



# PERTH RADIO - SURVEY 2 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	4.5	4.4	0.1	0.6	0.6	0.0	1.1	1.6	-0.5	0.9	1.3	-0.4	2.7	2.3	0.4	8.8	10.4	-1.6	8.9	6.8	2.1
6PR	9.3	8.2	1.1	2.9	2.5	0.4	3.0	3.2	-0.2	2.3	1.9	0.4	6.3	5.9	0.4	15.8	14.8	1.0	18.1	14.1	4.0
MIX 94.5	12.6	12.6	0.0	15.6	12.0	3.6	15.7	17.1	-1.4	9.1	11.6	-2.5	17.0	15.6	1.4	15.3	15.7	-0.4	7.3	7.0	0.3
92.9 TRIPLE M	8.2	8.0	0.2	13.9	13.2	0.7	14.0	15.0	-1.0	13.3	12.1	1.2	10.5	11.6	-1.1	3.7	3.3	0.4	1.0	0.7	0.3
96FM	10.7	9.8	0.9	6.3	5.5	0.8	9.6	7.9	1.7	9.8	10.1	-0.3	15.2	14.1	1.1	16.2	13.0	3.2	4.6	4.8	-0.2
NOVA93.7	13.3	13.6	-0.3	34.5	39.0	-4.5	18.1	16.3	1.8	19.7	23.8	-4.1	15.4	14.2	1.2	6.5	6.0	0.5	2.1	0.8	1.3
ABC PER	7.0	8.1	-1.1	2.9	2.5	0.4	0.9	0.7	0.2	3.7	3.9	-0.2	2.9	3.5	-0.6	9.3	12.2	-2.9	16.0	17.4	-1.4
6RN	1.6	2.2	-0.6	1.1	0.9	0.2	0.1	*	*	1.0	1.2	-0.2	0.5	1.4	-0.9	1.6	1.7	-0.1	3.8	5.3	-1.5
ABC NEWSRADIO	1.1	1.3	-0.2	0.9	0.6	0.3	0.8	0.1	0.7	0.5	0.9	-0.4	0.9	0.8	0.1	1.6	1.9	-0.3	1.8	2.4	-0.6
6JJJ	9.1	8.6	0.5	9.2	10.1	-0.9	18.9	19.5	-0.6	21.3	18.2	3.1	7.5	8.4	-0.9	3.2	3.5	-0.3	1.2	0.9	0.3
ABC CLASSIC	2.8	3.2	-0.4	0.6	1.4	-0.8	0.4	1.2	-0.8	1.1	1.2	-0.1	2.0	2.0	0.0	3.6	1.6	2.0	6.0	8.3	-2.3

## 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	4.4	0.0	3.7	3.8	-0.1	5.2	5.3	-0.1	5.2	5.2	0.0	3.8	3.7	0.1	3.4	2.5	0.9	4.8	4.3	0.5
6PR	9.5	8.6	0.9	11.9	10.8	1.1	10.0	8.1	1.9	7.6	7.0	0.6	8.0	7.5	0.5	9.1	10.4	-1.3	8.4	6.7	1.7
MIX 94.5	13.1	13.0	0.1	12.2	12.0	0.2	13.5	13.9	-0.4	15.1	14.9	0.2	12.3	12.2	0.1	9.0	8.2	0.8	11.2	11.5	-0.3
92.9 TRIPLE M	8.5	8.2	0.3	8.4	7.7	0.7	8.1	8.3	-0.2	9.1	8.9	0.2	8.8	8.3	0.5	6.7	6.9	-0.2	7.6	7.5	0.1
96FM	10.8	9.7	1.1	10.4	8.9	1.5	12.0	10.8	1.2	11.3	10.9	0.4	10.1	9.1	1.0	8.3	6.2	2.1	10.5	9.9	0.6
NOVA93.7	13.4	14.0	-0.6	14.9	15.2	-0.3	11.2	13.1	-1.9	13.2	13.8	-0.6	15.2	14.8	0.4	11.0	11.7	-0.7	13.0	12.3	0.7
ABC PER	7.0	8.4	-1.4	9.0	11.2	-2.2	6.4	7.4	-1.0	4.8	6.6	-1.8	5.6	6.6	-1.0	12.2	11.6	0.6	7.0	7.2	-0.2
6RN	1.5	2.3	-0.8	1.8	3.0	-1.2	1.3	1.9	-0.6	1.4	1.7	-0.3	1.7	2.7	-1.0	1.3	1.7	-0.4	1.7	2.0	-0.3
ABC NEWSRADIO	1.0	1.3	-0.3	1.4	1.8	-0.4	0.5	1.0	-0.5	0.7	0.7	0.0	0.8	0.8	0.0	2.9	3.4	-0.5	1.4	1.5	-0.1
6JJJ	9.3	8.1	1.2	8.5	7.5	1.0	8.7	6.9	1.8	10.0	7.9	2.1	11.3	11.4	-0.1	7.7	8.6	-0.9	8.6	9.9	-1.3
ABC CLASSIC	2.6	2.9	-0.3	2.2	2.4	-0.2	1.9	3.0	-1.1	2.5	2.7	-0.2	3.6	3.5	0.1	3.8	4.5	-0.7	3.6	3.9	-0.3



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	6	4	2	1	*	*	*	*	*	*	*	2	2	0	1	*	*	*	2	2	0	
96FM 80s	27	23	4	5	5	0	4	4	0	2	3	-1	8	5	3	8	4	4	1	3	-2	
BUDDHA HITS	17	14	3	2	*	*	1	1	0	1	1	0	5	5	0	6	5	1	1	1	0	
Chemist Warehouse Remix	2	3	-1	*	*	*	*	*	*	2	2	0	*	*	*	*	*	*	*	*	*	
Coles Radio	33	31	2	2	2	0	3	9	-6	15	10	5	7	6	1	2	1	1	3	2	1	
EASY 80s HITS	11	15	-4	1	*	*	1	1	0	4	8	-4	3	1	2	2	3	-1	1	3	-2	
Kinderling Kids	7	6	1	3	3	0	*	*	*	1	1	0	2	2	0	2	1	1	*	*	*	
KIX DIGITAL	5	6	-1	*	1	*	*	*	*	*	*	*	2	2	0	1	2	-1	2	2	0	
MMM 90s	13	13	0	*	*	*	*	1	*	7	6	1	4	4	0	2	1	1	*	1	*	
MMM CLASSIC ROCK	27	31	-4	1	3	-2	1	2	-1	7	7	0	12	14	-2	4	3	1	3	1	2	
MMM COUNTRY	3	2	1	*	*	*	*	*	*	1	*	*	1	2	-1	2	*	*	*	*	*	
MMM SOFT ROCK	7	6	1	*	1	*	*	*	*	3	3	0	3	1	2	2	1	1	*	*	*	
My Perth DAB Radio	8	9	-1	3	1	2	*	*	*	3	2	1	1	2	-1	*	1	*	2	3	-1	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	36	26	10	6	3	3	1	1	0	14	6	8	10	11	-1	3	3	0	2	2	0	
smooth	48	41	7	2	4	-2	3	1	2	12	8	4	17	16	1	9	10	-1	5	3	2	
SOUNDSCLOUD RADIO	9	9	0	3	4	-1	4	3	1	1	*	*	*	*	*	1	1	0	*	1	*	
URBAN HITS	9	5	4	2	1	1	3	2	1	3	2	1	1	*	*	*	*	*	*	*	*	
X-All New All Hit	5	7	-2	2	3	-1	*	*	*	2	2	0	*	1	*	*	*	*	1	1	0	
triple j Unearthed	18	9	9	2	*	*	7	5	2	5	1	4	1	1	0	1	1	0	1	1	0	
ABC Country	11	10	1	3	3	0	*	*	*	2	1	1	*	1	*	3	2	1	3	3	0	
ABC Jazz	19	22	-3	4	3	1	1	1	0	4	5	-1	7	7	0	1	2	-1	2	5	-3	
ABC KIDS LISTEN	9	16	-7	3	9	-6	*	*	*	3	5	-2	3	2	1	*	*	*	*	1	*	
ABC Sport	9	19	-10	*	1	*	1	*	*	1	1	0	3	9	-6	1	3	-2	3	5	-2	
Double J	30	37	-7	3	5	-2	2	2	0	14	17	-3	11	12	-1	*	*	*	1	1	0	
Total Digital/Internet Only	302	295	7	30	33	-3	28	30	-2	93	76	17	79	86	-7	34	35	-1	37	35	2	

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

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	5	4	1	4	4	0	3	3	0	2	2	0	*	*	*	1	*	*	5	3	2	
96FM 80s	21	15	6	12	6	6	6	3	3	12	8	4	9	9	0	3	1	2	16	16	0	
BUDDHA HITS	14	11	3	8	5	3	6	3	3	6	6	0	7	5	2	4	3	1	8	6	2	
Chemist Warehouse Remix	1	1	0	*	1	*	1	*	*	1	*	*	1	*	*	*	*	*	2	2	0	
Coles Radio	25	24	1	11	6	5	15	11	4	12	12	0	8	10	-2	8	6	2	16	14	2	
EASY 80s HITS	9	12	-3	5	8	-3	6	5	1	7	5	2	2	1	1	2	2	0	7	11	-4	
Kinderling Kids	6	5	1	2	1	1	2	1	1	3	4	-1	3	1	2	1	1	0	5	5	0	
KIX DIGITAL	2	3	-1	1	1	0	*	1	*	2	3	-1	1	2	-1	*	1	*	3	4	-1	
MMM 90s	11	10	1	4	3	1	2	1	1	3	3	0	9	7	2	3	2	1	8	8	0	
MMM CLASSIC ROCK	24	26	-2	12	12	0	10	12	-2	15	18	-3	11	12	-1	2	3	-1	15	16	-1	
MMM COUNTRY	3	2	1	1	*	*	1	1	0	1	1	0	3	2	1	*	*	*	2	2	0	
MMM SOFT ROCK	6	4	2	2	*	*	1	*	*	5	4	1	3	2	1	1	1	0	4	4	0	
My Perth DAB Radio	6	8	-2	5	6	-1	4	5	-1	4	6	-2	*	1	*	1	3	-2	5	5	0	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	32	24	8	12	7	5	14	10	4	16	16	0	8	10	-2	6	6	0	13	11	2	
smooth	42	38	4	19	17	2	21	21	0	23	17	6	17	18	-1	10	9	1	29	26	3	
SOUNDSCLOUD RADIO	8	8	0	2	3	-1	2	1	1	5	6	-1	3	4	-1	4	4	0	4	3	1	
URBAN HITS	8	4	4	6	2	4	3	1	2	4	2	2	6	3	3	2	1	1	5	2	3	
X-All New All Hit	4	5	-1	2	2	0	2	2	0	2	2	0	2	2	0	1	2	-1	2	3	-1	
triple j Unearthed	16	7	9	8	2	6	6	3	3	11	3	8	11	4	7	6	1	5	9	6	3	
ABC Country	5	6	-1	3	4	-1	3	3	0	2	3	-1	1	3	-2	2	2	0	8	7	1	
ABC Jazz	19	22	-3	3	8	-5	4	6	-2	3	8	-5	9	11	-2	9	9	0	9	11	-2	
ABC KIDS LISTEN	7	14	-7	2	6	-4	*	5	*	2	6	-4	3	5	-2	4	6	-2	5	11	-6	
ABC Sport	5	10	-5	1	6	-5	1	5	-4	2	8	-6	2	1	1	*	*	*	9	11	-2	
Double J	26	32	-6	8	10	-2	10	8	2	11	11	0	12	17	-5	6	11	-5	11	14	-3	
Total Digital/Internet Only	257	252	5	128	110	18	123	112	11	141	142	-1	121	125	-4	69	71	-2	184	177	7	