



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 - 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.