



# PERTH RADIO - SURVEY 1 2020

## 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	4.6	4.9	-0.3	0.6	1.2	-0.6	0.4	1.4	-1.0	1.2	1.1	0.1	2.4	3.1	-0.7	15.1	10.7	4.4	6.8	9.1	-2.3
6PR	6.3	6.9	-0.6	1.6	2.4	-0.8	0.1	2.8	-2.7	2.7	4.3	-1.6	5.6	5.4	0.2	9.3	6.4	2.9	12.6	14.7	-2.1
MIX 94.5	10.1	13.6	-3.5	10.5	13.0	-2.5	7.0	9.4	-2.4	8.1	11.5	-3.4	14.8	18.6	-3.8	10.8	18.8	-8.0	7.2	7.5	-0.3
HIT 92.9	9.3	10.6	-1.3	25.6	22.3	3.3	18.8	21.6	-2.8	14.7	17.9	-3.2	7.5	9.2	-1.7	3.0	4.4	-1.4	0.8	1.9	-1.1
96FM	13.6	12.0	1.6	8.5	7.3	1.2	9.7	6.7	3.0	14.4	14.0	0.4	25.2	20.6	4.6	13.2	13.1	0.1	2.8	2.4	0.4
NOVA93.7	14.0	12.6	1.4	37.0	31.0	6.0	20.9	16.5	4.4	19.7	17.7	2.0	16.2	14.6	1.6	5.1	7.8	-2.7	1.0	1.2	-0.2
ABC PER	6.9	6.1	0.8	1.0	1.0	0.0	2.0	0.2	1.8	1.3	1.6	-0.3	4.6	2.8	1.8	10.1	10.0	0.1	17.2	15.4	1.8
6RN	1.6	1.8	-0.2	0.4	0.4	0.0	0.1	2.0	-1.9	0.6	0.2	0.4	1.0	1.4	-0.4	2.3	1.3	1.0	3.6	4.5	-0.9
ABC NEWS	0.9	0.9	0.0	0.3	0.8	-0.5	0.3	0.6	-0.3	1.0	0.6	0.4	0.3	0.7	-0.4	1.2	0.8	0.4	1.6	1.9	-0.3
6JJJ	9.8	8.7	1.1	4.8	5.9	-1.1	25.9	27.6	-1.7	23.3	17.9	5.4	5.3	6.9	-1.6	2.8	2.3	0.5	0.8	0.1	0.7
ABC CLASSIC	3.2	2.3	0.9	0.4	1.2	-0.8	1.1	2.0	-0.9	0.9	1.5	-0.6	2.3	1.2	1.1	3.1	3.2	-0.1	8.5	4.2	4.3

## 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	4.2	5.0	-0.8	4.2	4.1	0.1	4.4	6.0	-1.6	4.0	5.5	-1.5	4.2	4.6	-0.4	4.6	4.1	0.5	5.9	4.7	1.2
6PR	6.7	7.4	-0.7	8.0	8.9	-0.9	6.1	7.0	-0.9	5.8	5.8	0.0	6.4	6.4	0.0	7.2	10.9	-3.7	5.0	5.2	-0.2
MIX 94.5	10.5	13.8	-3.3	8.7	12.6	-3.9	11.3	14.8	-3.5	11.8	15.3	-3.5	9.0	13.7	-4.7	12.3	10.4	1.9	8.8	12.8	-4.0
HIT 92.9	9.4	10.8	-1.4	9.6	9.6	0.0	8.2	10.0	-1.8	9.2	11.5	-2.3	11.1	12.7	-1.6	8.9	10.9	-2.0	8.8	10.1	-1.3
96FM	13.8	12.0	1.8	13.3	10.6	2.7	14.5	14.6	-0.1	15.3	13.9	1.4	12.6	9.7	2.9	10.5	7.3	3.2	12.9	12.1	0.8
NOVA93.7	14.0	12.7	1.3	15.5	14.1	1.4	13.1	10.1	3.0	14.4	13.0	1.4	14.8	15.3	-0.5	8.8	8.3	0.5	13.8	12.3	1.5
ABC PER	7.2	6.2	1.0	9.9	8.7	1.2	6.4	4.8	1.6	5.4	3.9	1.5	5.8	5.3	0.5	9.9	11.5	-1.6	5.9	5.8	0.1
6RN	1.5	1.6	-0.1	2.0	2.8	-0.8	1.1	1.0	0.1	1.1	0.9	0.2	1.6	1.3	0.3	2.2	2.4	-0.2	1.7	2.2	-0.5
ABC NEWS	0.9	0.8	0.1	1.4	1.1	0.3	0.6	0.7	-0.1	0.6	0.3	0.3	0.5	0.6	-0.1	2.0	3.2	-1.2	1.1	1.2	-0.1
6JJJ	9.3	9.1	0.2	8.6	9.0	-0.4	9.6	9.1	0.5	9.8	9.6	0.2	10.4	9.5	0.9	7.1	6.0	1.1	11.1	7.3	3.8
ABC CLASSIC	3.1	2.2	0.9	3.0	1.7	1.3	2.6	2.3	0.3	2.9	2.2	0.7	4.0	2.1	1.9	3.8	3.8	0.0	3.5	2.6	0.9



# PERTH RADIO - SURVEY 1 2020

## 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	158	128	30	6	6	0	3	6	-3	18	6	12	25	29	-4	56	34	22	50	47	3
6PR	167	181	-14	13	10	3	2	10	-8	22	28	-6	37	46	-9	42	34	8	51	52	-1
MIX 94.5	473	510	-37	53	65	-12	38	38	0	123	131	-8	145	149	-4	63	85	-22	50	43	7
HIT 92.9	476	508	-32	104	97	7	85	86	-1	169	182	-13	87	99	-12	18	36	-18	12	7	5
96FM	442	409	33	37	46	-9	45	30	15	125	119	6	137	138	-1	67	58	9	31	18	13
NOVA93.7	573	572	1	111	113	-2	84	75	9	213	208	5	129	136	-7	27	33	-6	9	7	2
ABC PER	224	209	15	8	9	-1	10	1	9	20	18	2	53	42	11	49	46	3	84	92	-8
6RN	54	72	-18	2	4	-2	1	4	-3	4	6	-2	10	16	-6	13	11	2	24	30	-6
ABC NEWS	67	56	11	2	5	-3	5	6	-1	21	11	10	12	9	3	11	7	4	16	18	-2
6JJJ	329	318	11	33	27	6	57	72	-15	155	136	19	56	63	-7	16	16	0	13	4	9
ABC CLASSIC	112	100	12	8	8	0	6	5	1	20	25	-5	29	21	8	13	13	0	37	28	9
<b>Total</b>	<b>1666</b>	<b>1670</b>	<b>-4</b>	<b>176</b>	<b>178</b>	<b>-2</b>	<b>167</b>	<b>174</b>	<b>-7</b>	<b>448</b>	<b>451</b>	<b>-3</b>	<b>383</b>	<b>386</b>	<b>-3</b>	<b>221</b>	<b>216</b>	<b>5</b>	<b>271</b>	<b>265</b>	<b>6</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 1764]

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	135	116	19	76	72	4	74	72	2	83	79	4	77	57	20	33	30	3	112	80	32
6PR	155	169	-14	92	121	-29	79	99	-20	71	85	-14	74	84	-10	38	49	-11	94	91	3
MIX 94.5	427	462	-35	232	271	-39	186	238	-52	238	272	-34	215	245	-30	104	97	7	284	303	-19
HIT 92.9	441	470	-29	243	282	-39	202	205	-3	253	260	-7	223	263	-40	109	120	-11	282	297	-15
96FM	391	365	26	227	209	18	194	190	4	226	222	4	203	191	12	99	77	22	268	251	17
NOVA93.7	536	536	0	355	359	-4	253	251	2	313	317	-4	268	318	-50	105	125	-20	361	356	5
ABC PER	200	193	7	144	140	4	101	96	5	103	94	9	95	92	3	55	56	-1	147	129	18
6RN	46	61	-15	33	46	-13	23	24	-1	25	27	-2	26	29	-3	14	17	-3	34	44	-10
ABC NEWS	57	54	3	39	32	7	19	18	1	20	20	0	18	18	0	10	21	-11	37	37	0
6JJJ	284	289	-5	176	202	-26	137	141	-4	156	155	1	177	189	-12	84	80	4	233	190	43
ABC CLASSIC	95	92	3	51	54	-3	44	42	2	54	47	7	54	47	7	29	29	0	73	57	16
<b>Total</b>	<b>1636</b>	<b>1641</b>	<b>-5</b>	<b>1301</b>	<b>1371</b>	<b>-70</b>	<b>1084</b>	<b>1107</b>	<b>-23</b>	<b>1213</b>	<b>1223</b>	<b>-10</b>	<b>1190</b>	<b>1213</b>	<b>-23</b>	<b>622</b>	<b>650</b>	<b>-28</b>	<b>1413</b>	<b>1394</b>	<b>19</b>



## PERTH RADIO - SURVEY 1 2020

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	11	-2	*	*	*	*	*	*	1	1	0	1	2	-1	5	4	1	3	4	-1
6PR	13	15	-2	*	*	*	*	*	*	1	2	-1	3	3	0	3	2	1	6	7	-1
MIX 94.5	20	30	-10	2	2	0	1	2	-1	4	6	-2	7	10	-3	3	7	-4	3	3	0
HIT 92.9	19	23	-4	4	3	1	3	4	-1	7	9	-2	4	5	-1	1	2	-1	*	1	*
96FM	27	26	1	1	1	0	2	1	1	7	7	0	13	11	2	4	5	-1	1	1	0
NOVA93.7	28	28	0	5	5	0	3	3	0	9	9	0	8	8	0	2	3	-1	*	1	*
ABC PER	14	13	1	*	*	*	*	*	*	1	1	0	2	2	0	3	4	-1	8	7	1
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	20	19	1	1	1	0	4	5	-1	11	9	2	3	4	-1	1	1	0	*	*	*
ABC CLASSIC	6	5	1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	4	2	2
Total	201	219	-18	15	15	0	16	16	0	48	49	-1	50	55	-5	30	36	-6	44	47	-3

Average Audience (000's) by Session, P10+ [Potential: 1764]

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	9	12	-3	13	14	-1	13	20	-7	11	16	-5	9	10	-1	3	2	1	10	8	2
6PR	14	17	-3	24	31	-7	18	23	-5	15	17	-2	14	14	0	4	6	-2	9	9	0
MIX 94.5	22	33	-11	27	44	-17	34	49	-15	31	45	-14	19	31	-12	7	6	1	15	22	-7
HIT 92.9	20	26	-6	29	34	-5	25	34	-9	24	34	-10	24	29	-5	5	6	-1	15	17	-2
96FM	29	28	1	40	37	3	43	49	-6	40	41	-1	27	22	5	6	4	2	22	21	1
NOVA93.7	30	30	0	47	50	-3	39	34	5	38	38	0	32	35	-3	5	5	0	23	21	2
ABC PER	15	15	0	30	31	-1	19	16	3	14	11	3	12	12	0	6	7	-1	10	10	0
6RN	3	4	-1	6	10	-4	3	3	0	3	3	0	3	3	0	1	1	0	3	4	-1
ABC NEWS	2	2	0	4	4	0	2	2	0	1	1	0	1	1	0	1	2	-1	2	2	0
6JJJ	20	21	-1	26	32	-6	29	31	-2	26	28	-2	22	22	0	4	4	0	19	13	6
ABC CLASSIC	7	5	2	9	6	3	8	8	0	8	6	2	9	5	4	2	2	0	6	5	1
Total	213	237	-24	305	352	-47	299	335	-36	262	293	-31	215	226	-11	58	59	-1	170	173	-3



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 2020

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	14	22	-8	*	1	*	*	2	*	1	4	-3	8	12	-4	3	2	1	1	1	0
96FM 90s	22	13	9	3	4	-1	*	1	*	10	3	7	8	4	4	1	1	0	*	*	*
Coles Radio	35	22	13	1	3	-2	6	4	2	13	8	5	11	2	9	4	5	-1	*	*	*
HIT BUDDHA	9	10	-1	*	1	*	*	*	*	2	4	-2	4	2	2	1	1	0	1	3	-2
HIT EASY	20	14	6	2	*	*	1	*	*	7	5	2	2	2	0	8	7	1	1	1	0
HIT OLDSKOOL	27	22	5	2	2	0	1	3	-2	10	8	2	12	7	5	1	1	0	*	1	*
HIT URBAN	7	13	-6	1	3	-2	*	2	*	6	6	0	*	1	*	*	*	*	*	*	*
Kinderling Kids	5	4	1	2	1	1	1	1	0	2	2	0	*	*	*	1	1	0	*	*	*
KIX DIGITAL	2	1	1	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*
MMM CLASSIC ROCK	20	13	7	2	2	0	2	*	*	1	3	-2	8	5	3	3	3	0	4	*	*
MMM COUNTRY	1	4	-3	1	*	*	1	*	*	*	2	*	*	1	*	*	*	*	*	1	*
MMM SOFT ROCK	2	2	0	1	*	*	*	*	*	*	*	*	2	1	1	*	1	*	*	*	*
My Perth Digital	9	11	-2	3	2	1	*	3	*	1	2	-1	2	2	0	1	1	0	3	1	2
NTS News Talk Sport	*	1	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
Smooth	50	36	14	3	4	-1	3	5	-2	10	6	4	18	9	9	11	11	0	5	1	4
X-All New All Hit	5	5	0	1	2	-1	1	1	0	1	3	-2	2	*	*	*	*	*	*	*	*
triple j Uearthed	15	13	2	1	2	-1	2	6	-4	7	4	3	4	1	3	1	*	*	*	*	*
ABC Country	10	9	1	*	1	*	3	*	*	1	1	0	*	4	*	2	1	1	4	2	2
ABC Grandstand	9	12	-3	*	2	*	*	*	*	1	2	-1	3	4	-1	1	2	-1	5	3	2
ABC Jazz	20	20	0	3	2	1	5	3	2	2	5	-3	7	5	2	1	3	-2	3	2	1
ABC KIDS LISTEN	13	9	4	1	1	0	1	*	*	7	7	0	4	*	*	*	1	*	*	*	*
Double J	18	25	-7	2	1	1	*	3	*	10	8	2	6	14	-8	*	*	*	*	*	*
Total Digital/Internet Only	240	238	2	23	28	-5	18	26	-8	72	67	5	71	60	11	33	40	-7	24	17	7

## Cumulative Audience (000's) by Session, P10+ [Potential: 1764]

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	10	14	-4	3	5	-2	5	3	2	2	6	-4	5	4	1	3	4	-1	7	14	-7
96FM 90s	15	11	4	3	5	-2	6	4	2	10	6	4	3	4	-1	*	*	*	12	6	6
Coles Radio	32	18	14	5	4	1	11	9	2	23	7	16	8	7	1	2	3	-1	10	12	-2
HIT BUDDHA	6	7	-1	3	4	-1	1	4	-3	2	6	-4	5	5	0	3	*	*	6	5	1
HIT EASY	18	12	6	13	8	5	6	8	-2	9	8	1	8	6	2	6	1	5	11	6	5
HIT OLDSKOOL	21	18	3	10	12	-2	7	8	-1	4	11	-7	12	8	4	5	2	3	16	15	1
HIT URBAN	6	12	-6	4	3	1	2	1	1	3	6	-3	3	7	-4	4	6	-2	6	8	-2
Kinderling Kids	2	4	-2	1	2	-1	2	2	0	2	1	1	1	1	0	*	1	*	4	2	2
KIX DIGITAL	1	1	0	*	*	*	*	*	*	*	1	*	1	*	*	1	*	*	1	*	*
MMM CLASSIC ROCK	18	11	7	11	6	5	12	3	9	10	5	5	10	4	6	4	5	-1	10	8	2
MMM COUNTRY	1	3	-2	1	*	*	1	3	*	1	2	-1	1	*	*	1	*	*	1	3	-2
MMM SOFT ROCK	2	2	0	2	1	1	2	1	1	1	1	0	2	2	0	*	*	*	1	1	0
My Perth Digital	8	7	1	4	3	1	4	1	3	2	1	1	3	4	-1	3	2	1	6	6	0
NTS News Talk Sport	*	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	*
Smooth	42	29	13	19	12	7	21	17	4	29	22	7	19	21	-2	10	9	1	37	25	12
X-All New All Hit	5	5	0	*	1	*	1	4	-3	4	1	3	3	2	1	*	1	*	1	2	-1
triple j Uearthed	8	11	-3	2	5	-3	5	1	4	4	5	-1	3	6	-3	*	5	*	12	5	7
ABC Country	7	8	-1	4	2	2	4	3	1	2	5	-3	2	2	0	4	2	2	9	4	5
ABC Grandstand	4	8	-4	1	3	-2	1	5	-4	*	5	*	1	3	-2	*	3	*	6	11	-5
ABC Jazz	16	17	-1	7	4	3	6	5	1	5	5	0	5	6	-1	6	5	1	12	8	4
ABC KIDS LISTEN	11	7	4	6	3	3	1	1	0	5	3	2	3	2	1	1	2	-1	8	3	5
Double J	17	19	-2	8	3	5	4	10	-6	9	6	3	7	6	1	*	2	*	4	15	-11
Total Digital/Internet Only	203	190	13	97	85	12	94	92	2	115	103	12	102	97	5	52	51	1	157	155	2

Please note: MMM AUSSIE relaunched as MMM SOFT ROCK on Jan 19.