



PERTH RADIO - SURVEY 7 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	5.3	-0.8	1.4	1.3	0.1	1.5	1.7	-0.2	2.1	1.8	0.3	2.5	1.9	0.6	10.5	10.9	-0.4	7.1	11.1	-4.0
6PR	8.6	8.5	0.1	2.3	1.4	0.9	1.4	1.2	0.2	3.9	6.0	-2.1	11.2	10.3	0.9	10.6	9.5	1.1	13.6	12.4	1.2
MIX 94.5	12.0	12.7	-0.7	13.2	14.5	-1.3	11.0	10.3	0.7	9.9	10.8	-0.9	14.9	18.5	-3.6	15.0	12.1	2.9	8.8	8.6	0.2
HIT 92.9	8.7	8.7	0.0	18.1	14.2	3.9	14.1	15.3	-1.2	15.3	16.2	-0.9	8.0	8.4	-0.4	4.8	5.1	-0.3	0.7	0.4	0.3
96FM	13.2	12.6	0.6	14.6	11.5	3.1	12.1	16.0	-3.9	15.0	14.2	0.8	15.7	15.4	0.3	15.2	13.0	2.2	7.0	7.1	-0.1
NOVA93.7	12.5	12.9	-0.4	26.7	31.1	-4.4	17.9	17.4	0.5	17.2	18.6	-1.4	14.2	13.8	0.4	9.1	9.8	-0.7	1.9	1.7	0.2
ABC PER	6.6	6.5	0.1	2.8	4.4	-1.6	0.8	1.2	-0.4	3.0	2.8	0.2	4.5	3.6	0.9	7.2	9.6	-2.4	15.3	13.8	1.5
6RN	2.6	2.3	0.3	0.1	0.2	-0.1	0.1	1.3	-1.2	1.0	1.0	0.0	1.4	1.2	0.2	4.4	4.6	-0.2	5.9	4.2	1.7
ABC NEWSRADIO	1.1	1.1	0.0	0.8	0.4	0.4	1.2	0.6	0.6	0.7	0.7	0.0	1.0	1.7	-0.7	0.9	1.2	-0.3	1.6	1.2	0.4
6JJJ	9.3	8.3	1.0	5.9	5.7	0.2	24.2	26.7	-2.5	17.1	14.7	2.4	11.3	9.1	2.2	1.6	1.7	-0.1	0.3	0.4	-0.1
ABC CLASSIC	3.1	2.8	0.3	0.7	0.8	-0.1	2.6	1.1	1.5	2.0	1.5	0.5	1.7	2.0	-0.3	2.0	3.3	-1.3	7.5	5.4	2.1

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	4.0	5.1	-1.1	4.2	4.5	-0.3	4.1	5.6	-1.5	3.7	5.6	-1.9	3.9	4.4	-0.5	4.6	5.3	-0.7	5.8	5.9	-0.1	5.8	5.9	-0.1	5.8	5.9	-0.1
6PR	9.3	9.3	0.0	11.1	11.2	-0.1	10.2	10.0	0.2	8.3	8.3	0.0	6.9	6.5	0.4	9.0	9.3	-0.3	6.4	5.7	0.7	6.4	5.7	0.7	6.4	5.7	0.7
MIX 94.5	12.2	13.0	-0.8	11.1	12.4	-1.3	12.8	14.1	-1.3	13.4	14.0	-0.6	12.4	13.0	-0.6	9.3	7.8	1.5	11.4	11.7	-0.3	9.3	7.8	1.5	11.4	11.7	-0.3
HIT 92.9	9.0	8.7	0.3	8.5	7.4	1.1	8.3	8.2	0.1	9.8	10.1	-0.3	10.4	10.4	0.0	6.7	6.8	-0.1	7.8	8.4	-0.6	6.7	6.8	-0.1	7.8	8.4	-0.6
96FM	13.1	12.8	0.3	9.9	10.7	-0.8	14.1	14.2	-0.1	15.8	14.5	1.3	13.4	13.2	0.2	11.3	8.7	2.6	13.2	11.9	1.3	11.3	8.7	2.6	13.2	11.9	1.3
NOVA93.7	12.5	12.8	-0.3	14.0	14.1	-0.1	11.4	11.4	0.0	11.7	12.4	-0.7	14.2	15.0	-0.8	10.1	9.5	0.6	12.5	13.1	-0.6	10.1	9.5	0.6	12.5	13.1	-0.6
ABC PER	6.6	6.5	0.1	9.4	9.6	-0.2	5.5	4.5	1.0	4.6	4.2	0.4	4.9	5.8	-0.9	11.3	12.2	-0.9	6.3	6.6	-0.3	11.3	12.2	-0.9	6.3	6.6	-0.3
6RN	2.5	2.2	0.3	3.8	3.2	0.6	2.0	1.4	0.6	1.3	1.3	0.0	2.5	2.3	0.2	3.7	4.9	-1.2	3.0	2.5	0.5	3.7	4.9	-1.2	3.0	2.5	0.5
ABC NEWSRADIO	1.0	1.1	-0.1	1.2	1.4	-0.2	0.5	0.5	0.0	0.6	0.8	-0.2	0.8	0.8	0.0	3.3	3.7	-0.4	1.4	1.3	0.1	3.3	3.7	-0.4	1.4	1.3	0.1
6JJJ	9.8	8.5	1.3	8.5	7.3	1.2	10.5	8.8	1.7	10.6	9.2	1.4	11.0	9.8	1.2	6.6	6.1	0.5	7.7	7.5	0.2	6.6	6.1	0.5	7.7	7.5	0.2
ABC CLASSIC	2.9	2.6	0.3	3.0	2.6	0.4	2.2	2.4	-0.2	2.4	2.4	0.0	3.4	2.8	0.6	4.8	3.8	1.0	4.0	3.2	0.8	4.8	3.8	1.0	4.0	3.2	0.8



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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	148	143	5	11	7	4	6	5	1	19	21	-2	16	16	0	42	34	8	54	61	-7
6PR	212	205	7	16	10	6	8	9	-1	43	39	4	60	63	-3	33	30	3	52	54	-2
MIX 94.5	486	502	-16	71	63	8	46	47	-1	118	132	-14	137	147	-10	66	68	-2	48	46	2
HIT 92.9	450	464	-14	82	81	1	59	70	-11	187	193	-6	87	80	7	25	33	-8	11	6	5
96FM	425	421	4	55	50	5	37	32	5	106	119	-13	126	116	10	66	61	5	35	44	-9
NOVA93.7	583	590	-7	120	117	3	79	95	-16	191	197	-6	133	131	2	41	38	3	19	12	7
ABC PER	231	255	-24	16	19	-3	12	11	1	29	25	4	50	60	-10	36	49	-13	89	89	0
6RN	89	90	-1	4	5	-1	2	5	-3	13	14	-1	20	22	-2	18	16	2	32	28	4
ABC NEWSRADIO	83	73	10	11	7	4	10	6	4	10	9	1	19	22	-3	9	9	0	24	19	5
6JJJ	343	311	32	36	32	4	67	71	-4	145	128	17	76	61	15	10	9	1	8	9	-1
ABC CLASSIC	106	100	6	8	8	0	7	9	-2	34	26	8	17	20	-3	5	10	-5	35	26	9
Total	1674	1669	5	183	179	4	171	170	1	450	450	0	381	384	-3	215	216	-1	273	270	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
6IX	127	126	1	69	69	0	71	85	-14	71	81	-10	69	71	-2	41	28	13	103	96	7						
6PR	200	195	5	143	135	8	115	118	-3	110	119	-9	94	100	-6	57	53	4	106	110	-4						
MIX 94.5	438	448	-10	238	254	-16	207	219	-12	258	254	4	235	243	-8	94	86	8	283	295	-12						
HIT 92.9	414	414	0	239	214	25	175	170	5	226	236	-10	222	218	4	87	86	1	265	278	-13						
96FM	378	364	14	201	205	-4	185	173	12	247	214	33	208	203	5	93	82	11	259	252	7						
NOVA93.7	535	546	-11	346	351	-5	245	228	17	311	316	-5	287	299	-12	111	119	-8	371	363	8						
ABC PER	201	214	-13	149	157	-8	103	94	9	98	106	-8	95	98	-3	69	71	-2	151	168	-17						
6RN	77	78	-1	55	48	7	34	34	0	37	41	-4	36	46	-10	24	34	-10	65	60	5						
ABC NEWSRADIO	65	61	4	34	37	-3	25	20	5	23	24	-1	26	27	-1	30	24	6	51	46	5						
6JJJ	315	278	37	200	179	21	151	131	20	173	168	5	198	171	27	83	67	16	210	195	15						
ABC CLASSIC	97	97	0	55	49	6	42	43	-1	55	45	10	50	48	2	31	28	3	73	58	15						
Total	1624	1618	6	1307	1289	18	1085	1038	47	1215	1238	-23	1211	1184	27	583	579	4	1401	1387	14						



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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	10	12	-2	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0	3	6	-3
6PR	19	18	1	*	*	*	*	*	*	2	3	-1	6	6	0	3	3	0	7	6	1
MIX 94.5	26	28	-2	2	2	0	2	2	0	5	5	0	8	10	-2	5	4	1	4	4	0
HIT 92.9	19	19	0	3	2	1	2	2	0	7	8	-1	4	5	-1	2	2	0	*	*	*
96FM	28	28	0	2	2	0	2	3	-1	7	7	0	9	9	0	5	4	1	3	4	-1
NOVA93.7	27	28	-1	4	5	-1	3	3	0	8	9	-1	8	8	0	3	3	0	1	1	0
ABC PER	14	14	0	*	1	*	*	*	*	1	1	0	2	2	0	2	3	-1	8	7	1
6RN	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
6JJJ	20	18	2	1	1	0	4	4	0	8	7	1	6	5	1	1	1	0	*	*	*
ABC CLASSIC	7	6	1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	4	3	1
Total	217	219	-2	16	16	0	17	16	1	48	48	0	56	56	0	32	31	1	49	52	-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	9	12	-3	14	15	-1	13	18	-5	11	17	-6	9	10	-1	3	3	0	10	10	0						
6PR	22	22	0	37	38	-1	33	33	0	25	26	-1	15	15	0	5	6	-1	11	10	1						
MIX 94.5	28	31	-3	37	42	-5	41	47	-6	40	43	-3	28	29	-1	6	5	1	20	20	0						
HIT 92.9	21	21	0	28	25	3	27	27	0	29	31	-2	23	23	0	4	4	0	14	15	-1						
96FM	30	30	0	33	36	-3	46	47	-1	47	44	3	30	29	1	7	5	2	24	21	3						
NOVA93.7	29	30	-1	47	47	0	37	38	-1	35	38	-3	31	34	-3	6	6	0	22	23	-1						
ABC PER	15	15	0	31	32	-1	18	15	3	14	13	1	11	13	-2	7	7	0	11	12	-1						
6RN	6	5	1	13	11	2	6	5	1	4	4	0	6	5	1	2	3	-1	5	4	1						
ABC NEWSRADIO	2	3	-1	4	5	-1	2	2	0	2	2	0	2	2	0	2	2	0	3	2	1						
6JJJ	23	20	3	28	24	4	34	29	5	32	28	4	24	22	2	4	4	0	14	13	1						
ABC CLASSIC	7	6	1	10	9	1	7	8	-1	7	7	0	7	6	1	3	2	1	7	6	1						
Total	232	236	-4	332	335	-3	324	332	-8	298	307	-9	222	224	-2	59	61	-2	179	174	5						