



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 - 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.