



PERTH RADIO - SURVEY 6 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	5.3	4.5	0.8	1.3	*	*	1.7	*	*	1.8	0.5	1.3	1.9	3.6	-1.7	10.9	12.7	-1.8	11.1	6.5	4.6
6PR	8.5	7.5	1.0	1.4	0.9	0.5	1.2	0.5	0.7	6.0	5.4	0.6	10.3	4.6	5.7	9.5	11.1	-1.6	12.4	15.2	-2.8
MIX 94.5	12.7	12.6	0.1	14.5	12.7	1.8	10.3	9.8	0.5	10.8	8.9	1.9	18.5	18.3	0.2	12.1	16.1	-4.0	8.6	7.8	0.8
HIT 92.9	8.7	10.1	-1.4	14.2	27.8	-13.6	15.3	23.0	-7.7	16.2	16.6	-0.4	8.4	6.7	1.7	5.1	4.1	1.0	0.4	1.0	-0.6
96FM	12.6	12.0	0.6	11.5	14.2	-2.7	16.0	7.4	8.6	14.2	11.0	3.2	15.4	20.8	-5.4	13.0	12.0	1.0	7.1	3.5	3.6
NOVA93.7	12.9	12.0	0.9	31.1	27.7	3.4	17.4	17.8	-0.4	18.6	15.8	2.8	13.8	15.5	-1.7	9.8	5.2	4.6	1.7	1.1	0.6
ABC PER	6.5	7.2	-0.7	4.4	0.9	3.5	1.2	1.2	0.0	2.8	1.4	1.4	3.6	3.4	0.2	9.6	11.8	-2.2	13.8	18.6	-4.8
6RN	2.3	1.9	0.4	0.2	0.4	-0.2	1.3	*	*	1.0	1.2	-0.2	1.2	1.6	-0.4	4.6	2.5	2.1	4.2	3.5	0.7
ABC NEWSRADIO	1.1	1.2	-0.1	0.4	0.5	-0.1	0.6	0.4	0.2	0.7	1.5	-0.8	1.7	0.5	1.2	1.2	1.6	-0.4	1.2	2.0	-0.8
6JJJ	8.3	10.0	-1.7	5.7	5.2	0.5	26.7	28.4	-1.7	14.7	23.4	-8.7	9.1	7.3	1.8	1.7	3.2	-1.5	0.4	0.5	-0.1
ABC CLASSIC	2.8	2.7	0.1	0.8	1.0	-0.2	1.1	1.5	-0.4	1.5	0.9	0.6	2.0	1.4	0.6	3.3	2.7	0.6	5.4	6.8	-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	5.1	4.3	0.8	4.5	3.9	0.6	5.6	4.9	0.7	5.6	4.1	1.5	4.4	4.5	-0.1	5.3	4.6	0.7	5.9	5.0	0.9
6PR	9.3	7.7	1.6	11.2	9.0	2.2	10.0	8.0	2.0	8.3	6.6	1.7	6.5	6.9	-0.4	9.3	8.6	0.7	5.7	6.8	-1.1
MIX 94.5	13.0	12.8	0.2	12.4	10.6	1.8	14.1	13.9	0.2	14.0	15.1	-1.1	13.0	11.9	1.1	7.8	10.8	-3.0	11.7	11.7	0.0
HIT 92.9	8.7	10.3	-1.6	7.4	10.1	-2.7	8.2	9.6	-1.4	10.1	10.8	-0.7	10.4	11.3	-0.9	6.8	9.1	-2.3	8.4	9.5	-1.1
96FM	12.8	12.0	0.8	10.7	10.9	-0.2	14.2	12.9	1.3	14.5	13.8	0.7	13.2	11.5	1.7	8.7	7.8	0.9	11.9	11.8	0.1
NOVA93.7	12.8	12.0	0.8	14.1	13.5	0.6	11.4	11.0	0.4	12.4	11.7	0.7	15.0	12.7	2.3	9.5	9.2	0.3	13.1	11.9	1.2
ABC PER	6.5	7.6	-1.1	9.6	9.6	0.0	4.5	6.7	-2.2	4.2	6.2	-2.0	5.8	6.5	-0.7	12.2	10.4	1.8	6.6	6.2	0.4
6RN	2.2	1.9	0.3	3.2	3.5	-0.3	1.4	1.1	0.3	1.3	1.0	0.3	2.3	1.7	0.6	4.9	2.2	2.7	2.5	1.9	0.6
ABC NEWSRADIO	1.1	1.1	0.0	1.4	1.6	-0.2	0.5	0.3	0.2	0.8	0.3	0.5	0.8	0.7	0.1	3.7	5.7	-2.0	1.3	1.6	-0.3
6JJJ	8.5	10.2	-1.7	7.3	10.0	-2.7	8.8	9.1	-0.3	9.2	10.5	-1.3	9.8	11.4	-1.6	6.1	10.1	-4.0	7.5	9.4	-1.9
ABC CLASSIC	2.6	2.5	0.1	2.6	2.9	-0.3	2.4	2.2	0.2	2.4	1.9	0.5	2.8	3.0	-0.2	3.8	3.2	0.6	3.2	3.3	-0.1

Please note: Due to COVID-19 surveys 3, 4 & 5 were cancelled, last survey in this report is Survey 2, 2020. ABC NEWS changed to ABC NEWSRADIO effective July 26.



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	8	*	*	*	*	*	*	*	*	5	*	*	1	*	*	1	*	*	*	*	*	*
96FM 80s	27	15	12	2	1	1	4	1	3	3	2	1	14	7	7	3	4	-1	*	*	*	
96FM 90s	23	20	3	6	5	1	*	*	*	8	2	6	5	10	-5	1	2	-1	3	*	*	
Coles Radio	20	34	-14	5	2	3	*	6	*	7	12	-5	4	9	-5	1	3	-2	2	2	0	
HIT BUDDHA	23	12	11	5	*	*	2	*	*	9	6	3	4	5	-1	2	1	1	1	1	0	
HIT EASY	12	19	-7	*	5	*	*	*	*	2	5	-3	6	5	1	1	2	-1	3	1	2	
HIT OLDSKOOL	30	29	1	8	3	5	2	3	-1	13	13	0	7	8	-1	*	3	*	*	*	*	
HIT URBAN	12	15	-3	4	5	-1	1	3	-2	5	6	-1	1	1	0	*	*	*	*	*	*	
Kinderling Kids	3	7	-4	1	3	-2	*	1	*	2	3	-1	*	*	*	*	1	*	*	*	*	
KIX DIGITAL	4	9	-5	*	*	*	*	1	*	1	2	-1	*	4	*	*	1	*	3	1	2	
MMM 90s	9	na	*	1	na	*	*	na	*	4	na	*	3	na	*	2	na	*	*	na	*	
MMM CLASSIC ROCK	22	22	0	3	1	2	6	1	5	2	*	*	4	11	-7	4	7	-3	3	1	2	
MMM COUNTRY	8	5	3	*	*	*	2	2	0	1	1	0	2	1	1	2	*	*	2	1	1	
MMM SOFT ROCK	5	8	-3	*	1	*	*	2	*	3	*	*	2	4	-2	*	1	*	*	*	*	
My Perth DAB Radio	22	14	8	10	5	5	1	1	0	3	3	0	2	1	1	3	1	2	2	2	0	
NTS News Talk Sport	3	1	2	2	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	
smooth	32	48	-16	2	4	-2	*	2	*	7	11	-4	11	17	-6	10	9	1	2	5	-3	
X-All New All Hit	6	8	-2	2	2	0	*	*	*	3	3	0	1	3	-2	*	*	*	*	*	*	
triple j Unearthed	35	11	24	4	*	*	9	3	6	13	5	8	7	2	5	2	1	1	*	*	*	
ABC Country	12	11	1	2	*	*	1	1	0	4	1	3	1	1	0	1	3	-2	3	5	-2	
ABC Grandstand	19	13	6	2	1	1	1	1	0	2	6	-4	5	1	4	5	1	4	4	3	1	
ABC Jazz	20	19	1	6	3	3	1	3	-2	2	4	-2	2	8	-6	2	1	1	7	1	6	
ABC KIDS LISTEN	15	13	2	9	3	6	1	1	0	3	6	-3	1	2	-1	*	*	*	1	1	0	
Double J	30	28	2	5	1	4	5	*	*	10	16	-6	8	10	-2	2	2	0	*	*	*	
Total Digital/Internet Only	259	263	-4	41	28	13	23	22	1	64	70	-6	63	83	-20	34	33	1	33	27	6	

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	7	*	*	6	*	*	*	*	*	1	*	*	1	*	*	*	*	*	3	*	*
96FM 80s	20	11	9	14	4	10	6	6	0	8	6	2	5	7	-2	3	3	0	15	10	5
96FM 90s	23	13	10	14	4	10	8	3	5	9	5	4	8	6	2	5	4	1	8	9	-1
Coles Radio	15	32	-17	7	5	2	6	16	-10	7	18	-11	7	5	2	2	2	0	10	8	2
HIT BUDDHA	20	8	12	9	5	4	4	*	*	8	1	7	7	5	2	6	4	2	9	8	1
HIT EASY	6	13	-7	2	8	-6	2	2	0	3	4	-1	4	3	1	4	1	3	7	9	-2
HIT OLDSKOOL	25	21	4	16	14	2	10	9	1	11	8	3	11	8	3	4	3	1	18	14	4
HIT URBAN	12	9	3	8	6	2	5	6	-1	4	4	0	6	4	2	8	2	6	7	10	-3
Kinderling Kids	2	4	-2	1	1	0	*	3	*	*	3	*	*	2	*	*	*	*	1	5	-4
KIX DIGITAL	3	7	-4	1	1	0	1	6	-5	*	1	*	*	*	*	1	*	*	1	1	0
MMM 90s	8	na	*	4	na	*	1	na	*	6	na	*	7	na	*	3	na	*	4	na	*
MMM CLASSIC ROCK	15	20	-5	4	7	-3	3	9	-6	7	12	-5	6	13	-7	5	4	1	13	10	3
MMM COUNTRY	6	3	3	2	2	0	6	2	4	4	3	1	1	3	-2	*	2	*	3	2	1
MMM SOFT ROCK	3	8	-5	1	8	-7	1	4	-3	1	4	-3	1	5	-4	*	2	*	4	2	2
My Perth DAB Radio	17	11	6	7	6	1	3	5	-2	7	5	2	4	3	1	3	5	-2	11	8	3
NTS News Talk Sport	1	1	0	*	*	*	*	1	*	*	*	*	1	*	*	*	*	*	2	*	*
smooth	23	39	-16	10	19	-9	3	21	-18	14	22	-8	12	16	-4	5	11	-6	20	30	-10
X-All New All Hit	5	8	-3	1	1	0	1	2	-1	4	4	0	1	3	-2	1	2	-1	1	1	0
triple j Unearthed	23	8	15	12	3	9	8	6	2	10	5	5	9	3	6	3	*	*	20	7	13
ABC Country	11	5	6	6	1	5	4	3	1	4	2	2	5	5	0	6	2	4	3	8	-5
ABC Grandstand	8	5	3	2	*	*	1	1	0	2	*	*	8	3	5	6	1	5	17	10	7
ABC Jazz	15	13	2	4	5	-1	3	4	-1	8	5	3	4	2	2	5	3	2	11	15	-4
ABC KIDS LISTEN	12	8	4	5	5	0	4	2	2	6	4	2	4	2	2	2	1	1	11	8	3
Double J	26	27	-1	7	13	-6	9	7	2	11	9	2	14	10	4	7	6	1	15	13	2
Total Digital/Internet Only	210	214	-4	118	101	17	83	106	-23	115	113	2	104	91	13	69	57	12	165	160	5

Please note: Due to COVID-19 surveys 3, 4 & 5 were cancelled, last survey in this report is Survey 2, 2020. My Perth Digital relaunched as My Perth DAB Radio, Magic DAB+ Perth relaunched as 6GT & MMM 90s commenced broadcasting July 26.