



PERTH RADIO - SURVEY 2 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	4.5	4.6	-0.1	*	0.6	*	*	0.4	*	0.5	1.2	-0.7	3.6	2.4	1.2	12.7	15.1	-2.4	6.5	6.8	-0.3
6PR	7.5	6.3	1.2	0.9	1.6	-0.7	0.5	0.1	0.4	5.4	2.7	2.7	4.6	5.6	-1.0	11.1	9.3	1.8	15.2	12.6	2.6
MIX 94.5	12.6	10.1	2.5	12.7	10.5	2.2	9.8	7.0	2.8	8.9	8.1	0.8	18.3	14.8	3.5	16.1	10.8	5.3	7.8	7.2	0.6
HIT 92.9	10.1	9.3	0.8	27.8	25.6	2.2	23.0	18.8	4.2	16.6	14.7	1.9	6.7	7.5	-0.8	4.1	3.0	1.1	1.0	0.8	0.2
96FM	12.0	13.6	-1.6	14.2	8.5	5.7	7.4	9.7	-2.3	11.0	14.4	-3.4	20.8	25.2	-4.4	12.0	13.2	-1.2	3.5	2.8	0.7
NOVA93.7	12.0	14.0	-2.0	27.7	37.0	-9.3	17.8	20.9	-3.1	15.8	19.7	-3.9	15.5	16.2	-0.7	5.2	5.1	0.1	1.1	1.0	0.1
ABC PER	7.2	6.9	0.3	0.9	1.0	-0.1	1.2	2.0	-0.8	1.4	1.3	0.1	3.4	4.6	-1.2	11.8	10.1	1.7	18.6	17.2	1.4
6RN	1.9	1.6	0.3	0.4	0.4	0.0	*	0.1	*	1.2	0.6	0.6	1.6	1.0	0.6	2.5	2.3	0.2	3.5	3.6	-0.1
ABC NEWS	1.2	0.9	0.3	0.5	0.3	0.2	0.4	0.3	0.1	1.5	1.0	0.5	0.5	0.3	0.2	1.6	1.2	0.4	2.0	1.6	0.4
6JJJ	10.0	9.8	0.2	5.2	4.8	0.4	28.4	25.9	2.5	23.4	23.3	0.1	7.3	5.3	2.0	3.2	2.8	0.4	0.5	0.8	-0.3
ABC CLASSIC	2.7	3.2	-0.5	1.0	0.4	0.6	1.5	1.1	0.4	0.9	0.9	0.0	1.4	2.3	-0.9	2.7	3.1	-0.4	6.8	8.5	-1.7

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	4.2	0.1	3.9	4.2	-0.3	4.9	4.4	0.5	4.1	4.0	0.1	4.5	4.2	0.3	4.6	4.6	0.0	5.0	5.9	-0.9						
6PR	7.7	6.7	1.0	9.0	8.0	1.0	8.0	6.1	1.9	6.6	5.8	0.8	6.9	6.4	0.5	8.6	7.2	1.4	6.8	5.0	1.8						
MIX 94.5	12.8	10.5	2.3	10.6	8.7	1.9	13.9	11.3	2.6	15.1	11.8	3.3	11.9	9.0	2.9	10.8	12.3	-1.5	11.7	8.8	2.9						
HIT 92.9	10.3	9.4	0.9	10.1	9.6	0.5	9.6	8.2	1.4	10.8	9.2	1.6	11.3	11.1	0.2	9.1	8.9	0.2	9.5	8.8	0.7						
96FM	12.0	13.8	-1.8	10.9	13.3	-2.4	12.9	14.5	-1.6	13.8	15.3	-1.5	11.5	12.6	-1.1	7.8	10.5	-2.7	11.8	12.9	-1.1						
NOVA93.7	12.0	14.0	-2.0	13.5	15.5	-2.0	11.0	13.1	-2.1	11.7	14.4	-2.7	12.7	14.8	-2.1	9.2	8.8	0.4	11.9	13.8	-1.9						
ABC PER	7.6	7.2	0.4	9.6	9.9	-0.3	6.7	6.4	0.3	6.2	5.4	0.8	6.5	5.8	0.7	10.4	9.9	0.5	6.2	5.9	0.3						
6RN	1.9	1.5	0.4	3.5	2.0	1.5	1.1	1.1	0.0	1.0	1.1	-0.1	1.7	1.6	0.1	2.2	2.2	0.0	1.9	1.7	0.2						
ABC NEWS	1.1	0.9	0.2	1.6	1.4	0.2	0.3	0.6	-0.3	0.3	0.6	-0.3	0.7	0.5	0.2	5.7	2.0	3.7	1.6	1.1	0.5						
6JJJ	10.2	9.3	0.9	10.0	8.6	1.4	9.1	9.6	-0.5	10.5	9.8	0.7	11.4	10.4	1.0	10.1	7.1	3.0	9.4	11.1	-1.7						
ABC CLASSIC	2.5	3.1	-0.6	2.9	3.0	-0.1	2.2	2.6	-0.4	1.9	2.9	-1.0	3.0	4.0	-1.0	3.2	3.8	-0.6	3.3	3.5	-0.2						



PERTH RADIO - SURVEY 2 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	128	158	-30	2	6	-4	1	3	-2	10	18	-8	24	25	-1	48	56	-8	42	50	-8
6PR	176	167	9	8	13	-5	6	2	4	32	22	10	44	37	7	30	42	-12	55	51	4
MIX 94.5	499	473	26	61	53	8	52	38	14	128	123	5	136	145	-9	72	63	9	50	50	0
HIT 92.9	470	476	-6	96	104	-8	81	85	-4	177	169	8	80	87	-7	21	18	3	16	12	4
96FM	421	442	-21	58	37	21	48	45	3	114	125	-11	115	137	-22	54	67	-13	34	31	3
NOVA93.7	575	573	2	102	111	-9	88	84	4	196	213	-17	141	129	12	34	27	7	15	9	6
ABC PER	226	224	2	7	8	-1	7	10	-3	25	20	5	42	53	-11	56	49	7	90	84	6
6RN	77	54	23	2	2	0	*	1	*	12	4	8	16	10	6	18	13	5	30	24	6
ABC NEWS	79	67	12	5	2	3	6	5	1	20	21	-1	17	12	5	8	11	-3	22	16	6
6JJB	349	329	20	39	33	6	71	57	14	162	155	7	57	56	1	12	16	-4	8	13	-5
ABC CLASSIC	112	112	0	10	8	2	6	6	0	19	20	-1	24	29	-5	17	13	4	36	37	-1
Total	1670	1666	4	180	176	4	169	167	2	451	448	3	380	383	-3	219	221	-2	271	271	0

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	113	135	-22	66	76	-10	71	74	-3	75	83	-8	65	77	-12	27	33	-6	87	112	-25
6PR	166	155	11	114	92	22	87	79	8	76	71	5	86	74	12	37	38	-1	105	94	11
MIX 94.5	438	427	11	254	232	22	219	186	33	255	238	17	210	215	-5	85	104	-19	307	284	23
HIT 92.9	431	441	-10	248	243	5	205	202	3	245	253	-8	220	223	-3	98	109	-11	283	282	1
96FM	367	391	-24	207	227	-20	184	194	-10	211	226	-15	208	203	5	78	99	-21	266	268	-2
NOVA93.7	532	536	-4	347	355	-8	243	253	-10	300	313	-13	264	268	-4	111	105	6	353	361	-8
ABC PER	203	200	3	144	144	0	108	101	7	109	103	6	113	95	18	62	55	7	156	147	9
6RN	71	46	25	53	33	20	37	23	14	36	25	11	38	26	12	15	14	1	51	34	17
ABC NEWS	67	57	10	43	39	4	16	19	-3	17	20	-3	20	18	2	18	10	8	48	37	11
6JJB	320	284	36	214	176	38	146	137	9	166	156	10	194	177	17	87	84	3	243	233	10
ABC CLASSIC	93	95	-2	54	51	3	44	44	0	48	54	-6	57	54	3	26	29	-3	82	73	9
Total	1635	1636	-1	1336	1301	35	1101	1084	17	1204	1213	-9	1180	1190	-10	589	622	-33	1423	1413	10



PERTH RADIO - SURVEY 2 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	10	9	1	*	*	*	*	*	*	*	1	*	2	1	1	5	5	0	3	3	0
6PR	16	13	3	*	*	*	*	*	*	3	1	2	2	3	-1	4	3	1	7	6	1
MIX 94.5	27	20	7	2	2	0	2	1	1	4	4	0	10	7	3	6	3	3	4	3	1
HIT 92.9	22	19	3	5	4	1	4	3	1	8	7	1	4	4	0	1	1	0	*	*	*
96FM	26	27	-1	3	1	2	1	2	-1	5	7	-2	11	13	-2	4	4	0	2	1	1
NOVA93.7	26	28	-2	5	5	0	3	3	0	8	9	-1	8	8	0	2	2	0	1	*	*
ABC PER	16	14	2	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	9	8	1
6RN	4	3	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	3	2	1	*	*	*	*	*	*	1	*	*	*	*	*	1	*	*	1	1	0
6JJJ	22	20	2	1	1	0	4	4	0	11	11	0	4	3	1	1	1	0	*	*	*
ABC CLASSIC	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
Total	219	201	18	18	15	3	16	16	0	48	48	0	54	50	4	36	30	6	47	44	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	10	9	1	13	13	0	16	13	3	12	11	1	10	9	1	3	3	0	9	10	-1
6PR	18	14	4	29	24	5	27	18	9	20	15	5	16	14	2	5	4	1	12	9	3
MIX 94.5	30	22	8	35	27	8	47	34	13	45	31	14	27	19	8	7	7	0	21	15	6
HIT 92.9	24	20	4	33	29	4	32	25	7	32	24	8	26	24	2	6	5	1	17	15	2
96FM	28	29	-1	36	40	-4	43	43	0	41	40	1	26	27	-1	5	6	-1	21	22	-1
NOVA93.7	28	30	-2	44	47	-3	37	39	-2	35	38	-3	29	32	-3	6	5	1	21	23	-2
ABC PER	18	15	3	32	30	2	22	19	3	18	14	4	15	12	3	6	6	0	11	10	1
6RN	4	3	1	11	6	5	4	3	1	3	3	0	4	3	1	1	1	0	3	3	0
ABC NEWS	3	2	1	5	4	1	1	2	-1	1	1	0	2	1	1	4	1	3	3	2	1
6JJJ	24	20	4	33	26	7	31	29	2	31	26	5	26	22	4	6	4	2	17	19	-2
ABC CLASSIC	6	7	-1	9	9	0	7	8	-1	6	8	-2	7	9	-2	2	2	0	6	6	0
Total	235	213	22	328	305	23	335	299	36	298	262	36	228	215	13	62	58	4	179	170	9



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	15	14	1	1	*	*	1	*	*	2	1	1	7	8	-1	4	3	1	*	1	*
96FM 90s	20	22	-2	5	3	2	*	*	*	2	10	-8	10	8	2	2	1	1	*	*	*
Coles Radio	34	35	-1	2	1	1	6	6	0	12	13	-1	9	11	-2	3	4	-1	2	*	*
HIT BUDDHA	12	9	3	*	*	*	*	*	*	6	2	4	5	4	1	1	1	0	1	1	0
HIT EASY	19	20	-1	5	2	3	*	1	*	5	7	-2	5	2	3	2	8	-6	1	1	0
HIT OLDSKOOL	29	27	2	3	2	1	3	1	2	13	10	3	8	12	-4	3	1	2	*	*	*
HIT URBAN	15	7	8	5	1	4	3	*	*	6	6	0	1	*	*	*	*	*	*	*	*
Kinderling Kids	7	5	2	3	2	1	1	1	0	3	2	1	*	*	*	1	1	0	*	*	*
KIX DIGITAL	9	2	7	*	1	*	1	*	*	2	*	*	4	*	*	1	1	0	1	*	*
Magic DAB+	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*
MMM CLASSIC ROCK	22	20	2	1	2	-1	1	2	-1	*	1	*	11	8	3	7	3	4	1	4	-3
MMM COUNTRY	5	1	4	*	1	*	2	1	1	1	*	*	1	*	*	*	*	*	1	*	*
MMM SOFT ROCK	8	2	6	1	1	0	2	*	*	*	*	*	4	2	2	1	*	*	*	*	*
My Perth Digital	14	9	5	5	3	2	1	*	*	3	1	2	1	2	-1	1	1	0	2	3	-1
NTS News Talk Sport	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*
Smooth	48	50	-2	4	3	1	2	3	-1	11	10	1	17	18	-1	9	11	-2	5	5	0
X-All New All Hit	8	5	3	2	1	1	*	1	*	3	1	2	3	2	1	*	*	*	*	*	*
triple j Unearthed	11	15	-4	*	1	*	3	2	1	5	7	-2	2	4	-2	1	1	0	*	*	*
ABC Country	11	10	1	*	*	*	1	3	-2	1	1	0	1	*	*	3	2	1	5	4	1
ABC Grandstand	13	9	4	1	*	*	1	*	*	6	1	5	1	3	-2	1	1	0	3	5	-2
ABC Jazz	19	20	-1	3	3	0	3	5	-2	4	2	2	8	7	1	1	1	0	1	3	-2
ABC KIDS LISTEN	13	13	0	3	1	2	1	1	0	6	7	-1	2	4	-2	*	*	*	1	*	*
Double J	28	18	10	1	2	-1	*	*	*	16	10	6	10	6	4	2	*	*	*	*	*
Total Digital/Internet Only	263	240	23	28	23	5	22	18	4	70	72	-2	83	71	12	33	33	0	27	24	3

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

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
96FM 80s	11	10	1	4	3	1	6	5	1	6	2	4	7	5	2	3	3	0	10	7	3
96FM 90s	13	15	-2	4	3	1	3	6	-3	5	10	-5	6	3	3	4	*	*	9	12	-3
Coles Radio	32	32	0	5	5	0	16	11	5	18	23	-5	5	8	-3	2	2	0	8	10	-2
HIT BUDDHA	8	6	2	5	3	2	*	1	*	1	2	-1	5	5	0	4	3	1	8	6	2
HIT EASY	13	18	-5	8	13	-5	2	6	-4	4	9	-5	3	8	-5	1	6	-5	9	11	-2
HIT OLDSKOOL	21	21	0	14	10	4	9	7	2	8	4	4	8	12	-4	3	5	-2	14	16	-2
HIT URBAN	9	6	3	6	4	2	6	2	4	4	3	1	4	3	1	2	4	-2	10	6	4
Kinderling Kids	4	2	2	1	1	0	3	2	1	3	2	1	2	1	1	*	*	*	5	4	1
KIX DIGITAL	7	1	6	1	*	*	6	*	*	1	*	*	*	1	*	*	1	*	1	1	0
Magic DAB+	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*
MMM CLASSIC ROCK	20	18	2	7	11	-4	9	12	-3	12	10	2	13	10	3	4	4	0	10	10	0
MMM COUNTRY	3	1	2	2	*	*	2	*	*	3	1	2	3	1	2	2	1	1	2	1	1
MMM SOFT ROCK	8	2	6	8	2	6	4	2	2	4	1	3	5	2	3	2	*	*	2	1	1
My Perth Digital	11	8	3	6	4	2	5	4	1	5	2	3	3	3	0	5	3	2	8	6	2
NTS News Talk Sport	1	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Smooth	39	42	-3	19	19	0	21	21	0	22	29	-7	16	19	-3	11	10	1	30	37	-7
X-All New All Hit	8	5	3	1	*	*	2	1	1	4	4	0	3	3	0	2	*	*	1	1	0
triple j Unearthed	8	8	0	3	2	1	6	5	1	5	4	1	3	3	0	*	*	*	7	12	-5
ABC Country	5	7	-2	1	4	-3	3	4	-1	2	2	0	5	2	3	2	4	-2	8	9	-1
ABC Grandstand	5	4	1	*	1	*	1	1	0	*	*	*	3	1	2	1	*	*	10	6	4
ABC Jazz	13	16	-3	5	7	-2	4	6	-2	5	5	0	2	5	-3	3	6	-3	15	12	3
ABC KIDS LISTEN	8	11	-3	5	6	-1	2	1	1	4	5	-1	2	3	-1	1	1	0	8	8	0
Double J	27	17	10	13	8	5	7	4	3	9	9	0	10	7	3	6	*	*	13	4	9
Total Digital/Internet Only	214	203	11	101	97	4	106	94	12	113	115	-2	91	102	-11	57	52	5	160	157	3

Please note: MacquarieSportsRadio relaunched as Magic DAB+ on Feb 9.