HITS	15	21	-6	5	8	-3	*	*	*	4	4	0	2	1	1	3	7	-4	2	1	1
Edge Digital	7	4	3	1	2	-1	*	*	*	5	2	3	1	1	0	*	*	*	*	*	*
Kinderling Kids	15	7	8	*	1	*	2	*	*	9	2	7	4	4	0	*	*	*	*	*	*
KIX DIGITAL	4	2	2	1	1	0	*	*	*	2	*	*	*	1	*	*	*	*	*	*	*
MacquarieSportsRadio	2	1	1	*	*	*	*	*	*	2	*	*	*	1	*	*	*	*	*	*	*
MMM CLASSIC ROCK	19	20	-1	5	4	1	2	4	-2	6	5	1	4	4	0	2	3	-1	*	*	*
My Perth Digital	16	17	-1	3	7	-4	2	2	0	4	3	1	3	1	2	2	2	0	2	3	-1
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	*	*	*
OLDSKOOL HITS	41	25	16	3	1	2	3	*	*	16	12	4	13	8	5	5	2	3	1	1	0
Smooth	35	34	1	4	3	1	1	2	-1	13	5	8	9	12	-3	7	8	-1	2	5	-3
The 80s iHeartRadio	14	15	-1	3	4	-1	*	*	*	6	4	2	5	6	-1	1	1	0	*	*	*
URBAN HITS	11	12	-1	4	6	-2	1	1	0	5	2	3	2	3	-1	*	*	*	*	*	*
X-All New All Hit	6	9	-3	3	5	-2	*	*	*	2	3	-1	1	2	-1	*	*	*	*	*	*
triple j Unearthed	21	14	7	5	5	0	6	2	4	9	5	4	2	2	0	*	*	*	*	*	*
ABC Country	11	7	4	2	3	-1	*	*	*	3	*	*	*	2	*	4	1	3	2	*	*
ABC Grandstand	18	23	-5	2	1	1	2	1	1	6	10	-4	5	7	-2	2	3	-1	1	1	0
ABC Jazz	16	19	-3	4	6	-2	1	3	-2	3	2	1	3	3	0	3	2	1	2	2	0
ABC KIDS LISTEN	14	11	3	2	3	-1	*	*	*	9	6	3	1	2	-1	1	*	*	*	*	*
Double J	34	30	4	5	6	-1	3	2	1	11	11	0	13	12	1	1	*	*	*	*	*
Total Digital/Internet Only	241	245	-4	34	34	0	21	18	3	72	67	5	68	76	-8	31	36	-5	16	14	2

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

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	+/-
BUDDHA HITS	23	22	1	12	19	-7	13	10	3	12	9	3	7	6	1	7	7	0	11	13	-2
Coles Radio	21	10	11	12	4	8	10	6	4	14	7	7	7	3	4	3	3	0	14	10	4
EASY HITS	14	21	-7	9	10	-1	4	6	-2	5	9	-4	6	12	-6	4	5	-1	8	12	-4
Edge Digital	6	4	2	3	1	2	1	1	0	3	3	0	2	2	0	4	1	3	1	1	0
Kinderling Kids	12	6	6	7	2	5	2	1	1	4	1	3	3	2	1	4	*	*	6	4	2
KIX DIGITAL	2	1	1	*	*	*	*	*	*	*	*	*	2	1	1	*	1	*	2	1	1
MacquarieSportsRadio	2	1	1	*	1	*	*	*	*	*	*	*	*	*	*	2	*	*	*	1	*
MMM CLASSIC ROCK	17	17	0	10	7	3	6	5	1	8	12	-4	6	10	-4	5	6	-1	9	14	-5
My Perth Digital	11	12	-1	5	5	0	4	2	2	8	9	-1	2	1	1	2	*	*	11	12	-1
NTS News Talk Sport	1	1	0	1	*	*	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*
OLDSKOOL HITS	28	18	10	13	6	7	9	5	4	13	10	3	11	9	2	8	6	2	18	13	5
Smooth	30	29	1	13	11	2	10	10	0	13	16	-3	13	19	-6	9	9	0	17	19	-2
The 80s iHeartRadio	9	10	-1	4	2	2	1	2	-1	6	6	0	5	4	1	1	1	0	10	10	0
URBAN HITS	8	11	-3	4	3	1	2	1	1	5	8	-3	3	4	-1	2	3	-1	5	2	3
X-All New All Hit	5	7	-2	3	5	-2	1	2	-1	3	1	2	2	4	-2	*	1	*	4	5	-1
triple j Unearthed	16	7	9	2	*	*	7	3	4	11	3	8	6	1	5	2	3	-1	9	7	2
ABC Country	5	4	1	1	1	0	4	2	2	1	1	0	4	3	1	2	1	1	8	3	5
ABC Grandstand	5	8	-3	1	*	*	*	1	*	2	2	0	3	6	-3	2	6	-4	16	21	-5
ABC Jazz	13	16	-3	5	8	-3	6	5	1	5	6	-1	8	7	1	3	3	0	10	10	0
ABC KIDS LISTEN	12	11	1	7	6	1	3	2	1	2	2	0	2	4	-2	4	3	1	5	5	0
Double J	29	25	4	12	8	4	11	13	-2	14	11	3	15	12	3	12	8	4	21	18	3
Total Digital/Internet Only	202	198	4	105	99	6	90	83	7	116	106	10	103	103	0	67	65	2	162	175	-13