



## PERTH RADIO - SURVEY 4 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	6.1	4.2	1.9	0.4	0.3	0.1	1.1	0.7	0.4	0.2	0.2	0.0	4.4	2.8	1.6	12.1	7.0	5.1	11.6	9.6	2.0
6PR	9.1	9.5	-0.4	2.3	1.9	0.4	5.8	6.3	-0.5	2.8	1.9	0.9	8.6	9.0	-0.4	13.4	16.1	-2.7	14.7	15.6	-0.9
MIX 94.5	11.7	11.9	-0.2	13.1	15.0	-1.9	15.2	11.8	3.4	12.5	9.3	3.2	17.1	17.2	-0.1	9.8	13.3	-3.5	6.3	7.2	-0.9
92.9 TRIPLE M	7.1	7.9	-0.8	13.9	10.3	3.6	7.7	11.9	-4.2	13.3	12.9	0.4	9.1	11.1	-2.0	2.7	3.8	-1.1	1.0	1.2	-0.2
96FM	11.5	11.1	0.4	8.3	7.4	0.9	8.6	8.0	0.6	9.8	11.0	-1.2	16.0	16.3	-0.3	19.8	17.3	2.5	4.7	3.9	0.8
NOVA93.7	12.7	13.5	-0.8	31.0	33.1	-2.1	26.8	22.7	4.1	21.8	22.7	-0.9	13.5	13.9	-0.4	4.5	6.2	-1.7	0.6	1.6	-1.0
ABC PER	8.2	8.1	0.1	0.9	2.2	-1.3	1.0	1.2	-0.2	2.3	2.6	-0.3	4.1	4.3	-0.2	13.5	9.3	4.2	17.5	19.8	-2.3
6RN	2.0	1.8	0.2	0.2	0.3	-0.1	0.4	0.3	0.1	0.4	0.3	0.1	1.3	0.7	0.6	4.4	3.8	0.6	3.2	3.5	-0.3
ABC NEWSRADIO	1.0	1.1	-0.1	2.6	1.9	0.7	0.6	0.9	-0.3	0.1	0.2	-0.1	0.5	0.9	-0.4	1.4	1.7	-0.3	1.7	1.6	0.1
6JJJ	8.8	8.8	0.0	12.8	12.6	0.2	19.6	19.1	0.5	22.6	21.2	1.4	7.1	6.1	1.0	0.6	2.5	-1.9	0.2	0.4	-0.2
ABC CLASSIC	2.4	3.2	-0.8	0.9	1.6	-0.7	1.6	1.1	0.5	1.0	1.3	-0.3	2.0	1.3	0.7	1.7	4.0	-2.3	5.1	7.1	-2.0

### 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	5.9	3.9	2.0	5.4	3.4	2.0	7.4	4.7	2.7	7.0	4.3	2.7	4.2	3.3	0.9	2.8	3.6	-0.8	6.9	5.3	1.6
6PR	9.7	10.0	-0.3	10.4	11.3	-0.9	11.1	11.4	-0.3	8.7	8.7	0.0	7.1	7.1	0.0	11.9	11.2	0.7	7.2	8.2	-1.0
MIX 94.5	12.3	12.4	-0.1	12.7	12.1	0.6	11.8	12.1	-0.3	13.3	14.1	-0.8	11.8	12.7	-0.9	9.2	7.6	1.6	10.0	10.1	-0.1
92.9 TRIPLE M	7.4	8.2	-0.8	6.9	8.6	-1.7	6.9	7.6	-0.7	9.2	8.7	0.5	7.0	8.3	-1.3	5.5	6.4	-0.9	6.0	6.9	-0.9
96FM	11.4	11.2	0.2	9.6	10.0	-0.4	12.6	11.6	1.0	12.3	11.8	0.5	11.7	12.0	-0.3	10.9	10.3	0.6	11.8	11.0	0.8
NOVA93.7	12.9	13.6	-0.7	14.5	15.0	-0.5	9.7	10.4	-0.7	12.1	13.4	-1.3	17.5	17.1	0.4	10.1	11.4	-1.3	11.8	13.0	-1.2
ABC PER	8.1	7.7	0.4	10.2	9.7	0.5	7.2	7.0	0.2	5.3	5.3	0.0	7.7	6.7	1.0	13.7	13.6	0.1	8.8	9.6	-0.8
6RN	2.0	1.7	0.3	2.6	2.0	0.6	1.6	1.1	0.5	1.6	1.5	0.1	2.4	2.2	0.2	1.8	2.1	-0.3	1.8	2.0	-0.2
ABC NEWSRADIO	1.0	1.1	-0.1	1.5	1.5	0.0	0.4	0.5	-0.1	0.8	0.8	0.0	0.5	0.5	0.0	2.6	3.3	-0.7	1.2	1.2	0.0
6JJJ	8.9	9.0	-0.1	8.2	8.1	0.1	8.2	8.9	-0.7	8.9	9.9	-1.0	11.7	10.8	0.9	7.9	5.4	2.5	8.3	8.2	0.1
ABC CLASSIC	2.2	2.9	-0.7	2.1	2.6	-0.5	2.4	2.5	-0.1	1.9	2.9	-1.0	2.4	3.7	-1.3	3.1	4.2	-1.1	2.9	3.9	-1.0



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	5	1	*	1	*	*	*	*	1	*	*	1	*	*	1	1	0	3	3	0	
96FM 80s	35	31	4	5	2	3	3	4	-1	4	4	0	12	9	3	5	8	-3	6	3	3	
BUDDHA HITS	21	20	1	1	3	-2	2	1	1	3	5	-2	7	2	5	4	5	-1	4	4	0	
Chemist Warehouse Remix	5	2	3	*	*	*	*	*	*	2	1	1	3	1	2	*	*	*	1	*	*	
Coles Radio	20	29	-9	5	5	0	4	2	2	6	14	-8	2	4	-2	2	1	1	1	3	-2	
EASY 80s HITS	14	11	3	1	*	*	1	*	*	5	2	3	3	5	-2	2	3	-1	1	1	0	
KIX DIGITAL	7	7	0	2	2	0	2	2	0	1	*	*	1	*	*	1	*	*	1	3	-2	
MMM 90s	12	14	-2	2	*	*	*	*	*	3	5	-2	7	6	1	*	2	*	*	*	*	
MMM CLASSIC ROCK	27	19	8	1	*	*	2	1	1	3	1	2	16	13	3	2	2	0	3	2	1	
MMM COUNTRY	9	7	2	1	*	*	*	*	*	2	1	1	5	3	2	1	3	-2	*	*	*	
MMM SOFT ROCK	8	10	-2	1	1	0	1	1	0	1	1	0	4	5	-1	*	1	*	1	1	0	
My Perth DAB Radio	21	18	3	7	6	1	2	2	0	4	5	-1	3	*	*	3	3	0	3	2	1	
NTS News Talk Sport	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	21	31	-10	7	6	1	1	1	0	8	18	-10	4	4	0	1	2	-1	*	*	*	
smooth	32	40	-8	7	4	3	3	5	-2	6	8	-2	6	10	-4	6	6	0	4	7	-3	
SOUNDSCLOUD RADIO	9	10	-1	2	2	0	2	3	-1	1	2	-1	3	2	1	*	*	*	*	*	*	
TikTok Trending	12	na	*	10	na	*	1	na	*	1	na	*	*	na	*	*	na	*	*	na	*	
URBAN HITS	13	10	3	5	2	3	4	4	0	3	2	1	2	2	0	*	*	*	*	*	*	
X-All New All Hit	4	3	1	1	*	*	2	2	0	*	*	*	*	*	*	1	1	0	*	*	*	
triple j Unearthed	21	22	-1	2	2	0	6	9	-3	10	8	2	2	2	0	1	1	0	*	1	*	
ABC Country	13	9	4	2	3	-1	*	*	*	4	3	1	1	*	*	1	1	0	5	2	3	
ABC Jazz	11	12	-1	3	4	-1	3	1	2	3	2	1	2	2	0	*	*	*	1	2	-1	
ABC KIDS LISTEN	21	14	7	4	5	-1	*	*	*	10	7	3	7	2	5	*	*	*	1	1	0	
ABC Sport	22	17	5	1	*	*	3	2	1	6	5	1	3	2	1	2	1	1	8	6	2	
Double J	34	25	9	3	2	1	1	*	*	19	12	7	9	10	-1	1	1	0	1	1	0	
Total Digital/Internet Only	318	304	14	51	39	12	32	32	0	87	87	0	72	70	2	35	36	-1	40	41	-1	

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	6	4	2	*	2	*	2	1	1	4	1	3	3	*	*	2	1	1	5	3	2
96FM 80s	31	27	4	16	16	0	12	10	2	15	13	2	9	7	2	7	4	3	13	13	0
BUDDHA HITS	16	16	0	8	9	-1	5	11	-6	8	6	2	2	6	-4	1	2	-1	9	10	-1
Chemist Warehouse Remix	4	2	2	1	*	*	1	2	-1	*	1	*	2	1	1	2	*	*	1	1	0
Coles Radio	16	25	-9	10	15	-5	7	14	-7	7	13	-6	3	8	-5	3	8	-5	13	14	-1
EASY 80s HITS	10	6	4	3	3	0	2	4	-2	6	5	1	2	3	-1	1	1	0	11	9	2
KIX DIGITAL	6	5	1	2	3	-1	1	*	*	2	2	0	2	2	0	2	*	*	2	1	1
MMM 90s	10	10	0	6	4	2	2	3	-1	5	2	3	5	7	-2	1	3	-2	7	7	0
MMM CLASSIC ROCK	17	12	5	6	7	-1	4	4	0	8	5	3	11	6	5	3	3	0	19	12	7
MMM COUNTRY	8	6	2	5	3	2	4	4	0	4	4	0	4	4	0	2	1	1	7	5	2
MMM SOFT ROCK	5	6	-1	3	5	-2	4	4	0	5	6	-1	2	2	0	1	1	0	7	6	1
My Perth DAB Radio	15	13	2	10	6	4	4	5	-1	4	6	-2	8	5	3	4	3	1	8	6	2
NTS News Talk Sport	1	*	*	1	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	18	26	-8	9	15	-6	7	15	-8	10	12	-2	12	7	5	5	3	2	12	14	-2
smooth	25	31	-6	16	17	-1	14	21	-7	15	23	-8	9	9	0	4	4	0	20	26	-6
SOUNDSCLOUD RADIO	9	9	0	6	4	2	4	3	1	3	3	0	1	2	-1	2	4	-2	2	3	-1
TikTok Trending	11	na	*	4	na	*	1	na	*	7	na	*	4	na	*	4	na	*	9	na	*
URBAN HITS	11	8	3	5	7	-2	3	4	-1	2	4	-2	7	4	3	3	2	1	8	8	0
X-All New All Hit	4	3	1	2	2	0	3	3	0	*	*	*	*	*	*	1	*	*	*	*	*
triple j Unearthed	20	22	-2	4	10	-6	4	7	-3	10	10	0	8	15	-7	7	10	-3	9	9	0
ABC Country	10	3	7	3	2	1	5	1	4	3	*	*	4	2	2	*	*	*	3	6	-3
ABC Jazz	10	11	-1	2	1	1	5	4	1	4	2	2	2	4	-2	1	2	-1	4	4	0
ABC KIDS LISTEN	18	11	7	9	5	4	7	2	5	4	5	-1	6	7	-1	4	5	-1	11	8	3
ABC Sport	11	7	4	2	3	-1	2	2	0	4	2	2	7	4	3	2	*	*	17	16	1
Double J	25	19	6	7	8	-1	9	10	-1	12	7	5	13	8	5	2	3	-1	17	12	5
Total Digital/Internet Only	260	248	12	136	149	-13	112	134	-22	139	136	3	124	115	9	70	64	6	211	202	9

Please note: TikTok Trending commenced broadcasting from Apr 18.