



PERTH RADIO - SURVEY 6 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	4.1	5.1	-1.0	0.6	0.4	0.2	1.0	1.0	0.0	0.8	0.4	0.4	4.3	3.5	0.8	7.4	12.2	-4.8	6.9	10.7	-3.8
6PR	8.3	7.7	0.6	4.2	4.9	-0.7	0.6	0.3	0.3	2.0	4.0	-2.0	7.0	7.5	-0.5	11.5	11.0	0.5	17.1	13.4	3.7
MIX 94.5	10.9	11.7	-0.8	11.0	9.5	1.5	9.1	9.2	-0.1	8.5	11.4	-2.9	15.7	14.4	1.3	17.6	19.9	-2.3	3.7	5.1	-1.4
HIT 92.9	9.3	9.0	0.3	18.8	17.6	1.2	27.3	17.2	10.1	17.7	15.7	2.0	6.4	8.1	-1.7	3.2	3.9	-0.7	0.3	0.5	-0.2
96FM	12.7	10.7	2.0	10.4	9.2	1.2	10.8	10.7	0.1	14.1	10.6	3.5	18.5	16.1	2.4	14.0	10.2	3.8	5.2	4.9	0.3
NOVA93.7	13.5	14.4	-0.9	34.2	35.7	-1.5	19.3	23.3	-4.0	23.8	23.3	0.5	12.3	14.1	-1.8	6.7	4.8	1.9	1.0	0.9	0.1
ABC PER	7.0	6.9	0.1	2.6	1.2	1.4	2.4	1.2	1.2	1.3	1.2	0.1	5.5	5.4	0.1	8.2	8.2	0.0	15.9	18.1	-2.2
6RN	1.8	1.5	0.3	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.3	0.1	1.2	1.6	-0.4	3.0	3.0	0.0	3.9	2.8	1.1
ABC NEWS	0.9	0.9	0.0	0.6	0.3	0.3	0.8	0.2	0.6	0.9	0.8	0.1	0.4	0.6	-0.2	1.1	1.6	-0.5	1.6	1.3	0.3
6JJJ	6.8	9.3	-2.5	4.8	7.8	-3.0	16.8	21.7	-4.9	13.4	17.0	-3.6	7.4	10.3	-2.9	3.1	3.0	0.1	0.3	0.2	0.1
ABC CLASSIC	3.4	3.1	0.3	1.5	2.1	-0.6	1.7	1.2	0.5	2.0	0.9	1.1	2.1	1.6	0.5	1.4	1.5	-0.1	8.5	9.7	-1.2

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	3.8	4.9	-1.1	3.5	4.5	-1.0	4.5	5.7	-1.2	4.0	5.5	-1.5	3.8	4.3	-0.5	2.9	3.1	-0.2	5.1	5.8	-0.7
6PR	8.4	7.7	0.7	11.9	10.3	1.6	6.9	7.3	-0.4	5.9	5.4	0.5	7.2	6.8	0.4	11.1	9.6	1.5	8.1	7.9	0.2
MIX 94.5	11.3	12.0	-0.7	10.5	11.4	-0.9	12.5	12.6	-0.1	12.4	13.1	-0.7	11.2	12.2	-1.0	7.7	8.3	-0.6	9.5	10.7	-1.2
HIT 92.9	9.5	9.2	0.3	8.9	8.8	0.1	8.6	8.2	0.4	10.5	10.1	0.4	11.1	10.4	0.7	7.3	8.1	-0.8	8.5	8.2	0.3
96FM	12.7	10.7	2.0	9.3	8.4	0.9	15.9	11.3	4.6	15.3	12.4	2.9	11.8	11.7	0.1	8.5	9.0	-0.5	12.6	10.7	1.9
NOVA93.7	14.0	14.8	-0.8	14.6	15.5	-0.9	13.3	14.0	-0.7	14.5	15.6	-1.1	15.0	15.3	-0.3	10.2	11.0	-0.8	11.5	12.8	-1.3
ABC PER	6.9	6.9	0.0	10.4	9.1	1.3	4.7	6.6	-1.9	4.2	4.6	-0.4	5.0	5.2	-0.2	14.4	11.5	2.9	7.3	7.2	0.1
6RN	1.7	1.5	0.2	2.8	2.6	0.2	1.3	1.0	0.3	1.0	1.0	0.0	1.4	1.2	0.2	2.0	2.3	-0.3	2.0	1.5	0.5
ABC NEWS	0.8	0.8	0.0	1.0	1.2	-0.2	0.3	0.3	0.0	0.4	0.5	-0.1	1.0	1.0	0.0	3.0	1.5	1.5	1.1	1.1	0.0
6JJJ	6.8	9.4	-2.6	6.7	9.2	-2.5	5.3	8.5	-3.2	6.9	9.4	-2.5	9.1	10.1	-1.0	7.1	11.8	-4.7	6.7	8.9	-2.2
ABC CLASSIC	3.2	3.0	0.2	3.1	3.1	0.0	3.3	3.2	0.1	2.9	2.3	0.6	3.7	3.5	0.2	3.7	3.2	0.5	3.8	3.7	0.1



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 6 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 80s	19	na	*	3	na	*	1	na	*	2	na	*	9	na	*	4	na	*	*	na	*
96FM 90s	15	13	2	6	2	4	3	3	0	4	5	-1	1	2	-1	1	1	0	*	*	*
BUDDHA HITS	17	18	-1	1	4	-3	1	1	0	2	4	-2	8	2	6	1	3	-2	4	3	1
Coles Radio	30	32	-2	2	6	-4	5	5	0	8	8	0	10	10	0	4	3	1	1	1	0
EASY HITS	16	19	-3	2	3	-1	1	1	0	6	5	1	4	4	0	2	4	-2	2	1	1
Kinderling Kids	8	7	1	2	1	1	*	*	*	3	2	1	3	3	0	*	*	*	*	*	*
KIX DIGITAL	5	2	3	2	1	1	*	*	*	*	*	*	3	*	*	*	*	*	1	1	0
MacquarieSportsRadio	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	*	*	*
MMM AUSSIE	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	*	*	*
MMM CLASSIC ROCK	19	22	-3	*	2	*	1	1	0	3	6	-3	8	8	0	4	3	1	3	2	1
MMM COUNTRY	6	9	-3	*	*	*	1	1	0	*	1	*	4	5	-1	*	2	*	1	*	*
My Perth Digital	10	7	3	3	1	2	*	*	*	4	2	2	1	1	0	*	1	*	2	1	1
NTS News Talk Sport	*	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	38	38	0	4	4	0	1	5	-4	12	11	1	15	13	2	4	2	2	2	3	-1
Smooth	43	44	-1	6	5	1	*	*	*	6	7	-1	14	16	-2	9	12	-3	7	5	2
URBAN HITS	12	14	-2	3	2	1	2	3	-1	5	7	-2	1	1	0	*	1	*	*	*	*
X-All New All Hit	5	5	0	1	1	0	*	2	*	2	3	-1	2	*	*	*	*	*	*	*	*
triple j Uearthed	17	19	-2	2	3	-1	3	4	-1	9	7	2	3	4	-1	*	1	*	*	1	*
ABC Country	4	5	-1	2	2	0	*	*	*	2	2	0	*	*	*	*	1	*	*	*	*
ABC Grandstand	26	18	8	1	1	0	2	*	*	5	5	0	6	4	2	4	2	2	8	5	3
ABC Jazz	23	14	9	2	*	*	4	4	0	1	4	-3	8	4	4	4	*	*	4	2	2
ABC KIDS LISTEN	8	12	-4	2	1	1	1	*	*	5	7	-2	*	2	*	1	1	0	*	*	*
Double J	31	23	8	5	3	2	5	6	-1	6	6	0	12	7	5	3	*	*	1	1	0
Total Digital/Internet Only	268	251	17	33	30	3	22	19	3	68	78	-10	78	69	9	37	35	2	30	21	9

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 80s	12	na	*	3	na	*	3	na	*	6	na	*	6	na	*	3	na	*	7	na	*
96FM 90s	10	7	3	4	2	2	3	2	1	5	4	1	4	5	-1	*	1	*	6	9	-3
BUDDHA HITS	14	16	-2	4	5	-1	3	5	-2	8	12	-4	8	8	0	2	2	0	9	5	4
Coles Radio	20	26	-6	5	9	-4	8	13	-5	12	16	-4	5	9	-4	2	1	1	15	16	-1
EASY HITS	13	16	-3	6	7	-1	6	5	1	7	7	0	7	10	-3	1	3	-2	9	10	-1
Kinderling Kids	6	6	0	1	1	0	1	1	0	4	3	1	3	3	0	1	1	0	5	3	2
KIX DIGITAL	4	1	3	3	1	2	1	1	0	2	*	*	2	*	*	*	*	*	3	1	2
MacquarieSportsRadio	1	1	0	*	*	*	1	1	0	1	1	0	*	*	*	*	*	*	1	1	0
MMM AUSSIE	2	3	-1	*	1	*	*	1	*	2	3	-1	*	1	*	*	*	*	*	*	*
MMM CLASSIC ROCK	13	13	0	5	4	1	6	7	-1	7	10	-3	9	9	0	4	2	2	12	14	-2
MMM COUNTRY	1	2	-1	*	*	*	1	*	*	1	2	-1	*	*	*	*	*	*	6	7	-1
My Perth Digital	9	7	2	2	2	0	3	4	-1	6	4	2	5	5	0	1	1	0	4	3	1
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	30	32	-2	12	12	0	12	15	-3	11	15	-4	18	20	-2	1	3	-2	24	19	5
Smooth	37	38	-1	23	14	9	16	17	-1	25	22	3	25	25	0	7	6	1	28	23	5
URBAN HITS	9	10	-1	7	6	1	3	3	0	1	*	*	5	5	0	2	4	-2	6	9	-3
X-All New All Hit	5	5	0	2	1	1	2	2	0	1	3	-2	3	*	*	2	*	*	2	1	1
triple j Uearthed	15	19	-4	7	9	-2	5	7	-2	6	5	1	9	11	-2	4	6	-2	7	9	-2
ABC Country	2	3	-1	1	2	-1	1	2	-1	*	*	*	*	*	*	*	*	*	2	3	-1
ABC Grandstand	15	12	3	1	2	-1	1	1	0	1	2	-1	10	8	2	12	7	5	17	11	6
ABC Jazz	18	10	8	8	3	5	3	2	1	6	4	2	11	7	4	6	5	1	16	9	7
ABC KIDS LISTEN	6	10	-4	2	5	-3	2	5	-3	3	3	0	1	4	-3	1	1	0	5	7	-2
Double J	27	20	7	10	7	3	10	5	5	12	8	4	12	9	3	2	3	-1	15	12	3
Total Digital/Internet Only	218	211	7	97	90	7	86	99	-13	111	117	-6	122	118	4	50	48	2	173	158	15

Please note: Edge Digital changed to 96FM 80s effective Jul 14.