



# PERTH RADIO - SURVEY 1 2021

## 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	4.4	4.6	-0.2	0.6	0.4	0.2	1.6	0.8	0.8	1.3	1.3	0.0	2.3	4.5	-2.2	10.4	9.6	0.8	6.8	7.0	-0.2
6PR	8.2	7.9	0.3	2.5	3.0	-0.5	3.2	3.6	-0.4	1.9	1.8	0.1	5.9	6.9	-1.0	14.8	10.7	4.1	14.1	15.8	-1.7
MIX 94.5	12.6	12.0	0.6	12.0	10.6	1.4	17.1	10.9	6.2	11.6	12.1	-0.5	15.6	11.9	3.7	15.7	17.7	-2.0	7.0	8.6	-1.6
92.9 TRIPLE M	8.0	8.7	-0.7	13.2	19.7	-6.5	15.0	11.8	3.2	12.1	17.1	-5.0	11.6	7.4	4.2	3.3	4.3	-1.0	0.7	0.4	0.3
96FM	9.8	11.3	-1.5	5.5	9.0	-3.5	7.9	9.3	-1.4	10.1	10.0	0.1	14.1	17.0	-2.9	13.0	17.1	-4.1	4.8	3.6	1.2
NOVA93.7	13.6	14.3	-0.7	39.0	37.9	1.1	16.3	24.6	-8.3	23.8	19.9	3.9	14.2	14.5	-0.3	6.0	7.9	-1.9	0.8	1.8	-1.0
ABC PER	8.1	8.5	-0.4	2.5	1.2	1.3	0.7	0.9	-0.2	3.9	3.2	0.7	3.5	9.1	-5.6	12.2	8.7	3.5	17.4	17.8	-0.4
6RN	2.2	1.7	0.5	0.9	*	*	*	0.9	*	1.2	0.3	0.9	1.4	1.1	0.3	1.7	1.9	-0.2	5.3	4.5	0.8
ABC NEWSRADIO	1.3	1.1	0.2	0.6	0.8	-0.2	0.1	0.7	-0.6	0.9	0.7	0.2	0.8	0.7	0.1	1.9	0.4	1.5	2.4	2.5	-0.1
6JJJ	8.6	8.1	0.5	10.1	4.8	5.3	19.5	19.4	0.1	18.2	17.3	0.9	8.4	9.3	-0.9	3.5	1.4	2.1	0.9	0.3	0.6
ABC CLASSIC	3.2	3.5	-0.3	1.4	0.5	0.9	1.2	4.6	-3.4	1.2	1.3	-0.1	2.0	2.4	-0.4	1.6	1.1	0.5	8.3	8.9	-0.6

## 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	4.4	3.9	0.5	3.8	3.5	0.3	5.3	3.9	1.4	5.2	4.5	0.7	3.7	4.5	-0.8	2.5	2.1	0.4	4.3	6.8	-2.5
6PR	8.6	8.4	0.2	10.8	10.8	0.0	8.1	8.2	-0.1	7.0	6.1	0.9	7.5	7.6	-0.1	10.4	10.1	0.3	6.7	6.2	0.5
MIX 94.5	13.0	12.4	0.6	12.0	10.8	1.2	13.9	13.5	0.4	14.9	14.5	0.4	12.2	11.0	1.2	8.2	10.1	-1.9	11.5	10.6	0.9
92.9 TRIPLE M	8.2	8.7	-0.5	7.7	9.0	-1.3	8.3	6.7	1.6	8.9	8.5	0.4	8.3	11.7	-3.4	6.9	8.2	-1.3	7.5	8.7	-1.2
96FM	9.7	11.1	-1.4	8.9	8.3	0.6	10.8	11.8	-1.0	10.9	13.5	-2.6	9.1	10.9	-1.8	6.2	11.5	-5.3	9.9	11.8	-1.9
NOVA93.7	14.0	14.5	-0.5	15.2	15.9	-0.7	13.1	13.9	-0.8	13.8	14.3	-0.5	14.8	14.8	0.0	11.7	11.5	0.2	12.3	13.7	-1.4
ABC PER	8.4	8.6	-0.2	11.2	11.2	0.0	7.4	7.3	0.1	6.6	6.3	0.3	6.6	6.7	-0.1	11.6	14.8	-3.2	7.2	8.1	-0.9
6RN	2.3	1.6	0.7	3.0	2.3	0.7	1.9	1.4	0.5	1.7	1.0	0.7	2.7	1.9	0.8	1.7	1.6	0.1	2.0	1.9	0.1
ABC NEWSRADIO	1.3	1.0	0.3	1.8	1.2	0.6	1.0	0.6	0.4	0.7	0.7	0.0	0.8	1.0	-0.2	3.4	2.4	1.0	1.5	1.4	0.1
6JJJ	8.1	8.6	-0.5	7.5	8.1	-0.6	6.9	9.1	-2.2	7.9	8.9	-1.0	11.4	9.1	2.3	8.6	6.5	2.1	9.9	6.8	3.1
ABC CLASSIC	2.9	3.3	-0.4	2.4	3.0	-0.6	3.0	3.2	-0.2	2.7	3.1	-0.4	3.5	4.1	-0.6	4.5	4.3	0.2	3.9	3.8	0.1

Please Note: HIT 92.9 re-branded as 92.9 TRIPLE M from Jan 17.

# EMBARGOED UNTIL 9:30AM (AEDT)



## PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 2021

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	4	0										2	3	-1	*	1	*	2	1	1
96FM 80s	23	19	4	5	7	-2	4	4	0	3	*	*	5	2	3	4	4	0	3	1	2
BUDDHA HITS	14	15	-1	*	1	*	1	2	-1	1	7	-6	5	3	2	5	2	3	1	*	*
Chemist Warehouse Remix	3	na	*	*	na	*	*	na	*	2	na	*	*	na	*	*	na	*	*	na	*
Coles Radio	31	12	19	2	3	-1	9	*	*	10	3	7	6	3	3	1	3	-2	2	1	1
EASY 80s HITS	15	16	-1	*	4	*	1	*	*	8	3	5	1	1	0	3	8	-5	3	*	*
Kinderling Kids	6	7	-1	3	*	*	*	*	*	1	7	-6	2	*	*	1	*	*	*	*	*
KIX DIGITAL	6	4	2	1	*	*	*	*	*	2	*	*	2	*	*	2	3	-1	2	1	1
MMM 90s	13	9	4	*	3	*	1	*	*	6	1	5	4	4	0	1	*	*	1	*	*
MMM CLASSIC ROCK	31	11	20	3	1	2	2	*	*	7	*	*	14	7	7	3	3	0	1	1	0
MMM COUNTRY	2	3	-1	*	3	*	*	3	*	*	1	*	2	1	1	*	1	*	*	*	*
MMM SOFT ROCK	6	8	-2	1	2	-1	*	*	*	3	4	-1	1	1	0	1	1	0	*	*	*
My Perth DAB Radio	9	7	2	1	*	*	*	*	*	2	*	*	2	*	*	1	1	0	3	7	-4
NTS News Talk Sport	*	5	*	*	*	*	*	*	*	*	2	*	*	1	*	*	1	*	*	*	*
OLDSKOOL 90s HITS	26	31	-5	3	11	-8	1	1	0	6	13	-7	11	4	7	3	*	*	2	2	0
smooth	41	30	11	4	3	1	1	3	-2	8	7	1	16	9	7	10	6	4	3	2	1
SOUNDCLOUD RADIO	9	na	*	4	na	*	3	na	*	*	na	*	*	na	*	1	na	*	1	na	*
URBAN HITS	5	13	-8	1	5	-4	2	3	-1	2	4	-2	*	*	*	*	1	*	*	*	*
X-All New All Hit	7	4	3	3	1	2	*	*	*	2	1	1	1	*	*	*	*	*	1	2	-1
triple j Unearthed	9	10	-1	*	2	*	5	2	3	1	2	-1	1	4	-3	1	*	*	1	1	0
ABC Country	10	15	-5	3	3	0	*	*	*	1	3	-2	1	3	-2	2	3	-1	3	3	0
ABC Jazz	22	16	6	3	1	2	1	1	0	5	7	-2	7	2	5	2	2	0	5	3	2
ABC KIDS LISTEN	16	9	7	9	3	6	*	*	*	5	5	0	2	*	*	*	1	*	1	1	0
ABC Sport	19	8	11	1	*	*	*	*	*	1	3	-2	9	*	*	3	2	1	5	3	2
Double J	37	26	11	5	1	4	2	*	*	17	15	2	12	8	4	*	2	*	1	*	*
Total Digital/Internet Only	295	234	61	33	35	-2	30	17	13	76	62	14	86	55	31	35	37	-2	35	29	6

## Cumulative Audience (000's) by Session, P10+ [Potential: 1778]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6GT	4	4	0	4	4	0	3	4	-1	2	4	-2	*	1	*	*	1	*	3	3	0
96FM 80s	15	16	-1	6	7	-1	3	7	-4	8	5	3	9	2	7	1	3	-2	16	6	10
BUDDHA HITS	11	11	0	5	5	0	3	4	-1	6	5	1	5	4	1	3	3	0	6	6	0
Chemist Warehouse Remix	1	na	*	1	na	*	*	na	*	*	na	*	*	na	*	*	na	*	2	na	*
Coles Radio	24	11	13	6	3	3	11	4	7	12	7	5	10	1	9	6	*	*	14	2	12
EASY 80s HITS	12	14	-2	8	8	0	5	5	0	5	2	3	1	2	-1	2	6	-4	11	10	1
Kinderling Kids	5	7	-2	1	7	-6	1	5	-4	4	4	0	1	*	*	1	*	*	5	4	1
KIX DIGITAL	3	*	*	1	*	*	1	*	*	3	*	*	2	*	*	1	*	*	4	4	0
MMM 90s	10	6	4	3	5	-2	1	*	*	3	1	2	7	4	3	2	3	-1	8	6	2
MMM CLASSIC ROCK	26	8	18	12	5	7	12	6	6	18	6	12	12	5	7	3	1	2	16	7	9
MMM COUNTRY	2	3	-1	*	2	*	1	2	-1	1	2	-1	2	3	-1	*	*	*	2	1	1
MMM SOFT ROCK	4	8	-4	*	2	*	*	*	*	4	*	*	2	5	-3	1	*	*	4	2	2
My Perth DAB Radio	8	7	1	6	4	2	5	3	2	6	5	1	1	2	-1	3	*	*	5	4	1
NTS News Talk Sport	*	1	*	*	1	*	*	1	*	*	1	*	*	1	*	*	*	*	*	5	*
OLDSKOOL 90s HITS	24	26	-2	7	15	-8	10	14	-4	16	17	-1	10	15	-5	6	10	-4	11	23	-12
smooth	38	24	14	17	13	4	21	13	8	17	16	1	18	11	7	9	4	5	26	20	6
SOUNDCLOUD RADIO	8	na	*	3	na	*	1	na	*	6	na	*	4	na	*	4	na	*	3	na	*
URBAN HITS	4	11	-7	2	8	-6	1	4	-3	2	4	-2	3	5	-2	1	3	-2	2	10	-8
X-All New All Hit	5	3	2	2	1	1	2	*	*	2	2	0	2	1	1	2	*	*	3	1	2
triple j Unearthed	7	9	-2	2	1	1	3	3	0	3	3	0	4	1	3	1	5	-4	6	4	2
ABC Country	6	12	-6	4	3	1	3	7	-4	3	3	0	3	3	0	2	4	-2	7	8	-1
ABC Jazz	22	13	9	8	3	5	6	6	0	8	2	6	11	3	8	9	7	2	11	6	5
ABC KIDS LISTEN	14	7	7	6	2	4	5	1	4	6	5	1	5	3	2	6	1	5	11	8	3
ABC Sport	10	6	4	6	*	*	5	*	*	8	*	*	1	5	-4	*	1	*	11	7	4
Double J	32	19	13	10	8	2	8	5	3	11	11	0	17	11	6	11	5	6	14	17	-3
Total Digital/Internet Only	252	202	50	110	107	3	112	104	8	142	110	32	125	91	34	71	45	26	177	151	26

Please note: Chemist Warehouse Remix & Soundcloud Radio commenced broadcasting from Jan 17.

Hit Buddha, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Easy 80s Hits, Oldskool 90s Hits & Urban Hits and ABC Grandstand changed to ABC Sport.

Survey Period: Sun Jan 17 to Sat Feb 27.

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