



## PERTH RADIO - SURVEY 8 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	4.5	0.1	0.4	1.4	-1.0	0.8	1.5	-0.7	1.3	2.1	-0.8	4.5	2.5	2.0	9.6	10.5	-0.9	7.0	7.1	-0.1
6PR	7.9	8.6	-0.7	3.0	2.3	0.7	3.6	1.4	2.2	1.8	3.9	-2.1	6.9	11.2	-4.3	10.7	10.6	0.1	15.8	13.6	2.2
MIX 94.5	12.0	12.0	0.0	10.6	13.2	-2.6	10.9	11.0	-0.1	12.1	9.9	2.2	11.9	14.9	-3.0	17.7	15.0	2.7	8.6	8.8	-0.2
HIT 92.9	8.7	8.7	0.0	19.7	18.1	1.6	11.8	14.1	-2.3	17.1	15.3	1.8	7.4	8.0	-0.6	4.3	4.8	-0.5	0.4	0.7	-0.3
96FM	11.3	13.2	-1.9	9.0	14.6	-5.6	9.3	12.1	-2.8	10.0	15.0	-5.0	17.0	15.7	1.3	17.1	15.2	1.9	3.6	7.0	-3.4
NOVA93.7	14.3	12.5	1.8	37.9	26.7	11.2	24.6	17.9	6.7	19.9	17.2	2.7	14.5	14.2	0.3	7.9	9.1	-1.2	1.8	1.9	-0.1
ABC PER	8.5	6.6	1.9	1.2	2.8	-1.6	0.9	0.8	0.1	3.2	3.0	0.2	9.1	4.5	4.6	8.7	7.2	1.5	17.8	15.3	2.5
6RN	1.7	2.6	-0.9	*	0.1	*	0.9	0.1	0.8	0.3	1.0	-0.7	1.1	1.4	-0.3	1.9	4.4	-2.5	4.5	5.9	-1.4
ABC NEWSRADIO	1.1	1.1	0.0	0.8	0.8	0.0	0.7	1.2	-0.5	0.7	0.7	0.0	0.7	1.0	-0.3	0.4	0.9	-0.5	2.5	1.6	0.9
6JJJ	8.1	9.3	-1.2	4.8	5.9	-1.1	19.4	24.2	-4.8	17.3	17.1	0.2	9.3	11.3	-2.0	1.4	1.6	-0.2	0.3	0.3	0.0
ABC CLASSIC	3.5	3.1	0.4	0.5	0.7	-0.2	4.6	2.6	2.0	1.3	2.0	-0.7	2.4	1.7	0.7	1.1	2.0	-0.9	8.9	7.5	1.4

### 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	3.9	4.0	-0.1	3.5	4.2	-0.7	3.9	4.1	-0.2	4.5	3.7	0.8	4.5	3.9	0.6	2.1	4.6	-2.5	6.8	5.8	1.0
6PR	8.4	9.3	-0.9	10.8	11.1	-0.3	8.2	10.2	-2.0	6.1	8.3	-2.2	7.6	6.9	0.7	10.1	9.0	1.1	6.2	6.4	-0.2
MIX 94.5	12.4	12.2	0.2	10.8	11.1	-0.3	13.5	12.8	0.7	14.5	13.4	1.1	11.0	12.4	-1.4	10.1	9.3	0.8	10.6	11.4	-0.8
HIT 92.9	8.7	9.0	-0.3	9.0	8.5	0.5	6.7	8.3	-1.6	8.5	9.8	-1.3	11.7	10.4	1.3	8.2	6.7	1.5	8.7	7.8	0.9
96FM	11.1	13.1	-2.0	8.3	9.9	-1.6	11.8	14.1	-2.3	13.5	15.8	-2.3	10.9	13.4	-2.5	11.5	11.3	0.2	11.8	13.2	-1.4
NOVA93.7	14.5	12.5	2.0	15.9	14.0	1.9	13.9	11.4	2.5	14.3	11.7	2.6	14.8	14.2	0.6	11.5	10.1	1.4	13.7	12.5	1.2
ABC PER	8.6	6.6	2.0	11.2	9.4	1.8	7.3	5.5	1.8	6.3	4.6	1.7	6.7	4.9	1.8	14.8	11.3	3.5	8.1	6.3	1.8
6RN	1.6	2.5	-0.9	2.3	3.8	-1.5	1.4	2.0	-0.6	1.0	1.3	-0.3	1.9	2.5	-0.6	1.6	3.7	-2.1	1.9	3.0	-1.1
ABC NEWSRADIO	1.0	1.0	0.0	1.2	1.2	0.0	0.6	0.5	0.1	0.7	0.6	0.1	1.0	0.8	0.2	2.4	3.3	-0.9	1.4	1.4	0.0
6JJJ	8.6	9.8	-1.2	8.1	8.5	-0.4	9.1	10.5	-1.4	8.9	10.6	-1.7	9.1	11.0	-1.9	6.5	6.6	-0.1	6.8	7.7	-0.9
ABC CLASSIC	3.3	2.9	0.4	3.0	3.0	0.0	3.2	2.2	1.0	3.1	2.4	0.7	4.1	3.4	0.7	4.3	4.8	-0.5	3.8	4.0	-0.2



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
6GT	4	7	-3	*	*	*	*	*	*	*	4	*	3	3	0	1	*	*	1	*	*
96FM 80s	19	27	-8	7	6	1	4	7	-3	*	4	*	2	6	-4	4	4	0	1	*	*
96FM 90s	19	20	-1	5	6	-1	3	2	1	2	2	0	6	8	-2	1	1	0	1	*	*
Coles Radio	12	22	-10	3	4	-1	*	*	*	3	9	-6	3	5	-2	3	2	1	1	1	0
HIT BUDDHA	15	13	2	1	1	0	2	1	1	7	6	1	3	3	0	2	2	0	*	*	*
HIT EASY	16	16	0	4	4	0	*	*	*	3	1	2	1	4	-3	8	7	1	*	*	*
HIT OLDSKOOL	31	36	-5	11	8	3	1	1	0	13	18	-5	4	7	-3	*	*	*	2	2	0
HIT URBAN	13	13	0	5	3	2	3	3	0	4	6	-2	*	*	*	1	1	0	*	*	*
Kinderling Kids	7	3	4	*	1	*	*	*	*	7	2	5	*	*	*	*	*	*	*	*	*
KIX DIGITAL	4	6	-2	*	*	*	*	*	*	*	*	*	*	*	*	3	3	0	1	2	-1
MMM 90s	9	7	2	3	*	*	*	*	*	1	2	-1	4	5	-1	*	*	*	*	*	*
MMM CLASSIC ROCK	11	18	-7	1	3	-2	*	3	*	*	2	*	7	7	0	3	1	2	1	2	-1
MMM COUNTRY	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	*	*	*
MMM SOFT ROCK	8	7	1	2	*	*	*	*	*	4	4	0	1	1	0	1	1	0	*	*	*
My Perth DAB Radio	7	17	-10	*	4	*	*	1	*	*	4	*	*	1	*	1	2	-1	7	6	1
NTS News Talk Sport	5	2	3	*	2	*	*	*	*	2	*	*	1	*	*	1	*	*	*	*	*
smooth	30	32	-2	3	2	1	3	1	2	7	10	-3	9	10	-1	6	6	0	2	2	0
X-All New All Hit	4	7	-3	1	1	0	*	*	*	1	5	-4	*	*	*	*	*	*	2	1	1
triple j Unearthed	10	28	-18	2	5	-3	2	6	-4	2	8	-6	4	9	-5	*	2	*	1	*	*
ABC Country	15	13	2	3	4	-1	*	*	*	3	4	-1	3	2	1	3	2	1	3	2	1
ABC Grandstand	8	14	-6	*	*	*	*	1	*	3	3	0	*	4	*	2	5	-3	3	2	1
ABC Jazz	16	17	-1	1	6	-5	1	2	-1	7	3	4	2	1	1	2	1	1	3	3	0
ABC KIDS LISTEN	9	15	-6	3	7	-4	*	1	*	5	3	2	*	1	*	1	1	0	1	2	-1
Double J	26	32	-6	1	6	-5	*	4	*	15	14	1	8	8	0	2	1	1	*	*	*
Total Digital/Internet Only	234	249	-15	35	46	-11	17	25	-8	62	57	5	55	62	-7	37	36	1	29	22	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	+/-
6GT	4	6	-2	4	6	-2	4	1	3	4	1	3	1	*	*	1	*	*	3	2	1
96FM 80s	16	21	-5	7	13	-6	7	7	0	5	5	0	2	5	-3	3	1	2	6	9	-3
96FM 90s	12	17	-5	7	12	-5	7	4	3	7	6	1	3	5	-2	*	3	*	12	13	-1
Coles Radio	11	16	-5	3	5	-2	4	5	-1	7	10	-3	1	7	-6	*	2	*	2	9	-7
HIT BUDDHA	11	11	0	5	7	-2	4	2	2	5	5	0	4	3	1	3	4	-1	6	6	0
HIT EASY	14	16	-2	8	10	-2	5	5	0	2	3	-1	2	6	-4	6	7	-1	10	7	3
HIT OLDSKOOL	26	33	-7	15	16	-1	14	17	-3	17	16	1	15	17	-2	10	10	0	23	24	-1
HIT URBAN	11	12	-1	8	10	-2	4	7	-3	4	3	1	5	7	-2	3	6	-3	10	12	-2
Kinderling Kids	7	2	5	7	2	5	5	1	4	4	*	*	*	*	*	*	*	*	4	2	2
KIX DIGITAL	*	1	*	*	1	*	*	1	*	*	*	*	*	*	*	*	*	*	4	4	0
MMM 90s	6	4	2	5	3	2	*	*	*	1	2	-1	4	3	1	3	*	*	6	3	3
MMM CLASSIC ROCK	8	13	-5	5	4	1	6	4	2	6	8	-2	5	5	0	1	3	-2	7	11	-4
MMM COUNTRY	3	3	0	2	1	1	2	2	0	2	2	0	3	2	1	*	*	*	1	1	0
MMM SOFT ROCK	8	7	1	2	2	0	*	1	*	*	1	*	5	5	0	*	*	*	2	4	-2
My Perth DAB Radio	7	13	-6	4	4	0	3	3	0	5	11	-6	2	3	-1	*	1	*	4	10	-6
NTS News Talk Sport	1	*	*	1	*	*	1	*	*	1	*	*	1	*	*	*	*	*	5	2	3
smooth	24	23	1	13	13	0	13	9	4	16	15	1	11	10	1	4	4	0	20	19	1
X-All New All Hit	3	5	-2	1	*	*	*	*	*	2	5	-3	1	*	*	*	1	*	1	2	-1
triple j Unearthed	9	20	-11	1	8	-7	3	9	-6	3	11	-8	1	4	-3	5	3	2	4	17	-13
ABC Country	12	13	-1	3	4	-1	7	5	2	3	4	-1	3	4	-1	4	6	-2	8	3	5
ABC Grandstand	6	9	-3	*	1	*	*	*	*	*	*	*	5	9	-4	1	5	-4	7	11	-4
ABC Jazz	13	12	1	3	4	-1	6	4	2	2	5	-3	3	4	-1	7	5	2	6	11	-5
ABC KIDS LISTEN	7	12	-5	2	5	-3	1	2	-1	5	8	-3	3	6	-3	1	2	-1	8	11	-3
Double J	19	26	-7	8	6	2	5	7	-2	11	12	-1	11	15	-4	5	7	-2	17	17	0
Total Digital/Internet Only	202	209	-7	107	111	-4	104	96	8	110	119	-9	91	104	-13	45	52	-7	151	166	-15