

## GfK Radio 360 Ratings Summary Report – Survey 8, 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 8 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	4.9	5.6	-0.7	2.3	1.9	0.4	0.9	0.8	0.1	1.0	1.2	-0.2	1.3	1.8	-0.5	7.7	7.0	0.7	11.4	13.7	-2.3
6PR	8.0	7.4	0.6	3.3	5.3	-2.0	2.8	2.4	0.4	1.0	0.9	0.1	11.2	8.8	2.4	12.1	10.4	1.7	10.6	11.2	-0.6
MIX 94.5	12.5	12.6	-0.1	14.9	19.3	-4.4	21.2	16.1	5.1	14.3	15.0	-0.7	16.2	15.3	0.9	13.3	14.1	-0.8	3.9	4.4	-0.5
92.9 TRIPLE M	8.5	9.2	-0.7	9.3	12.1	-2.8	7.1	9.7	-2.6	19.7	22.2	-2.5	11.1	11.3	-0.2	3.2	2.9	0.3	1.0	0.6	0.4
96FM	14.1	14.6	-0.5	9.5	7.5	2.0	9.4	12.5	-3.1	8.5	9.2	-0.7	17.0	14.8	2.2	24.1	29.6	-5.5	11.8	12.8	-1.0
NOVA93.7	14.7	13.9	0.8	37.6	28.7	8.9	30.3	28.1	2.2	21.2	20.7	0.5	12.3	15.7	-3.4	10.7	7.7	3.0	2.2	1.9	0.3
ABC PER	4.2	5.0	-0.8	1.4	0.7	0.7	0.9	0.8	0.1	0.8	1.2	-0.4	1.3	2.4	-1.1	2.8	3.6	-0.8	12.1	13.6	-1.5
6RN	0.7	0.9	-0.2	*	0.3	*	0.5	0.3	0.2	0.3	0.2	0.1	0.5	0.1	0.4	0.4	1.4	-1.0	1.5	2.1	-0.6
ABC NEWSRADIO	1.6	1.1	0.5	0.9	0.4	0.5	2.0	2.3	-0.3	1.1	0.3	0.8	0.7	0.2	0.5	2.0	1.8	0.2	2.8	2.1	0.7
6JJJ	4.9	5.0	-0.1	8.3	8.3	0.0	9.8	10.7	-0.9	12.2	10.8	1.4	3.4	4.2	-0.8	1.9	2.2	-0.3	0.5	0.5	0.0
ABC CLASSIC	3.2	2.6	0.6	1.0	0.3	0.7	1.9	1.9	0.0	1.2	1.2	0.0	2.8	2.3	0.5	3.7	3.4	0.3	5.8	4.5	1.3

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	4.6	5.3	-0.7	4.2	5.2	-1.0	4.7	5.8	-1.1	4.7	5.8	-1.1	4.7	4.1	0.6	4.9	2.8	2.1	5.7	6.5	-0.8
6PR	8.6	7.7	0.9	12.8	10.8	2.0	8.5	8.0	0.5	6.4	5.6	0.8	6.4	6.2	0.2	3.7	5.3	-1.6	6.4	6.6	-0.2
MIX 94.5	12.7	13.0	-0.3	11.9	12.4	-0.5	13.3	13.3	0.0	13.4	13.9	-0.5	13.6	14.0	-0.4	7.6	7.2	0.4	11.7	11.4	0.3
92.9 TRIPLE M	8.7	9.3	-0.6	9.3	9.6	-0.3	8.6	9.1	-0.5	8.6	9.1	-0.5	9.2	10.1	-0.9	5.9	7.8	-1.9	7.8	8.9	-1.1
96FM	13.8	14.2	-0.4	11.1	11.4	-0.3	16.4	16.6	-0.2	16.0	16.7	-0.7	11.1	12.1	-1.0	9.1	7.7	1.4	14.7	16.2	-1.5
NOVA93.7	14.6	13.8	0.8	16.2	16.3	-0.1	13.8	11.7	2.1	14.0	12.5	1.5	15.4	16.7	-1.3	11.1	12.0	-0.9	14.9	14.1	0.8
ABC PER	4.0	5.0	-1.0	4.9	6.5	-1.6	3.2	4.7	-1.5	2.5	2.5	0.0	4.0	4.2	-0.2	13.3	14.4	-1.1	4.5	5.1	-0.6
6RN	0.7	0.8	-0.1	1.0	1.0	0.0	0.3	0.6	-0.3	0.4	0.5	-0.1	0.7	1.0	-0.3	2.6	2.2	0.4	0.7	1.0	-0.3
ABC NEWSRADIO	1.6	1.2	0.4	2.1	1.6	0.5	0.7	0.5	0.2	1.3	1.1	0.2	1.7	0.9	0.8	4.8	3.4	1.4	1.6	1.1	0.5
6JJJ	4.8	5.0	-0.2	4.8	5.0	-0.2	4.1	3.8	0.3	4.8	5.3	-0.5	6.9	7.2	-0.3	4.4	3.2	1.2	5.2	5.1	0.1
ABC CLASSIC	3.0	2.5	0.5	3.6	2.9	0.7	2.6	2.0	0.6	2.3	2.5	-0.2	3.0	2.2	0.8	5.0	3.6	1.4	3.9	3.0	0.9

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 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	156	149	7	11	9	2	10	9	1	16	13	3	20	24	-4	36	29	7	62	65	-3
6PR	226	211	15	18	16	2	18	16	2	20	25	-5	66	60	6	47	45	2	58	49	9
MIX 94.5	564	571	-7	79	87	-8	81	74	7	135	153	-18	138	135	3	65	61	4	65	62	3
92.9 TRIPLE M	407	419	-12	59	64	-5	55	60	-5	131	152	-21	116	106	10	31	27	4	14	10	4
96FM	502	488	14	43	53	-10	54	58	-4	101	95	6	134	117	17	100	94	6	70	71	-1
NOVA93.7	692	670	22	132	116	16	101	94	7	222	226	-4	138	147	-9	75	61	14	25	26	-1
ABC PER	198	194	4	11	8	3	11	9	2	18	19	-1	32	28	4	30	32	-2	96	98	-2
6RN	46	47	-1	1	2	-1	6	4	2	9	5	4	9	6	3	5	8	-3	17	23	-6
ABC NEWSRADIO	98	69	29	6	4	2	10	10	0	18	9	9	14	8	6	9	10	-1	42	28	14
6J JJ	262	266	-4	35	32	3	42	41	1	124	118	6	34	50	-16	18	18	0	10	7	3
ABC CLASSIC	96	80	16	8	4	4	11	11	0	23	18	5	25	19	6	7	11	-4	22	17	5
<b>Total</b>	<b>1,734</b>	<b>1,727</b>	<b>7</b>	<b>198</b>	<b>195</b>	<b>3</b>	<b>168</b>	<b>170</b>	<b>-2</b>	<b>436</b>	<b>439</b>	<b>-3</b>	<b>396</b>	<b>390</b>	<b>6</b>	<b>227</b>	<b>226</b>	<b>1</b>	<b>310</b>	<b>308</b>	<b>2</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	138	132	6	75	80	-5	81	83	-2	97	88	9	71	62	9	29	20	9	101	98	3
6PR	204	192	12	158	139	19	114	105	9	100	85	15	79	68	11	29	31	-2	128	109	19
MIX 94.5	508	506	2	292	280	12	260	238	22	272	278	-6	250	227	23	74	78	-4	322	316	6
92.9 TRIPLE M	355	375	-20	218	213	5	175	184	-9	193	204	-11	151	157	-6	49	54	-5	221	227	-6
96FM	447	447	0	218	225	-7	245	248	-3	266	263	3	180	192	-12	75	71	4	291	268	23
NOVA93.7	626	622	4	408	427	-19	314	275	39	354	325	29	279	271	8	86	92	-6	425	410	15
ABC PER	170	169	1	100	106	-6	77	95	-18	65	73	-8	61	69	-8	47	52	-5	122	124	-2
6RN	43	38	5	20	19	1	14	17	-3	19	20	-1	15	11	4	14	9	5	21	24	-3
ABC NEWSRADIO	84	59	25	44	36	8	25	19	6	35	24	11	29	18	11	28	20	8	63	43	20
6J JJ	228	237	-9	137	139	-2	107	105	2	126	133	-7	119	133	-14	50	44	6	144	140	4
ABC CLASSIC	86	73	13	51	39	12	41	36	5	48	40	8	37	29	8	23	14	9	62	52	10
<b>Total</b>	<b>1,685</b>	<b>1,684</b>	<b>1</b>	<b>1,340</b>	<b>1,336</b>	<b>4</b>	<b>1,189</b>	<b>1,170</b>	<b>19</b>	<b>1,285</b>	<b>1,269</b>	<b>16</b>	<b>1,105</b>	<b>1,077</b>	<b>28</b>	<b>475</b>	<b>480</b>	<b>-5</b>	<b>1,456</b>	<b>1,421</b>	<b>35</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 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	10	11	-1	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1	6	7	-1
6PR	16	15	1	1	1	0	*	*	*	*	*	*	6	4	2	4	3	1	5	6	-1		
MIX 94.5	25	25	0	3	4	-1	3	2	1	5	6	-1	8	7	1	4	4	0	2	2	0		
92.9 TRIPLE M	17	18	-1	2	2	0	1	1	0	7	8	-1	5	5	0	1	1	0	1	*	*		
96FM	28	29	-1	2	1	1	1	2	-1	3	3	0	8	7	1	8	9	-1	6	7	-1		
NOVA93.7	30	28	2	7	5	2	4	4	0	8	8	0	6	7	-1	4	2	2	1	1	0		
ABC PER	8	10	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	6	7	-1		
6RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0		
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0		
6JJI	10	10	0	2	2	0	1	1	0	5	4	1	2	2	0	1	1	0	*	*	*		
ABC CLASSIC	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1		
<b>Total</b>	<b>202</b>	<b>198</b>	<b>4</b>	<b>19</b>	<b>18</b>	<b>1</b>	<b>13</b>	<b>14</b>	<b>-1</b>	<b>38</b>	<b>37</b>	<b>1</b>	<b>49</b>	<b>46</b>	<b>3</b>	<b>33</b>	<b>30</b>	<b>3</b>	<b>51</b>	<b>52</b>	<b>-1</b>		

By Session, P10+ [Potential: 1847]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	10	11	-1	13	16	-3	16	20	-4	14	16	-2	8	7	1	2	1	1	10	11	-1
6PR	18	16	2	39	32	7	29	27	2	18	16	2	11	10	1	1	2	-1	11	11	0
MIX 94.5	27	27	0	36	37	-1	46	45	1	38	39	-1	23	23	0	3	3	0	20	19	1
92.9 TRIPLE M	19	20	-1	29	29	0	30	31	-1	25	26	-1	15	17	-2	2	3	-1	13	15	-2
96FM	30	30	0	34	34	0	57	56	1	46	47	-1	19	20	-1	4	3	1	25	27	-2
NOVA93.7	31	29	2	50	49	1	48	40	8	40	35	5	26	28	-2	4	5	-1	26	24	2
ABC PER	9	10	-1	15	19	-4	11	16	-5	7	7	0	7	7	0	5	6	-1	8	9	-1
6RN	1	2	-1	3	3	0	1	2	-1	1	2	-1	1	2	-1	1	1	0	1	2	-1
ABC NEWSRADIO	3	2	1	7	5	2	2	2	0	4	3	1	3	1	2	2	1	1	3	2	1
6JJI	10	10	0	15	15	0	14	13	1	14	15	-1	11	12	-1	2	1	1	9	9	0
ABC CLASSIC	6	5	1	11	9	2	9	7	2	7	7	0	5	4	1	2	1	1	7	5	2
<b>Total</b>	<b>214</b>	<b>210</b>	<b>4</b>	<b>307</b>	<b>299</b>	<b>8</b>	<b>346</b>	<b>338</b>	<b>8</b>	<b>287</b>	<b>281</b>	<b>6</b>	<b>167</b>	<b>167</b>	<b>0</b>	<b>39</b>	<b>40</b>	<b>-1</b>	<b>173</b>	<b>167</b>	<b>6</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 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	41	47	-6	3	5	-2	4	5	-1	12	18	-6	6	5	1	10	8	2	6	6	0
BLENDER BEATS	26	27	-1	5	5	0	5	5	0	4	6	-2	12	9	3	*	*	*	*	1	*
CADA	13	8	5	4	3	1	3	1	2	2	1	1	2	2	0	1	1	0	*	*	*
Chemist Warehouse Remix	12	14	-2	3	3	0	2	1	1	3	3	0	4	6	-2	*	*	*	*	*	*
Coles Radio	48	44	4	9	8	1	10	7	3	10	15	-5	8	4	4	7	5	2	4	6	-2
EASY HITS	18	23	-5	3	4	-1	5	4	1	3	3	0	5	9	-4	2	2	0	*	2	*
KIX DIGITAL	2	3	-1	*	2	*	*	*	*	1	*	*	*	*	*	*	1	*	1	*	*
MMM 80s	16	14	2	2	2	0	1	2	-1	4	3	1	3	5	-2	4	2	2	1	*	*
MMM 90s	21	18	3	4	3	1	1	2	-1	3	2	1	10	10	0	3	3	0	*	*	*
MMM CLASSIC ROCK	23	28	-5	1	1	0	1	1	0	3	5	-2	5	6	-1	11	13	-2	2	1	1
MMM COUNTRY	16	15	1	3	2	1	3	4	-1	4	3	1	3	2	1	1	2	-1	1	1	0
My Perth DAB Radio	19	19	0	5	3	2	3	2	1	6	5	1	3	4	-1	1	3	-2	2	1	1
OLDSKOOL 80s HITS	24	30	-6	1	2	-1	*	*	*	4	5	-1	12	15	-3	7	8	-1	*	*	*
OLDSKOOL 90s HITS	45	38	7	7	8	-1	5	3	2	14	10	4	9	10	-1	10	7	3	*	*	*
RnB FRIDAYS RADIO	46	42	4	6	9	-3	8	3	5	21	19	2	8	7	1	2	1	1	2	2	0
smooth fm Perth	81	79	2	7	5	2	5	6	-1	13	15	-2	22	16	6	13	17	-4	22	21	1
triple j Unearthed	24	29	-5	4	4	0	7	9	-2	9	8	1	3	4	-1	*	1	*	2	3	-1
ABC Country	6	13	-7	*	3	*	*	3	*	1	4	-3	1	1	0	1	1	0	4	2	2
ABC Jazz	21	17	4	6	3	3	2	3	-1	3	2	1	3	3	0	3	2	1	4	3	1
ABC KIDS LISTEN	19	19	0	6	8	-2	*	1	*	9	7	2	2	1	1	1	*	*	1	1	0
ABC Sport	15	10	5	4	1	3	1	*	*	1	*	*	2	3	-1	1	3	-2	5	3	2
Double J	27	22	5	4	4	0	3	*	*	7	7	0	8	7	1	4	2	2	2	2	0
Total Digital/Internet Only	406	411	-5	58	54	4	42	40	2	100	112	-12	99	97	2	55	58	-3	52	50	2

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 8 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1847]

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	28	35	-7	17	15	2	17	20	-3	16	20	-4	9	10	-1	5	4	1	17	17	0
BLENDER BEATS	15	23	-8	7	9	-2	9	14	-5	7	12	-5	5	7	-2	4	3	1	16	10	6
CADA	13	8	5	5	4	1	4	4	0	6	4	2	3	2	1	1	2	-1	4	3	1
Chemist Warehouse Remix	9	11	-2	3	4	-1	5	8	-3	5	6	-1	4	4	0	3	2	1	6	5	1
Coles Radio	41	38	3	15	12	3	21	18	3	23	16	7	18	13	5	8	7	1	22	20	2
EASY HITS	16	21	-5	9	10	-1	8	8	0	4	9	-5	5	10	-5	2	2	0	6	11	-5
KIX DIGITAL	2	1	1	2	1	1	1	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
MMM 80s	11	10	1	4	2	2	3	3	0	4	3	1	3	2	1	3	2	1	7	7	0
MMM 90s	13	15	-2	5	4	1	3	7	-4	10	11	-1	8	9	-1	1	1	0	11	10	1
MMM CLASSIC ROCK	18	24	-6	10	12	-2	7	10	-3	10	14	-4	4	13	-9	2	5	-3	14	16	-2
MMM COUNTRY	15	13	2	5	5	0	8	8	0	6	6	0	6	5	1	5	1	4	6	4	2
My Perth DAB Radio	19	18	1	13	13	0	7	7	0	7	11	-4	11	12	-1	1	2	-1	10	10	0
OLDSKOOL 80s HITS	16	25	-9	7	11	-4	4	6	-2	10	11	-1	8	10	-2	2	4	-2	12	12	0
OLDSKOOL 90s HITS	30	31	-1	14	11	3	17	20	-3	19	20	-1	9	7	2	1	1	0	26	11	15
RnB FRIDAYS RADIO	43	37	6	21	16	5	20	12	8	26	20	6	20	17	3	2	3	-1	11	18	-7
smooth fm Perth	76	70	6	49	41	8	41	39	2	40	45	-5	35	28	7	24	23	1	57	54	3
triple j Unearthed	17	21	-4	7	9	-2	7	10	-3	9	9	0	7	6	1	5	5	0	10	12	-2
ABC Country	4	11	-7	1	5	-4	1	3	-2	2	4	-2	1	2	-1	1	2	-1	4	4	0
ABC Jazz	20	13	7	7	7	0	5	6	-1	13	8	5	8	7	1	6	3	3	10	11	-1
ABC KIDS LISTEN	16	15	1	8	6	2	5	5	0	6	7	-1	4	6	-2	3	4	-1	8	12	-4
ABC Sport	10	4	6	1	1	0	2	1	1	8	2	6	5	1	4	2	2	0	9	7	2
Double J	21	19	2	9	8	1	9	10	-1	13	16	-3	9	9	0	3	3	0	15	12	3
<b>Total Digital/Internet Only</b>	<b>355</b>	<b>370</b>	<b>-15</b>	<b>187</b>	<b>185</b>	<b>2</b>	<b>188</b>	<b>203</b>	<b>-15</b>	<b>218</b>	<b>230</b>	<b>-12</b>	<b>163</b>	<b>168</b>	<b>-5</b>	<b>79</b>	<b>74</b>	<b>5</b>	<b>246</b>	<b>243</b>	<b>3</b>

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 8 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	4.9	5.6	4.3	2.3	2.2	3.5	0.9	0.8	1.5	1.0	1.0	1.4	1.3	1.5	0.8	7.7	8.4	7.9	11.4	15.6	10.9
6PR	8.0	8.8	11.0	3.3	3.1	5.1	2.8	2.1	7.1	1.0	0.9	3.3	11.2	10.9	23.3	12.1	14.0	6.1	10.6	14.4	12.5
MIX 94.5	12.5	14.4	9.3	14.9	15.2	14.3	21.2	24.5	7.4	14.3	15.2	12.6	16.2	18.2	10.0	13.3	15.1	9.6	3.9	5.4	2.5
92.9 TRIPLE M	8.5	10.0	4.7	9.3	9.7	7.4	7.1	7.6	5.7	19.7	21.7	8.9	11.1	13.0	2.2	3.2	3.4	4.3	1.0	1.3	2.6
96FM	14.1	15.9	14.5	9.5	9.8	7.5	9.4	8.4	16.4	8.5	8.9	10.0	17.0	18.4	17.3	24.1	26.9	19.7	11.8	16.2	11.4
NOVA93.7	14.7	16.5	15.2	37.6	39.5	25.1	30.3	33.1	20.4	21.2	22.1	25.6	12.3	13.7	9.0	10.7	11.2	15.5	2.2	3.0	3.4
ABC PER	4.2	4.4	7.3	1.4	1.4	1.5	0.9	0.6	2.6	0.8	0.8	1.2	1.3	1.3	2.3	2.8	2.7	5.9	12.1	15.2	30.8
6RN	0.7	0.7	0.9	*	*	*	0.5	0.3	1.7	0.3	0.3	1.5	0.5	0.6	*	0.4	0.2	2.2	1.5	2.2	0.2
ABC NEWSRADIO	1.6	1.7	3.2	0.9	0.9	0.5	2.0	1.7	4.1	1.1	0.9	4.0	0.7	0.8	0.8	2.0	1.9	4.5	2.8	3.6	5.8
6JJJ	4.9	5.5	5.6	8.3	7.6	15.7	9.8	9.8	10.7	12.2	13.1	9.8	3.4	3.7	3.2	1.9	2.2	1.0	0.5	0.8	*
ABC CLASSIC	3.2	3.7	2.2	1.0	1.1	0.9	1.9	1.9	1.8	1.2	1.3	1.7	2.8	3.2	1.2	3.7	4.1	3.0	5.8	8.1	4.3
Commercial DAB+ Stns	10.6	11.3	17.9	7.8	7.6	10.9	8.2	6.7	17.5	12.0	12.5	15.3	13.8	13.6	27.8	8.3	8.2	15.7	9.7	13.0	12.4
ABC DAB+ Stns	1.5	1.5	3.9	2.5	1.9	7.6	2.7	2.7	3.0	1.6	1.4	4.7	1.1	1.1	2.1	1.9	1.7	4.6	1.1	1.4	3.1
Total DAB+ Stns	13.0	12.8	21.8	10.7	9.5	18.5	11.1	9.3	20.5	14.1	13.8	20.1	16.4	14.6	29.9	10.9	9.9	20.3	11.4	14.4	15.5

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	4.6	5.3	3.6	4.2	4.7	3.6	4.7	5.5	3.5	4.7	5.6	2.6	4.7	5.4	4.6	4.9	5.5	5.2	5.7	6.5	6.9
6PR	8.6	9.3	12.1	12.8	13.5	21.1	8.5	8.9	15.3	6.4	7.1	7.8	6.4	7.1	8.6	3.7	4.8	0.8	6.4	7.2	7.1
MIX 94.5	12.7	14.6	9.4	11.9	13.2	10.3	13.3	15.3	10.8	13.4	15.5	10.7	13.6	16.1	7.5	7.6	10.0	2.2	11.7	13.7	8.9
92.9 TRIPLE M	8.7	10.2	5.0	9.3	10.6	5.9	8.6	10.2	4.4	8.6	10.1	5.7	9.2	10.9	4.1	5.9	7.2	3.9	7.8	9.3	3.7
96FM	13.8	15.5	14.6	11.1	12.0	14.7	16.4	18.9	13.8	16.0	18.4	14.3	11.1	11.9	18.8	9.1	9.8	12.2	14.7	16.9	14.2
NOVA93.7	14.6	16.2	16.5	16.2	18.0	15.0	13.8	14.9	21.1	14.0	15.6	17.2	15.4	17.7	13.8	11.1	13.4	8.3	14.9	17.5	10.6
ABC PER	4.0	4.2	7.3	4.9	5.0	9.3	3.2	3.3	6.0	2.5	2.6	4.8	4.0	4.2	7.4	13.3	15.2	13.7	4.5	5.0	7.3
6RN	0.7	0.8	0.7	1.0	1.1	0.3	0.3	0.3	0.5	0.4	0.5	0.5	0.7	0.8	0.5	2.6	2.8	3.3	0.7	0.7	1.6
ABC NEWSRADIO	1.6	1.7	2.6	2.1	2.2	3.7	0.7	0.6	2.2	1.3	1.4	2.5	1.7	2.1	0.8	4.8	5.6	4.1	1.6	1.5	5.3
6JJJ	4.8	5.4	5.5	4.8	5.6	0.9	4.1	4.5	5.5	4.8	5.3	6.3	6.9	7.5	10.2	4.4	4.2	7.7	5.2	5.9	5.9
ABC CLASSIC	3.0	3.5	1.8	3.6	4.2	1.0	2.6	3.0	2.4	2.3	2.7	1.5	3.0	3.6	0.8	5.0	5.9	4.3	3.9	4.5	3.5
Commercial DAB+ Stns	11.1	11.7	18.0	8.4	8.8	12.9	11.8	13.3	12.2	13.0	13.6	22.9	10.3	10.9	17.7	13.3	11.1	31.0	9.3	9.8	17.4
ABC DAB+ Stns	1.5	1.5	2.8	1.0	1.1	1.3	1.3	1.3	2.4	1.6	1.6	3.2	2.0	1.9	5.3	3.8	4.4	3.3	1.6	1.3	7.7
Total DAB+ Stns	13.3	13.3	20.9	9.7	9.9	14.3	13.7	14.6	14.6	15.4	15.2	26.2	13.2	12.8	23.0	18.8	15.5	34.4	11.9	11.2	25.1

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has a 4.9% share of all listening, 5.6% share of AM/FM/DAB+ listening and 4.3% 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 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	156	143	30	11	9	3	10	6	4	16	15	4	20	18	2	36	35	7	62	61	11
6PR	226	217	47	18	18	4	18	14	6	20	19	3	66	65	10	47	45	15	58	56	10
MIX 94.5	564	539	97	79	75	15	81	73	18	135	129	25	138	135	20	65	63	12	65	64	7
92.9 TRIPLE M	407	390	67	59	58	10	55	50	12	131	126	25	116	112	11	31	29	7	14	14	3
96FM	502	472	97	43	34	13	54	48	22	101	92	16	134	132	20	100	97	17	70	68	9
NOVA93.7	692	670	139	132	127	29	101	96	25	222	215	35	138	137	24	75	71	21	25	24	6
ABC PER	198	187	33	11	11	2	11	9	6	18	18	1	32	28	7	30	26	7	96	95	11
6RN	46	40	13	1	1	*	6	4	4	9	7	4	9	9	*	5	2	3	17	17	1
ABC NEWSRADIO	98	90	27	6	5	1	10	8	4	18	16	7	14	14	1	9	9	5	42	39	9
6JJJ	262	248	53	35	33	13	42	39	12	124	119	17	34	32	8	18	16	3	10	10	*
ABC CLASSIC	96	87	28	8	7	1	11	9	3	23	20	7	25	24	6	7	4	6	22	22	4
Commercial DAB+ Stns	310	287	84	43	42	8	31	28	13	75	67	16	76	70	25	46	41	14	38	38	8
ABC DAB+ Stns	101	87	40	20	18	4	12	10	6	30	25	13	16	15	6	8	7	6	15	12	5
Total DAB+ Stns	406	351	121	58	55	11	42	35	19	100	87	28	99	81	31	55	46	20	52	46	13
<b>Total</b>	<b>1,734</b>	<b>1,646</b>	<b>476</b>	<b>198</b>	<b>194</b>	<b>62</b>	<b>168</b>	<b>165</b>	<b>66</b>	<b>436</b>	<b>416</b>	<b>120</b>	<b>396</b>	<b>380</b>	<b>101</b>	<b>227</b>	<b>222</b>	<b>73</b>	<b>310</b>	<b>270</b>	<b>55</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	138	128	23	75	66	12	81	74	10	97	95	10	71	68	7	29	24	5	101	96	18
6PR	204	195	40	158	152	24	114	102	26	100	100	12	79	75	13	29	26	4	128	116	21
MIX 94.5	508	482	75	292	272	32	260	238	38	272	251	46	250	234	22	74	69	5	322	311	45
92.9 TRIPLE M	355	338	58	218	211	24	175	165	22	193	179	24	151	142	11	49	41	8	221	214	26
96FM	447	414	81	218	198	27	245	222	39	266	251	43	180	157	26	75	65	13	291	274	48
NOVA93.7	626	594	115	408	381	45	314	272	65	354	325	56	279	257	31	86	72	15	425	408	60
ABC PER	170	162	24	100	89	14	77	72	9	65	62	6	61	61	7	47	41	7	122	111	19
6RN	43	36	10	20	19	2	14	12	2	19	17	2	15	12	2	14	10	4	21	17	6
ABC NEWSRADIO	84	77	25	44	36	12	25	19	8	35	29	13	29	29	2	28	25	7	63	56	18
6JJJ	228	215	46	137	132	7	107	92	18	126	115	21	119	108	17	50	37	14	144	135	21
ABC CLASSIC	86	80	21	51	50	6	41	38	7	48	46	6	37	36	3	23	17	7	62	57	15
Commercial DAB+ Stns	271	251	70	153	143	28	148	141	25	162	147	36	124	112	26	55	41	19	183	165	49
ABC DAB+ Stns	78	73	27	27	24	6	26	23	9	48	45	15	32	28	8	17	15	5	52	37	24
Total DAB+ Stns	355	310	94	187	165	34	188	162	34	218	186	50	163	138	33	79	52	23	246	196	72
<b>Total</b>	<b>1,685</b>	<b>1,583</b>	<b>413</b>	<b>1,340</b>	<b>1,214</b>	<b>192</b>	<b>1,189</b>	<b>1,049</b>	<b>216</b>	<b>1,285</b>	<b>1,144</b>	<b>242</b>	<b>1,105</b>	<b>963</b>	<b>145</b>	<b>475</b>	<b>392</b>	<b>87</b>	<b>1,456</b>	<b>1,328</b>	<b>301</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has 156,000 total listeners, 143,000 AM/FM/DAB+ listeners and 30,000 Streaming listeners. Please note that there can be overlap between radio types.