



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



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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	137	148	-11	6	11	-5	3	6	-3	13	19	-6	19	16	3	43	42	1	52	54	-2
6PR	186	212	-26	17	16	1	8	8	0	24	43	-19	52	60	-8	32	33	-1	53	52	1
MIX 94.5	466	486	-20	64	71	-7	38	46	-8	110	118	-8	132	137	-5	71	66	5	50	48	2
HIT 92.9	462	450	12	87	82	5	54	59	-5	202	187	15	85	87	-2	23	25	-2	11	11	0
96FM	408	425	-17	52	55	-3	39	37	2	92	106	-14	124	126	-2	70	66	4	31	35	-4
NOVA93.7	586	583	3	129	120	9	74	79	-5	187	191	-4	135	133	2	42	41	1	19	19	0
ABC PER	231	231	0	14	16	-2	8	12	-4	22	29	-7	50	50	0	43	36	7	94	89	5
6RN	63	89	-26	*	4	*	3	2	1	5	13	-8	15	20	-5	11	18	-7	28	32	-4
ABC NEWSRADIO	81	83	-2	11	11	0	7	10	-3	14	10	4	13	19	-6	8	9	-1	28	24	4
6JJJ	319	343	-24	27	36	-9	71	67	4	141	145	-4	63	76	-13	12	10	2	6	8	-2
ABC CLASSIC	95	106	-11	6	8	-2	5	7	-2	24	34	-10	18	17	1	9	5	4	34	35	-1
Total	1675	1674	1	184	183	1	172	171	1	445	450	-5	383	381	2	217	215	2	274	273	1

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
6IX	115	127	-12	57	69	-12	56	71	-15	61	71	-10	64	69	-5	31	41	-10	105	103	2						
6PR	175	200	-25	124	143	-19	86	115	-29	97	110	-13	93	94	-1	55	57	-2	101	106	-5						
MIX 94.5	422	438	-16	241	238	3	214	207	7	245	258	-13	204	235	-31	89	94	-5	251	283	-32						
HIT 92.9	433	414	19	260	239	21	167	175	-8	219	226	-7	236	222	14	98	87	11	261	265	-4						
96FM	351	378	-27	181	201	-20	169	185	-16	218	247	-29	193	208	-15	88	93	-5	248	259	-11						
NOVA93.7	535	535	0	345	346	-1	252	245	7	314	311	3	281	287	-6	116	111	5	375	371	4						
ABC PER	207	201	6	161	149	12	102	103	-1	97	98	-1	93	95	-2	71	69	2	152	151	1						
6RN	54	77	-23	43	55	-12	26	34	-8	24	37	-13	21	36	-15	10	24	-14	44	65	-21						
ABC NEWSRADIO	66	65	1	35	34	1	21	25	-4	22	23	-1	24	26	-2	29	30	-1	53	51	2						
6JJJ	295	315	-20	195	200	-5	135	151	-16	150	173	-23	170	198	-28	86	83	3	181	210	-29						
ABC CLASSIC	83	97	-14	46	55	-9	41	42	-1	51	55	-4	49	50	-1	26	31	-5	59	73	-14						
Total	1628	1624	4	1320	1307	13	1073	1085	-12	1177	1215	-38	1187	1211	-24	597	583	14	1384	1401	-17						



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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	9	10	-1	*	*	*	*	*	*	1	1	0	2	1	1	3	3	0	3	3	0
6PR	16	19	-3	*	*	*	1	*	*	1	2	-1	3	6	-3	3	3	0	7	7	0
MIX 94.5	24	26	-2	2	2	0	2	2	0	5	5	0	6	8	-2	6	5	1	4	4	0
HIT 92.9	18	19	-1	3	3	0	2	2	0	7	7	0	4	4	0	1	2	-1	*	*	*
96FM	23	28	-5	1	2	-1	1	2	-1	4	7	-3	8	9	-1	6	5	1	2	3	-1
NOVA93.7	29	27	2	6	4	2	4	3	1	9	8	1	7	8	-1	3	3	0	1	1	0
ABC PER	17	14	3	*	*	*	*	*	*	1	1	0	4	2	2	3	2	1	8	8	0
6RN	3	6	-3	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
6JJJ	16	20	-4	1	1	0	3	4	-1	7	8	-1	5	6	-1	*	1	*	*	*	*
ABC CLASSIC	7	7	0	*	*	*	1	*	*	1	1	0	1	1	0	*	1	*	4	4	0
Total	201	217	-16	16	16	0	16	17	-1	43	48	-5	49	56	-7	32	32	0	46	49	-3

Average 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
6IX	8	9	-1	11	14	-3	12	13	-1	12	11	1	9	9	0	1	3	-2	12	10	2						
6PR	18	22	-4	34	37	-3	24	33	-9	16	25	-9	16	15	1	6	5	1	11	11	0						
MIX 94.5	26	28	-2	34	37	-3	40	41	-1	38	40	-2	23	28	-5	6	6	0	18	20	-2						
HIT 92.9	19	21	-2	29	28	1	20	27	-7	22	29	-7	24	23	1	5	4	1	15	14	1						
96FM	24	30	-6	26	33	-7	35	46	-11	35	47	-12	22	30	-8	7	7	0	20	24	-4						
NOVA93.7	31	29	2	50	47	3	41	37	4	37	35	2	30	31	-1	7	6	1	23	22	1						
ABC PER	18	15	3	35	31	4	22	18	4	16	14	2	14	11	3	9	7	2	14	11	3						
6RN	4	6	-2	7	13	-6	4	6	-2	3	4	-1	4	6	-2	1	2	-1	3	5	-2						
ABC NEWSRADIO	2	2	0	4	4	0	2	2	0	2	2	0	2	2	0	1	2	-1	2	3	-1						
6JJJ	18	23	-5	26	28	-2	27	34	-7	23	32	-9	19	24	-5	4	4	0	12	14	-2						
ABC CLASSIC	7	7	0	10	10	0	10	7	3	8	7	1	8	7	1	3	3	0	6	7	-1						
Total	214	232	-18	317	332	-15	296	324	-28	259	298	-39	206	222	-16	60	59	1	170	179	-9						