

## GfK Radio 360 Ratings Summary Report – Survey 8, 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 8 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	4.3	3.7	0.6	2.2	1.9	0.3	2.2	3.0	-0.8	0.7	0.5	0.2	1.5	1.3	0.2	11.1	7.7	3.4	7.3	6.8	0.5
6PR	5.8	6.2	-0.4	3.5	4.5	-1.0	7.5	6.3	1.2	1.2	1.7	-0.5	6.2	6.4	-0.2	6.0	7.0	-1.0	9.0	9.4	-0.4
MIX 94.5	12.4	13.4	-1.0	16.5	17.1	-0.6	12.3	22.3	-10.0	14.7	15.4	-0.7	15.8	15.6	0.2	14.6	15.1	-0.5	4.5	4.3	0.2
92.9 TRIPLE M	9.2	8.1	1.1	9.9	8.2	1.7	9.2	4.4	4.8	11.2	9.9	1.3	19.0	18.4	0.6	4.3	4.1	0.2	0.5	0.3	0.2
96FM	15.3	13.0	2.3	16.7	13.3	3.4	12.1	11.0	1.1	11.3	8.1	3.2	13.7	10.9	2.8	24.9	23.7	1.2	14.6	12.5	2.1
NOVA93.7	13.6	13.2	0.4	25.1	26.2	-1.1	19.2	21.4	-2.2	22.5	22.8	-0.3	14.9	12.5	2.4	7.7	7.3	0.4	2.7	2.3	0.4
ABC PER	6.5	7.2	-0.7	1.3	1.5	-0.2	2.3	2.0	0.3	1.4	2.0	-0.6	3.6	2.9	0.7	6.6	10.1	-3.5	16.7	17.6	-0.9
6RN	1.0	0.9	0.1	0.1	0.3	-0.2	0.8	0.4	0.4	0.4	0.3	0.1	0.1	0.3	-0.2	0.5	0.7	-0.2	2.9	2.5	0.4
ABC NEWSRADIO	1.2	1.3	-0.1	0.8	1.5	-0.7	1.8	1.5	0.3	0.9	0.8	0.1	0.6	0.4	0.2	0.7	0.9	-0.2	2.2	2.7	-0.5
6JJI	5.3	6.2	-0.9	4.6	3.9	0.7	9.2	8.1	1.1	15.1	18.0	-2.9	4.4	7.5	-3.1	1.1	0.8	0.3	0.2	0.2	0.0
ABC CLASSIC	2.5	2.4	0.1	1.8	2.6	-0.8	1.9	3.5	-1.6	1.6	1.2	0.4	0.9	0.8	0.1	2.0	1.4	0.6	5.6	5.1	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	4.3	3.7	0.6	4.1	3.2	0.9	5.5	4.7	0.8	4.3	4.0	0.3	3.9	3.0	0.9	1.9	2.8	-0.9	4.4	3.5	0.9						
6PR	6.1	6.7	-0.6	8.8	9.9	-1.1	6.3	6.0	0.3	4.3	4.7	-0.4	4.1	5.1	-1.0	6.2	8.9	-2.7	4.9	4.8	0.1						
MIX 94.5	12.8	13.9	-1.1	12.0	12.8	-0.8	13.4	15.3	-1.9	14.3	16.3	-2.0	13.8	13.4	0.4	5.8	5.2	0.6	11.3	11.7	-0.4						
92.9 TRIPLE M	9.5	8.5	1.0	8.6	8.3	0.3	10.7	8.1	2.6	10.3	8.5	1.8	9.4	10.4	-1.0	6.1	6.0	0.1	8.1	6.9	1.2						
96FM	15.2	12.9	2.3	13.4	12.0	1.4	17.1	15.0	2.1	16.6	14.0	2.6	14.4	11.8	2.6	12.4	7.0	5.4	15.5	13.4	2.1						
NOVA93.7	13.7	13.3	0.4	17.2	15.7	1.5	10.7	10.4	0.3	12.6	12.8	-0.2	16.1	15.9	0.2	9.7	9.7	0.0	13.2	12.8	0.4						
ABC PER	6.8	7.4	-0.6	8.1	8.2	-0.1	6.5	7.5	-1.0	5.3	5.4	-0.1	5.0	5.8	-0.8	13.8	15.7	-1.9	5.6	6.7	-1.1						
6RN	1.0	0.9	0.1	1.1	0.9	0.2	0.7	0.9	-0.2	0.8	0.9	-0.1	1.1	0.8	0.3	1.8	1.0	0.8	1.0	0.9	0.1						
ABC NEWSRADIO	1.0	1.1	-0.1	1.7	1.6	0.1	0.6	0.8	-0.2	0.8	1.0	-0.2	0.7	0.8	-0.1	1.7	2.1	-0.4	1.6	1.9	-0.3						
6JJI	5.4	6.1	-0.7	5.1	5.8	-0.7	4.8	5.5	-0.7	5.7	6.5	-0.8	6.7	6.8	-0.1	4.6	5.4	-0.8	5.0	6.6	-1.6						
ABC CLASSIC	2.3	2.2	0.1	2.3	2.0	0.3	1.7	1.8	-0.1	1.9	2.2	-0.3	3.1	2.9	0.2	4.4	3.1	1.3	3.1	3.0	0.1						

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 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	149	142	7	10	7	3	6	15	-9	13	12	1	15	20	-5	36	32	4	69	55	14
6PR	221	207	14	15	16	-1	21	19	2	33	23	10	49	45	4	38	44	-6	64	59	5
MIX 94.5	636	645	-9	96	97	-1	72	82	-10	156	161	-5	152	155	-3	90	89	1	70	62	8
92.9 TRIPLE M	379	361	18	73	68	5	56	40	16	106	107	-1	99	103	-4	30	29	1	15	14	1
96FM	526	503	23	74	66	8	50	47	3	116	114	2	112	116	-4	100	97	3	74	63	11
NOVA93.7	658	674	-16	118	115	3	104	101	3	204	217	-13	147	151	-4	56	60	-4	30	31	-1
ABC PER	231	235	-4	10	14	-4	15	13	2	28	31	-3	32	31	1	35	40	-5	112	106	6
6RN	50	50	0	3	4	-1	9	8	1	8	6	2	4	6	-2	3	5	-2	23	21	2
ABC NEWSRADIO	106	103	3	8	7	1	16	13	3	26	22	4	11	9	2	11	16	-5	33	36	-3
6JJB	285	286	-1	30	34	-4	55	43	12	129	128	1	48	64	-16	15	9	6	9	8	1
ABC CLASSIC	104	109	-5	8	13	-5	15	25	-10	27	25	2	16	11	5	11	10	1	27	25	2
<b>Total</b>	<b>1,727</b>	<b>1,729</b>	<b>-2</b>	<b>196</b>	<b>198</b>	<b>-2</b>	<b>167</b>	<b>169</b>	<b>-2</b>	<b>446</b>	<b>441</b>	<b>5</b>	<b>388</b>	<b>389</b>	<b>-1</b>	<b>229</b>	<b>230</b>	<b>-1</b>	<b>301</b>	<b>302</b>	<b>-1</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	129	116	13	75	60	15	72	58	14	78	73	5	54	44	10	28	26	2	95	87	8
6PR	198	189	9	131	128	3	97	93	4	98	89	9	87	86	1	32	40	-8	130	121	9
MIX 94.5	566	586	-20	306	312	-6	244	246	-2	312	335	-23	272	265	7	79	79	0	365	354	11
92.9 TRIPLE M	326	323	3	168	164	4	145	120	25	181	171	10	157	157	0	48	48	0	198	166	32
96FM	472	448	24	245	234	11	236	202	34	299	270	29	230	203	27	71	58	13	327	306	21
NOVA93.7	613	630	-17	405	400	5	249	243	6	349	346	3	292	296	-4	105	99	6	389	389	0
ABC PER	204	216	-12	132	138	-6	106	115	-9	104	109	-5	86	90	-4	51	53	-2	147	145	2
6RN	38	37	1	25	23	2	13	18	-5	18	20	-2	21	16	5	13	9	4	29	30	-1
ABC NEWSRADIO	92	85	7	53	47	6	25	30	-5	41	38	3	20	19	1	15	16	-1	62	66	-4
6JJB	247	250	-3	143	136	7	88	92	-4	133	119	14	134	118	16	42	42	0	170	173	-3
ABC CLASSIC	91	93	-2	51	44	7	35	39	-4	42	45	-3	44	45	-1	26	23	3	54	63	-9
<b>Total</b>	<b>1,689</b>	<b>1,702</b>	<b>-13</b>	<b>1,336</b>	<b>1,332</b>	<b>4</b>	<b>1,116</b>	<b>1,086</b>	<b>30</b>	<b>1,298</b>	<b>1,279</b>	<b>19</b>	<b>1,198</b>	<b>1,159</b>	<b>39</b>	<b>504</b>	<b>505</b>	<b>-1</b>	<b>1,498</b>	<b>1,482</b>	<b>16</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 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	9	7	2	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1	4	3	1
6PR	12	13	-1	1	1	0	1	1	0	*	1	*	3	3	0	2	2	0	5	5	0
MIX 94.5	25	27	-2	3	4	-1	2	3	-1	6	6	0	8	8	0	4	5	-1	2	2	0
92.9 TRIPLE M	19	16	3	2	2	0	1	1	0	4	4	0	9	9	0	1	1	0	*	*	*
96FM	31	26	5	3	3	0	2	2	0	4	3	1	7	5	2	7	7	0	7	6	1
NOVA93.7	28	27	1	5	6	-1	3	3	0	9	8	1	7	6	1	2	2	0	1	1	0
ABC PER	13	15	-2	*	*	*	*	*	*	1	1	0	2	1	1	2	3	-1	8	9	-1
6RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	11	13	-2	1	1	0	1	1	0	6	7	-1	2	4	-2	*	*	*	*	*	*
ABC CLASSIC	5	5	0	*	1	*	*	1	*	1	*	*	*	*	*	1	*	*	3	3	0
<b>Total</b>	<b>205</b>	<b>203</b>	<b>2</b>	<b>20</b>	<b>21</b>	<b>-1</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>39</b>	<b>36</b>	<b>3</b>	<b>50</b>	<b>49</b>	<b>1</b>	<b>30</b>	<b>31</b>	<b>-1</b>	<b>51</b>	<b>50</b>	<b>1</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	9	8	1	12	9	3	16	14	2	12	11	1	8	6	2	1	2	-1	8	6	2
6PR	13	14	-1	26	28	-2	19	18	1	12	13	-1	9	11	-2	3	5	-2	9	9	0
MIX 94.5	27	30	-3	36	37	-1	40	46	-6	40	46	-6	29	27	2	3	3	0	21	21	0
92.9 TRIPLE M	20	18	2	26	24	2	32	24	8	29	24	5	19	21	-2	3	3	0	15	12	3
96FM	32	27	5	40	34	6	51	45	6	46	40	6	30	24	6	7	4	3	29	24	5
NOVA93.7	29	28	1	51	45	6	32	31	1	35	37	-2	33	33	0	5	5	0	24	23	1
ABC PER	15	16	-1	24	23	1	19	22	-3	15	16	-1	10	12	-2	7	9	-2	10	12	-2
6RN	2	2	0	3	3	0	2	3	-1	2	3	-1	2	2	0	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	2	3	-1	1	2	-1	1	1	0	3	3	0
6JJJ	11	13	-2	15	17	-2	14	17	-3	16	19	-3	14	14	0	2	3	-1	9	12	-3
ABC CLASSIC	5	5	0	7	6	1	5	5	0	5	6	-1	6	6	0	2	2	0	6	5	1
<b>Total</b>	<b>213</b>	<b>213</b>	<b>0</b>	<b>299</b>	<b>286</b>	<b>13</b>	<b>298</b>	<b>300</b>	<b>-2</b>	<b>278</b>	<b>285</b>	<b>-7</b>	<b>207</b>	<b>206</b>	<b>1</b>	<b>53</b>	<b>55</b>	<b>-2</b>	<b>184</b>	<b>179</b>	<b>5</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 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	55	46	9	15	11	4	8	5	3	7	8	-1	9	15	-6	10	5	5	7	2	5
BLENDER BEATS	11	12	-1	4	4	0	1	1	0	2	5	-3	1	1	0	3	2	1	*	*	*
CADA	11	4	7	2	1	1	3	*	*	3	2	1	2	1	1	1	*	*	*	*	*
Chemist Warehouse Remix	17	17	0	3	5	-2	5	6	-1	5	4	1	2	3	-1	*	*	*	3	*	*
Coles Radio	51	57	-6	8	6	2	12	11	1	14	16	-2	7	12	-5	3	4	-1	8	8	0
KIX DIGITAL	10	7	3	1	1	0	4	3	1	4	1	3	*	*	*	1	1	0	1	1	0
LiSTNR Radio	8	12	-4	3	3	0	2	3	-1	1	*	*	2	6	-4	*	*	*	*	*	*
MMM 80s	23	27	-4	4	5	-1	3	2	1	3	5	-2	9	9	0	5	6	-1	*	1	*
MMM CLASSIC ROCK	35	41	-6	3	4	-1	3	3	0	5	12	-7	10	13	-3	12	8	4	1	1	0
MMM COUNTRY	16	14	2	2	2	0	2	3	-1	7	6	1	2	1	1	3	3	0	*	*	*
MMM TRADIE RADIO	22	28	-6	2	3	-1	4	6	-2	5	5	0	8	14	-6	2	1	1	1	1	0
My Perth DAB Radio	29	32	-3	3	3	0	7	7	0	7	7	0	5	8	-3	2	*	*	4	7	-3
OLDSKOOL 80s HITS	50	59	-9	9	10	-1	10	11	-1	11	15	-4	11	15	-4	8	7	1	1	1	0
OLDSKOOL 90s HITS	56	55	1	12	8	4	10	9	1	21	26	-5	9	9	0	5	3	2	*	*	*
RnB Fridays Radio	50	56	-6	7	11	-4	10	12	-2	21	24	-3	9	9	0	2	*	*	1	*	*
smooth fm Perth	92	106	-14	9	8	1	12	12	0	24	25	-1	15	24	-9	20	18	2	11	19	-8
triple j Unearthed	23	30	-7	5	4	1	11	11	0	6	14	-8	1	*	*	*	1	*	*	*	*
ABC Country	24	27	-3	2	3	-1	4	4	0	6	5	1	*	1	*	3	5	-2	9	8	1
ABC Jazz	26	30	-4	5	7	-2	5	5	0	6	9	-3	4	4	0	2	4	-2	4	1	3
ABC KIDS LISTEN	21	19	2	6	4	2	5	3	2	6	9	-3	2	1	1	1	1	0	*	1	*
ABC Sport	24	41	-17	3	5	-2	9	10	-1	4	7	-3	2	7	-5	2	4	-2	3	8	-5
Double J	30	36	-6	7	6	1	7	6	1	8	10	-2	5	9	-4	2	3	-1	2	2	0
Total Digital/Internet Only	442	471	-29	64	57	7	64	64	0	110	119	-9	88	103	-15	57	60	-3	59	68	-9

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1822]

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	44	33	11	12	5	7	17	11	6	22	16	6	15	18	-3	9	6	3	19	24	-5
BLENDER BEATS	10	9	1	4	4	0	4	5	-1	4	5	-1	7	5	2	3	1	2	6	6	0
CADA	7	3	4	3	2	1	*	*	*	2	1	1	1	1	0	1	1	0	7	2	5
Chemist Warehouse Remix	15	13	2	5	5	0	2	1	1	6	4	2	6	5	1	2	2	0	5	6	-1
Coles Radio	40	42	-2	11	15	-4	17	15	2	17	16	1	11	14	-3	8	7	1	23	28	-5
KIX DIGITAL	7	5	2	3	1	2	2	1	1	1	2	-1	3	1	2	2	1	1	5	3	2
LiSTNR Radio	4	6	-2	*	2	*	*	1	*	3	2	1	2	*	*	1	2	-1	4	6	-2
MMM 80s	20	22	-2	4	4	0	3	10	-7	6	7	-1	11	9	2	3	3	0	9	8	1
MMM CLASSIC ROCK	30	35	-5	8	12	-4	8	11	-3	12	16	-4	15	15	0	5	5	0	22	20	2
MMM COUNTRY	12	10	2	5	6	-1	4	6	-2	7	5	2	7	5	2	4	3	1	9	8	1
MMM TRADIE RADIO	20	26	-6	6	12	-6	6	10	-4	8	11	-3	15	14	1	3	4	-1	14	14	0
My Perth DAB Radio	20	22	-2	10	11	-1	8	7	1	10	14	-4	10	11	-1	4	5	-1	18	19	-1
OLDSKOOL 80s HITS	39	51	-12	16	20	-4	11	14	-3	25	29	-4	21	32	-11	7	6	1	28	26	2
OLDSKOOL 90s HITS	49	50	-1	23	16	7	24	16	8	29	32	-3	20	24	-4	10	10	0	27	31	-4
RnB Fridays Radio	44	47	-3	23	25	-2	19	24	-5	20	19	1	20	20	0	7	11	-4	17	23	-6
smooth fm Perth	83	85	-2	35	48	-13	39	43	-4	43	47	-4	43	49	-6	26	29	-3	58	73	-15
triple j Unearthed	19	24	-5	4	6	-2	7	9	-2	5	12	-7	7	11	-4	5	6	-1	9	15	-6
ABC Country	17	15	2	2	2	0	4	2	2	5	5	0	8	10	-2	4	4	0	15	15	0
ABC Jazz	16	26	-10	5	9	-4	6	7	-1	6	9	-3	4	7	-3	5	9	-4	15	17	-2
ABC KIDS LISTEN	20	17	3	8	5	3	8	7	1	6	2	4	9	7	2	1	1	0	10	7	3
ABC Sport	16	20	-4	1	6	-5	3	7	-4	6	7	-1	10	7	3	6	5	1	18	30	-12
Double J	23	30	-7	9	15	-6	8	12	-4	13	14	-1	9	10	-1	4	5	-1	17	17	0
Total Digital/Internet Only	380	396	-16	185	206	-21	173	195	-22	220	247	-27	211	237	-26	110	119	-9	289	335	-46

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 8 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	4.3	4.8	5.2	2.2	2.2	2.9	2.2	2.7	0.2	0.7	0.7	0.9	1.5	1.4	4.2	11.1	11.6	20.6	7.3	10.4	2.7
6PR	5.8	6.1	10.8	3.5	3.7	2.8	7.5	8.3	6.2	1.2	1.3	1.6	6.2	5.6	16.5	6.0	6.0	14.0	9.0	11.8	17.4
MIX 94.5	12.4	14.6	9.0	16.5	17.5	9.9	12.3	13.7	9.8	14.7	15.9	10.3	15.8	18.1	11.2	14.6	17.4	7.5	4.5	6.3	3.3
92.9 TRIPLE M	9.2	10.9	5.0	9.9	10.4	7.0	9.2	10.0	8.7	11.2	12.3	5.4	19.0	22.8	5.7	4.3	4.8	4.6	0.5	0.7	*
96FM	15.3	17.5	15.2	16.7	17.1	17.3	12.1	14.1	6.0	11.3	11.5	13.7	13.7	15.6	11.0	24.9	29.5	14.8	14.6	18.9	31.1
NOVA93.7	13.6	15.7	12.2	25.1	25.5	29.0	19.2	22.3	9.0	22.5	24.4	13.9	14.9	16.9	11.6	7.7	8.4	11.2	2.7	3.5	5.3
ABC PER	6.5	7.0	10.6	1.3	1.3	1.7	2.3	1.1	10.6	1.4	1.4	2.0	3.6	2.7	14.0	6.6	7.6	6.1	16.7	22.3	25.3
6RN	1.0	1.1	1.1	0.1	0.1	0.2	0.8	0.3	4.3	0.4	0.4	1.0	0.1	0.2	*	0.5	0.5	1.3	2.9	4.2	1.4
ABC NEWSRADIO	1.2	1.2	2.7	0.8	0.8	1.2	1.8	1.0	7.0	0.9	0.8	2.3	0.6	0.6	1.3	0.7	0.5	3.0	2.2	3.0	3.4
6JJJ	5.3	5.9	6.6	4.6	4.5	7.9	9.2	10.2	7.9	15.1	15.4	17.6	4.4	5.2	2.4	1.1	1.1	2.3	0.2	0.2	1.3
ABC CLASSIC	2.5	3.0	1.5	1.8	1.9	1.4	1.9	1.9	2.5	1.6	1.7	1.0	0.9	1.1	0.5	2.0	2.0	3.7	5.6	8.0	1.0
Commercial DAB+ Stns	9.6	10.3	15.0	12.8	12.9	15.6	12.4	12.1	16.4	11.6	10.9	20.5	9.4	9.0	18.6	8.5	9.8	7.5	6.8	9.4	6.7
ABC DAB+ Stns	1.8	1.7	5.3	2.2	2.2	3.1	3.3	2.2	11.4	3.8	3.3	9.9	1.0	0.9	3.2	1.1	1.0	3.3	1.0	1.3	1.2
Total DAB+ Stns	13.6	12.0	20.3	15.1	15.1	18.7	17.3	14.3	27.8	15.9	14.2	30.4	13.7	9.9	21.8	14.7	10.7	10.8	9.3	10.8	7.9

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		
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	4.3	4.9	4.8	4.1	4.6	3.5	5.5	6.5	4.6	4.3	4.8	6.0	3.9	4.1	6.7	1.9	2.1	2.7	4.4	4.8	6.2
6PR	6.1	6.2	12.6	8.8	8.9	20.1	6.3	6.7	12.5	4.3	4.3	10.6	4.1	4.3	7.0	6.2	6.8	7.9	4.9	5.6	5.1
MIX 94.5	12.8	15.1	9.6	12.0	13.8	9.1	13.4	15.9	12.0	14.3	17.0	10.8	13.8	15.9	7.1	5.8	6.7	5.3	11.3	13.3	7.0
92.9 TRIPLE M	9.5	11.4	5.3	8.6	9.9	6.0	10.7	13.1	6.0	10.3	12.7	4.6	9.4	10.9	3.7	6.1	7.0	5.9	8.1	9.7	4.3
96FM	15.2	17.4	15.3	13.4	14.9	15.0	17.1	19.8	18.9	16.6	19.4	16.1	14.4	16.2	12.1	12.4	14.6	10.1	15.5	17.8	14.7
NOVA93.7	13.7	15.8	13.4	17.2	20.0	10.9	10.7	11.9	15.7	12.6	14.2	16.5	16.1	18.2	11.8	9.7	11.4	7.9	13.2	15.6	8.3
ABC PER	6.8	7.4	11.3	8.1	8.2	18.4	6.5	7.2	10.3	5.3	5.9	8.2	5.0	5.4	6.3	13.8	16.2	11.5	5.6	6.1	8.4
6RN	1.0	1.1	1.2	1.1	1.2	2.1	0.7	0.8	0.4	0.8	1.0	0.8	1.1	1.1	1.4	1.8	2.1	1.7	1.0	1.2	0.9
ABC NEWSRADIO	1.0	1.1	2.2	1.7	1.6	4.1	0.6	0.6	2.0	0.8	0.9	1.4	0.7	0.7	1.3	1.7	2.1	1.1	1.6	1.6	4.5
6JJJ	5.4	6.0	6.8	5.1	6.1	1.6	4.8	5.6	5.3	5.7	6.5	6.9	6.7	6.8	13.2	4.6	3.7	13.9	5.0	5.6	5.8
ABC CLASSIC	2.3	2.8	1.5	2.3	2.8	0.8	1.7	2.1	0.7	1.9	2.2	2.2	3.1	3.5	2.3	4.4	5.5	1.6	3.1	3.7	1.4
Commercial DAB+ Stns	8.8	9.5	12.6	6.1	6.7	7.2	7.6	8.8	8.4	8.8	9.7	12.1	11.0	11.0	21.9	18.0	19.7	23.4	12.0	12.4	22.5
ABC DAB+ Stns	1.5	1.4	3.5	1.1	1.3	1.0	1.1	1.1	3.0	1.5	1.5	4.0	2.0	2.0	5.0	2.4	2.0	7.1	3.0	2.6	10.8
Total DAB+ Stns	12.5	11.0	16.1	9.0	8.0	8.3	10.6	9.9	11.4	13.0	11.2	16.1	14.2	12.9	27.0	26.2	21.7	30.5	16.8	15.0	33.3

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has a 4.3% share of all listening, 4.8% share of AM/FM/DAB+ listening and 5.2% 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 8 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	149	146	19	10	9	2	6	6	1	13	11	4	15	15	2	36	36	7	69	68	3
6PR	221	207	49	15	13	4	21	18	8	33	29	8	49	46	16	38	37	9	64	64	5
MIX 94.5	636	610	97	96	94	12	72	67	15	156	145	29	152	146	27	90	89	11	70	68	3
92.9 TRIPLE M	379	368	61	73	70	10	56	54	16	106	101	17	99	99	13	30	28	5	15	15	*
96FM	526	503	95	74	69	11	50	47	11	116	106	26	112	112	21	100	98	16	74	72	9
NOVA93.7	658	634	108	118	114	22	104	100	13	204	194	30	147	141	31	56	55	7	30	30	5
ABC PER	231	217	43	10	9	3	15	10	8	28	24	9	32	31	9	35	33	5	112	110	9
6RN	50	49	11	3	3	1	9	8	4	8	8	3	4	4	*	3	3	1	23	23	2
ABC NEWSRADIO	106	96	29	8	7	3	16	14	6	26	22	10	11	10	3	11	10	3	33	32	3
6J JJ	285	265	69	30	27	7	55	50	17	129	125	29	48	45	10	15	11	3	9	7	2
ABC CLASSIC	104	93	25	8	7	2	15	13	7	27	26	4	16	14	3	11	10	6	27	24	3
Commercial DAB+ Stns	325	304	98	49	45	9	49	43	21	88	83	29	62	58	23	44	42	10	33	32	6
ABC DAB+ Stns	123	110	53	22	21	5	30	23	17	29	26	19	15	15	8	11	9	3	17	17	2
Total DAB+ Stns	442	382	138	64	59	13	64	58	29	110	101	47	88	69	30	57	47	12	59	48	8
<b>Total</b>	<b>1,727</b>	<b>1,644</b>	<b>430</b>	<b>196</b>	<b>189</b>	<b>52</b>	<b>167</b>	<b>165</b>	<b>55</b>	<b>446</b>	<b>434</b>	<b>121</b>	<b>388</b>	<b>369</b>	<b>111</b>	<b>229</b>	<b>218</b>	<b>52</b>	<b>301</b>	<b>268</b>	<b>39</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	123	15	75	72	10	72	71	5	78	69	10	54	48	8	28	26	3	95	91	13
6PR	198	185	45	131	119	22	97	84	20	98	92	19	87	82	15	32	24	10	130	118	21
MIX 94.5	566	538	85	306	292	20	244	224	29	312	289	38	272	262	21	79	70	12	365	350	39
92.9 TRIPLE M	326	317	51	168	159	21	145	130	23	181	174	19	157	151	10	48	43	7	198	190	25
96FM	472	443	75	245	228	32	236	215	39	299	281	34	230	217	26	71	62	12	327	311	53
NOVA93.7	613	589	94	405	391	32	249	224	39	349	321	51	292	276	27	105	91	14	389	371	46
ABC PER	204	188	38	132	120	24	106	96	14	104	96	15	86	81	7	51	45	6	147	142	18
6RN	38	36	9	25	21	6	13	10	3	18	17	1	21	19	3	13	10	4	29	28	5
ABC NEWSRADIO	92	79	23	53	42	14	25	21	6	41	36	6	20	18	3	15	14	3	62	55	14
6J JJ	247	231	53	143	138	10	88	76	20	133	115	25	134	122	25	42	31	12	170	160	33
ABC CLASSIC	91	83	20	51	50	4	35	30	5	42	38	8	44	40	8	26	23	5	54	49	9
Commercial DAB+ Stns	284	268	79	141	133	21	135	121	24	162	147	32	158	139	37	76	58	22	201	185	50
ABC DAB+ Stns	98	84	41	27	23	6	32	28	10	39	27	19	44	37	12	24	13	13	78	67	32
Total DAB+ Stns	380	329	112	185	154	26	173	145	33	220	171	49	211	172	49	110	71	34	289	241	77
<b>Total</b>	<b>1,689</b>	<b>1,585</b>	<b>385</b>	<b>1,336</b>	<b>1,214</b>	<b>186</b>	<b>1,116</b>	<b>949</b>	<b>186</b>	<b>1,298</b>	<b>1,148</b>	<b>213</b>	<b>1,198</b>	<b>1,058</b>	<b>166</b>	<b>504</b>	<b>409</b>	<b>101</b>	<b>1,498</b>	<b>1,372</b>	<b>269</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has 149,000 total listeners, 146,000 AM/FM/DAB+ listeners and 19,000 Streaming listeners. Please note that there can be overlap between radio types.