

## GfK Radio 360 Ratings Summary Report – Survey 4, 2023

The Media Summary Report provided will contain Market Share %, Cumulative Audience (000s) and Average Audience (000s) for total radio, as well as Market Share %, Cumulative Audience (000s) by radio type.

Each of these statistics represents the radio audience in different ways and as such must be referred in the following manner:

### Instructions and examples of interpreting the results:

- **Share%:** Market Share is the percentage of the radio type listening, in a defined period, in an average week that is tuned to a particular station

e.g. 'During Mon-Sun 5:30am-12mn, 13.8% of the total radio listening audience was to Station B or Station B has 13.8% share of all listening Mon-Sun 5:30am-12mn';  
 'During Mon-Sun 5:30am-12mn, 13.9% of the AM/FM/DAB+ listening audience was to Station B or Station B has 13.9% share of AM/FM/DAB+ listening Mon-Sun 5:30am-12mn';  
 'During Mon-Sun 5:30am-12mn, 16.5% of the streaming listening audience was to Station B or Station B has 16.5% share of streaming listening Mon-Sun 5:30am-12mn'.

Please note AM/FM/DAB+ and Streaming Share% results exclude in its calculation Other AM, Other FM, Other Digital & stations appearing as n.a. Total Radio Share% is calculated including these station groups.

Share is a measure of listening and refers to those listening and the number of quarter hours they listened to (time spent listening). It can be reflected in statements such as 'most listened to station' or the 'station with the most listening'.

- **Cumulative audience (000s):** is the number of different people reached at least once by a radio station across a defined period of time via a radio type, in an average week  
 e.g. 'Across Mon-Sun 5:30am-12mn, there were 64,000 unique or different listeners aged 10+ tuning into Station A on total radio';  
 'Across Mon-Sun 5:30am-12mn, there were 60,000 unique or different listeners aged 10+ tuning into Station A on AM/FM/DAB+';  
 'Across Mon-Sun 5:30am-12mn, there were 15,000 unique or different listeners aged 10+ tuning into Station A via streaming'.  
 Please note that there can be overlap between radio types.

Cume is a measure of listeners or audience size. It can be reflected in statements such as 'total audience', 'total number of listeners' or 'most listeners'.

- **Average audience (000s):** is the average number of people tuned into a radio station across a defined period of time, in any given quarter hour, during an average week  
 e.g. 'Between Mon-Sun 5:30am-12mn, in an average quarter hour, there are 15,000 people aged 10+ listening to Station C'.

It can be reflected in statements such as 'average audience' or 'average number of listeners in a given quarter hour'.

Stations	Total Radio			AM/FM/DAB+		Streaming	
	Market Share %	Cumulative Audience (000s)	Average Audience (000s)	Market Share %	Cumulative Audience (000s)	Market Share %	Cumulative Audience (000s)
Station A	5.1	64	3	5.6	60	4.8	15
Station B	13.8	621	60	13.9	605	16.5	150
Station C	3.2	264	15	3.3	220	3.2	80

Source: GfK Radio 360 Ratings, Market A, Survey X 2023, Mon-Sun 5:30am-12mn, People 10+, By Radio

For more information contact the GfK team on 1800 097 713.

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 4 2023 SHARE %

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	5.3	4.6	0.7	2.7	2.8	-0.1	3.6	1.0	2.6	1.3	2.6	-1.3	6.0	3.2	2.8	7.4	10.0	-2.6	7.7	5.9	1.8
6PR	7.0	5.8	1.2	3.3	3.3	0.0	5.8	6.6	-0.8	1.7	1.9	-0.2	5.1	3.2	1.9	8.2	8.0	0.2	13.4	10.7	2.7
MIX 94.5	12.2	13.4	-1.2	22.6	20.5	2.1	14.1	14.9	-0.8	13.9	13.3	0.6	13.5	15.4	-1.9	13.1	15.7	-2.6	5.0	6.8	-1.8
92.9 TRIPLE M	7.1	6.8	0.3	7.0	8.7	-1.7	8.4	11.6	-3.2	10.7	10.8	-0.1	12.6	10.3	2.3	4.9	2.8	2.1	0.6	0.6	0.0
96FM	12.9	14.4	-1.5	7.5	8.9	-1.4	12.0	11.4	0.6	8.8	11.5	-2.7	14.2	14.7	-0.5	26.9	26.4	0.5	8.4	11.7	-3.3
NOVA93.7	17.0	16.1	0.9	29.7	32.7	-3.0	30.3	22.0	8.3	27.2	26.0	1.2	19.6	18.8	0.8	13.8	10.7	3.1	0.6	0.4	0.2
ABC PER	5.6	4.9	0.7	0.9	0.4	0.5	3.6	3.2	0.4	3.4	3.7	-0.3	3.9	3.8	0.1	3.4	3.2	0.2	12.1	10.4	1.7
6RN	0.5	0.4	0.1	*	0.1	*	0.1	0.2	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.2	0.3	-0.1	1.2	0.6	0.6
ABC NEWSRADIO	1.2	1.4	-0.2	1.9	1.6	0.3	0.8	2.1	-1.3	1.4	1.2	0.2	0.5	0.5	0.0	1.1	1.6	-0.5	1.6	2.1	-0.5
6JJJ	5.2	5.9	-0.7	4.9	5.3	-0.4	9.0	10.0	-1.0	13.0	9.9	3.1	6.0	9.2	-3.2	1.4	2.8	-1.4	0.2	0.6	-0.4
ABC CLASSIC	2.1	1.8	0.3	1.0	0.8	0.2	1.0	1.6	-0.6	1.1	1.2	-0.1	1.2	0.5	0.7	1.3	1.3	0.0	4.8	4.3	0.5

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	5.4	4.7	0.7	4.9	4.6	0.3	6.2	5.4	0.8	6.0	5.2	0.8	4.5	3.8	0.7	4.2	2.8	1.4	4.9	4.3	0.6						
6PR	7.4	6.2	1.2	11.5	9.6	1.9	7.2	5.7	1.5	4.4	4.2	0.2	6.3	5.2	1.1	7.6	6.2	1.4	5.9	4.3	1.6						
MIX 94.5	12.8	14.3	-1.5	12.3	13.8	-1.5	13.1	15.6	-2.5	14.1	15.0	-0.9	12.7	13.6	-0.9	8.2	10.9	-2.7	10.4	10.6	-0.2						
92.9 TRIPLE M	7.7	7.3	0.4	8.0	7.4	0.6	8.4	7.5	0.9	8.0	8.0	0.0	6.8	6.7	0.1	4.8	4.7	0.1	5.2	5.2	0.0						
96FM	12.4	14.0	-1.6	10.1	12.4	-2.3	12.3	14.8	-2.5	14.1	15.6	-1.5	13.8	13.3	0.5	11.7	11.8	-0.1	14.1	15.5	-1.4						
NOVA93.7	17.1	15.8	1.3	20.8	17.3	3.5	14.7	13.8	0.9	14.9	15.3	-0.4	19.4	17.2	2.2	15.8	15.7	0.1	16.6	17.0	-0.4						
ABC PER	5.2	4.9	0.3	5.5	5.6	-0.1	5.6	5.2	0.4	4.2	3.8	0.4	3.6	2.8	0.8	10.9	10.7	0.2	6.5	4.9	1.6						
6RN	0.4	0.4	0.0	0.5	0.4	0.1	0.3	0.2	0.1	0.4	0.4	0.0	0.6	0.5	0.1	0.5	0.6	-0.1	0.6	0.3	0.3						
ABC NEWSRADIO	1.2	1.4	-0.2	1.6	1.7	-0.1	0.7	0.9	-0.2	1.1	1.2	-0.1	1.1	1.1	0.0	2.4	3.1	-0.7	1.2	1.6	-0.4						
6JJJ	5.2	5.8	-0.6	5.7	6.0	-0.3	3.9	4.7	-0.8	4.8	5.4	-0.6	6.9	7.8	-0.9	4.8	5.1	-0.3	5.5	6.5	-1.0						
ABC CLASSIC	2.0	1.6	0.4	1.2	1.6	-0.4	2.1	1.4	0.7	2.6	1.4	1.2	1.9	1.7	0.2	2.0	2.9	-0.9	2.5	2.4	0.1						

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 4 2023 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	+/-
6iX	168	151	17	12	14	-2	10	6	4	19	20	-1	30	20	10	36	37	-1	60	54	6
6PR	213	193	20	17	15	2	16	14	2	33	29	4	35	30	5	47	53	-6	65	53	12
MIX 94.5	585	589	-4	74	77	-3	72	67	5	166	157	9	130	142	-12	82	83	-1	61	63	-2
92.9 TRIPLE M	375	353	22	62	61	1	51	50	1	123	115	8	80	80	0	42	33	9	17	15	2
96FM	518	546	-28	49	60	-11	51	42	9	118	125	-7	136	145	-9	101	102	-1	63	73	-10
NOVA93.7	682	676	6	121	120	1	96	92	4	235	228	7	136	149	-13	77	69	8	16	18	-2
ABC PER	218	206	12	10	10	0	12	9	3	31	32	-1	40	39	1	37	36	1	88	81	7
6RN	32	38	-6	2	1	1	3	3	0	6	10	-4	7	7	0	7	7	0	7	9	-2
ABC NEWSRADIO	84	93	-9	9	7	2	8	12	-4	25	18	7	9	10	-1	11	20	-9	22	26	-4
6JJB	264	280	-16	33	33	0	40	44	-4	119	113	6	47	61	-14	19	20	-1	6	9	-3
ABC CLASSIC	95	74	21	8	5	3	9	6	3	28	20	8	19	13	6	11	12	-1	20	18	2
<b>Total</b>	<b>1,724</b>	<b>1,720</b>	<b>4</b>	<b>195</b>	<b>194</b>	<b>1</b>	<b>167</b>	<b>169</b>	<b>-2</b>	<b>446</b>	<b>445</b>	<b>1</b>	<b>385</b>	<b>382</b>	<b>3</b>	<b>229</b>	<b>227</b>	<b>2</b>	<b>302</b>	<b>303</b>	<b>-1</b>

By Session, P10+ [Potential: 1822]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	129	120	9	62	59	3	75	67	8	86	75	11	58	53	5	27	21	6	122	104	18
6PR	184	172	12	130	114	16	104	81	23	97	89	8	83	72	11	46	42	4	128	106	22
MIX 94.5	529	547	-18	263	289	-26	240	246	-6	304	321	-17	237	262	-25	79	92	-13	318	318	0
92.9 TRIPLE M	325	313	12	171	161	10	120	117	3	162	154	8	133	144	-11	47	48	-1	182	176	6
96FM	455	482	-27	203	240	-37	216	224	-8	292	292	0	223	207	16	84	73	11	304	328	-24
NOVA93.7	623	609	14	409	389	20	264	240	24	342	347	-5	328	297	31	126	111	15	446	439	7
ABC PER	181	185	-4	114	115	-1	86	82	4	91	94	-3	68	58	10	40	47	-7	150	116	34
6RN	25	33	-8	14	15	-1	8	12	-4	12	17	-5	11	11	0	5	6	-1	15	11	4
ABC NEWSRADIO	73	79	-6	45	43	2	15	24	-9	30	33	-3	26	24	2	17	21	-4	49	53	-4
6JJB	228	244	-16	134	148	-14	83	103	-20	113	125	-12	114	123	-9	45	44	1	164	180	-16
ABC CLASSIC	79	62	17	41	30	11	36	28	8	39	25	14	32	26	6	18	14	4	50	42	8
<b>Total</b>	<b>1,681</b>	<b>1,680</b>	<b>1</b>	<b>1,292</b>	<b>1,300</b>	<b>-8</b>	<b>1,072</b>	<b>1,063</b>	<b>9</b>	<b>1,276</b>	<b>1,256</b>	<b>20</b>	<b>1,138</b>	<b>1,121</b>	<b>17</b>	<b>510</b>	<b>499</b>	<b>11</b>	<b>1,461</b>	<b>1,457</b>	<b>4</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 4 2023 AVERAGE AUDIENCE (000's)

By Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	11	9	2	*	1	*	1	*	*	*	1	*	*	3	1	2	2	3	-1	4	3	1
6PR	14	11	3	1	1	0	1	1	0	1	1	0	2	1	1	3	3	0	7	5	2	
MIX 94.5	25	27	-2	4	4	0	2	2	0	5	5	0	6	7	-1	4	5	-1	3	3	0	
92.9 TRIPLE M	14	14	0	1	2	-1	1	2	-1	4	4	0	6	5	1	2	1	1	*	*	*	
96FM	26	29	-3	1	2	-1	2	2	0	3	5	-2	6	7	-1	9	8	1	4	6	-2	
NOVA93.7	34	32	2	5	6	-1	5	3	2	10	10	0	9	9	0	4	3	1	*	*	*	
ABC PER	11	10	1	*	*	*	1	*	*	1	1	0	2	2	0	1	1	0	6	5	1	
6RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	1	1	0	
6JJJ	11	12	-1	1	1	0	1	1	0	5	4	1	3	4	-1	*	1	*	*	*	*	
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	2	2	0	
<b>Total</b>	<b>202</b>	<b>199</b>	<b>3</b>	<b>18</b>	<b>19</b>	<b>-1</b>	<b>16</b>	<b>14</b>	<b>2</b>	<b>38</b>	<b>40</b>	<b>-2</b>	<b>45</b>	<b>46</b>	<b>-1</b>	<b>32</b>	<b>32</b>	<b>0</b>	<b>52</b>	<b>48</b>	<b>4</b>	

By Session, P10+ [Potential: 1822]

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	11	10	1	14	13	1	19	16	3	17	14	3	9	8	1	2	1	1	9	8	1
6PR	16	13	3	33	28	5	22	17	5	12	12	0	13	11	2	4	3	1	11	8	3
MIX 94.5	27	30	-3	35	40	-5	40	46	-6	40	42	-2	26	28	-2	4	5	-1	19	19	0
92.9 TRIPLE M	16	15	1	23	21	2	26	22	4	23	22	1	14	14	0	2	2	0	10	9	1
96FM	26	29	-3	29	36	-7	38	43	-5	40	43	-3	28	27	1	6	6	0	26	27	-1
NOVA93.7	36	33	3	59	50	9	45	40	5	42	43	-1	39	35	4	8	8	0	30	30	0
ABC PER	11	10	1	16	16	0	17	15	2	12	11	1	7	6	1	6	5	1	12	9	3
6RN	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
ABC NEWSRADIO	3	3	0	5	5	0	2	3	-1	3	3	0	2	2	0	1	2	-1	2	3	-1
6JJJ	11	12	-1	16	17	-1	12	14	-2	14	15	-1	14	16	-2	2	2	0	10	11	-1
ABC CLASSIC	4	3	1	3	5	-2	6	4	2	7	4	3	4	3	1	1	1	0	4	4	0
<b>Total</b>	<b>211</b>	<b>208</b>	<b>3</b>	<b>283</b>	<b>289</b>	<b>-6</b>	<b>306</b>	<b>293</b>	<b>13</b>	<b>282</b>	<b>278</b>	<b>4</b>	<b>203</b>	<b>203</b>	<b>0</b>	<b>51</b>	<b>48</b>	<b>3</b>	<b>181</b>	<b>176</b>	<b>5</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 4 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

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	43	51	-8	9	9	0	7	5	2	7	10	-3	6	11	-5	11	14	-3	3	2	1
BLENDER BEATS	17	14	3	6	4	2	*	3	*	4	3	1	6	4	2	1	*	*	*	*	*
CADA	2	4	-2	1	2	-1	*	1	*	1	2	-1	*	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	7	6	1	2	2	0	1	2	-1	3	2	1	1	*	*	*	*	*	*	*	
Coles Radio	29	30	-1	3	1	2	4	8	-4	14	15	-1	4	3	1	1	1	0	4	2	2
EASY 80s HITS	38	36	2	6	7	-1	6	4	2	12	6	6	5	7	-2	9	10	-1	*	2	*
KIX DIGITAL	15	22	-7	2	5	-3	3	3	0	4	5	-1	1	3	-2	2	1	1	4	5	-1
LiSTNR Radio	6	6	0	3	2	1	*	*	*	3	2	1	*	3	*	*	*	*	*	*	*
MMM 80s	22	20	2	6	7	-1	*	1	*	5	6	-1	4	2	2	7	4	3	*	*	*
MMM CLASSIC ROCK	35	23	12	3	2	1	*	1	*	11	7	4	10	5	5	10	8	2	1	*	*
MMM COUNTRY	25	21	4	2	1	1	*	*	*	13	12	1	5	4	1	5	4	1	*	*	*
MMM TRADIE RADIO	13	24	-11	4	4	0	*	1	*	5	12	-7	2	5	-3	*	1	*	1	1	0
My Perth DAB Radio	37	28	9	6	2	4	5	4	1	12	10	2	7	5	2	1	3	-2	6	5	1
OLDSKOOL 90s HITS	64	60	4	18	11	7	6	8	-2	26	23	3	10	15	-5	2	1	1	3	2	1
RnB Fridays Radio	39	46	-7	7	11	-4	7	10	-3	17	20	-3	9	5	4	*	1	*	*	*	*
smooth fm Perth	100	98	2	11	9	2	9	12	-3	15	23	-8	21	20	1	28	20	8	16	15	1
triple j Unearthed	26	28	-2	4	3	1	5	7	-2	15	14	1	1	2	-1	*	*	*	2	1	1
ABC Country	13	12	1	3	3	0	*	*	*	2	5	-3	2	2	0	1	*	*	5	3	2
ABC Jazz	26	25	1	6	4	2	4	3	1	9	8	1	4	4	0	2	4	-2	1	3	-2
ABC KIDS LISTEN	17	26	-9	6	8	-2	1	2	-1	8	10	-2	2	4	-2	*	*	*	*	1	*
ABC Sport	33	33	0	3	2	1	1	2	-1	10	15	-5	8	5	3	4	4	0	6	5	1
Double J	36	31	5	7	4	3	3	3	0	11	12	-1	14	10	4	*	*	*	1	3	-2
Total Digital/Internet Only	438	448	-10	60	56	4	36	52	-16	130	143	-13	85	80	5	66	56	10	60	61	-1

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 4 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1822]

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	+/-
96FM 80s	33	35	-2	10	13	-3	10	12	-2	11	16	-5	8	11	-3	11	9	2	19	24	-5
BLENDER BEATS	15	12	3	3	4	-1	6	5	1	8	8	0	7	11	-4	3	4	-1	12	9	3
CADA	2	4	-2	*	2	*	*	1	*	1	1	0	1	2	-1	*	1	*	1	4	-3
Chemist Warehouse Remix	6	5	1	4	2	2	5	5	0	4	3	1	3	2	1	*	1	*	4	3	1
Coles Radio	23	25	-2	8	6	2	6	7	-1	14	17	-3	8	10	-2	3	2	1	13	10	3
EASY 80s HITS	30	27	3	18	12	6	12	17	-5	10	14	-4	12	15	-3	6	5	1	16	19	-3
KIX DIGITAL	14	17	-3	4	6	-2	1	*	*	5	6	-1	5	6	-1	2	2	0	3	7	-4
LiSTNR Radio	4	4	0	1	*	*	*	*	*	1	1	0	1	3	-2	1	*	*	2	2	0
MMM 80s	16	15	1	4	6	-2	6	8	-2	4	4	0	7	5	2	5	2	3	8	9	-1
MMM CLASSIC ROCK	25	18	7	16	10	6	7	6	1	10	5	5	14	11	3	3	2	1	24	17	7
MMM COUNTRY	19	18	1	11	8	3	1	1	0	7	5	2	8	9	-1	4	6	-2	16	12	4
MMM TRADIE RADIO	12	17	-5	2	3	-1	4	5	-1	3	8	-5	8	9	-1	1	2	-1	4	12	-8
My Perth DAB Radio	30	26	4	16	14	2	16	6	10	13	12	1	11	7	4	6	6	0	22	11	11
OLDSKOOL 90s HITS	50	47	3	16	19	-3	14	19	-5	29	19	10	21	19	2	9	9	0	28	28	0
RnB Fridays Radio	37	40	-3	14	17	-3	14	22	-8	24	20	4	12	15	-3	3	6	-3	10	16	-6
smooth fm Perth	82	86	-4	42	42	0	38	38	0	47	43	4	42	47	-5	16	17	-1	64	62	2
triple j Unearthed	25	24	1	12	8	4	10	10	0	8	8	0	9	7	2	7	4	3	10	7	3
ABC Country	9	11	-2	1	3	-2	4	3	1	3	7	-4	3	2	1	3	*	*	10	9	1
ABC Jazz	22	21	1	8	6	2	6	6	0	7	4	3	7	8	-1	5	9	-4	16	18	-2
ABC KIDS LISTEN	15	22	-7	5	8	-3	4	5	-1	7	10	-3	7	10	-3	3	3	0	11	17	-6
ABC Sport	21	24	-3	3	3	0	6	5	1	4	9	-5	12	15	-3	8	6	2	20	23	-3
Double J	28	27	1	11	16	-5	6	11	-5	15	16	-1	3	9	-6	4	2	2	18	15	3
Total Digital/Internet Only	374	378	-4	191	185	6	162	163	-1	211	217	-6	181	205	-24	89	95	-6	277	280	-3

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 4 2023

## SHARE %

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+		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
6iX	5.3	6.2	5.4	2.7	2.3	8.1	3.6	3.5	4.5	1.3	1.1	2.7	6.0	7.0	1.1	7.4	8.4	6.4	7.7	11.5	15.7
6PR	7.0	7.8	11.5	3.3	3.2	6.3	5.8	4.9	13.8	1.7	1.8	1.8	5.1	5.0	13.7	8.2	8.5	15.9	13.4	20.3	26.0
MIX 94.5	12.2	14.7	7.5	22.6	24.9	6.0	14.1	14.3	14.7	13.9	15.6	5.3	13.5	15.0	11.3	13.1	15.1	8.0	5.0	8.2	0.1
92.9 TRIPLE M	7.1	8.6	3.9	7.0	7.4	5.5	8.4	9.0	5.1	10.7	11.9	5.6	12.6	14.6	1.4	4.9	5.4	4.9	0.6	1.0	*
96FM	12.9	14.9	14.3	7.5	7.6	9.5	12.0	12.4	10.8	8.8	8.8	11.8	14.2	15.5	15.2	26.9	29.9	27.1	8.4	13.1	8.7
NOVA93.7	17.0	20.1	14.6	29.7	30.9	28.5	30.3	33.1	13.2	27.2	29.4	19.0	19.6	21.9	14.2	13.8	15.6	11.8	0.6	0.9	*
ABC PER	5.6	6.1	9.6	0.9	0.9	1.5	3.6	3.5	4.8	3.4	2.3	12.5	3.9	3.9	9.3	3.4	3.8	3.6	12.1	18.3	22.6
6RN	0.5	0.5	1.3	*	*	0.2	0.1	*	0.4	0.3	0.1	1.7	0.3	0.2	1.1	0.2	0.3	*	1.2	1.7	4.2
ABC NEWSRADIO	1.2	1.3	2.3	1.9	2.0	1.3	0.8	0.7	2.2	1.4	1.2	3.4	0.5	0.4	2.2	1.1	1.2	1.4	1.6	2.5	1.7
6JJJ	5.2	6.1	6.2	4.9	5.0	6.2	9.0	8.3	15.6	13.0	14.3	7.4	6.0	6.5	6.5	1.4	1.6	1.5	0.2	0.4	*
ABC CLASSIC	2.1	2.4	2.3	1.0	1.1	0.2	1.0	1.0	0.7	1.1	1.0	2.3	1.2	1.2	2.9	1.3	1.4	2.4	4.8	7.5	4.6
Commercial DAB+ Stns	9.0	9.8	15.7	13.2	12.1	22.1	8.9	8.3	12.8	10.6	10.0	18.2	7.3	7.4	14.7	8.0	8.2	13.9	8.7	13.3	11.5
ABC DAB+ Stns	1.7	1.6	5.3	2.6	2.5	4.6	1.1	1.1	1.4	3.1	2.6	8.1	1.5	1.3	6.3	0.9	0.8	3.2	1.0	1.4	4.9
Total DAB+ Stns	12.6	11.4	21.0	15.8	14.6	26.8	10.0	9.4	14.2	14.2	12.6	26.3	11.0	8.7	21.0	12.6	8.9	17.1	12.7	14.7	16.4

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
6iX	5.4	6.4	5.1	4.9	5.5	5.1	6.2	7.7	4.8	6.0	7.1	5.7	4.5	5.2	4.0	4.2	4.7	5.6	4.9	5.6	6.4
6PR	7.4	8.2	11.9	11.5	12.5	19.6	7.2	8.2	12.1	4.4	4.7	8.9	6.3	6.9	9.7	7.6	8.8	8.5	5.9	6.6	10.6
MIX 94.5	12.8	15.4	7.7	12.3	14.2	6.6	13.1	16.6	5.7	14.1	16.9	11.7	12.7	15.0	7.0	8.2	10.3	3.6	10.4	12.7	6.9
92.9 TRIPLE M	7.7	9.3	4.1	8.0	9.3	4.9	8.4	10.5	4.5	8.0	9.9	4.0	6.8	8.0	4.2	4.8	6.0	2.2	5.2	6.4	3.0
96FM	12.4	14.3	14.4	10.1	11.3	11.0	12.3	14.3	17.4	14.1	16.4	16.2	13.8	15.8	14.6	11.7	14.2	7.8	14.1	16.8	13.9
NOVA93.7	17.1	20.1	15.8	20.8	23.7	16.1	14.7	17.4	17.5	14.9	17.4	16.6	19.4	22.6	14.3	15.8	19.2	10.2	16.6	20.2	11.4
ABC PER	5.2	5.6	10.2	5.5	5.7	13.3	5.6	6.2	11.6	4.2	4.7	7.3	3.6	3.9	6.2	10.9	12.0	15.9	6.5	7.6	8.0
6RN	0.4	0.4	1.2	0.5	0.5	1.4	0.3	0.4	0.4	0.4	0.3	1.4	0.6	0.6	2.1	0.5	0.6	0.5	0.6	0.6	1.7
ABC NEWSRADIO	1.2	1.3	2.2	1.6	1.6	4.9	0.7	0.7	2.0	1.1	1.2	1.3	1.1	1.2	1.8	2.4	2.9	1.3	1.2	1.3	2.4
6JJJ	5.2	5.9	6.7	5.7	6.6	2.3	3.9	4.3	7.5	4.8	5.4	7.4	6.9	7.8	8.8	4.8	5.2	8.0	5.5	6.6	4.7
ABC CLASSIC	2.0	2.3	2.0	1.2	1.3	1.2	2.1	2.6	1.4	2.6	3.1	2.2	1.9	2.1	2.6	2.0	2.1	3.3	2.5	2.8	3.3
Commercial DAB+ Stns	8.9	9.7	14.3	6.2	6.6	11.3	9.1	10.6	12.3	10.3	11.7	12.5	8.8	9.0	20.3	12.6	12.1	22.7	9.5	10.2	19.5
ABC DAB+ Stns	1.3	1.2	4.3	1.0	1.1	2.4	0.7	0.7	2.7	1.3	1.2	4.9	2.0	2.1	4.4	2.7	2.0	10.5	2.7	2.7	8.2
Total DAB+ Stns	12.2	10.9	18.7	9.2	7.7	13.7	11.8	11.2	15.1	14.2	12.9	17.3	12.2	11.1	24.8	16.2	14.1	33.2	13.9	12.8	27.7

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has a 5.3% share of all listening, 6.2% share of AM/FM/DAB+ listening and 5.4% share of Streaming listening.

Please note AM/FM/DAB+ and Streaming Share% results exclude in its calculation Other AM, Other FM, Other Digital & stations appearing as n.a. Total Radio Share% is calculated including these station groups.

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 4 2023

## 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+		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
6iX	168	150	38	12	10	3	10	6	7	19	13	7	30	30	1	36	33	9	60	58	11
6PR	213	209	45	17	17	3	16	14	3	33	31	5	35	34	14	47	47	11	65	65	8
MIX 94.5	585	566	75	74	69	10	72	68	16	166	159	18	130	129	20	82	81	9	61	61	1
92.9 TRIPLE M	375	367	56	62	62	9	51	48	10	123	119	21	80	80	6	42	41	10	17	17	*
96FM	518	495	77	49	48	9	51	44	15	118	110	21	136	134	14	101	97	13	63	61	5
NOVA93.7	682	653	117	121	118	22	96	88	19	235	222	42	136	133	23	77	75	11	16	16	*
ABC PER	218	207	41	10	8	3	12	12	5	31	26	16	40	39	7	37	36	4	88	86	6
6RN	32	27	9	2	*	2	3	2	1	6	3	4	7	7	1	7	7	*	7	7	2
ABC NEWSRADIO	84	73	27	9	8	2	8	6	3	25	21	10	9	5	5	11	11	2	22	22	4
6JJB	264	250	49	33	31	8	40	37	10	119	115	18	47	44	9	19	18	3	6	6	*
ABC CLASSIC	95	90	25	8	8	1	9	9	1	28	23	13	19	19	4	11	11	3	20	20	3
Commercial DAB+ Stns	329	302	80	50	43	16	31	29	7	96	89	26	62	58	17	57	55	10	33	28	4
ABC DAB+ Stns	122	109	54	19	18	7	12	11	4	45	42	23	27	22	13	7	6	4	12	11	3
Total DAB+ Stns	438	368	125	60	54	22	36	33	11	130	116	44	85	70	27	66	57	14	60	39	8
<b>Total</b>	<b>1,724</b>	<b>1,618</b>	<b>424</b>	<b>195</b>	<b>189</b>	<b>56</b>	<b>167</b>	<b>162</b>	<b>52</b>	<b>446</b>	<b>431</b>	<b>121</b>	<b>385</b>	<b>368</b>	<b>94</b>	<b>229</b>	<b>223</b>	<b>57</b>	<b>302</b>	<b>245</b>	<b>44</b>

By Session, P10+

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		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
6iX	129	117	29	62	57	8	75	70	12	86	78	14	58	52	7	27	26	5	122	109	25
6PR	184	181	35	130	129	18	104	90	17	97	89	18	83	80	8	46	42	7	128	125	30
MIX 94.5	529	511	56	263	256	14	240	229	16	304	285	32	237	228	18	79	74	7	318	305	40
92.9 TRIPLE M	325	316	45	171	160	18	120	109	15	162	155	18	133	128	9	47	45	3	182	177	18
96FM	455	428	64	203	195	18	216	196	31	292	269	42	223	209	23	84	75	10	304	287	43
NOVA93.7	623	592	99	409	388	38	264	240	39	342	317	52	328	314	34	126	109	19	446	423	64
ABC PER	181	172	34	114	100	20	86	79	20	91	87	15	68	64	12	40	37	3	150	134	22
6RN	25	21	8	14	10	5	8	6	2	12	9	3	11	9	4	5	3	2	15	11	5
ABC NEWSRADIO	73	66	20	45	40	9	15	12	5	30	29	6	26	20	8	17	15	3	49	44	13
6JJB	228	210	41	134	131	8	83	77	16	113	93	23	114	102	15	45	39	6	164	160	24
ABC CLASSIC	79	74	21	41	35	7	36	35	6	39	34	8	32	29	7	18	14	5	50	47	11
Commercial DAB+ Stns	285	256	68	140	124	23	118	104	21	159	143	34	128	119	25	62	52	15	198	182	44
ABC DAB+ Stns	97	86	40	38	33	8	28	20	10	41	32	16	39	31	11	27	19	11	75	62	28
Total DAB+ Stns	374	310	100	191	153	31	162	122	30	211	166	49	181	146	35	89	68	26	277	228	70
<b>Total</b>	<b>1,681</b>	<b>1,558</b>	<b>373</b>	<b>1,292</b>	<b>1,165</b>	<b>161</b>	<b>1,072</b>	<b>918</b>	<b>177</b>	<b>1,276</b>	<b>1,117</b>	<b>214</b>	<b>1,138</b>	<b>981</b>	<b>158</b>	<b>510</b>	<b>429</b>	<b>79</b>	<b>1,461</b>	<b>1,317</b>	<b>277</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has 168,000 total listeners, 150,000 AM/FM/DAB+ listeners and 38,000 Streaming listeners. Please note that there can be overlap between radio types.