



PERTH RADIO - SURVEY 4 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	5.2	4.5	0.7	0.6	1.0	-0.4	0.9	0.5	0.4	0.4	0.7	-0.3	3.9	3.9	0.0	13.4	10.8	2.6	9.7	7.0	2.7
6PR	7.6	7.6	0.0	2.5	2.3	0.2	0.4	0.9	-0.5	4.5	2.6	1.9	8.8	8.8	0.0	8.5	9.6	-1.1	13.4	14.3	-0.9
MIX 94.5	12.1	14.3	-2.2	8.7	14.7	-6.0	10.0	10.4	-0.4	11.5	9.8	1.7	12.9	18.3	-5.4	21.3	22.2	-0.9	7.7	10.8	-3.1
HIT 92.9	9.1	9.2	-0.1	18.1	17.9	0.2	12.4	15.2	-2.8	16.7	19.4	-2.7	9.4	7.5	1.9	2.1	1.6	0.5	0.9	0.7	0.2
96FM	7.7	7.9	-0.2	6.4	6.6	-0.2	6.4	9.1	-2.7	10.1	10.9	-0.8	10.9	12.5	-1.6	8.0	6.6	1.4	1.8	0.9	0.9
NOVA93.7	14.1	12.6	1.5	33.8	29.6	4.2	19.3	14.6	4.7	21.9	21.5	0.4	16.7	15.5	1.2	5.2	4.5	0.7	0.7	0.6	0.1
ABC PER	8.0	7.8	0.2	2.2	2.4	-0.2	1.8	1.2	0.6	1.4	1.3	0.1	4.2	4.3	-0.1	12.5	12.5	0.0	21.1	18.9	2.2
6RN	1.7	2.4	-0.7	0.3	0.3	0.0	*	*	*	0.3	0.7	-0.4	1.5	1.9	-0.4	3.8	4.0	-0.2	3.3	4.8	-1.5
ABC NEWS	0.8	0.8	0.0	0.7	0.3	0.4	0.7	0.9	-0.2	0.5	0.8	-0.3	0.5	0.3	0.2	1.2	1.5	-0.3	1.1	1.0	0.1
6JJJ	11.5	9.8	1.7	11.3	8.5	2.8	33.2	32.7	0.5	19.7	18.7	1.0	11.6	7.0	4.6	1.6	3.1	-1.5	0.3	0.5	-0.2
ABC CLASSIC	3.5	2.8	0.7	1.6	0.5	1.1	1.0	2.7	-1.7	0.8	0.8	0.0	3.0	2.5	0.5	3.6	3.0	0.6	8.7	5.6	3.1

Share Movement (%) 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	5.1	4.3	0.8	4.5	3.8	0.7	5.7	4.8	0.9	5.9	4.5	1.4	4.6	4.1	0.5	2.6	4.1	-1.5	5.7	5.2	0.5							
6PR	7.7	7.6	0.1	9.5	9.7	-0.2	8.2	7.9	0.3	5.9	5.9	0.0	6.3	5.8	0.5	8.8	9.8	-1.0	7.5	7.6	-0.1							
MIX 94.5	12.4	14.7	-2.3	11.3	12.9	-1.6	13.5	16.2	-2.7	13.6	16.5	-2.9	11.9	13.9	-2.0	9.0	11.1	-2.1	11.3	13.2	-1.9							
HIT 92.9	9.2	9.5	-0.3	7.9	8.3	-0.4	9.3	9.8	-0.5	10.5	10.6	-0.1	9.7	10.8	-1.1	7.7	6.9	0.8	8.6	8.0	0.6							
96FM	7.7	8.0	-0.3	7.1	7.1	0.0	7.4	8.5	-1.1	8.9	9.4	-0.5	7.7	7.6	0.1	6.0	5.9	0.1	7.6	7.5	0.1							
NOVA93.7	14.2	12.9	1.3	14.2	13.1	1.1	12.7	11.4	1.3	14.4	13.2	1.2	15.8	14.3	1.5	13.8	11.9	1.9	14.1	11.8	2.3							
ABC PER	8.1	7.9	0.2	10.8	11.1	-0.3	7.9	7.4	0.5	5.8	5.4	0.4	6.4	5.9	0.5	10.3	11.4	-1.1	7.9	7.7	0.2							
6RN	1.7	2.3	-0.6	2.3	3.1	-0.8	1.1	1.5	-0.4	0.8	0.8	0.0	2.3	3.1	-0.8	3.9	5.5	-1.6	1.7	2.5	-0.8							
ABC NEWS	0.8	0.8	0.0	1.6	1.5	0.1	0.2	0.4	-0.2	0.4	0.4	0.0	0.8	0.5	0.3	0.9	1.1	-0.2	0.8	0.9	-0.1							
6JJJ	12.0	10.6	1.4	11.8	10.6	1.2	11.3	10.2	1.1	12.5	11.5	1.0	11.8	10.9	0.9	13.8	7.6	6.2	9.6	7.3	2.3							
ABC CLASSIC	3.3	2.6	0.7	3.1	2.6	0.5	4.0	2.9	1.1	3.0	2.3	0.7	3.7	2.9	0.8	2.4	2.5	-0.1	4.3	3.2	1.1							



PERTH RADIO - SURVEY 4 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	+/-
6IX	148	141	7	5	6	-1	6	3	3	12	13	-1	27	29	-2	46	42	4	52	49	3
6PR	195	186	9	11	10	1	6	4	2	30	21	9	54	44	10	38	44	-6	57	63	-6
MIX 94.5	514	535	-21	56	63	-7	61	54	7	137	139	-2	129	148	-19	85	77	8	46	55	-9
HIT 92.9	468	483	-15	91	84	7	77	80	-3	176	199	-23	89	88	1	23	20	3	13	12	1
96FM	346	365	-19	40	47	-7	39	31	8	111	116	-5	98	116	-18	39	40	-1	19	15	4
NOVA93.7	607	574	33	111	102	9	85	77	8	219	227	-8	139	121	18	37	34	3	16	15	1
ABC PER	232	228	4	11	8	3	11	7	4	25	25	0	42	48	-6	52	51	1	92	88	4
6RN	74	78	-4	2	3	-1	1	*	*	7	11	-4	21	19	2	19	16	3	24	30	-6
ABC NEWS	60	61	-1	4	2	2	4	6	-2	12	14	-2	9	7	2	13	13	0	18	19	-1
6JXX	339	334	5	40	41	-1	72	69	3	141	132	9	69	69	0	13	14	-1	3	7	-4
ABC CLASSIC	108	99	9	11	12	-1	6	11	-5	19	17	2	22	20	2	14	14	0	36	26	10
Total	1669	1669	0	176	176	0	177	171	6	456	460	-4	381	381	0	216	216	0	263	266	-3

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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	131	126	5	75	75	0	84	77	7	83	78	5	68	65	3	29	39	-10	97	94	3
6PR	176	164	12	127	128	-1	93	90	3	94	89	5	90	83	7	55	59	-4	122	123	-1
MIX 94.5	462	483	-21	279	306	-27	236	242	-6	256	263	-7	255	279	-24	114	138	-24	307	328	-21
HIT 92.9	436	446	-10	246	260	-14	201	199	2	250	252	-2	232	256	-24	100	107	-7	262	284	-22
96FM	298	313	-15	161	171	-10	145	144	1	167	180	-13	149	150	-1	48	56	-8	186	208	-22
NOVA93.7	571	528	43	348	335	13	272	250	22	328	306	22	322	298	24	136	129	7	377	367	10
ABC PER	213	201	12	150	146	4	118	109	9	106	106	0	105	101	4	63	62	1	156	160	-4
6RN	63	69	-6	39	47	-8	34	34	0	31	30	1	32	37	-5	26	33	-7	43	58	-15
ABC NEWS	54	54	0	34	33	1	13	19	-6	18	18	0	24	18	6	10	15	-5	32	35	-3
6JXX	314	302	12	203	212	-9	162	149	13	204	186	18	198	197	1	108	90	18	219	210	9
ABC CLASSIC	102	88	14	59	48	11	47	43	4	53	51	2	62	53	9	23	22	1	72	65	7
Total	1643	1636	7	1348	1367	-19	1127	1115	12	1227	1233	-6	1210	1225	-15	653	668	-15	1412	1440	-28



PERTH RADIO - SURVEY 4 2019

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	10	1	*	*	*	*	*	*	*	*	*	2	2	0	4	4	0	5	3	2
6PR	17	16	1	*	*	*	*	*	*	2	1	1	5	4	1	3	3	0	6	7	-1
MIX 94.5	26	30	-4	1	2	-1	2	2	0	6	5	1	7	9	-2	7	8	-1	4	5	-1
HIT 92.9	20	20	0	2	2	0	2	3	-1	9	10	-1	5	4	1	1	1	0	*	*	*
96FM	17	17	0	1	1	0	1	2	-1	5	6	-1	6	6	0	2	2	0	1	*	*
NOVA93.7	31	27	4	5	4	1	3	2	1	11	11	0	9	7	2	2	2	0	*	*	*
ABC PER	17	17	0	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	10	9	1
6RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*
6JJJ	25	21	4	2	1	1	6	5	1	10	10	0	6	3	3	1	1	0	*	*	*
ABC CLASSIC	8	6	2	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	4	3	1
Total	216	213	3	14	13	1	18	17	1	52	52	0	55	48	7	31	34	-3	47	48	-1

Average Audience (000's) by Session, P10+ [Potential: 1762]

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	12	10	2	15	13	2	19	16	3	17	13	4	11	9	2	2	2	0	10	9	1
6PR	18	18	0	32	32	0	28	26	2	17	17	0	14	13	1	6	6	0	13	13	0
MIX 94.5	29	34	-5	38	43	-5	46	53	-7	39	47	-8	27	32	-5	6	7	-1	19	22	-3
HIT 92.9	22	22	0	27	28	-1	32	32	0	31	30	1	22	25	-3	5	4	1	14	14	0
96FM	18	18	0	24	23	1	25	28	-3	26	27	-1	18	17	1	4	4	0	13	13	0
NOVA93.7	33	30	3	48	43	5	43	37	6	42	38	4	36	33	3	9	7	2	24	20	4
ABC PER	19	18	1	36	37	-1	27	24	3	17	15	2	15	13	2	7	7	0	13	13	0
6RN	4	5	-1	8	10	-2	4	5	-1	2	2	0	5	7	-2	2	3	-1	3	4	-1
ABC NEWS	2	2	0	5	5	0	1	1	0	1	1	0	2	1	1	1	1	0	1	2	-1
6JJJ	28	24	4	39	35	4	38	33	5	36	33	3	27	25	2	9	5	4	16	12	4
ABC CLASSIC	8	6	2	10	9	1	13	10	3	9	7	2	8	7	1	2	2	0	7	6	1
Total	235	230	5	336	331	5	339	325	14	291	285	6	228	228	0	63	60	3	168	170	-2



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	+/-
BUDDHA HITS	16	18	-2	2	1	1	1	3	-2	8	6	2	2	5	-3	3	2	1	*	1	*
Coles Radio	26	31	-5	5	2	3	6	9	-3	6	7	-1	4	6	-2	4	6	-2	1	2	-1
EASY HITS	19	23	-4	3	6	-3	*	1	*	3	5	-2	5	3	2	6	5	1	2	2	0
Edge Digital	6	12	-6	3	7	-4	*	*	*	*	1	*	2	4	-2	*	*	*	*	*	*
Kinderling Kids	7	7	0	1	3	-2	*	*	*	2	2	0	3	1	2	*	1	*	1	1	0
KIX DIGITAL	5	7	-2	2	4	-2	*	*	*	*	*	*	1	2	-1	*	1	*	2	1	1
MacquarieSportsRadio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MMM AUSSIE	6	11	-5	*	5	*	2	2	0	3	3	0	*	1	*	1	1	0	*	*	*
MMM CLASSIC ROCK	25	26	-1	3	4	-1	3	3	0	11	5	6	5	10	-5	2	1	1	1	3	-2
MMM COUNTRY	5	3	2	*	*	*	*	1	*	1	1	0	2	1	1	2	*	*	*	*	*
My Perth Digital	9	14	-5	*	1	*	*	1	*	1	4	-3	3	1	2	4	3	1	2	4	-2
NTS News Talk Sport	2	2	0	2	1	1	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	27	30	-3	2	5	-3	5	4	1	10	10	0	8	9	-1	2	1	1	1	1	0
Smooth	34	36	-2	3	5	-2	1	2	-1	7	6	1	11	10	1	8	6	2	4	7	-3
The 90s iHeartRadio	11	14	-3	*	4	*	2	2	0	5	5	0	4	2	2	*	*	*	*	*	*
URBAN HITS	13	9	4	1	1	0	2	3	-1	7	2	5	2	2	0	1	1	0	*	*	*
X-All New All Hit	7	11	-4	1	4	-3	3	1	2	2	2	0	*	4	*	*	*	*	1	1	0
triple j Unearthed	22	17	5	5	6	-1	5	4	1	6	4	2	4	2	2	1	*	*	1	1	0
ABC Country	8	11	-3	4	3	1	1	2	-1	*	*	*	1	3	-2	1	1	0	1	2	-1
ABC Grandstand	22	36	-14	1	5	-4	1	2	-1	6	9	-3	7	7	0	1	5	-4	6	8	-2
ABC Jazz	11	17	-6	*	1	*	2	4	-2	4	3	1	2	3	-1	*	1	*	2	5	-3
ABC KIDS LISTEN	10	10	0	3	3	0	1	1	0	4	4	0	2	2	0	*	*	*	*	*	*
Double J	24	26	-2	3	5	-2	2	3	-1	9	8	1	9	9	0	*	1	*	*	1	*
Total Digital/Internet Only	245	271	-26	33	36	-3	22	33	-11	75	70	5	63	68	-5	29	32	-3	22	33	-11

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

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
BUDDHA HITS	14	14	0	5	7	-2	4	3	1	10	8	2	9	8	1	4	4	0	3	6	-3
Coles Radio	24	25	-1	10	11	-1	11	9	2	15	17	-2	13	11	2	4	5	-1	10	14	-4
EASY HITS	18	20	-2	11	8	3	9	9	0	8	13	-5	10	12	-2	4	4	0	11	14	-3
Edge Digital	6	12	-6	*	3	*	2	3	-1	3	5	-2	2	4	-2	1	4	-3	1	3	-2
Kinderling Kids	6	6	0	1	2	-1	1	2	-1	1	1	0	1	2	-1	3	3	0	3	3	0
KIX DIGITAL	5	6	-1	2	3	-1	3	2	1	3	3	0	1	1	0	2	2	0	2	4	-2
MacquarieSportsRadio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MMM AUSSIE	4	8	-4	2	3	-1	1	*	*	3	5	-2	3	5	-2	2	3	-1	2	5	-3
MMM CLASSIC ROCK	18	19	-1	7	8	-1	7	8	-1	8	8	0	7	9	-2	1	5	-4	11	17	-6
MMM COUNTRY	2	3	-1	*	1	*	*	1	*	2	1	1	*	1	*	*	2	*	3	3	0
My Perth Digital	8	13	-5	3	6	-3	6	7	-1	5	9	-4	5	6	-1	2	2	0	3	7	-4
NTS News Talk Sport	*	2	*	*	*	*	*	*	*	*	1	*	*	*	*	*	2	*	2	1	1
OLDSKOOL HITS	23	28	-5	7	14	-7	10	9	1	12	14	-2	11	12	-1	5	9	-4	11	16	-5
Smooth	31	29	2	14	14	0	14	14	0	14	16	-2	16	18	-2	5	8	-3	17	26	-9
The 90s iHeartRadio	9	13	-4	*	2	*	1	2	-1	4	6	-2	8	12	-4	5	6	-1	5	4	1
URBAN HITS	9	6	3	6	1	5	2	1	1	1	1	0	5	3	2	3	3	0	9	4	5
X-All New All Hit	7	11	-4	3	5	-2	2	2	0	6	7	-1	*	5	*	1	4	-3	3	8	-5
triple j Unearthed	20	17	3	9	7	2	4	3	1	5	1	4	10	7	3	10	7	3	11	5	6
ABC Country	4	5	-1	2	*	*	3	2	1	1	2	-1	1	1	0	1	2	-1	7	9	-2
ABC Grandstand	8	13	-5	1	3	-2	1	1	0	5	5	0	5	7	-2	*	3	*	19	28	-9
ABC Jazz	8	13	-5	2	1	1	1	5	-4	3	4	-1	3	5	-2	6	8	-2	6	8	-2
ABC KIDS LISTEN	9	9	0	5	5	0	4	2	2	3	2	1	5	4	1	1	2	-1	7	7	0
Double J	22	23	-1	8	7	1	8	9	-1	8	10	-2	10	9	1	5	7	-2	8	8	0
Total Digital/Internet Only	206	218	-12	92	95	-3	91	89	2	113	116	-3	109	112	-3	57	75	-18	145	175	-30