



PERTH RADIO - SURVEY 7 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	4.2	4.1	0.1	0.2	0.6	-0.4	0.7	1.0	-0.3	1.6	0.8	0.8	3.8	4.3	-0.5	8.4	7.4	1.0	6.5	6.9	-0.4
6PR	7.6	8.3	-0.7	3.0	4.2	-1.2	3.0	0.6	2.4	3.2	2.0	1.2	6.3	7.0	-0.7	7.2	11.5	-4.3	16.7	17.1	-0.4
MIX 94.5	11.3	10.9	0.4	7.9	11.0	-3.1	6.7	9.1	-2.4	9.8	8.5	1.3	17.8	15.7	2.1	16.1	17.6	-1.5	3.6	3.7	-0.1
HIT 92.9	10.7	9.3	1.4	19.8	18.8	1.0	28.6	27.3	1.3	20.1	17.7	2.4	7.9	6.4	1.5	4.5	3.2	1.3	1.6	0.3	1.3
96FM	11.9	12.7	-0.8	9.7	10.4	-0.7	6.5	10.8	-4.3	12.8	14.1	-1.3	17.8	18.5	-0.7	15.9	14.0	1.9	2.8	5.2	-2.4
NOVA93.7	13.3	13.5	-0.2	35.2	34.2	1.0	21.4	19.3	2.1	19.6	23.8	-4.2	13.3	12.3	1.0	8.6	6.7	1.9	1.3	1.0	0.3
ABC PER	7.2	7.0	0.2	2.7	2.6	0.1	2.8	2.4	0.4	1.2	1.3	-0.1	3.9	5.5	-1.6	10.6	8.2	2.4	17.2	15.9	1.3
6RN	1.7	1.8	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.4	-0.1	1.3	1.2	0.1	2.2	3.0	-0.8	4.4	3.9	0.5
ABC NEWS	0.9	0.9	0.0	1.1	0.6	0.5	1.4	0.8	0.6	0.6	0.9	-0.3	0.6	0.4	0.2	0.6	1.1	-0.5	1.7	1.6	0.1
6JJJ	6.8	6.8	0.0	5.8	4.8	1.0	19.5	16.8	2.7	14.7	13.4	1.3	5.9	7.4	-1.5	2.5	3.1	-0.6	0.2	0.3	-0.1
ABC CLASSIC	3.3	3.4	-0.1	1.0	1.5	-0.5	0.6	1.7	-1.1	2.4	2.0	0.4	2.3	2.1	0.2	3.6	1.4	2.2	6.6	8.5	-1.9

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	4.3	3.8	0.5	4.1	3.5	0.6	5.1	4.5	0.6	4.5	4.0	0.5	3.9	3.8	0.1	3.1	2.9	0.2	3.9	5.1	-1.2						
6PR	7.9	8.4	-0.5	10.3	11.9	-1.6	6.7	6.9	-0.2	6.2	5.9	0.3	7.2	7.2	0.0	10.4	11.1	-0.7	6.7	8.1	-1.4						
MIX 94.5	11.8	11.3	0.5	11.2	10.5	0.7	13.3	12.5	0.8	12.5	12.4	0.1	11.2	11.2	0.0	8.8	7.7	1.1	9.5	9.5	0.0						
HIT 92.9	10.8	9.5	1.3	9.1	8.9	0.2	10.6	8.6	2.0	12.4	10.5	1.9	12.1	11.1	1.0	9.8	7.3	2.5	10.2	8.5	1.7						
96FM	12.0	12.7	-0.7	9.5	9.3	0.2	15.3	15.9	-0.6	14.9	15.3	-0.4	8.9	11.8	-2.9	6.9	8.5	-1.6	11.6	12.6	-1.0						
NOVA93.7	13.6	14.0	-0.4	14.4	14.6	-0.2	12.1	13.3	-1.2	14.0	14.5	-0.5	16.2	15.0	1.2	8.7	10.2	-1.5	12.0	11.5	0.5						
ABC PER	7.1	6.9	0.2	10.9	10.4	0.5	4.8	4.7	0.1	4.4	4.2	0.2	5.4	5.0	0.4	14.0	14.4	-0.4	7.3	7.3	0.0						
6RN	1.7	1.7	0.0	2.4	2.8	-0.4	1.3	1.3	0.0	1.1	1.0	0.1	1.8	1.4	0.4	2.1	2.0	0.1	2.0	2.0	0.0						
ABC NEWS	0.8	0.8	0.0	1.0	1.0	0.0	0.5	0.3	0.2	0.3	0.4	-0.1	0.8	1.0	-0.2	3.3	3.0	0.3	1.1	1.1	0.0						
6JJJ	6.9	6.8	0.1	7.1	6.7	0.4	5.6	5.3	0.3	6.7	6.9	-0.2	8.9	9.1	-0.2	6.6	7.1	-0.5	6.5	6.7	-0.2						
ABC CLASSIC	3.1	3.2	-0.1	2.3	3.1	-0.8	3.4	3.3	0.1	2.9	2.9	0.0	3.8	3.7	0.1	4.5	3.7	0.8	3.9	3.8	0.1						



PERTH RADIO - SURVEY 7 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	123	139	-16	4	6	-2	4	3	1	8	11	-3	26	24	2	36	40	-4	46	54	-8
6PR	192	201	-9	15	17	-2	8	3	5	28	29	-1	53	56	-3	35	40	-5	53	56	-3
MIX 94.5	468	463	5	62	63	-1	39	50	-11	107	102	5	138	129	9	83	81	2	38	38	0
HIT 92.9	489	449	40	91	87	4	80	69	11	182	188	-6	93	74	19	35	27	8	7	4	3
96FM	382	402	-20	45	47	-2	27	38	-11	103	107	-4	129	127	2	55	56	-1	24	27	-3
NOVA93.7	584	581	3	110	114	-4	81	74	7	209	216	-7	135	131	4	39	37	2	10	9	1
ABC PER	243	270	-27	13	11	2	7	9	-2	18	31	-13	46	65	-19	56	53	3	101	102	-1
6RN	65	68	-3	2	1	1	1	2	-1	5	8	-3	14	17	-3	14	14	0	29	27	2
ABC NEWS	61	66	-5	6	5	1	9	4	5	13	17	-4	10	9	1	7	11	-4	17	19	-2
6JJJ	327	326	1	28	27	1	66	78	-12	147	142	5	66	57	9	15	18	-3	4	4	0
ABC CLASSIC	116	108	8	8	8	0	9	11	-2	26	20	6	28	26	2	15	11	4	29	32	-3
Total	1671	1672	-1	177	180	-3	173	174	-1	457	457	0	387	387	0	214	214	0	262	261	1

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	109	122	-13	66	68	-2	61	70	-9	70	73	-3	55	64	-9	28	32	-4	75	96	-21
6PR	179	181	-2	130	139	-9	90	87	3	91	93	-2	96	98	-2	57	57	0	102	125	-23
MIX 94.5	422	417	5	233	213	20	218	191	27	243	251	-8	205	213	-8	77	89	-12	257	264	-7
HIT 92.9	448	411	37	257	259	-2	201	179	22	265	237	28	244	221	23	122	99	23	287	271	16
96FM	337	353	-16	196	196	0	191	182	9	218	219	-1	183	194	-11	63	62	1	243	254	-11
NOVA93.7	542	539	3	361	368	-7	239	215	24	308	304	4	325	304	21	139	121	18	369	354	15
ABC PER	219	230	-11	166	168	-2	99	113	-14	108	105	3	93	105	-12	74	78	-4	151	175	-24
6RN	60	65	-5	41	43	-2	30	34	-4	31	31	0	31	29	2	16	14	2	36	39	-3
ABC NEWS	57	57	0	28	31	-3	17	15	2	16	13	3	28	26	2	24	20	4	36	34	2
6JJJ	303	305	-2	196	176	20	142	123	19	166	182	-16	188	181	7	80	84	-4	186	201	-15
ABC CLASSIC	108	100	8	57	64	-7	54	51	3	56	50	6	55	47	8	32	31	1	62	67	-5
Total	1637	1635	2	1360	1334	26	1119	1059	60	1234	1236	-2	1228	1222	6	640	628	12	1396	1430	-34



PERTH RADIO - SURVEY 7 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	9	9	0	*	*	*	*	*	*	1	*	*	2	2	0	3	2	1	3	3	0
6PR	17	18	-1	*	1	*	*	*	*	2	1	1	4	4	0	3	4	-1	8	8	0
MIX 94.5	25	23	2	1	2	-1	1	1	0	5	4	1	11	9	2	6	6	0	2	2	0
HIT 92.9	23	20	3	3	3	0	4	4	0	9	8	1	5	4	1	2	1	1	1	*	*
96FM	26	27	-1	1	2	-1	1	2	-1	6	6	0	11	10	1	6	5	1	1	3	-2
NOVA93.7	29	29	0	5	6	-1	3	3	0	9	11	-2	8	7	1	3	2	1	1	*	*
ABC PER	16	15	1	*	*	*	*	*	*	1	1	0	2	3	-1	4	3	1	8	8	0
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	15	15	0	1	1	0	3	2	1	7	6	1	3	4	-1	1	1	0	*	*	*
ABC CLASSIC	7	7	0	*	*	*	*	*	*	1	1	0	1	1	0	1	*	*	3	4	-1
Total	217	213	4	15	17	-2	13	15	-2	47	44	3	59	56	3	35	33	2	48	49	-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	10	9	1	14	12	2	17	14	3	13	12	1	9	9	0	2	2	0	7	9	-2
6PR	19	19	0	35	40	-5	22	22	0	18	17	1	16	17	-1	7	7	0	12	14	-2
MIX 94.5	28	26	2	38	35	3	43	39	4	36	36	0	25	26	-1	6	5	1	16	16	0
HIT 92.9	25	22	3	31	30	1	35	27	8	36	30	6	27	25	2	6	4	2	18	15	3
96FM	28	29	-1	32	31	1	50	49	1	44	44	0	20	27	-7	4	5	-1	20	22	-2
NOVA93.7	32	32	0	49	49	0	39	41	-2	41	42	-1	37	34	3	6	6	0	21	20	1
ABC PER	17	16	1	37	34	3	16	15	1	13	12	1	12	12	0	9	9	0	13	13	0
6RN	4	4	0	8	9	-1	4	4	0	3	3	0	4	3	1	1	1	0	3	3	0
ABC NEWS	2	2	0	4	3	1	2	1	1	1	1	0	2	2	0	2	2	0	2	2	0
6JJJ	16	16	0	24	22	2	18	16	2	20	20	0	20	21	-1	4	4	0	11	12	-1
ABC CLASSIC	7	7	0	8	10	-2	11	10	1	9	8	1	9	8	1	3	2	1	7	7	0
Total	235	229	6	343	332	11	327	310	17	292	289	3	226	229	-3	64	60	4	173	173	0



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	+/-	
96FM 80s	20	19	1	2	3	-1	1	1	0	3	2	1	11	9	2	3	4	-1	*	*	*	
96FM 90s	11	15	-4	5	6	-1	1	3	-2	2	4	-2	3	1	2	1	1	0	*	*	*	
Coles Radio	21	30	-9	2	2	0	4	5	-1	7	8	-1	3	10	-7	4	4	0	1	1	0	
HIT BUDDHA	13	17	-4	1	1	0	*	1	*	3	2	1	6	8	-2	*	1	*	2	4	-2	
HIT EASY	18	16	2	1	2	-1	*	1	*	5	6	-1	6	4	2	5	2	3	2	2	0	
HIT OLDSKOOL	30	38	-8	2	4	-2	1	1	0	12	12	0	10	15	-5	3	4	-1	1	2	-1	
HIT URBAN	15	12	3	4	3	1	1	2	-1	8	5	3	2	1	1	*	*	*	*	*	*	
Kinderling Kids	4	8	-4	1	2	-1	*	*	*	1	3	-2	1	3	-2	*	*	*	*	*	*	
KIX DIGITAL	5	5	0	1	2	-1	*	*	*	*	*	*	3	3	0	*	*	*	2	1	1	
MacquarieSportsRadio	2	1	1	1	*	*	*	*	*	*	*	*	*	1	*	2	*	*	*	*	*	
MMM AUSSIE	2	2	0	*	*	*	*	*	*	1	*	*	1	1	0	*	1	*	*	*	*	
MMM CLASSIC ROCK	18	19	-1	2	*	*	*	1	*	1	3	-2	7	8	-1	6	4	2	1	3	-2	
MMM COUNTRY	3	6	-3	*	*	*	*	1	*	*	*	*	1	4	-3	*	*	*	2	1	1	
My Perth Digital	13	10	3	3	3	0	2	*	*	3	4	-1	2	1	1	1	*	*	2	2	0	
NTS News Talk Sport	1	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*
Smooth	34	43	-9	7	6	1	3	*	*	7	6	1	9	14	-5	6	9	-3	3	7	-4	
X-All New All Hit	7	5	2	2	1	1	*	*	*	2	2	0	3	2	1	*	*	*	*	*	*	
triple j Unearthed	14	17	-3	1	2	-1	3	3	0	8	9	-1	2	3	-1	*	*	*	*	*	*	
ABC Country	6	4	2	2	2	0	*	*	*	1	2	-1	2	*	*	*	*	*	1	*	*	
ABC Grandstand	20	26	-6	2	1	1	2	2	0	1	5	-4	5	6	-1	3	4	-1	7	8	-1	
ABC Jazz	28	23	5	2	2	0	5	4	1	4	1	3	8	8	0	5	4	1	3	4	-1	
ABC KIDS LISTEN	6	8	-2	2	2	0	1	1	0	3	5	-2	*	*	*	*	1	*	*	*	*	
Double J	30	31	-1	3	5	-2	4	5	-1	6	6	0	15	12	3	3	3	0	*	1	*	
Total Digital/Internet Only	267	268	-1	35	33	2	24	22	2	66	68	-2	76	78	-2	38	37	1	28	30	-2	

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	+/-
96FM 80s	12	12	0	6	3	3	4	3	1	5	6	-1	5	6	-1	3	3	0	13	7	6
96FM 90s	11	10	1	6	4	2	4	3	1	5	5	0	3	4	-1	*	*	*	2	6	-4
Coles Radio	14	20	-6	3	5	-2	5	8	-3	4	12	-8	7	5	2	4	2	2	11	15	-4
HIT BUDDHA	9	14	-5	2	4	-2	2	3	-1	3	8	-5	9	8	1	2	2	0	8	9	-1
HIT EASY	16	13	3	12	6	6	10	6	4	10	7	3	8	7	1	2	1	1	10	9	1
HIT OLDSKOOL	22	30	-8	12	12	0	9	12	-3	8	11	-3	13	18	-5	1	1	0	20	24	-4
HIT URBAN	12	9	3	6	7	-1	4	3	1	4	1	3	7	5	2	6	2	4	7	6	1
Kinderling Kids	3	6	-3	*	1	*	1	1	0	1	4	-3	1	3	-2	1	1	0	3	5	-2
KIX DIGITAL	5	4	1	2	3	-1	1	1	0	3	2	1	2	2	0	*	*	*	2	3	-1
MacquarieSportsRadio	2	1	1	2	*	*	*	1	*	2	1	1	2	*	*	*	*	*	2	1	1
MMM AUSSIE	2	2	0	*	*	*	1	*	*	1	2	-1	1	*	*	*	*	*	1	*	*
MMM CLASSIC ROCK	13	13	0	8	5	3	6	6	0	6	7	-1	8	9	-1	5	4	1	11	12	-1
MMM COUNTRY	2	1	1	*	*	*	2	1	1	1	1	0	*	*	*	*	*	*	2	6	-4
My Perth Digital	11	9	2	3	2	1	3	3	0	3	6	-3	6	5	1	3	1	2	6	4	2
NTS News Talk Sport	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	*	*
Smooth	28	37	-9	19	23	-4	15	16	-1	19	25	-6	21	25	-4	5	7	-2	24	28	-4
X-All New All Hit	7	5	2	2	2	0	2	2	0	3	1	2	4	3	1	2	2	0	3	2	1
triple j Unearthed	12	15	-3	4	7	-3	2	5	-3	8	6	2	7	9	-2	3	4	-1	6	7	-1
ABC Country	4	2	2	2	1	1	2	1	1	1	*	*	1	*	*	1	*	*	4	2	2
ABC Grandstand	9	15	-6	1	1	0	2	1	1	2	1	1	7	10	-3	6	12	-6	17	17	0
ABC Jazz	22	18	4	8	8	0	6	3	3	5	6	-1	8	11	-3	8	6	2	17	16	1
ABC KIDS LISTEN	5	6	-1	1	2	-1	1	2	-1	3	3	0	1	1	0	1	1	0	3	5	-2
Double J	23	27	-4	6	10	-4	13	10	3	9	12	-3	10	12	-2	1	2	-1	15	15	0
Total Digital/Internet Only	211	218	-7	101	97	4	86	86	0	101	111	-10	120	122	-2	53	50	3	175	173	2

Please note: BUDDHA HITS, EASY HITS, OLDSKOOL HITS, URBAN HITS changed to HIT BUDDHA, HIT EASY, HIT OLDSKOOL, HIT URBAN effective Sept 29.