



PERTH RADIO - SURVEY 5 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	5.1	5.2	-0.1	0.4	0.6	-0.2	1.0	0.9	0.1	0.4	0.4	0.0	3.5	3.9	-0.4	12.2	13.4	-1.2	10.7	9.7	1.0
6PR	7.7	7.6	0.1	4.9	2.5	2.4	0.3	0.4	-0.1	4.0	4.5	-0.5	7.5	8.8	-1.3	11.0	8.5	2.5	13.4	13.4	0.0
MIX 94.5	11.7	12.1	-0.4	9.5	8.7	0.8	9.2	10.0	-0.8	11.4	11.5	-0.1	14.4	12.9	1.5	19.9	21.3	-1.4	5.1	7.7	-2.6
HIT 92.9	9.0	9.1	-0.1	17.6	18.1	-0.5	17.2	12.4	4.8	15.7	16.7	-1.0	8.1	9.4	-1.3	3.9	2.1	1.8	0.5	0.9	-0.4
96FM	10.7	7.7	3.0	9.2	6.4	2.8	10.7	6.4	4.3	10.6	10.1	0.5	16.1	10.9	5.2	10.2	8.0	2.2	4.9	1.8	3.1
NOVA93.7	14.4	14.1	0.3	35.7	33.8	1.9	23.3	19.3	4.0	23.3	21.9	1.4	14.1	16.7	-2.6	4.8	5.2	-0.4	0.9	0.7	0.2
ABC PER	6.9	8.0	-1.1	1.2	2.2	-1.0	1.2	1.8	-0.6	1.2	1.4	-0.2	5.4	4.2	1.2	8.2	12.5	-4.3	18.1	21.1	-3.0
6RN	1.5	1.7	-0.2	0.2	0.3	-0.1	0.2	*	*	0.3	0.3	0.0	1.6	1.5	0.1	3.0	3.8	-0.8	2.8	3.3	-0.5
ABC NEWS	0.9	0.8	0.1	0.3	0.7	-0.4	0.2	0.7	-0.5	0.8	0.5	0.3	0.6	0.5	0.1	1.6	1.2	0.4	1.3	1.1	0.2
6JJJ	9.3	11.5	-2.2	7.8	11.3	-3.5	21.7	33.2	-11.5	17.0	19.7	-2.7	10.3	11.6	-1.3	3.0	1.6	1.4	0.2	0.3	-0.1
ABC CLASSIC	3.1	3.5	-0.4	2.1	1.6	0.5	1.2	1.0	0.2	0.9	0.8	0.1	1.6	3.0	-1.4	1.5	3.6	-2.1	9.7	8.7	1.0

Share Movement (%) by Session, P10+

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	+/-
6IX	4.9	5.1	-0.2	4.5	4.5	0.0	5.7	5.7	0.0	5.5	5.9	-0.4	4.3	4.6	-0.3	3.1	2.6	0.5	5.8	5.7	0.1
6PR	7.7	7.7	0.0	10.3	9.5	0.8	7.3	8.2	-0.9	5.4	5.9	-0.5	6.8	6.3	0.5	9.6	8.8	0.8	7.9	7.5	0.4
MIX 94.5	12.0	12.4	-0.4	11.4	11.3	0.1	12.6	13.5	-0.9	13.1	13.6	-0.5	12.2	11.9	0.3	8.3	9.0	-0.7	10.7	11.3	-0.6
HIT 92.9	9.2	9.2	0.0	8.8	7.9	0.9	8.2	9.3	-1.1	10.1	10.5	-0.4	10.4	9.7	0.7	8.1	7.7	0.4	8.2	8.6	-0.4
96FM	10.7	7.7	3.0	8.4	7.1	1.3	11.3	7.4	3.9	12.4	8.9	3.5	11.7	7.7	4.0	9.0	6.0	3.0	10.7	7.6	3.1
NOVA93.7	14.8	14.2	0.6	15.5	14.2	1.3	14.0	12.7	1.3	15.6	14.4	1.2	15.3	15.8	-0.5	11.0	13.8	-2.8	12.8	14.1	-1.3
ABC PER	6.9	8.1	-1.2	9.1	10.8	-1.7	6.6	7.9	-1.3	4.6	5.8	-1.2	5.2	6.4	-1.2	11.5	10.3	1.2	7.2	7.9	-0.7
6RN	1.5	1.7	-0.2	2.6	2.3	0.3	1.0	1.1	-0.1	1.0	0.8	0.2	1.2	2.3	-1.1	2.3	3.9	-1.6	1.5	1.7	-0.2
ABC NEWS	0.8	0.8	0.0	1.2	1.6	-0.4	0.3	0.2	0.1	0.5	0.4	0.1	1.0	0.8	0.2	1.5	0.9	0.6	1.1	0.8	0.3
6JJJ	9.4	12.0	-2.6	9.2	11.8	-2.6	8.5	11.3	-2.8	9.4	12.5	-3.1	10.1	11.8	-1.7	11.8	13.8	-2.0	8.9	9.6	-0.7
ABC CLASSIC	3.0	3.3	-0.3	3.1	3.1	0.0	3.2	4.0	-0.8	2.3	3.0	-0.7	3.5	3.7	-0.2	3.2	2.4	0.8	3.7	4.3	-0.6



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	+/-	
96FM 90s	13	11	2	2	*	*	3	2	1	5	5	0	2	4	-2	1	*	*	*	*	*	*
BUDDHA HITS	18	16	2	4	2	2	1	1	0	4	8	-4	2	2	0	3	3	0	3	*	*	*
Coles Radio	32	26	6	6	5	1	5	6	-1	8	6	2	10	4	6	3	4	-1	1	1	0	0
EASY HITS	19	19	0	3	3	0	1	*	*	5	3	2	4	5	-1	4	6	-2	1	2	-1	-1
Kinderling Kids	7	7	0	1	1	0	*	*	*	2	2	0	3	3	0	*	*	*	*	1	*	*
KIX DIGITAL	2	5	-3	1	2	-1	*	*	*	*	*	*	*	1	*	*	*	*	1	2	-1	-1
MacquarieSportsRadio	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*
MMM AUSSIE	3	6	-3	*	*	*	*	2	*	*	3	*	1	*	*	2	1	1	*	*	*	*
MMM CLASSIC ROCK	22	25	-3	2	3	-1	1	3	-2	6	11	-5	8	5	3	3	2	1	2	1	1	1
MMM COUNTRY	9	5	4	*	*	*	1	*	*	1	1	0	5	2	3	2	2	0	*	*	*	*
My Perth Digital	7	9	-2	1	*	*	*	*	*	2	1	1	1	3	-2	1	4	-3	1	2	-1	-1
NTS News Talk Sport	2	2	0	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	38	27	11	4	2	2	5	5	0	11	10	1	13	8	5	2	2	0	3	1	2	2
Smooth	44	34	10	5	3	2	*	1	*	7	7	0	16	11	5	12	8	4	5	4	1	1
URBAN HITS	14	13	1	2	1	1	3	2	1	7	7	0	1	2	-1	1	1	0	*	*	*	*
X-All New All Hit	5	7	-2	1	1	0	2	3	-1	3	2	1	*	*	*	*	*	*	*	1	*	*
triple j Uearthed	19	22	-3	3	5	-2	4	5	-1	7	6	1	4	4	0	1	1	0	1	1	0	0
ABC Country	5	8	-3	2	4	-2	*	1	*	2	*	*	*	1	*	1	1	0	*	1	*	*
ABC Grandstand	18	22	-4	1	1	0	*	1	*	5	6	-1	4	7	-3	2	1	1	5	6	-1	-1
ABC Jazz	14	11	3	*	*	*	4	2	2	4	4	0	4	2	2	*	*	*	2	2	0	0
ABC KIDS LISTEN	12	10	2	1	3	-2	*	1	*	7	4	3	2	2	0	1	*	*	*	*	*	*
Double J	23	24	-1	3	3	0	6	2	4	6	9	-3	7	9	-2	*	*	*	1	*	*	*
Total Digital/Internet Only	251	245	6	30	33	-3	19	22	-3	78	75	3	69	63	6	35	29	6	21	22	-1	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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	+/-	
96FM 90s	7	9	-2	2	*	*	2	1	1	4	4	0	5	8	-3	1	5	-4	9	5	4	4
BUDDHA HITS	16	14	2	5	5	0	5	4	1	12	10	2	8	9	-1	2	4	-2	5	3	2	2
Coles Radio	26	24	2	9	10	-1	13	11	2	16	15	1	9	13	-4	1	4	-3	16	10	6	6
EASY HITS	16	18	-2	7	11	-4	5	9	-4	7	8	-1	10	10	0	3	4	-1	10	11	-1	-1
Kinderling Kids	6	6	0	1	1	0	1	1	0	3	1	2	3	1	2	1	3	-2	3	3	0	0
KIX DIGITAL	1	5	-4	1	2	-1	1	3	-2	*	3	*	*	1	*	*	2	*	1	2	-1	-1
MacquarieSportsRadio	1	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	*	*	1	*	*	*
MMM AUSSIE	3	4	-1	1	2	-1	1	1	0	3	3	0	1	3	-2	*	2	*	*	2	*	*
MMM CLASSIC ROCK	13	18	-5	4	7	-3	7	7	0	10	8	2	9	7	2	2	1	1	14	11	3	3
MMM COUNTRY	2	2	0	*	*	*	*	*	*	2	2	0	*	*	*	*	*	*	7	3	4	4
My Perth Digital	7	8	-1	2	3	-1	4	6	-2	4	5	-1	5	5	0	1	2	-1	3	3	0	0
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0	0
OLDSKOOL HITS	32	23	9	12	7	5	15	10	5	15	12	3	20	11	9	3	5	-2	19	11	8	8
Smooth	38	31	7	14	14	0	17	14	3	22	14	8	25	16	9	6	5	1	23	17	6	6
URBAN HITS	10	9	1	6	6	0	3	2	1	*	1	*	5	5	0	4	3	1	9	9	0	0
X-All New All Hit	5	7	-2	1	3	-2	2	2	0	3	6	-3	*	*	*	*	1	*	1	3	-2	-2
triple j Uearthed	19	20	-1	9	9	0	7	4	3	5	5	0	11	10	1	6	10	-4	9	11	-2	-2
ABC Country	3	4	-1	2	2	0	2	3	-1	*	1	*	*	1	*	*	1	*	3	7	-4	-4
ABC Grandstand	12	8	4	2	1	1	1	1	0	2	5	-3	8	5	3	7	*	*	11	19	-8	-8
ABC Jazz	10	8	2	3	2	1	2	1	1	4	3	1	7	3	4	5	6	-1	9	6	3	3
ABC KIDS LISTEN	10	9	1	5	5	0	5	4	1	3	3	0	4	5	-1	1	1	0	7	7	0	0
Double J	20	22	-2	7	8	-1	5	8	-3	8	8	0	9	10	-1	3	5	-2	12	8	4	4
Total Digital/Internet Only	211	206	5	90	92	-2	99	91	8	117	113	4	118	109	9	48	57	-9	158	145	13	13

Please note: The 90s iHeartRadio changed to 96FM 90s effective Jul 14.