

## GfK Radio 360 Ratings Summary Report – Survey 7, 2024

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 2024, Mon-Sun 5:30am-12mn, People 10+, By Radio Type

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 7 2024 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	5.6	5.4	0.2	1.9	3.7	-1.8	0.8	0.6	0.2	1.2	1.0	0.2	1.8	3.1	-1.3	7.0	7.0	0.0	13.7	12.0	1.7
6PR	7.4	6.8	0.6	5.3	4.0	1.3	2.4	2.7	-0.3	0.9	1.8	-0.9	8.8	7.8	1.0	10.4	9.6	0.8	11.2	10.4	0.8
MIX 94.5	12.6	11.7	0.9	19.3	19.8	-0.5	16.1	15.6	0.5	15.0	12.7	2.3	15.3	12.8	2.5	14.1	14.1	0.0	4.4	3.9	0.5
92.9 TRIPLE M	9.2	10.7	-1.5	12.1	12.1	0.0	9.7	10.5	-0.8	22.2	23.1	-0.9	11.3	13.7	-2.4	2.9	5.9	-3.0	0.6	0.5	0.1
96FM	14.6	15.2	-0.6	7.5	9.9	-2.4	12.5	13.1	-0.6	9.2	9.6	-0.4	14.8	13.5	1.3	29.6	28.0	1.6	12.8	16.0	-3.2
NOVA93.7	13.9	14.1	-0.2	28.7	22.2	6.5	28.1	28.3	-0.2	20.7	20.0	0.7	15.7	17.0	-1.3	7.7	8.4	-0.7	1.9	2.7	-0.8
ABC PER	5.0	5.7	-0.7	0.7	0.9	-0.2	0.8	0.9	-0.1	1.2	2.0	-0.8	2.4	4.2	-1.8	3.6	6.9	-3.3	13.6	12.7	0.9
6RN	0.9	0.9	0.0	0.3	0.2	0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.1	*	*	1.4	1.5	-0.1	2.1	2.4	-0.3
ABC NEWSRADIO	1.1	1.0	0.1	0.4	0.8	-0.4	2.3	1.4	0.9	0.3	0.5	-0.2	0.2	0.3	-0.1	1.8	0.8	1.0	2.1	2.2	-0.1
6JJJ	5.0	5.8	-0.8	8.3	7.1	1.2	10.7	14.4	-3.7	10.8	11.5	-0.7	4.2	6.1	-1.9	2.2	1.6	0.6	0.5	0.6	-0.1
ABC CLASSIC	2.6	2.2	0.4	0.3	1.2	-0.9	1.9	1.7	0.2	1.2	1.8	-0.6	2.3	1.0	1.3	3.4	1.7	1.7	4.5	4.7	-0.2

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	5.3	5.3	0.0	5.2	5.0	0.2	5.8	5.9	-0.1	5.8	5.8	0.0	4.1	4.7	-0.6	2.8	2.6	0.2	6.5	5.5	1.0
6PR	7.7	7.2	0.5	10.8	9.8	1.0	8.0	7.5	0.5	5.6	4.8	0.8	6.2	6.4	-0.2	5.3	5.4	-0.1	6.6	5.9	0.7
MIX 94.5	13.0	12.0	1.0	12.4	11.7	0.7	13.3	12.2	1.1	13.9	12.5	1.4	14.0	12.2	1.8	7.2	9.1	-1.9	11.4	10.6	0.8
92.9 TRIPLE M	9.3	11.1	-1.8	9.6	10.7	-1.1	9.1	11.7	-2.6	9.1	11.6	-2.5	10.1	10.3	-0.2	7.8	8.8	-1.0	8.9	9.5	-0.6
96FM	14.2	14.8	-0.6	11.4	12.4	-1.0	16.6	16.5	0.1	16.7	17.3	-0.6	12.1	13.4	-1.3	7.7	9.6	-1.9	16.2	16.4	-0.2
NOVA93.7	13.8	14.3	-0.5	16.3	16.4	-0.1	11.7	11.2	0.5	12.5	13.4	-0.9	16.7	18.3	-1.6	12.0	12.3	-0.3	14.1	13.3	0.8
ABC PER	5.0	5.9	-0.9	6.5	7.8	-1.3	4.7	5.8	-1.1	2.5	3.5	-1.0	4.2	4.1	0.1	14.4	13.3	1.1	5.1	5.2	-0.1
6RN	0.8	0.8	0.0	1.0	1.2	-0.2	0.6	0.8	-0.2	0.5	0.4	0.1	1.0	0.9	0.1	2.2	1.7	0.5	1.0	1.2	-0.2
ABC NEWSRADIO	1.2	1.0	0.2	1.6	1.6	0.0	0.5	0.5	0.0	1.1	0.5	0.6	0.9	0.6	0.3	3.4	2.9	0.5	1.1	1.1	0.0
6JJJ	5.0	5.5	-0.5	5.0	5.5	-0.5	3.8	4.1	-0.3	5.3	6.1	-0.8	7.2	7.2	0.0	3.2	4.2	-1.0	5.1	6.9	-1.8
ABC CLASSIC	2.5	2.2	0.3	2.9	2.0	0.9	2.0	1.9	0.1	2.5	2.4	0.1	2.2	2.3	-0.1	3.6	3.0	0.6	3.0	2.4	0.6

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 7 2024 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	143	6	9	10	-1	9	9	0	13	9	4	24	28	-4	29	28	1	65	59	6
6PR	211	201	10	16	13	3	16	20	-4	25	31	-6	60	51	9	45	47	-2	49	38	11
MIX 94.5	571	573	-2	87	91	-4	74	72	2	153	155	-2	135	139	-4	61	67	-6	62	50	12
92.9 TRIPLE M	419	419	0	64	60	4	60	52	8	152	163	-11	106	102	4	27	31	-4	10	12	-2
96FM	488	495	-7	53	59	-6	58	53	5	95	98	-3	117	124	-7	94	88	6	71	73	-2
NOVA93.7	670	661	9	116	113	3	94	91	3	226	215	11	147	148	-1	61	63	-2	26	31	-5
ABC PER	194	192	2	8	6	2	9	10	-1	19	20	-1	28	28	0	32	40	-8	98	88	10
6RN	47	42	5	2	1	1	4	3	1	5	5	0	6	3	3	8	8	0	23	22	1
ABC NEWSRADIO	69	70	-1	4	8	-4	10	11	-1	9	12	-3	8	10	-2	10	8	2	28	22	6
6JJI	266	291	-25	32	37	-5	41	45	-4	118	120	-2	50	63	-13	18	19	-1	7	7	0
ABC CLASSIC	80	77	3	4	6	-2	11	9	2	18	17	1	19	14	5	11	8	3	17	23	-6
<b>Total</b>	<b>1,727</b>	<b>1,724</b>	<b>3</b>	<b>195</b>	<b>195</b>	<b>0</b>	<b>170</b>	<b>168</b>	<b>2</b>	<b>439</b>	<b>442</b>	<b>-3</b>	<b>390</b>	<b>393</b>	<b>-3</b>	<b>226</b>	<b>225</b>	<b>1</b>	<b>308</b>	<b>300</b>	<b>8</b>

By Session, P10+ [Potential: 1847]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
6iX	132	124	8	80	78	2	83	76	7	88	82	6	62	62	0	20	17	3	98	97	1
6PR	192	186	6	139	148	-9	105	94	11	85	78	7	68	68	0	31	29	2	109	102	7
MIX 94.5	506	503	3	280	286	-6	238	231	7	278	288	-10	227	216	11	78	77	1	316	303	13
92.9 TRIPLE M	375	372	3	213	206	7	184	183	1	204	193	11	157	158	-1	54	58	-4	227	216	11
96FM	447	446	1	225	237	-12	248	234	14	263	269	-6	192	199	-7	71	66	5	268	276	-8
NOVA93.7	622	624	-2	427	439	-12	275	243	32	325	321	4	271	292	-21	92	90	2	410	385	25
ABC PER	169	168	1	106	111	-5	95	96	-1	73	79	-6	69	66	3	52	44	8	124	123	1
6RN	38	34	4	19	24	-5	17	18	-1	20	12	8	11	9	2	9	7	2	24	23	1
ABC NEWSRADIO	59	63	-4	36	43	-7	19	17	2	24	18	6	18	11	7	20	15	5	43	41	2
6JJI	237	265	-28	139	162	-23	105	114	-9	133	153	-20	133	128	5	44	45	-1	140	164	-24
ABC CLASSIC	73	68	5	39	41	-2	36	34	2	40	38	2	29	30	-1	14	11	3	52	55	-3
<b>Total</b>	<b>1,684</b>	<b>1,682</b>	<b>2</b>	<b>1,336</b>	<b>1,368</b>	<b>-32</b>	<b>1,170</b>	<b>1,131</b>	<b>39</b>	<b>1,269</b>	<b>1,255</b>	<b>14</b>	<b>1,077</b>	<b>1,064</b>	<b>13</b>	<b>480</b>	<b>477</b>	<b>3</b>	<b>1,421</b>	<b>1,408</b>	<b>13</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 7 2024 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	11	0	*	1	*	*	*	*	*	*	1	1	0	2	2	0	7	6	1	
6PR	15	13	2	1	1	0	*	*	*	*	1	*	4	4	0	3	3	0	6	5	1
MIX 94.5	25	23	2	4	4	0	2	2	0	6	5	1	7	6	1	4	4	0	2	2	0
92.9 TRIPLE M	18	21	-3	2	2	0	1	2	-1	8	9	-1	5	7	-2	1	2	-1	*	*	*
96FM	29	30	-1	1	2	-1	2	2	0	3	4	-1	7	6	1	9	8	1	7	8	-1
NOVA93.7	28	28	0	5	4	1	4	4	0	8	8	0	7	8	-1	2	3	-1	1	1	0
ABC PER	10	11	-1	*	*	*	*	*	*	*	1	*	1	2	-1	1	2	-1	7	6	1
6RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
6J JJ	10	11	-1	2	1	1	1	2	-1	4	4	0	2	3	-1	1	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	*	1	*	1	*	*	1	1	0	2	2	0
<b>Total</b>	<b>198</b>	<b>197</b>	<b>1</b>	<b>18</b>	<b>19</b>	<b>-1</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>37</b>	<b>38</b>	<b>-1</b>	<b>46</b>	<b>48</b>	<b>-2</b>	<b>30</b>	<b>30</b>	<b>0</b>	<b>52</b>	<b>48</b>	<b>4</b>

By Session, P10+ [Potential: 1847]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
6iX	11	11	0	16	16	0	20	19	1	16	16	0	7	8	-1	1	1	0	11	9	2
6PR	16	15	1	32	31	1	27	24	3	16	13	3	10	11	-1	2	2	0	11	10	1
MIX 94.5	27	25	2	37	37	0	45	39	6	39	34	5	23	21	2	3	3	0	19	18	1
92.9 TRIPLE M	20	23	-3	29	34	-5	31	38	-7	26	31	-5	17	18	-1	3	3	0	15	16	-1
96FM	30	31	-1	34	39	-5	56	53	3	47	47	0	20	23	-3	3	4	-1	27	28	-1
NOVA93.7	29	30	-1	49	52	-3	40	36	4	35	36	-1	28	31	-3	5	5	0	24	23	1
ABC PER	10	12	-2	19	25	-6	16	19	-3	7	10	-3	7	7	0	6	5	1	9	9	0
6RN	2	2	0	3	4	-1	2	2	0	2	1	1	2	1	1	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	3	1	2	1	1	0	1	1	0	2	2	0
6J JJ	10	11	-1	15	17	-2	13	13	0	15	16	-1	12	12	0	1	2	-1	9	12	-3
ABC CLASSIC	5	5	0	9	6	3	7	6	1	7	6	1	4	4	0	1	1	0	5	4	1
<b>Total</b>	<b>210</b>	<b>208</b>	<b>2</b>	<b>299</b>	<b>317</b>	<b>-18</b>	<b>338</b>	<b>321</b>	<b>17</b>	<b>281</b>	<b>270</b>	<b>11</b>	<b>167</b>	<b>170</b>	<b>-3</b>	<b>40</b>	<b>38</b>	<b>2</b>	<b>167</b>	<b>170</b>	<b>-3</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 7 2024 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	47	54	-7	5	9	-4	5	5	0	18	13	5	5	12	-7	8	8	0	6	7	-1
BLENDER BEATS	27	29	-2	5	8	-3	5	1	4	6	10	-4	9	9	0	*	*	*	1	1	0
CADA	8	6	2	3	2	1	1	*	*	1	1	0	2	3	-1	1	*	*	*	*	*
Chemist Warehouse Remix	14	13	1	3	2	1	1	1	0	3	3	0	6	7	-1	*	*	*	*	*	*
Coles Radio	44	39	5	8	6	2	7	5	2	15	14	1	4	4	0	5	5	0	6	4	2
EASY HITS	23	29	-6	4	3	1	4	5	-1	3	9	-6	9	8	1	2	2	0	2	2	0
KIX DIGITAL	3	2	1	2	1	1	*	*	*	*	1	*	*	*	*	1	*	*	*	*	*
MMM 80s	14	19	-5	2	3	-1	2	2	0	3	3	0	5	8	-3	2	3	-1	*	*	*
MMM 90s	18	22	-4	3	1	2	2	*	*	2	4	-2	10	15	-5	3	*	*	*	*	*
MMM CLASSIC ROCK	28	33	-5	1	2	-1	1	2	-1	5	6	-1	6	7	-1	13	14	-1	1	3	-2
MMM COUNTRY	15	20	-5	2	*	*	4	1	3	3	6	-3	2	7	-5	2	3	-1	1	3	-2
My Perth DAB Radio	19	24	-5	3	5	-2	2	3	-1	5	7	-2	4	3	1	3	2	1	1	3	-2
OLDSKOOL 80s HITS	30	32	-2	2	3	-1	*	*	*	5	4	1	15	13	2	8	12	-4	*	*	*
OLDSKOOL 90s HITS	38	32	6	8	8	0	3	2	1	10	7	3	10	11	-1	7	6	1	*	*	*
RnB FRIDAYS RADIO	42	35	7	9	5	4	3	3	0	19	19	0	7	8	-1	1	*	*	2	*	*
smooth fm Perth	79	81	-2	5	9	-4	6	5	1	15	14	1	16	18	-2	17	17	0	21	18	3
triple j Unearthed	29	36	-7	4	6	-2	9	6	3	8	16	-8	4	5	-1	1	2	-1	3	2	1
ABC Country	13	11	2	3	3	0	3	3	0	4	2	2	1	*	*	1	1	0	2	2	0
ABC Jazz	17	16	1	3	3	0	3	2	1	2	4	-2	3	3	0	2	2	0	3	3	0
ABC KIDS LISTEN	19	20	-1	8	9	-1	1	2	-1	7	8	-1	1	1	0	*	*	*	1	*	*
ABC Sport	10	17	-7	1	1	0	*	2	*	*	2	*	3	4	-1	3	4	-1	3	4	-1
Double J	22	20	2	4	4	0	*	1	*	7	8	-1	7	6	1	2	1	1	2	*	*
Total Digital/Internet Only	411	430	-19	54	56	-2	40	40	0	112	116	-4	97	105	-8	58	57	1	50	55	-5

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 7 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1847]

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	35	44	-9	15	17	-2	20	23	-3	20	22	-2	10	10	0	4	7	-3	17	22	-5
BLENDER BEATS	23	25	-2	9	11	-2	14	13	1	12	13	-1	7	13	-6	3	6	-3	10	14	-4
CADA	8	5	3	4	3	1	4	1	3	4	3	1	2	2	0	2	2	0	3	2	1
Chemist Warehouse Remix	11	11	0	4	4	0	8	7	1	6	7	-1	4	4	0	2	2	0	5	6	-1
Coles Radio	38	34	4	12	9	3	18	18	0	16	15	1	13	10	3	7	6	1	20	13	7
EASY HITS	21	24	-3	10	11	-1	8	10	-2	9	13	-4	10	9	1	2	4	-2	11	15	-4
KIX DIGITAL	1	2	-1	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	2	1	1
MMM 80s	10	15	-5	2	5	-3	3	5	-2	3	5	-2	2	5	-3	2	5	-3	7	8	-1
MMM 90s	15	21	-6	4	10	-6	7	15	-8	11	10	1	9	11	-2	1	2	-1	10	8	2
MMM CLASSIC ROCK	24	26	-2	12	14	-2	10	12	-2	14	15	-1	13	15	-2	5	5	0	16	19	-3
MMM COUNTRY	13	18	-5	5	7	-2	8	7	1	6	7	-1	5	9	-4	1	4	-3	4	10	-6
My Perth DAB Radio	18	21	-3	13	11	2	7	13	-6	11	15	-4	12	11	1	2	3	-1	10	10	0
OLDSKOOL 80s HITS	25	25	0	11	12	-1	6	6	0	11	10	1	10	9	1	4	4	0	12	17	-5
OLDSKOOL 90s HITS	31	26	5	11	8	3	20	11	9	20	14	6	7	7	0	1	1	0	11	9	2
RnB FRIDAYS RADIO	37	34	3	16	16	0	12	11	1	20	15	5	17	18	-1	3	6	-3	18	17	1
smooth fm Perth	70	64	6	41	35	6	39	36	3	45	42	3	28	30	-2	23	16	7	54	54	0
triple j Unearthed	21	28	-7	9	10	-1	10	12	-2	9	8	1	6	7	-1	5	11	-6	12	16	-4
ABC Country	11	8	3	5	4	1	3	3	0	4	3	1	2	1	1	2	1	1	4	4	0
ABC Jazz	13	11	2	7	7	0	6	4	2	8	3	5	7	5	2	3	1	2	11	9	2
ABC KIDS LISTEN	15	17	-2	6	7	-1	5	4	1	7	7	0	6	7	-1	4	6	-2	12	14	-2
ABC Sport	4	9	-5	1	4	-3	1	2	-1	2	3	-1	1	5	-4	2	4	-2	7	11	-4
Double J	19	17	2	8	7	1	10	10	0	16	13	3	9	6	3	3	3	0	12	9	3
<b>Total Digital/Internet Only</b>	<b>370</b>	<b>382</b>	<b>-12</b>	<b>185</b>	<b>199</b>	<b>-14</b>	<b>203</b>	<b>201</b>	<b>2</b>	<b>230</b>	<b>214</b>	<b>16</b>	<b>168</b>	<b>170</b>	<b>-2</b>	<b>74</b>	<b>89</b>	<b>-15</b>	<b>243</b>	<b>257</b>	<b>-14</b>

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 7 2024

## 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	5.6	6.4	3.6	1.9	1.9	2.6	0.8	0.7	2.5	1.2	1.3	1.1	1.8	2.0	1.1	7.0	7.8	5.7	13.7	18.3	9.4
6PR	7.4	8.0	10.9	5.3	4.5	12.1	2.4	1.6	8.5	0.9	0.8	3.4	8.8	8.6	16.5	10.4	11.8	6.1	11.2	14.6	13.6
MIX 94.5	12.6	14.4	9.3	19.3	20.6	13.8	16.1	18.7	4.4	15.0	15.3	19.8	15.3	17.1	7.6	14.1	16.0	7.5	4.4	5.9	4.0
92.9 TRIPLE M	9.2	10.7	4.6	12.1	13.5	3.8	9.7	10.6	7.4	22.2	24.1	7.8	11.3	12.9	3.6	2.9	2.8	6.4	0.6	0.8	0.8
96FM	14.6	16.3	15.2	7.5	8.1	4.6	12.5	12.1	20.0	9.2	9.6	9.0	14.8	15.5	17.6	29.6	32.7	25.6	12.8	16.8	13.1
NOVA93.7	13.9	15.5	14.5	28.7	30.8	19.4	28.1	31.0	18.6	20.7	21.3	24.2	15.7	17.0	13.7	7.7	8.0	12.7	1.9	2.4	2.6
ABC PER	5.0	5.2	9.6	0.7	0.8	0.5	0.8	0.5	2.8	1.2	1.1	4.0	2.4	2.6	1.7	3.6	3.8	4.4	13.6	15.8	42.4
6RN	0.9	1.0	1.2	0.3	0.1	1.7	0.3	0.3	0.9	0.2	0.2	0.4	0.1	0.1	0.2	1.4	1.3	3.0	2.1	2.8	1.6
ABC NEWSRADIO	1.1	1.1	3.0	0.4	0.3	1.2	2.3	2.0	5.7	0.3	0.2	1.4	0.2	0.2	0.6	1.8	1.2	9.5	2.1	2.8	2.2
6JJJ	5.0	5.6	5.3	8.3	8.1	10.8	10.7	10.8	14.0	10.8	11.2	11.6	4.2	4.9	1.0	2.2	2.5	1.0	0.5	0.7	*
ABC CLASSIC	2.6	3.0	1.7	0.3	0.3	0.4	1.9	2.0	1.7	1.2	1.2	1.0	2.3	2.6	0.9	3.4	3.8	2.4	4.5	5.9	3.6
Commercial DAB+ Stns	10.4	11.1	15.2	8.9	8.3	13.9	7.5	7.7	8.6	11.8	12.2	12.5	14.6	14.1	28.4	7.2	7.4	12.2	8.7	11.6	5.3
ABC DAB+ Stns	1.9	1.8	5.9	4.1	2.6	15.1	2.2	2.0	4.8	1.6	1.5	3.8	2.7	2.5	7.0	1.0	0.9	3.6	1.2	1.5	1.5
Total DAB+ Stns	13.5	12.9	21.1	13.8	10.9	29.1	11.3	9.7	13.4	13.9	13.7	16.2	18.6	16.6	35.4	8.9	8.3	15.7	11.8	13.1	6.8

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	5.3	6.1	2.8	5.2	5.8	4.4	5.8	6.8	2.8	5.8	6.9	1.8	4.1	4.8	2.3	2.8	3.3	2.1	6.5	7.2	6.5
6PR	7.7	8.2	11.7	10.8	11.4	16.8	8.0	8.3	15.0	5.6	5.9	8.8	6.2	6.6	9.6	5.3	6.8	1.4	6.6	7.3	8.3
MIX 94.5	13.0	14.8	9.7	12.4	13.9	8.0	13.3	15.3	10.5	13.9	15.7	12.6	14.0	16.1	7.2	7.2	8.5	5.9	11.4	13.1	8.0
92.9 TRIPLE M	9.3	10.8	4.7	9.6	10.9	4.9	9.1	10.7	4.5	9.1	10.7	4.7	10.1	11.8	5.1	7.8	9.7	3.7	8.9	10.4	4.6
96FM	14.2	15.7	15.3	11.4	12.2	15.1	16.6	18.7	15.6	16.7	18.7	17.6	12.1	13.4	12.6	7.7	8.2	11.3	16.2	18.3	14.7
NOVA93.7	13.8	15.3	15.5	16.3	18.2	11.7	11.7	12.4	18.6	12.5	13.6	17.5	16.7	18.5	16.9	12.0	14.7	7.6	14.1	16.1	11.4
ABC PER	5.0	5.1	10.5	6.5	6.3	15.9	4.7	5.0	8.1	2.5	2.6	4.6	4.2	4.0	11.7	14.4	15.3	20.9	5.1	5.6	6.7
6RN	0.8	0.9	1.1	1.0	1.1	1.3	0.6	0.7	0.9	0.5	0.5	1.2	1.0	1.2	0.5	2.2	2.5	2.2	1.0	1.1	1.3
ABC NEWSRADIO	1.2	1.1	2.9	1.6	1.5	4.9	0.5	0.4	2.4	1.1	1.1	2.3	0.9	1.0	0.8	3.4	3.9	3.7	1.1	1.0	3.6
6JJJ	5.0	5.5	5.1	5.0	5.8	1.2	3.8	4.2	5.1	5.3	5.8	7.0	7.2	7.9	7.9	3.2	3.3	5.3	5.1	5.7	5.6
ABC CLASSIC	2.5	2.9	1.3	2.9	3.3	1.0	2.0	2.3	1.2	2.5	2.9	1.4	2.2	2.6	0.9	3.6	4.3	2.6	3.0	3.4	2.7
Commercial DAB+ Stns	10.9	11.8	14.2	7.9	8.5	9.2	12.1	13.6	11.2	12.5	13.7	16.2	9.6	10.0	16.0	14.9	14.9	27.2	8.7	8.8	18.4
ABC DAB+ Stns	1.8	1.7	5.2	1.2	1.0	5.7	1.7	1.6	4.0	1.8	1.8	4.3	2.4	2.1	8.5	4.2	4.5	6.1	2.3	2.0	8.1
Total DAB+ Stns	14.0	13.5	19.4	10.3	9.5	14.9	14.8	15.2	15.2	15.7	15.5	20.5	12.9	12.2	24.5	22.3	19.4	33.3	11.9	10.9	26.5

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has a 5.6% share of all listening, 6.4% share of AM/FM/DAB+ listening and 3.6% 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 7 2024

## 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	136	26	9	7	2	9	5	4	13	10	3	24	21	3	29	29	7	65	64	6
6PR	211	200	50	16	13	8	16	12	6	25	23	6	60	58	10	45	45	11	49	49	8
MIX 94.5	571	541	94	87	80	17	74	68	12	153	143	30	135	129	17	61	59	9	62	61	9
92.9 TRIPLE M	419	406	69	64	64	8	60	56	13	152	148	27	106	103	12	27	24	7	10	10	2
96FM	488	463	85	53	46	11	58	53	19	95	90	11	117	116	14	94	90	18	71	68	12
NOVA93.7	670	642	123	116	109	27	94	88	20	226	219	32	147	144	25	61	56	16	26	26	4
ABC PER	194	186	31	8	7	1	9	7	5	19	17	4	28	26	6	32	31	5	98	98	11
6RN	47	43	9	2	2	1	4	2	2	5	5	*	6	6	1	8	6	2	23	22	3
ABC NEWSRADIO	69	61	22	4	4	1	10	8	5	9	8	4	8	7	3	10	9	4	28	27	4
6JJB	266	253	44	32	30	10	41	39	11	118	111	15	50	48	6	18	18	2	7	7	*
ABC CLASSIC	80	77	18	4	4	2	11	9	3	18	18	2	19	19	4	11	10	3	17	17	5
Commercial DAB+ Stns	309	290	87	40	39	11	26	23	10	88	79	17	71	70	27	46	43	14	38	38	8
ABC DAB+ Stns	101	94	36	20	20	7	15	13	5	28	27	8	17	15	7	9	7	6	12	12	3
Total DAB+ Stns	411	362	118	54	52	16	40	35	14	112	100	23	97	82	34	58	48	20	50	46	11
<b>Total</b>	<b>1,727</b>	<b>1,644</b>	<b>441</b>	<b>195</b>	<b>191</b>	<b>62</b>	<b>170</b>	<b>166</b>	<b>57</b>	<b>439</b>	<b>427</b>	<b>112</b>	<b>390</b>	<b>372</b>	<b>89</b>	<b>226</b>	<b>219</b>	<b>74</b>	<b>308</b>	<b>271</b>	<b>48</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	132	121	20	80	70	13	83	78	10	88	85	6	62	61	4	20	16	4	98	93	15
6PR	192	183	38	139	131	17	105	94	23	85	83	13	68	65	10	31	27	4	109	96	27
MIX 94.5	506	474	76	280	260	28	238	214	33	278	259	35	227	214	17	78	71	9	316	303	45
92.9 TRIPLE M	375	361	58	213	209	19	184	174	22	204	197	22	157	151	12	54	47	7	227	216	30
96FM	447	420	76	225	201	35	248	223	37	263	248	37	192	177	19	71	64	9	268	257	40
NOVA93.7	622	589	100	427	406	34	275	246	46	325	293	47	271	248	35	92	80	13	410	392	55
ABC PER	169	161	27	106	100	11	95	92	12	73	70	9	69	66	8	52	43	12	124	121	15
6RN	38	34	7	19	18	2	17	14	4	20	17	3	11	11	2	9	8	2	24	23	4
ABC NEWSRADIO	59	54	18	36	26	12	19	12	9	24	24	7	18	18	2	20	17	5	43	36	16
6JJB	237	224	37	139	134	6	105	90	19	133	124	15	133	126	10	44	32	12	140	133	17
ABC CLASSIC	73	70	15	39	38	5	36	35	8	40	38	5	29	28	1	14	12	3	52	50	11
Commercial DAB+ Stns	280	265	67	139	127	24	159	156	25	175	164	33	129	118	20	55	50	13	179	157	47
ABC DAB+ Stns	74	66	27	32	24	10	32	26	11	41	35	16	29	28	9	16	13	5	54	50	21
Total DAB+ Stns	370	321	90	185	148	34	203	179	36	230	195	48	168	143	29	74	59	18	243	203	65
<b>Total</b>	<b>1,684</b>	<b>1,590</b>	<b>382</b>	<b>1,336</b>	<b>1,209</b>	<b>180</b>	<b>1,170</b>	<b>1,046</b>	<b>213</b>	<b>1,269</b>	<b>1,147</b>	<b>211</b>	<b>1,077</b>	<b>963</b>	<b>128</b>	<b>480</b>	<b>395</b>	<b>79</b>	<b>1,421</b>	<b>1,318</b>	<b>272</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has 149,000 total listeners, 136,000 AM/FM/DAB+ listeners and 26,000 Streaming listeners. Please note that there can be overlap between radio types.