

## GfK Radio 360 Ratings Summary Report – Survey 3, 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

For more information contact the GfK team at AUSratoratings@gfk.com.

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 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	4.8	4.2	0.6	1.7	3.7	-2.0	2.9	1.5	1.4	1.0	1.9	-0.9	2.3	2.2	0.1	10.2	4.4	5.8	8.1	8.8	-0.7
6PR	7.3	5.5	1.8	5.0	1.9	3.1	8.6	5.9	2.7	1.0	1.7	-0.7	5.9	4.1	1.8	8.9	9.2	-0.3	12.9	9.1	3.8
MIX 94.5	11.9	15.3	-3.4	14.7	19.2	-4.5	13.1	10.2	2.9	15.8	16.7	-0.9	16.7	23.2	-6.5	11.1	18.2	-7.1	3.9	4.5	-0.6
92.9 TRIPLE M	8.8	7.8	1.0	12.3	9.4	2.9	7.6	6.5	1.1	19.2	19.5	-0.3	11.8	7.3	4.5	4.3	3.5	0.8	0.1	0.8	-0.7
96FM	14.4	12.4	2.0	15.3	13.2	2.1	12.0	12.9	-0.9	7.8	4.3	3.5	13.9	12.1	1.8	26.1	22.3	3.8	12.9	12.9	0.0
NOVA93.7	14.3	14.6	-0.3	27.4	28.9	-1.5	26.3	23.6	2.7	18.7	19.2	-0.5	18.5	19.5	-1.0	7.7	8.5	-0.8	2.7	1.2	1.5
ABC PER	5.7	5.7	0.0	0.6	1.3	-0.7	1.8	2.4	-0.6	2.2	2.5	-0.3	2.4	2.8	-0.4	5.7	5.6	0.1	14.6	14.1	0.5
6RN	1.0	1.2	-0.2	0.2	0.1	0.1	0.6	0.5	0.1	0.4	0.3	0.1	0.7	0.8	-0.1	0.9	1.0	-0.1	2.2	3.0	-0.8
ABC NEWSRADIO	0.9	1.6	-0.7	0.4	0.2	0.2	0.6	1.4	-0.8	0.1	1.1	-1.0	1.0	0.9	0.1	0.9	1.9	-1.0	1.9	3.2	-1.3
6JJJ	5.9	5.6	0.3	4.4	3.3	1.1	13.6	14.3	-0.7	13.8	13.9	-0.1	6.2	4.3	1.9	2.4	2.3	0.1	0.4	0.4	0.0
ABC CLASSIC	2.0	2.3	-0.3	0.6	0.6	0.0	1.1	1.6	-0.5	0.7	0.6	0.1	1.5	1.2	0.3	1.8	1.2	0.6	4.3	6.1	-1.8

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	4.9	4.1	0.8	4.3	4.6	-0.3	5.7	4.3	1.4	5.4	4.1	1.3	4.4	3.7	0.7	3.0	2.8	0.2	4.3	4.2	0.1
6PR	7.9	6.0	1.9	11.2	8.2	3.0	7.8	6.0	1.8	5.6	4.5	1.1	6.2	4.8	1.4	8.9	6.3	2.6	5.4	3.9	1.5
MIX 94.5	12.0	15.3	-3.3	10.1	13.2	-3.1	11.3	14.4	-3.1	13.9	17.3	-3.4	13.7	17.4	-3.7	9.6	13.1	-3.5	11.7	15.4	-3.7
92.9 TRIPLE M	9.0	8.0	1.0	9.1	8.2	0.9	9.0	8.2	0.8	9.2	8.3	0.9	9.4	7.5	1.9	7.2	5.8	1.4	8.0	7.2	0.8
96FM	14.4	12.3	2.1	12.7	11.1	1.6	15.0	14.0	1.0	16.4	13.1	3.3	13.1	12.2	0.9	12.3	7.2	5.1	14.4	12.5	1.9
NOVA93.7	14.1	14.4	-0.3	17.4	18.3	-0.9	13.2	11.9	1.3	12.3	13.0	-0.7	15.0	15.6	-0.6	8.8	11.0	-2.2	15.0	15.0	0.0
ABC PER	5.5	5.8	-0.3	6.9	7.6	-0.7	5.5	5.6	-0.1	3.3	4.1	-0.8	5.1	4.3	0.8	11.0	10.7	0.3	6.5	5.6	0.9
6RN	1.0	1.2	-0.2	1.5	1.7	-0.2	0.7	0.8	-0.1	0.9	1.1	-0.2	0.3	0.8	-0.5	1.5	1.7	-0.2	1.0	1.1	-0.1
ABC NEWSRADIO	0.9	1.5	-0.6	1.3	1.8	-0.5	0.3	0.8	-0.5	0.7	1.1	-0.4	0.9	1.6	-0.7	2.6	4.9	-2.3	1.2	2.0	-0.8
6JJJ	6.1	5.8	0.3	6.2	6.1	0.1	5.2	4.8	0.4	6.1	5.9	0.2	7.2	6.9	0.3	7.8	5.3	2.5	5.2	5.2	0.0
ABC CLASSIC	1.8	2.2	-0.4	1.4	1.6	-0.2	1.8	2.0	-0.2	2.0	2.6	-0.6	2.1	2.3	-0.2	2.1	2.6	-0.5	2.5	2.5	0.0

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 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	159	-3	10	8	2	10	10	0	15	16	-1	16	22	-6	40	33	7	66	70	-4
6PR	227	207	20	22	17	5	25	18	7	28	22	6	49	44	5	40	44	-4	64	62	2
MIX 94.5	589	617	-28	87	91	-4	66	66	0	160	163	-3	147	159	-12	75	85	-10	53	54	-1
92.9 TRIPLE M	384	374	10	65	64	1	43	40	3	136	142	-6	99	81	18	32	32	0	9	14	-5
96FM	519	501	18	69	60	9	50	55	-5	98	90	8	126	116	10	100	100	0	77	80	-3
NOVA93.7	704	671	33	130	130	0	101	92	9	211	208	3	161	149	12	73	71	2	28	21	7
ABC PER	224	236	-12	10	10	0	14	15	-1	27	36	-9	36	43	-7	37	33	4	100	99	1
6RN	64	73	-9	5	3	2	5	9	-4	11	9	2	10	11	-1	12	13	-1	21	28	-7
ABC NEWSRADIO	88	104	-16	7	3	4	9	9	0	10	17	-7	23	22	1	11	14	-3	28	40	-12
6JJJ	301	300	1	35	38	-3	47	57	-10	144	134	10	57	50	7	12	13	-1	7	7	0
ABC CLASSIC	87	97	-10	11	9	2	12	18	-6	16	25	-9	19	17	2	5	1	4	24	28	-4
<b>Total</b>	<b>1,729</b>	<b>1,752</b>	<b>-23</b>	<b>201</b>	<b>201</b>	<b>0</b>	<b>170</b>	<b>173</b>	<b>-3</b>	<b>436</b>	<b>446</b>	<b>-10</b>	<b>392</b>	<b>395</b>	<b>-3</b>	<b>227</b>	<b>228</b>	<b>-1</b>	<b>304</b>	<b>308</b>	<b>-4</b>

By Session, P10+ [Potential: 1847]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	134	133	1	80	71	9	82	70	12	79	85	-6	49	59	-10	22	16	6	93	101	-8
6PR	204	186	18	142	124	18	108	83	25	104	77	27	77	77	0	43	39	4	120	111	9
MIX 94.5	533	555	-22	281	299	-18	218	223	-5	308	314	-6	265	279	-14	79	86	-7	309	355	-46
92.9 TRIPLE M	337	318	19	184	172	12	141	123	18	176	151	25	149	135	14	58	49	9	208	213	-5
96FM	480	450	30	250	227	23	237	204	33	291	248	43	208	204	4	74	70	4	275	270	5
NOVA93.7	631	614	17	442	424	18	303	243	60	325	327	-2	279	297	-18	75	98	-23	404	408	-4
ABC PER	194	209	-15	129	133	-4	86	94	-8	81	91	-10	86	78	8	49	49	0	158	147	11
6RN	56	61	-5	31	32	-1	22	22	0	22	24	-2	13	16	-3	12	10	2	34	44	-10
ABC NEWSRADIO	69	88	-19	43	50	-7	18	24	-6	29	39	-10	16	26	-10	20	21	-1	53	65	-12
6JJJ	272	256	16	166	156	10	115	101	14	127	120	7	143	136	7	43	37	6	166	175	-9
ABC CLASSIC	79	89	-10	40	44	-4	36	36	0	44	49	-5	31	34	-3	13	14	-1	49	48	1
<b>Total</b>	<b>1,699</b>	<b>1,722</b>	<b>-23</b>	<b>1,368</b>	<b>1,349</b>	<b>19</b>	<b>1,120</b>	<b>1,045</b>	<b>75</b>	<b>1,247</b>	<b>1,244</b>	<b>3</b>	<b>1,132</b>	<b>1,169</b>	<b>-37</b>	<b>476</b>	<b>492</b>	<b>-16</b>	<b>1,437</b>	<b>1,452</b>	<b>-15</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 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	8	2	*	1	*	*	*	*	*	1	*	1	1	0	3	1	2	4	4	0
6PR	15	11	4	1	*	*	1	1	0	*	1	*	3	2	1	3	3	0	7	4	3
MIX 94.5	24	31	-7	3	4	-1	2	1	1	6	7	-1	7	12	-5	4	5	-1	2	2	0
92.9 TRIPLE M	18	16	2	3	2	1	1	1	0	7	8	-1	5	4	1	1	1	0	*	*	*
96FM	29	25	4	3	2	1	2	2	0	3	2	1	6	6	0	8	7	1	7	6	1
NOVA93.7	29	30	-1	6	5	1	4	3	1	7	8	-1	8	10	-2	2	3	-1	1	1	0
ABC PER	12	12	0	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	7	7	0
6RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	2	-1
6JJJ	12	11	1	1	1	0	2	2	0	5	6	-1	3	2	1	1	1	0	*	*	*
ABC CLASSIC	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	2	3	-1
<b>Total</b>	<b>202</b>	<b>204</b>	<b>-2</b>	<b>21</b>	<b>19</b>	<b>2</b>	<b>14</b>	<b>15</b>	<b>-1</b>	<b>38</b>	<b>41</b>	<b>-3</b>	<b>45</b>	<b>50</b>	<b>-5</b>	<b>32</b>	<b>30</b>	<b>2</b>	<b>51</b>	<b>49</b>	<b>2</b>

By Session, P10+ [Potential: 1847]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6iX	11	9	2	13	14	-1	19	13	6	16	12	4	8	8	0	1	1	0	7	8	-1
6PR	17	13	4	34	25	9	26	19	7	16	13	3	12	10	2	4	3	1	9	7	2
MIX 94.5	26	33	-7	31	40	-9	37	45	-8	40	50	-10	26	35	-9	4	6	-2	20	27	-7
92.9 TRIPLE M	19	17	2	28	25	3	30	26	4	27	24	3	18	15	3	3	3	0	13	13	0
96FM	31	26	5	39	33	6	49	44	5	47	38	9	25	25	0	5	3	2	24	22	2
NOVA93.7	30	31	-1	53	55	-2	44	37	7	35	37	-2	29	32	-3	4	5	-1	25	27	-2
ABC PER	12	12	0	21	23	-2	18	17	1	10	12	-2	10	9	1	4	5	-1	11	10	1
6RN	2	3	-1	5	5	0	2	2	0	3	3	0	1	2	-1	1	1	0	2	2	0
ABC NEWSRADIO	2	3	-1	4	5	-1	1	3	-2	2	3	-1	2	3	-1	1	2	-1	2	4	-2
6JJJ	13	12	1	19	18	1	17	15	2	17	17	0	14	14	0	3	2	1	9	9	0
ABC CLASSIC	4	5	-1	4	5	-1	6	6	0	6	8	-2	4	5	-1	1	1	0	4	5	-1
<b>Total</b>	<b>216</b>	<b>214</b>	<b>2</b>	<b>306</b>	<b>300</b>	<b>6</b>	<b>331</b>	<b>312</b>	<b>19</b>	<b>289</b>	<b>287</b>	<b>2</b>	<b>190</b>	<b>204</b>	<b>-14</b>	<b>40</b>	<b>44</b>	<b>-4</b>	<b>168</b>	<b>177</b>	<b>-9</b>

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 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	50	48	2	13	7	6	4	5	-1	11	12	-1	8	8	0	9	10	-1	6	5	1
BLENDER BEATS	24	25	-1	6	6	0	2	3	-1	5	8	-3	9	6	3	1	*	*	*	1	*
CADA	9	10	-1	2	4	-2	*	*	*	3	3	0	4	4	0	*	*	*	*	*	*
Chemist Warehouse Remix	8	11	-3	2	1	1	3	3	0	2	3	-1	1	2	-1	*	*	*	*	2	*
Coles Radio	43	52	-9	4	4	0	6	8	-2	12	17	-5	7	12	-5	9	6	3	5	5	0
EASY HITS	15	20	-5	3	5	-2	1	3	-2	2	6	-4	*	3	*	4	2	2	4	1	3
KIX DIGITAL	4	12	-8	2	4	-2	2	2	0	*	1	*	*	2	*	*	2	*	*	*	*
MMM 80s	23	30	-7	5	2	3	*	*	*	6	15	-9	8	6	2	4	6	-2	*	1	*
MMM 90s	35	30	5	8	7	1	1	1	0	13	15	-2	12	5	7	2	1	1	*	1	*
MMM CLASSIC ROCK	30	32	-2	4	4	0	1	1	0	11	11	0	4	4	0	10	9	1	1	3	-2
MMM COUNTRY	16	14	2	3	2	1	1	1	0	11	10	1	1	1	0	1	*	*	*	*	*
My Perth DAB Radio	31	31	0	5	5	0	3	3	0	8	9	-1	8	7	1	4	5	-1	3	2	1
OLDSKOOL 80s HITS	44	39	5	7	7	0	1	4	-3	13	11	2	14	10	4	6	3	3	2	4	-2
OLDSKOOL 90s HITS	62	52	10	6	8	-2	2	4	-2	29	31	-2	17	7	10	7	2	5	*	*	*
RnB FRIDAYS RADIO	42	47	-5	7	11	-4	7	7	0	20	20	0	8	9	-1	2	*	*	*	*	*
smooth fm Perth	90	96	-6	14	8	6	3	4	-1	14	16	-2	22	24	-2	21	30	-9	15	13	2
triple j Unearthed	32	41	-9	6	3	3	9	10	-1	13	24	-11	4	3	1	1	*	*	*	*	*
ABC Country	14	17	-3	2	1	1	3	2	1	3	7	-4	*	*	*	2	1	1	4	5	-1
ABC Jazz	23	23	0	4	3	1	5	5	0	2	9	-7	6	3	3	3	2	1	3	1	2
ABC KIDS LISTEN	13	25	-12	6	6	0	*	2	*	4	10	-6	3	4	-1	*	1	*	1	2	-1
ABC Sport	26	29	-3	2	1	1	3	4	-1	7	8	-1	3	4	-1	4	4	0	7	8	-1
Double J	23	33	-10	5	4	1	3	2	1	5	12	-7	9	10	-1	1	4	-3	1	1	0
Total Digital/Internet Only	417	463	-46	67	59	8	42	46	-4	104	135	-31	97	99	-2	54	69	-15	53	56	-3

# RADIO 360: PERTH - TOTAL RADIO - SURVEY 3 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	40	34	6	21	15	6	20	9	11	20	18	2	10	14	-4	5	10	-5	24	23	1
BLENDER BEATS	20	20	0	17	10	7	13	11	2	10	11	-1	11	10	1	5	4	1	13	15	-2
CADA	7	5	2	5	3	2	4	3	1	5	3	2	4	3	1	2	1	1	5	9	-4
Chemist Warehouse Remix	6	8	-2	4	5	-1	2	2	0	2	1	1	2	6	-4	1	1	0	4	4	0
Coles Radio	36	43	-7	7	12	-5	13	18	-5	22	27	-5	9	10	-1	7	8	-1	19	20	-1
EASY HITS	11	13	-2	6	3	3	3	2	1	6	4	2	6	6	0	3	3	0	10	8	2
KIX DIGITAL	4	11	-7	1	8	-7	1	3	-2	1	4	-3	4	7	-3	1	1	0	1	2	-1
MMM 80s	20	25	-5	8	8	0	13	11	2	4	9	-5	5	9	-4	1	7	-6	9	11	-2
MMM 90s	30	26	4	12	7	5	10	6	4	13	13	0	13	14	-1	8	6	2	18	18	0
MMM CLASSIC ROCK	23	22	1	13	7	6	9	11	-2	8	6	2	13	14	-1	2	1	1	15	16	-1
MMM COUNTRY	14	11	3	8	6	2	4	5	-1	4	5	-1	5	5	0	3	1	2	8	10	-2
My Perth DAB Radio	25	26	-1	10	9	1	6	4	2	13	15	-2	11	12	-1	7	5	2	22	18	4
OLDSKOOL 80s HITS	35	34	1	13	10	3	13	12	1	24	20	4	10	15	-5	6	9	-3	23	19	4
OLDSKOOL 90s HITS	54	49	5	26	20	6	16	19	-3	31	25	6	19	15	4	4	6	-2	25	14	11
RnB FRIDAYS RADIO	37	42	-5	14	18	-4	16	20	-4	20	21	-1	11	11	0	8	10	-2	12	15	-3
smooth fm Perth	79	83	-4	43	45	-2	43	40	3	47	54	-7	33	46	-13	17	19	-2	53	58	-5
triple j Unearthed	27	30	-3	8	11	-3	7	14	-7	10	11	-1	6	7	-1	6	3	3	14	19	-5
ABC Country	6	12	-6	2	*	*	1	4	-3	1	4	-3	3	5	-2	2	2	0	8	8	0
ABC Jazz	19	17	2	5	8	-3	8	5	3	7	8	-1	7	7	0	8	6	2	11	14	-3
ABC KIDS LISTEN	12	22	-10	5	6	-1	*	2	*	5	5	0	6	13	-7	3	8	-5	8	12	-4
ABC Sport	18	25	-7	4	6	-2	3	7	-4	7	16	-9	5	10	-5	3	2	1	17	17	0
Double J	22	25	-3	13	13	0	10	9	1	8	13	-5	9	11	-2	8	4	4	11	21	-10
<b>Total Digital/Internet Only</b>	<b>370</b>	<b>400</b>	<b>-30</b>	<b>202</b>	<b>205</b>	<b>-3</b>	<b>180</b>	<b>195</b>	<b>-15</b>	<b>210</b>	<b>237</b>	<b>-27</b>	<b>171</b>	<b>220</b>	<b>-49</b>	<b>83</b>	<b>98</b>	<b>-15</b>	<b>256</b>	<b>295</b>	<b>-39</b>

# RADIO 360: PERTH - BY RADIO TYPE - SURVEY 3 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	4.8	5.4	5.6	1.7	1.8	1.0	2.9	3.3	1.4	1.0	1.0	2.0	2.3	2.0	8.5	10.2	11.2	11.6	8.1	11.2	6.7
6PR	7.3	8.1	10.1	5.0	5.3	3.5	8.6	7.8	19.5	1.0	1.0	1.7	5.9	6.0	11.8	8.9	8.6	20.3	12.9	18.1	8.0
MIX 94.5	11.9	14.1	7.7	14.7	15.4	11.8	13.1	13.9	12.2	15.8	17.5	8.1	16.7	19.6	5.0	11.1	12.7	8.5	3.9	5.4	2.3
92.9 TRIPLE M	8.8	10.5	4.2	12.3	13.4	6.4	7.6	8.4	3.8	19.2	21.6	6.5	11.8	13.8	3.3	4.3	4.9	3.7	0.1	0.2	*
96FM	14.4	16.6	13.6	15.3	15.9	13.5	12.0	12.0	18.2	7.8	8.5	5.6	13.9	15.5	12.6	26.1	30.5	15.5	12.9	17.2	22.2
NOVA93.7	14.3	16.3	14.8	27.4	28.5	23.8	26.3	28.2	23.0	18.7	20.1	16.5	18.5	20.3	19.2	7.7	8.9	5.9	2.7	3.7	1.2
ABC PER	5.7	6.1	10.6	0.6	0.4	1.9	1.8	1.6	4.5	2.2	1.7	7.7	2.4	2.4	5.0	5.7	6.0	8.5	14.6	18.4	42.1
6RN	1.0	1.1	1.3	0.2	0.1	0.4	0.6	0.4	2.1	0.4	0.4	0.2	0.7	0.6	2.1	0.9	0.9	1.6	2.2	3.0	2.0
ABC NEWSRADIO	0.9	0.9	2.4	0.4	0.3	1.5	0.6	0.6	0.5	0.1	0.1	0.6	1.0	0.8	4.1	0.9	0.6	3.8	1.9	2.5	3.1
6JJB	5.9	6.7	6.2	4.4	4.7	2.7	13.6	15.6	3.0	13.8	13.7	22.4	6.2	7.2	2.3	2.4	2.8	1.3	0.4	0.5	*
ABC CLASSIC	2.0	2.2	2.2	0.6	0.6	0.9	1.1	1.2	1.4	0.7	0.6	1.9	1.5	1.5	3.3	1.8	1.8	3.2	4.3	6.0	2.0
Commercial DAB+ Stns	9.8	10.5	16.8	14.0	12.2	28.9	5.2	5.0	7.0	12.6	12.3	22.5	8.4	8.6	15.4	8.9	9.6	11.1	8.9	12.2	9.5
ABC DAB+ Stns	1.6	1.6	4.4	1.5	1.3	3.6	2.0	2.0	3.3	1.7	1.5	4.1	2.0	1.7	7.3	1.6	1.4	4.9	1.1	1.5	1.0
Total DAB+ Stns	12.8	12.0	21.2	15.6	13.5	32.5	7.6	7.0	10.3	15.0	13.8	26.6	13.7	10.3	22.7	11.0	11.0	16.0	11.8	13.7	10.4

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	4.9	5.6	5.3	4.3	4.7	5.1	5.7	6.7	5.5	5.4	6.3	5.9	4.4	5.0	3.6	3.0	2.9	5.5	4.3	4.7	6.7
6PR	7.9	8.6	11.8	11.2	11.4	23.3	7.8	8.5	13.3	5.6	6.5	6.2	6.2	7.1	6.5	8.9	10.7	4.1	5.4	6.4	4.5
MIX 94.5	12.0	14.0	8.3	10.1	11.3	7.6	11.3	13.7	7.7	13.9	16.5	10.6	13.7	16.2	6.5	9.6	11.0	7.3	11.7	14.1	5.7
92.9 TRIPLE M	9.0	10.8	4.5	9.1	10.4	3.8	9.0	11.0	5.1	9.2	11.0	5.6	9.4	11.1	4.1	7.2	9.0	1.7	8.0	9.8	3.1
96FM	14.4	16.6	12.7	12.7	14.2	10.3	15.0	17.8	12.6	16.4	19.2	14.7	13.1	15.0	13.0	12.3	13.8	11.6	14.4	16.5	16.5
NOVA93.7	14.1	15.9	16.4	17.4	19.7	9.9	13.2	14.7	19.9	12.3	13.5	20.3	15.0	17.0	16.2	8.8	9.6	9.5	15.0	17.9	9.4
ABC PER	5.5	5.8	10.3	6.9	6.8	17.8	5.5	6.0	9.8	3.3	3.6	5.6	5.1	5.6	7.7	11.0	12.1	12.4	6.5	7.0	11.9
6RN	1.0	1.1	1.5	1.5	1.5	3.0	0.7	0.8	1.0	0.9	1.0	1.2	0.3	0.4	0.2	1.5	1.6	2.0	1.0	1.1	0.8
ABC NEWSRADIO	0.9	0.9	2.2	1.3	1.3	3.3	0.3	0.3	0.9	0.7	0.8	0.4	0.9	0.6	6.0	2.6	2.8	3.4	1.2	1.1	3.4
6JJB	6.1	6.9	6.4	6.2	7.1	2.0	5.2	6.0	5.8	6.1	6.8	8.1	7.2	8.0	9.5	7.8	8.3	9.5	5.2	5.9	5.5
ABC CLASSIC	1.8	2.1	2.1	1.4	1.6	1.1	1.8	2.1	1.8	2.0	2.3	2.7	2.1	2.4	2.5	2.1	2.1	2.9	2.5	2.9	2.8
Commercial DAB+ Stns	9.7	10.5	15.1	8.0	8.6	9.6	10.3	11.6	14.0	10.6	11.7	15.6	9.3	9.9	17.1	12.4	11.1	28.1	9.9	10.2	22.5
ABC DAB+ Stns	1.3	1.3	3.4	1.3	1.2	3.2	0.9	0.9	2.7	0.9	0.8	3.2	1.9	1.7	7.0	4.1	4.9	2.1	2.5	2.5	7.3
Total DAB+ Stns	12.6	11.8	18.5	10.5	9.9	12.8	13.0	12.5	16.6	13.5	12.5	18.8	12.4	11.6	24.1	17.0	16.0	30.1	13.6	12.7	29.8

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has a 4.8% share of all listening, 5.4% share of AM/FM/DAB+ listening and 5.6% 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 3 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	142	30	10	9	2	10	7	4	15	13	3	16	15	5	40	36	9	66	62	7
6PR	227	223	39	22	20	5	25	25	7	28	26	5	49	48	10	40	40	8	64	63	5
MIX 94.5	589	569	86	87	82	19	66	61	15	160	155	24	147	145	11	75	72	16	53	53	2
92.9 TRIPLE M	384	374	68	65	64	20	43	43	8	136	133	23	99	93	12	32	32	6	9	9	*
96FM	519	496	78	69	62	20	50	44	14	98	98	15	126	121	13	100	99	7	77	72	9
NOVA93.7	704	681	119	130	126	32	101	97	18	211	202	35	161	158	25	73	70	8	28	28	1
ABC PER	224	216	38	10	10	3	14	11	5	27	24	8	36	35	6	37	37	6	100	100	10
6RN	64	62	13	5	4	2	5	5	1	11	11	1	10	10	3	12	12	3	21	19	3
ABC NEWSRADIO	88	79	26	7	5	3	9	9	2	10	7	4	23	21	8	11	9	4	28	28	5
6JJJ	301	290	58	35	34	8	47	47	5	144	137	34	57	54	7	12	12	4	7	7	*
ABC CLASSIC	87	77	24	11	9	4	12	9	3	16	14	4	19	18	7	5	4	2	24	24	3
Commercial DAB+ Stns	310	294	79	56	52	20	22	22	5	84	81	23	68	64	17	47	45	6	33	30	8
ABC DAB+ Stns	111	100	42	20	18	9	17	16	5	31	28	7	22	18	15	9	9	5	12	12	1
Total DAB+ Stns	417	369	113	67	63	25	42	36	9	104	96	28	97	81	32	54	51	11	53	41	9
Total	1,729	1,652	426	201	197	67	170	164	46	436	428	116	392	371	95	227	221	57	304	270	45

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	134	120	28	80	69	16	82	74	13	79	75	8	49	47	3	22	14	7	93	85	15
6PR	204	199	34	142	137	17	108	104	13	104	96	11	77	75	9	43	41	4	120	117	13
MIX 94.5	533	508	72	281	263	26	218	205	25	308	296	34	265	248	24	79	75	7	309	297	40
92.9 TRIPLE M	337	321	57	184	175	20	141	128	20	176	162	27	149	145	11	58	55	3	208	204	26
96FM	480	459	59	250	233	25	237	220	28	291	277	30	208	197	19	74	61	15	275	257	45
NOVA93.7	631	596	102	442	423	30	303	275	49	325	300	48	279	260	33	75	62	15	404	389	50
ABC PER	194	187	32	129	120	15	86	78	16	81	74	12	86	84	6	49	42	8	158	148	21
6RN	56	51	13	31	27	5	22	19	5	22	21	4	13	13	1	12	10	4	34	34	3
ABC NEWSRADIO	69	62	17	43	35	11	18	15	3	29	27	5	16	11	5	20	16	7	53	46	16
6JJJ	272	256	54	166	161	11	115	98	23	127	117	19	143	132	17	43	36	8	166	163	22
ABC CLASSIC	79	71	21	40	38	5	36	30	9	44	39	12	31	30	5	13	10	5	49	44	12
Commercial DAB+ Stns	276	259	63	159	154	21	136	133	25	164	157	30	126	118	22	58	49	16	187	172	41
ABC DAB+ Stns	91	81	34	36	30	12	29	23	9	36	28	15	35	30	13	26	23	6	62	54	22
Total DAB+ Stns	370	323	92	202	181	30	180	153	34	210	181	43	171	146	35	83	65	21	256	221	59
Total	1,699	1,606	376	1,368	1,266	175	1,120	982	191	1,247	1,111	190	1,132	1,005	142	476	392	87	1,437	1,322	256

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, 6iX has 156,000 total listeners, 142,000 AM/FM/DAB+ listeners and 30,000 Streaming listeners. Please note that there can be overlap between radio types.