



# PERTH RADIO - SURVEY 8 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	4.9	4.2	0.7	1.2	0.2	1.0	1.4	0.7	0.7	1.1	1.6	-0.5	3.1	3.8	-0.7	10.7	8.4	2.3	9.1	6.5	2.6
6PR	6.9	7.6	-0.7	2.4	3.0	-0.6	2.8	3.0	-0.2	4.3	3.2	1.1	5.4	6.3	-0.9	6.4	7.2	-0.8	14.7	16.7	-2.0
MIX 94.5	13.6	11.3	2.3	13.0	7.9	5.1	9.4	6.7	2.7	11.5	9.8	1.7	18.6	17.8	0.8	18.8	16.1	2.7	7.5	3.6	3.9
HIT 92.9	10.6	10.7	-0.1	22.3	19.8	2.5	21.6	28.6	-7.0	17.9	20.1	-2.2	9.2	7.9	1.3	4.4	4.5	-0.1	1.9	1.6	0.3
96FM	12.0	11.9	0.1	7.3	9.7	-2.4	6.7	6.5	0.2	14.0	12.8	1.2	20.6	17.8	2.8	13.1	15.9	-2.8	2.4	2.8	-0.4
NOVA93.7	12.6	13.3	-0.7	31.0	35.2	-4.2	16.5	21.4	-4.9	17.7	19.6	-1.9	14.6	13.3	1.3	7.8	8.6	-0.8	1.2	1.3	-0.1
ABC PER	6.1	7.2	-1.1	1.0	2.7	-1.7	0.2	2.8	-2.6	1.6	1.2	0.4	2.8	3.9	-1.1	10.0	10.6	-0.6	15.4	17.2	-1.8
6RN	1.8	1.7	0.1	0.4	0.1	0.3	2.0	0.1	1.9	0.2	0.3	-0.1	1.4	1.3	0.1	1.3	2.2	-0.9	4.5	4.4	0.1
ABC NEWS	0.9	0.9	0.0	0.8	1.1	-0.3	0.6	1.4	-0.8	0.6	0.6	0.0	0.7	0.6	0.1	0.8	0.6	0.2	1.9	1.7	0.2
6JJJ	8.7	6.8	1.9	5.9	5.8	0.1	27.6	19.5	8.1	17.9	14.7	3.2	6.9	5.9	1.0	2.3	2.5	-0.2	0.1	0.2	-0.1
ABC CLASSIC	2.3	3.3	-1.0	1.2	1.0	0.2	2.0	0.6	1.4	1.5	2.4	-0.9	1.2	2.3	-1.1	3.2	3.6	-0.4	4.2	6.6	-2.4

## Share Movement (%) 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	5.0	4.3	0.7	4.1	4.1	0.0	6.0	5.1	0.9	5.5	4.5	1.0	4.6	3.9	0.7	4.1	3.1	1.0	4.7	3.9	0.8
6PR	7.4	7.9	-0.5	8.9	10.3	-1.4	7.0	6.7	0.3	5.8	6.2	-0.4	6.4	7.2	-0.8	10.9	10.4	0.5	5.2	6.7	-1.5
MIX 94.5	13.8	11.8	2.0	12.6	11.2	1.4	14.8	13.3	1.5	15.3	12.5	2.8	13.7	11.2	2.5	10.4	8.8	1.6	12.8	9.5	3.3
HIT 92.9	10.8	10.8	0.0	9.6	9.1	0.5	10.0	10.6	-0.6	11.5	12.4	-0.9	12.7	12.1	0.6	10.9	9.8	1.1	10.1	10.2	-0.1
96FM	12.0	12.0	0.0	10.6	9.5	1.1	14.6	15.3	-0.7	13.9	14.9	-1.0	9.7	8.9	0.8	7.3	6.9	0.4	12.1	11.6	0.5
NOVA93.7	12.7	13.6	-0.9	14.1	14.4	-0.3	10.1	12.1	-2.0	13.0	14.0	-1.0	15.3	16.2	-0.9	8.3	8.7	-0.4	12.3	12.0	0.3
ABC PER	6.2	7.1	-0.9	8.7	10.9	-2.2	4.8	4.8	0.0	3.9	4.4	-0.5	5.3	5.4	-0.1	11.5	14.0	-2.5	5.8	7.3	-1.5
6RN	1.6	1.7	-0.1	2.8	2.4	0.4	1.0	1.3	-0.3	0.9	1.1	-0.2	1.3	1.8	-0.5	2.4	2.1	0.3	2.2	2.0	0.2
ABC NEWS	0.8	0.8	0.0	1.1	1.0	0.1	0.7	0.5	0.2	0.3	0.3	0.0	0.6	0.8	-0.2	3.2	3.3	-0.1	1.2	1.1	0.1
6JJJ	9.1	6.9	2.2	9.0	7.1	1.9	9.1	5.6	3.5	9.6	6.7	2.9	9.5	8.9	0.6	6.0	6.6	-0.6	7.3	6.5	0.8
ABC CLASSIC	2.2	3.1	-0.9	1.7	2.3	-0.6	2.3	3.4	-1.1	2.2	2.9	-0.7	2.1	3.8	-1.7	3.8	4.5	-0.7	2.6	3.9	-1.3



# PERTH RADIO - SURVEY 8 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	128	123	5	6	4	2	6	4	2	6	8	-2	29	26	3	34	36	-2	47	46	1
6PR	181	192	-11	10	15	-5	10	8	2	28	28	0	46	53	-7	34	35	-1	52	53	-1
MIX 94.5	510	468	42	65	62	3	38	39	-1	131	107	24	149	138	11	85	83	2	43	38	5
HIT 92.9	508	489	19	97	91	6	86	80	6	182	182	0	99	93	6	36	35	1	7	7	0
96FM	409	382	27	46	45	1	30	27	3	119	103	16	138	129	9	58	55	3	18	24	-6
NOVA93.7	572	584	-12	113	110	3	75	81	-6	208	209	-1	136	135	1	33	39	-6	7	10	-3
ABC PER	209	243	-34	9	13	-4	1	7	-6	18	18	0	42	46	-4	46	56	-10	92	101	-9
6RN	72	65	7	4	2	2	4	1	3	6	5	1	16	14	2	11	14	-3	30	29	1
ABC NEWS	56	61	-5	5	6	-1	6	9	-3	11	13	-2	9	10	-1	7	7	0	18	17	1
6JJJ	318	327	-9	27	28	-1	72	66	6	136	147	-11	63	66	-3	16	15	1	4	4	0
ABC CLASSIC	100	116	-16	8	8	0	5	9	-4	25	26	-1	21	28	-7	13	15	-2	28	29	-1
<b>Total</b>	<b>1670</b>	<b>1671</b>	<b>-1</b>	<b>178</b>	<b>177</b>	<b>1</b>	<b>174</b>	<b>173</b>	<b>1</b>	<b>451</b>	<b>457</b>	<b>-6</b>	<b>386</b>	<b>387</b>	<b>-1</b>	<b>216</b>	<b>214</b>	<b>2</b>	<b>265</b>	<b>262</b>	<b>3</b>

## 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	116	109	7	72	66	6	72	61	11	79	70	9	57	55	2	30	28	2	80	75	5
6PR	169	179	-10	121	130	-9	99	90	9	85	91	-6	84	96	-12	49	57	-8	91	102	-11
MIX 94.5	462	422	40	271	233	38	238	218	20	272	243	29	245	205	40	97	77	20	303	257	46
HIT 92.9	470	448	22	282	257	25	205	201	4	260	265	-5	263	244	19	120	122	-2	297	287	10
96FM	365	337	28	209	196	13	190	191	-1	222	218	4	191	183	8	77	63	14	251	243	8
NOVA93.7	536	542	-6	359	361	-2	251	239	12	317	308	9	318	325	-7	125	139	-14	356	369	-13
ABC PER	193	219	-26	140	166	-26	96	99	-3	94	108	-14	92	93	-1	56	74	-18	129	151	-22
6RN	61	60	1	46	41	5	24	30	-6	27	31	-4	29	31	-2	17	16	1	44	36	8
ABC NEWS	54	57	-3	32	28	4	18	17	1	20	16	4	18	28	-10	21	24	-3	37	36	1
6JJJ	289	303	-14	202	196	6	141	142	-1	155	166	-11	189	188	1	80	80	0	190	186	4
ABC CLASSIC	92	108	-16	54	57	-3	42	54	-12	47	56	-9	47	55	-8	29	32	-3	57	62	-5
<b>Total</b>	<b>1641</b>	<b>1637</b>	<b>4</b>	<b>1371</b>	<b>1360</b>	<b>11</b>	<b>1107</b>	<b>1119</b>	<b>-12</b>	<b>1223</b>	<b>1234</b>	<b>-11</b>	<b>1213</b>	<b>1228</b>	<b>-15</b>	<b>650</b>	<b>640</b>	<b>10</b>	<b>1394</b>	<b>1396</b>	<b>-2</b>



## PERTH RADIO - SURVEY 8 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	9	2	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	4	3	1
6PR	15	17	-2	*	*	*	*	*	*	2	2	0	3	4	-1	2	3	-1	7	8	-1
MIX 94.5	30	25	5	2	1	1	2	1	1	6	5	1	10	11	-1	7	6	1	3	2	1
HIT 92.9	23	23	0	3	3	0	4	4	0	9	9	0	5	5	0	2	2	0	1	1	0
96FM	26	26	0	1	1	0	1	1	0	7	6	1	11	11	0	5	6	-1	1	1	0
NOVA93.7	28	29	-1	5	5	0	3	3	0	9	9	0	8	8	0	3	3	0	1	1	0
ABC PER	13	16	-3	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	7	8	-1
6RN	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	19	15	4	1	1	0	5	3	2	9	7	2	4	3	1	1	1	0	*	*	*
ABC CLASSIC	5	7	-2	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	3	-1
Total	219	217	2	15	15	0	16	13	3	49	47	2	55	59	-4	36	35	1	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	14	14	0	20	17	3	16	13	3	10	9	1	2	2	0	8	7	1
6PR	17	19	-2	31	35	-4	23	22	1	17	18	-1	14	16	-2	6	7	-1	9	12	-3
MIX 94.5	33	28	5	44	38	6	49	43	6	45	36	9	31	25	6	6	6	0	22	16	6
HIT 92.9	26	25	1	34	31	3	34	35	-1	34	36	-2	29	27	2	6	6	0	17	18	-1
96FM	28	28	0	37	32	5	49	50	-1	41	44	-3	22	20	2	4	4	0	21	20	1
NOVA93.7	30	32	-2	50	49	1	34	39	-5	38	41	-3	35	37	-2	5	6	-1	21	21	0
ABC PER	15	17	-2	31	37	-6	16	16	0	11	13	-2	12	12	0	7	9	-2	10	13	-3
6RN	4	4	0	10	8	2	3	4	-1	3	3	0	3	4	-1	1	1	0	4	3	1
ABC NEWS	2	2	0	4	4	0	2	2	0	1	1	0	1	2	-1	2	2	0	2	2	0
6JJJ	21	16	5	32	24	8	31	18	13	28	20	8	22	20	2	4	4	0	13	11	2
ABC CLASSIC	5	7	-2	6	8	-2	8	11	-3	6	9	-3	5	9	-4	2	3	-1	5	7	-2
Total	237	235	2	352	343	9	335	327	8	293	292	1	226	226	0	59	64	-5	173	173	0



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	22	20	2	1	2	-1	2	1	1	4	3	1	12	11	1	2	3	-1	1	*	*
96FM 90s	13	11	2	4	5	-1	1	1	0	3	2	1	4	3	1	1	1	0	*	*	*
Coles Radio	22	21	1	3	2	1	4	4	0	8	7	1	2	3	-1	5	4	1	*	1	*
HIT BUDDHA	10	13	-3	1	1	0	*	*	*	4	3	1	2	6	-4	1	*	*	3	2	1
HIT EASY	14	18	-4	*	1	*	*	*	*	5	5	0	2	6	-4	7	5	2	1	2	-1
HIT OLDSKOOL	22	30	-8	2	2	0	3	1	2	8	12	-4	7	10	-3	1	3	-2	1	1	0
HIT URBAN	13	15	-2	3	4	-1	2	1	1	6	8	-2	1	2	-1	*	*	*	*	*	*
Kinderling Kids	4	4	0	1	1	0	1	*	*	2	1	1	*	1	*	1	*	*	*	*	*
KIX DIGITAL	1	5	-4	*	1	*	*	*	*	*	*	*	*	3	*	*	*	*	1	2	-1
MacquarieSportsRadio	3	2	1	1	1	0	*	*	*	1	*	*	*	*	*	1	2	-1	*	*	*
MMM AUSSIE	2	2	0	*	*	*	*	*	*	*	1	*	1	1	0	1	*	*	*	*	*
MMM CLASSIC ROCK	13	18	-5	2	2	0	*	*	*	3	1	2	5	7	-2	3	6	-3	*	1	*
MMM COUNTRY	4	3	1	*	*	*	*	*	*	2	*	*	1	1	0	*	*	*	1	2	-1
My Perth Digital	11	13	-2	2	3	-1	3	2	1	2	3	-1	2	2	0	1	1	0	1	2	-1
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	1	1	0	*	*	*	*	*	*	*	*	*
Smooth	36	34	2	4	7	-3	5	3	2	6	7	-1	9	9	0	11	6	5	1	3	-2
X-All New All Hit	5	7	-2	2	2	0	1	*	*	3	2	1	*	3	*	*	*	*	*	*	*
triple j Uearthed	13	14	-1	2	1	1	6	3	3	4	8	-4	1	2	-1	*	*	*	*	*	*
ABC Country	9	6	3	1	2	-1	*	*	*	1	1	0	4	2	2	1	*	*	2	1	1
ABC Grandstand	12	20	-8	2	2	0	*	2	*	2	1	1	4	5	-1	2	3	-1	3	7	-4
ABC Jazz	20	28	-8	2	2	0	3	5	-2	5	4	1	5	8	-3	3	5	-2	2	3	-1
ABC KIDS LISTEN	9	6	3	1	2	-1	*	1	*	7	3	4	*	*	*	1	*	*	*	*	*
Double J	25	30	-5	1	3	-2	3	4	-1	8	6	2	14	15	-1	*	3	*	*	*	*
Total Digital/Internet Only	238	267	-29	28	35	-7	26	24	2	67	66	1	60	76	-16	40	38	2	17	28	-11

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

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	14	12	2	5	6	-1	3	4	-1	6	5	1	4	5	-1	4	3	1	14	13	1
96FM 90s	11	11	0	5	6	-1	4	4	0	6	5	1	4	3	1	*	*	*	6	2	4
Coles Radio	18	14	4	4	3	1	9	5	4	7	4	3	7	7	0	3	4	-1	12	11	1
HIT BUDDHA	7	9	-2	4	2	2	4	2	2	6	3	3	5	9	-4	*	2	*	5	8	-3
HIT EASY	12	16	-4	8	12	-4	8	10	-2	8	10	-2	6	8	-2	1	2	-1	6	10	-4
HIT OLDSKOOL	18	22	-4	12	12	0	8	9	-1	11	8	3	8	13	-5	2	1	1	15	20	-5
HIT URBAN	12	12	0	3	6	-3	1	4	-3	6	4	2	7	7	0	6	6	0	8	7	1
Kinderling Kids	4	3	1	2	*	*	2	1	1	1	1	0	1	1	0	1	1	0	2	3	-1
KIX DIGITAL	1	5	-4	*	2	*	*	1	*	1	3	-2	*	2	*	*	*	*	*	2	*
MacquarieSportsRadio	3	2	1	1	2	-1	*	*	*	3	2	1	1	2	-1	*	*	*	2	2	0
MMM AUSSIE	2	2	0	1	*	*	1	1	0	1	1	0	2	1	1	*	*	*	1	1	0
MMM CLASSIC ROCK	11	13	-2	6	8	-2	3	6	-3	5	6	-1	4	8	-4	5	5	0	8	11	-3
MMM COUNTRY	3	2	1	*	*	*	3	2	1	2	1	1	*	*	*	*	*	*	3	2	1
My Perth Digital	7	11	-4	3	3	0	1	3	-2	1	3	-2	4	6	-2	2	3	-1	6	6	0
NTS News Talk Sport	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
Smooth	29	28	1	12	19	-7	17	15	2	22	19	3	21	21	0	9	5	4	25	24	1
X-All New All Hit	5	7	-2	1	2	-1	4	2	2	1	3	-2	2	4	-2	1	2	-1	2	3	-1
triple j Uearthed	11	12	-1	5	4	1	1	2	-1	5	8	-3	6	7	-1	5	3	2	5	6	-1
ABC Country	8	4	4	2	2	0	3	2	1	5	1	4	2	1	1	2	1	1	4	4	0
ABC Grandstand	8	9	-1	3	1	2	5	2	3	5	2	3	3	7	-4	3	6	-3	11	17	-6
ABC Jazz	17	22	-5	4	8	-4	5	6	-1	5	5	0	6	8	-2	5	8	-3	8	17	-9
ABC KIDS LISTEN	7	5	2	3	1	2	1	1	0	3	3	0	2	1	1	2	1	1	3	3	0
Double J	19	23	-4	3	6	-3	10	13	-3	6	9	-3	6	10	-4	2	1	1	15	15	0
Total Digital/Internet Only	190	211	-21	85	101	-16	92	86	6	103	101	2	97	120	-23	51	53	-2	155	175	-20