



# PERTH RADIO - SURVEY 4 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	5.2	4.5	0.7	0.6	1.0	-0.4	0.9	0.5	0.4	0.4	0.7	-0.3	3.9	3.9	0.0	13.4	10.8	2.6	9.7	7.0	2.7
6PR	7.6	7.6	0.0	2.5	2.3	0.2	0.4	0.9	-0.5	4.5	2.6	1.9	8.8	8.8	0.0	8.5	9.6	-1.1	13.4	14.3	-0.9
MIX 94.5	12.1	14.3	-2.2	8.7	14.7	-6.0	10.0	10.4	-0.4	11.5	9.8	1.7	12.9	18.3	-5.4	21.3	22.2	-0.9	7.7	10.8	-3.1
HIT 92.9	9.1	9.2	-0.1	18.1	17.9	0.2	12.4	15.2	-2.8	16.7	19.4	-2.7	9.4	7.5	1.9	2.1	1.6	0.5	0.9	0.7	0.2
96FM	7.7	7.9	-0.2	6.4	6.6	-0.2	6.4	9.1	-2.7	10.1	10.9	-0.8	10.9	12.5	-1.6	8.0	6.6	1.4	1.8	0.9	0.9
NOVA93.7	14.1	12.6	1.5	33.8	29.6	4.2	19.3	14.6	4.7	21.9	21.5	0.4	16.7	15.5	1.2	5.2	4.5	0.7	0.7	0.6	0.1
ABC PER	8.0	7.8	0.2	2.2	2.4	-0.2	1.8	1.2	0.6	1.4	1.3	0.1	4.2	4.3	-0.1	12.5	12.5	0.0	21.1	18.9	2.2
6RN	1.7	2.4	-0.7	0.3	0.3	0.0	*	*	*	0.3	0.7	-0.4	1.5	1.9	-0.4	3.8	4.0	-0.2	3.3	4.8	-1.5
ABC NEWS	0.8	0.8	0.0	0.7	0.3	0.4	0.7	0.9	-0.2	0.5	0.8	-0.3	0.5	0.3	0.2	1.2	1.5	-0.3	1.1	1.0	0.1
6JJJ	11.5	9.8	1.7	11.3	8.5	2.8	33.2	32.7	0.5	19.7	18.7	1.0	11.6	7.0	4.6	1.6	3.1	-1.5	0.3	0.5	-0.2
ABC CLASSIC	3.5	2.8	0.7	1.6	0.5	1.1	1.0	2.7	-1.7	0.8	0.8	0.0	3.0	2.5	0.5	3.6	3.0	0.6	8.7	5.6	3.1

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	5.1	4.3	0.8	4.5	3.8	0.7	5.7	4.8	0.9	5.9	4.5	1.4	4.6	4.1	0.5	2.6	4.1	-1.5	5.7	5.2	0.5							
6PR	7.7	7.6	0.1	9.5	9.7	-0.2	8.2	7.9	0.3	5.9	5.9	0.0	6.3	5.8	0.5	8.8	9.8	-1.0	7.5	7.6	-0.1							
MIX 94.5	12.4	14.7	-2.3	11.3	12.9	-1.6	13.5	16.2	-2.7	13.6	16.5	-2.9	11.9	13.9	-2.0	9.0	11.1	-2.1	11.3	13.2	-1.9							
HIT 92.9	9.2	9.5	-0.3	7.9	8.3	-0.4	9.3	9.8	-0.5	10.5	10.6	-0.1	9.7	10.8	-1.1	7.7	6.9	0.8	8.6	8.0	0.6							
96FM	7.7	8.0	-0.3	7.1	7.1	0.0	7.4	8.5	-1.1	8.9	9.4	-0.5	7.7	7.6	0.1	6.0	5.9	0.1	7.6	7.5	0.1							
NOVA93.7	14.2	12.9	1.3	14.2	13.1	1.1	12.7	11.4	1.3	14.4	13.2	1.2	15.8	14.3	1.5	13.8	11.9	1.9	14.1	11.8	2.3							
ABC PER	8.1	7.9	0.2	10.8	11.1	-0.3	7.9	7.4	0.5	5.8	5.4	0.4	6.4	5.9	0.5	10.3	11.4	-1.1	7.9	7.7	0.2							
6RN	1.7	2.3	-0.6	2.3	3.1	-0.8	1.1	1.5	-0.4	0.8	0.8	0.0	2.3	3.1	-0.8	3.9	5.5	-1.6	1.7	2.5	-0.8							
ABC NEWS	0.8	0.8	0.0	1.6	1.5	0.1	0.2	0.4	-0.2	0.4	0.4	0.0	0.8	0.5	0.3	0.9	1.1	-0.2	0.8	0.9	-0.1							
6JJJ	12.0	10.6	1.4	11.8	10.6	1.2	11.3	10.2	1.1	12.5	11.5	1.0	11.8	10.9	0.9	13.8	7.6	6.2	9.6	7.3	2.3							
ABC CLASSIC	3.3	2.6	0.7	3.1	2.6	0.5	4.0	2.9	1.1	3.0	2.3	0.7	3.7	2.9	0.8	2.4	2.5	-0.1	4.3	3.2	1.1							



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	16	18	-2	2	1	1	1	3	-2	8	6	2	2	5	-3	3	2	1	*	1	*
Coles Radio	26	31	-5	5	2	3	6	9	-3	6	7	-1	4	6	-2	4	6	-2	1	2	-1
EASY HITS	19	23	-4	3	6	-3	*	1	*	3	5	-2	5	3	2	6	5	1	2	2	0
Edge Digital	6	12	-6	3	7	-4	*	*	*	*	1	*	2	4	-2	*	*	*	*	*	*
Kinderling Kids	7	7	0	1	3	-2	*	*	*	2	2	0	3	1	2	*	1	*	1	1	0
KIX DIGITAL	5	7	-2	2	4	-2	*	*	*	*	*	*	1	2	-1	*	1	*	2	1	1
MacquarieSportsRadio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MMM AUSSIE	6	11	-5	*	5	*	2	2	0	3	3	0	*	1	*	1	1	0	*	*	*
MMM CLASSIC ROCK	25	26	-1	3	4	-1	3	3	0	11	5	6	5	10	-5	2	1	1	1	3	-2
MMM COUNTRY	5	3	2	*	*	*	*	1	*	1	1	0	2	1	1	2	*	*	*	*	*
My Perth Digital	9	14	-5	*	1	*	*	1	*	1	4	-3	3	1	2	4	3	1	2	4	-2
NTS News Talk Sport	2	2	0	2	1	1	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	27	30	-3	2	5	-3	5	4	1	10	10	0	8	9	-1	2	1	1	1	1	0
Smooth	34	36	-2	3	5	-2	1	2	-1	7	6	1	11	10	1	8	6	2	4	7	-3
The 90s iHeartRadio	11	14	-3	*	4	*	2	2	0	5	5	0	4	2	2	*	*	*	*	*	*
URBAN HITS	13	9	4	1	1	0	2	3	-1	7	2	5	2	2	0	1	1	0	*	*	*
X-All New All Hit	7	11	-4	1	4	-3	3	1	2	2	2	0	*	4	*	*	*	*	1	1	0
triple j Unearthed	22	17	5	5	6	-1	5	4	1	6	4	2	4	2	2	1	*	*	1	1	0
ABC Country	8	11	-3	4	3	1	1	2	-1	*	*	*	1	3	-2	1	1	0	1	2	-1
ABC Grandstand	22	36	-14	1	5	-4	1	2	-1	6	9	-3	7	7	0	1	5	-4	6	8	-2
ABC Jazz	11	17	-6	*	1	*	2	4	-2	4	3	1	2	3	-1	*	1	*	2	5	-3
ABC KIDS LISTEN	10	10	0	3	3	0	1	1	0	4	4	0	2	2	0	*	*	*	*	*	*
Double J	24	26	-2	3	5	-2	2	3	-1	9	8	1	9	9	0	*	1	*	*	1	*
Total Digital/Internet Only	245	271	-26	33	36	-3	22	33	-11	75	70	5	63	68	-5	29	32	-3	22	33	-11

## 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 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	14	14	0	5	7	-2	4	3	1	10	8	2	9	8	1	4	4	0	3	6	-3
Coles Radio	24	25	-1	10	11	-1	11	9	2	15	17	-2	13	11	2	4	5	-1	10	14	-4
EASY HITS	18	20	-2	11	8	3	9	9	0	8	13	-5	10	12	-2	4	4	0	11	14	-3
Edge Digital	6	12	-6	*	3	*	2	3	-1	3	5	-2	2	4	-2	1	4	-3	1	3	-2
Kinderling Kids	6	6	0	1	2	-1	1	2	-1	1	1	0	1	2	-1	3	3	0	3	3	0
KIX DIGITAL	5	6	-1	2	3	-1	3	2	1	3	3	0	1	1	0	2	2	0	2	4	-2
MacquarieSportsRadio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MMM AUSSIE	4	8	-4	2	3	-1	1	*	*	3	5	-2	3	5	-2	2	3	-1	2	5	-3
MMM CLASSIC ROCK	18	19	-1	7	8	-1	7	8	-1	8	8	0	7	9	-2	1	5	-4	11	17	-6
MMM COUNTRY	2	3	-1	*	1	*	*	1	*	2	1	1	*	1	*	*	2	*	3	3	0
My Perth Digital	8	13	-5	3	6	-3	6	7	-1	5	9	-4	5	6	-1	2	2	0	3	7	-4
NTS News Talk Sport	*	2	*	*	*	*	*	*	*	*	1	*	*	*	*	*	2	*	2	1	1
OLDSKOOL HITS	23	28	-5	7	14	-7	10	9	1	12	14	-2	11	12	-1	5	9	-4	11	16	-5
Smooth	31	29	2	14	14	0	14	14	0	14	16	-2	16	18	-2	5	8	-3	17	26	-9
The 90s iHeartRadio	9	13	-4	*	2	*	1	2	-1	4	6	-2	8	12	-4	5	6	-1	5	4	1
URBAN HITS	9	6	3	6	1	5	2	1	1	1	1	0	5	3	2	3	3	0	9	4	5
X-All New All Hit	7	11	-4	3	5	-2	2	2	0	6	7	-1	*	5	*	1	4	-3	3	8	-5
triple j Unearthed	20	17	3	9	7	2	4	3	1	5	1	4	10	7	3	10	7	3	11	5	6
ABC Country	4	5	-1	2	*	*	3	2	1	1	2	-1	1	1	0	1	2	-1	7	9	-2
ABC Grandstand	8	13	-5	1	3	-2	1	1	0	5	5	0	5	7	-2	*	3	*	19	28	-9
ABC Jazz	8	13	-5	2	1	1	1	5	-4	3	4	-1	3	5	-2	6	8	-2	6	8	-2
ABC KIDS LISTEN	9	9	0	5	5	0	4	2	2	3	2	1	5	4	1	1	2	-1	7	7	0
Double J	22	23	-1	8	7	1	8	9	-1	8	10	-2	10	9	1	5	7	-2	8	8	0
Total Digital/Internet Only	206	218	-12	92	95	-3	91	89	2	113	116	-3	109	112	-3	57	75	-18	145	175	-30