



PERTH RADIO - SURVEY 2 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	4.4	5.0	-0.6	0.6	0.1	0.5	1.1	1.4	-0.3	1.1	1.4	-0.3	2.7	3.2	-0.5	11.4	9.5	1.9	6.6	10.2	-3.6
6PR	7.1	7.0	0.1	1.6	1.1	0.5	0.6	*	*	1.9	2.5	-0.6	6.2	5.5	0.7	11.3	10.8	0.5	13.9	15.1	-1.2
MIX 94.5	15.4	15.6	-0.2	14.9	15.9	-1.0	11.0	10.9	0.1	10.6	14.0	-3.4	23.5	23.0	0.5	18.4	20.3	-1.9	11.0	6.3	4.7
HIT 92.9	8.8	9.4	-0.6	17.5	18.7	-1.2	19.5	22.7	-3.2	19.5	18.0	1.5	4.5	6.3	-1.8	2.8	3.6	-0.8	0.9	0.7	0.2
96FM	8.3	7.8	0.5	5.0	4.7	0.3	10.4	5.8	4.6	11.1	9.8	1.3	14.4	13.6	0.8	6.8	6.1	0.7	0.7	1.5	-0.8
NOVA93.7	12.1	12.2	-0.1	29.0	27.3	1.7	18.5	21.3	-2.8	19.3	19.3	0.0	14.3	13.4	0.9	4.9	4.7	0.2	0.6	0.9	-0.3
ABC PER	6.6	7.1	-0.5	0.5	0.6	-0.1	0.8	0.3	0.5	1.2	1.7	-0.5	5.1	5.0	0.1	10.1	12.7	-2.6	14.6	15.5	-0.9
6RN	2.0	1.7	0.3	0.1	0.1	0.0	0.1	0.8	-0.7	0.6	0.1	0.5	1.5	0.4	1.1	3.0	3.2	-0.2	4.5	4.4	0.1
ABC NEWS	0.8	0.9	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.7	1.0	-0.3	0.5	0.9	-0.4	1.5	1.0	0.5	1.2	1.0	0.2
6JJJ	10.6	11.0	-0.4	13.8	15.3	-1.5	25.4	26.7	-1.3	21.1	19.5	1.6	7.6	10.1	-2.5	6.2	5.4	0.8	0.5	0.5	0.0
ABC CLASSIC	2.4	3.5	-1.1	0.5	0.9	-0.4	2.2	0.9	1.3	1.3	1.5	-0.2	2.1	2.7	-0.6	2.0	5.3	-3.3	4.9	7.0	-2.1

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	4.1	4.7	-0.6	3.9	4.6	-0.7	4.3	5.0	-0.7	4.0	4.6	-0.6	4.5	4.6	-0.1	4.2	4.4	-0.2	5.3	5.9	-0.6							
6PR	7.2	7.7	-0.5	9.0	9.3	-0.3	8.0	9.0	-1.0	5.4	6.8	-1.4	5.8	5.6	0.2	8.6	6.6	2.0	6.5	4.7	1.8							
MIX 94.5	15.8	15.6	0.2	14.8	15.1	-0.3	16.9	16.9	0.0	17.2	16.7	0.5	15.2	14.6	0.6	12.1	12.1	0.0	14.0	15.3	-1.3							
HIT 92.9	9.2	9.7	-0.5	8.5	8.3	0.2	9.0	8.6	0.4	10.0	10.6	-0.6	10.0	11.1	-1.1	8.2	11.5	-3.3	7.5	8.5	-1.0							
96FM	8.4	8.0	0.4	7.3	6.2	1.1	8.8	9.2	-0.4	9.8	9.6	0.2	8.6	8.0	0.6	6.6	5.0	1.6	8.0	7.1	0.9							
NOVA93.7	12.3	12.3	0.0	13.6	13.2	0.4	10.7	10.7	0.0	12.0	11.1	0.9	13.3	14.4	-1.1	11.0	13.7	-2.7	11.2	11.8	-0.6							
ABC PER	6.6	7.3	-0.7	9.0	10.9	-1.9	6.2	5.9	0.3	5.0	5.1	-0.1	4.6	5.8	-1.2	9.0	9.1	-0.1	6.5	6.4	0.1							
6RN	2.0	1.6	0.4	2.9	2.5	0.4	1.3	1.0	0.3	1.0	0.9	0.1	2.4	1.5	0.9	3.7	3.0	0.7	2.1	1.8	0.3							
ABC NEWS	0.8	0.9	-0.1	1.4	1.1	0.3	0.4	0.8	-0.4	0.5	0.9	-0.4	0.2	0.6	-0.4	1.7	1.3	0.4	1.0	0.8	0.2							
6JJJ	11.3	11.2	0.1	11.2	10.7	0.5	10.9	11.1	-0.2	12.4	12.3	0.1	11.2	11.4	-0.2	8.3	9.3	-1.0	8.5	10.4	-1.9							
ABC CLASSIC	2.3	3.3	-1.0	2.1	3.3	-1.2	2.2	3.1	-0.9	1.9	3.1	-1.2	2.9	3.5	-0.6	3.3	4.0	-0.7	2.9	4.2	-1.3							



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 2019

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	+/-
BUDDHA HITS	22	40	-18	3	5	-2	4	4	0	2	8	-6	8	15	-7	1	3	-2	3	5	-2
Coles Radio	33	22	11	3	3	0	7	6	1	4	3	1	12	7	5	4	1	3	3	2	1
EASY HITS	25	23	2	8	7	1	2	*	*	4	3	1	6	8	-2	4	1	3	2	5	-3
Edge Digital	12	16	-4	7	6	1	*	*	*	1	4	-3	2	1	1	2	3	-1	*	2	*
Kinderling Kids	6	8	-2	3	3	0	*	*	*	1	*	*	2	3	-1	1	2	-1	*	*	*
KIX DIGITAL	7	8	-1	4	1	3	*	*	*	*	2	*	2	3	-1	2	1	1	*	1	*
MacquarieSportsRadio	*	4	*	*	3	*	*	*	*	*	*	*	*	*	*	*	2	*	*	*	*
MMM AUSSIE	9	8	1	7	3	4	*	*	*	*	*	*	1	2	-1	1	2	-1	*	1	*
MMM CLASSIC ROCK	28	26	2	3	2	1	*	1	*	1	1	0	17	14	3	1	4	-3	4	3	1
MMM COUNTRY	5	8	-3	*	*	*	1	3	-2	2	1	1	2	3	-1	*	*	*	*	1	*
My Perth Digital	21	22	-1	4	5	-1	2	*	*	4	2	2	5	10	-5	2	3	-1	4	2	2
NTS News Talk Sport	5	4	1	1	2	-1	*	*	*	1	*	*	2	2	0	*	*	*	*	*	*
OLDSKOOL HITS	38	29	9	9	8	1	3	3	0	12	10	2	10	6	4	3	2	1	2	*	*
Smooth	34	27	7	8	7	1	1	*	*	4	3	1	10	11	-1	8	5	3	3	1	2
The 90s iHeartRadio	13	13	0	4	2	2	2	2	0	3	2	1	2	7	-5	1	*	*	*	*	*
URBAN HITS	13	7	6	4	2	2	4	1	3	2	3	-1	2	1	1	1	*	*	*	*	*
X-All New All Hit	14	5	9	8	5	3	*	*	*	2	*	*	4	*	*	*	*	*	*	*	*
triple j Unearthed	15	17	-2	7	6	1	3	3	0	2	2	0	3	6	-3	*	*	*	*	*	*
ABC Country	11	7	4	1	*	*	1	*	*	*	1	*	3	1	2	2	1	1	3	4	-1
ABC Grandstand	35	26	9	9	6	3	4	3	1	4	2	2	5	5	0	7	5	2	6	5	1
ABC Jazz	23	21	2	3	3	0	4	1	3	7	11	-4	3	5	-2	2	1	1	4	*	*
ABC KIDS LISTEN	12	9	3	1	*	*	*	*	*	5	3	2	6	6	0	*	*	*	*	*	*
Double J	34	38	-4	9	8	1	3	4	-1	11	12	-1	9	14	-5	1	*	*	*	*	*
Total Digital/Internet Only	281	256	25	45	41	4	29	24	5	66	55	11	72	75	-3	36	32	4	32	29	3

Cumulative Audience (000's) by Session, 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 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	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	
BUDDHA HITS	19	29	-10	8	9	-1	5	14	-9	9	9	0	9	12	-3	2	5	-3	7	15	-8
Coles Radio	24	16	8	8	2	6	8	7	1	16	9	7	6	5	1	3	3	0	13	9	4
EASY HITS	22	17	5	10	11	-1	9	4	5	14	4	10	10	4	6	6	5	1	10	11	-1
Edge Digital	11	11	0	4	5	-1	2	3	-1	2	*	*	3	3	0	3	2	1	5	7	-2
Kinderling Kids	6	5	1	4	5	-1	2	*	*	1	*	*	2	1	1	1	*	*	1	4	-3
KIX DIGITAL	4	3	1	3	1	2	*	*	*	1	1	0	1	1	0	1	1	0	5	7	-2
MacquarieSportsRadio	*	4	*	*	4	*	*	1	*	*	3	*	*	3	*	*	2	*	*	2	*
MMM AUSSIE	7	5	2	3	1	2	1	1	0	4	3	1	3	3	0	2	1	1	5	6	-1
MMM CLASSIC ROCK	21	21	0	10	10	0	8	4	4	11	5	6	15	12	3	11	11	0	25	19	6
MMM COUNTRY	4	6	-2	1	*	*	1	3	-2	3	3	0	3	3	0	2	*	*	5	5	0
My Perth Digital	18	15	3	6	8	-2	8	7	1	15	12	3	6	6	0	2	3	-1	10	13	-3
NTS News Talk Sport	5	2	3	*	*	*	*	*	*	4	2	2	*	*	*	3	*	*	1	2	-1
OLDSKOOL HITS	31	21	10	17	10	7	10	8	2	13	4	9	13	5	8	7	2	5	23	17	6
Smooth	23	19	4	12	10	2	12	7	5	15	13	2	18	14	4	7	5	2	27	20	7
The 90s iHeartRadio	11	8	3	4	6	-2	3	3	0	4	2	2	8	3	5	5	1	4	5	8	-3
URBAN HITS	7	2	5	1	*	*	1	1	0	*	*	*	3	1	2	5	1	4	7	6	1
X-All New All Hit	13	4	9	5	1	4	2	*	*	7	3	4	7	1	6	6	3	3	9	4	5
triple j Unearthed	13	9	4	8	3	5	2	2	0	2	4	-2	4	3	1	3	4	-1	4	12	-8
ABC Country	7	5	2	3	4	-1	4	3	1	4	3	1	*	1	*	2	2	0	7	4	3
ABC Grandstand	15	13	2	5	4	1	3	8	-5	3	9	-6	5	3	2	4	1	3	24	21	3
ABC Jazz	17	13	4	2	4	-2	5	1	4	4	1	3	6	3	3	9	6	3	14	16	-2
ABC KIDS LISTEN	11	8	3	5	2	3	1	1	0	4	4	0	5	3	2	4	4	0	9	4	5
Double J	28	31	-3	7	5	2	9	14	-5	14	12	2	16	19	-3	8	9	-1	18	23	-5
Total Digital/Internet Only	226	206	20	102	90	12	87	91	-4	111	82	29	119	103	16	81	65	16	197	172	25