



# PERTH RADIO - SURVEY 6 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	5.1	6.6	-1.5	0.8	0.5	0.3	2.2	0.7	1.5	2.3	0.3	2.0	3.0	4.1	-1.1	7.7	11.5	-3.8	10.1	14.2	-4.1
6PR	7.5	8.0	-0.5	3.3	4.1	-0.8	0.8	1.0	-0.2	2.2	3.0	-0.8	8.6	6.5	2.1	8.2	8.9	-0.7	13.3	15.8	-2.5
MIX 94.5	12.6	13.4	-0.8	17.4	15.7	1.7	14.7	12.2	2.5	13.6	15.2	-1.6	16.9	19.1	-2.2	13.5	13.7	-0.2	4.6	6.1	-1.5
92.9 TRIPLE M	5.9	6.3	-0.4	9.1	11.4	-2.3	11.4	9.9	1.5	6.7	10.9	-4.2	8.3	7.9	0.4	4.8	2.6	2.2	0.9	0.8	0.1
96FM	12.2	11.8	0.4	14.6	10.3	4.3	18.2	17.0	1.2	5.5	6.0	-0.5	16.5	15.8	0.7	21.0	22.1	-1.1	5.0	5.6	-0.6
NOVA93.7	13.1	13.1	0.0	28.1	30.2	-2.1	15.5	21.6	-6.1	24.4	22.7	1.7	13.2	13.3	-0.1	7.1	5.9	1.2	2.6	1.9	0.7
ABC PER	8.7	8.2	0.5	2.9	1.5	1.4	4.8	6.4	-1.6	4.0	2.2	1.8	5.7	6.5	-0.8	10.4	11.9	-1.5	17.3	14.7	2.6
6RN	1.6	1.5	0.1	0.4	0.5	-0.1	0.2	0.5	-0.3	0.6	0.5	0.1	1.6	1.2	0.4	2.0	2.3	-0.3	2.9	2.7	0.2
ABC NEWSRADIO	1.3	1.2	0.1	2.4	2.4	0.0	0.3	0.6	-0.3	0.2	0.1	0.1	0.5	0.3	0.2	2.0	2.0	0.0	2.5	1.9	0.6
6JJJ	7.9	8.6	-0.7	8.7	10.1	-1.4	18.6	19.7	-1.1	18.5	21.9	-3.4	8.0	7.5	0.5	1.4	1.0	0.4	0.5	0.3	0.2
ABC CLASSIC	2.5	1.7	0.8	1.5	0.8	0.7	0.9	0.6	0.3	1.2	1.3	-0.1	1.9	1.1	0.8	1.7	1.3	0.4	5.3	3.4	1.9

## 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	5.1	6.5	-1.4	4.4	5.7	-1.3	5.6	7.6	-2.0	6.1	7.8	-1.7	4.8	5.7	-0.9	2.4	2.8	-0.4	5.2	6.8	-1.6
6PR	7.7	8.3	-0.6	8.4	9.2	-0.8	7.8	8.6	-0.8	6.4	6.8	-0.4	7.0	7.4	-0.4	12.5	11.7	0.8	6.6	6.9	-0.3
MIX 94.5	13.1	14.0	-0.9	11.9	13.6	-1.7	13.6	14.9	-1.3	14.5	15.1	-0.6	13.3	12.4	0.9	10.1	11.0	-0.9	10.7	11.4	-0.7
92.9 TRIPLE M	6.2	6.5	-0.3	5.1	5.4	-0.3	6.9	6.6	0.3	7.1	8.0	-0.9	6.0	5.7	0.3	5.1	6.1	-1.0	4.9	5.5	-0.6
96FM	12.1	11.7	0.4	11.7	11.5	0.2	12.9	11.8	1.1	12.9	12.1	0.8	11.4	11.1	0.3	9.2	11.6	-2.4	12.5	12.4	0.1
NOVA93.7	13.3	13.2	0.1	14.6	14.3	0.3	11.4	11.0	0.4	13.0	12.9	0.1	15.6	16.7	-1.1	10.7	8.7	2.0	12.6	12.7	-0.1
ABC PER	8.7	8.3	0.4	10.3	10.9	-0.6	8.2	7.3	0.9	6.7	5.6	1.1	7.6	8.3	-0.7	15.1	12.8	2.3	8.7	7.5	1.2
6RN	1.6	1.5	0.1	2.6	2.4	0.2	0.8	1.0	-0.2	1.3	1.1	0.2	1.3	1.4	-0.1	2.0	2.2	-0.2	1.6	1.4	0.2
ABC NEWSRADIO	1.3	1.1	0.2	2.2	1.6	0.6	0.4	0.5	-0.1	1.0	0.8	0.2	1.0	1.0	0.0	3.0	2.3	0.7	1.4	1.3	0.1
6JJJ	8.5	8.8	-0.3	9.1	8.1	1.0	8.6	8.4	0.2	8.7	9.1	-0.4	8.4	10.4	-2.0	5.0	8.7	-3.7	6.1	7.9	-1.8
ABC CLASSIC	2.3	1.6	0.7	2.3	1.7	0.6	2.2	1.9	0.3	2.3	1.4	0.9	2.5	1.4	1.1	3.1	2.0	1.1	2.9	1.9	1.0



**PERTH RADIO - SURVEY 6 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	+/-
6IX	156	160	-4	10	8	2	6	6	0	15	10	5	27	29	-2	32	36	-4	67	71	-4
6PR	188	187	1	12	13	-1	6	6	0	24	28	-4	54	49	5	33	36	-3	60	55	5
MIX 94.5	480	528	-48	71	73	-2	47	51	-4	127	141	-14	125	142	-17	67	72	-5	43	50	-7
92.9 TRIPLE M	273	273	0	41	47	-6	47	41	6	85	90	-5	63	69	-6	23	17	6	13	9	4
96FM	448	429	19	65	54	11	43	36	7	91	83	8	127	128	-1	79	80	-1	43	48	-5
NOVA93.7	548	572	-24	115	115	0	70	70	0	186	195	-9	120	135	-15	43	40	3	14	18	-4
ABC PER	257	256	1	13	14	-1	10	11	-1	30	26	4	52	58	-6	56	60	-4	96	88	8
6RN	77	83	-6	3	3	0	4	6	-2	10	7	3	16	18	-2	16	18	-2	28	30	-2
ABC NEWSRADIO	84	79	5	15	15	0	4	5	-1	8	5	3	15	8	7	21	19	2	21	26	-5
6JJJ	342	349	-7	38	46	-8	63	63	0	160	150	10	62	75	-13	9	7	2	10	9	1
ABC CLASSIC	101	86	15	11	8	3	4	5	-1	14	13	1	21	20	1	16	11	5	34	30	4
Total	1683	1685	-2	192	189	3	167	163	4	443	448	-5	385	386	-1	217	219	-2	279	280	-1

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

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	134	147	-13	68	75	-7	66	82	-16	82	92	-10	73	82	-9	25	30	-5	99	97	2						
6PR	174	166	8	116	112	4	93	91	2	102	92	10	91	88	3	52	55	-3	114	122	-8						
MIX 94.5	437	483	-46	254	295	-41	209	200	9	260	258	2	232	248	-16	77	106	-29	293	315	-22						
92.9 TRIPLE M	232	236	-4	121	121	0	106	88	18	125	142	-17	102	114	-12	51	40	11	138	147	-9						
96FM	391	378	13	210	203	7	191	178	13	235	214	21	202	192	10	75	84	-9	271	259	12						
NOVA93.7	489	517	-28	327	332	-5	217	210	7	269	284	-15	268	304	-36	100	101	-1	357	366	-9						
ABC PER	224	222	2	155	159	-4	124	119	5	121	110	11	114	112	2	61	64	-3	178	168	10						
6RN	64	69	-5	38	44	-6	23	25	-2	30	36	-6	31	29	2	15	15	0	53	52	1						
ABC NEWSRADIO	70	69	1	47	45	2	16	18	-2	25	24	1	23	27	-4	17	17	0	48	45	3						
6JJJ	312	312	0	216	199	17	145	139	6	190	197	-7	173	191	-18	55	72	-17	189	204	-15						
ABC CLASSIC	86	80	6	52	46	6	38	34	4	42	39	3	40	33	7	20	19	1	68	48	20						
Total	1631	1636	-5	1314	1301	13	1084	1031	53	1229	1228	1	1171	1175	-4	544	574	-30	1391	1398	-7						



**PERTH RADIO - SURVEY 6 2021**

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	13	-3	*	*	*	*	*	*	1	*	*	2	2	0	2	4	-2	5	7	-2
6PR	15	16	-1	1	1	0	*	*	*	1	1	0	4	3	1	3	3	0	7	8	-1
MIX 94.5	26	26	0	3	2	1	2	2	0	5	6	-1	9	8	1	4	4	0	2	3	-1
92.9 TRIPLE M	12	12	0	1	2	-1	2	1	1	3	4	-1	4	3	1	2	1	1	*	*	*
96FM	25	23	2	2	2	0	3	2	1	2	2	0	8	7	1	7	7	0	3	3	0
NOVA93.7	27	25	2	5	5	0	2	3	-1	10	9	1	7	6	1	2	2	0	1	1	0
ABC PER	18	16	2	*	*	*	1	1	0	2	1	1	3	3	0	3	4	-1	9	7	2
6RN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
6JJJ	16	17	-1	1	2	-1	3	3	0	7	9	-2	4	3	1	*	*	*	*	*	*
ABC CLASSIC	5	3	2	*	*	*	*	*	*	*	1	*	1	*	*	1	*	*	3	2	1
Total	203	195	8	16	16	0	15	13	2	39	41	-2	51	44	7	32	32	0	50	49	1

Average 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-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
6IX	11	14	-3	14	18	-4	17	22	-5	17	20	-3	10	12	-2	1	1	0	9	11	-2
6PR	17	17	0	27	29	-2	24	25	-1	18	18	0	15	15	0	6	6	0	11	11	0
MIX 94.5	29	29	0	37	42	-5	42	43	-1	41	40	1	28	25	3	5	6	-1	18	18	0
92.9 TRIPLE M	14	14	0	16	17	-1	21	19	2	20	21	-1	13	12	1	2	3	-1	8	9	-1
96FM	26	24	2	37	36	1	40	34	6	37	32	5	24	23	1	4	6	-2	21	20	1
NOVA93.7	29	28	1	46	45	1	35	32	3	37	34	3	32	34	-2	5	4	1	21	20	1
ABC PER	19	17	2	32	34	-2	26	21	5	19	15	4	16	17	-1	7	6	1	14	12	2
6RN	3	3	0	8	7	1	2	3	-1	4	3	1	3	3	0	1	1	0	3	2	1
ABC NEWSRADIO	3	2	1	7	5	2	1	1	0	3	2	1	2	2	0	1	1	0	2	2	0
6JJJ	19	19	0	29	25	4	27	24	3	25	24	1	17	21	-4	2	4	-2	10	13	-3
ABC CLASSIC	5	3	2	7	5	2	7	6	1	6	4	2	5	3	2	1	1	0	5	3	2
Total	218	209	9	315	312	3	312	289	23	284	263	21	208	204	4	48	51	-3	165	159	6



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	7	10	-3	*	*	*	*	*	*	1	*	*	*	1	*	*	3	-1	4	5	-1
96FM 80s	46	31	15	7	8	-1	4	*	*	11	6	5	15	8	7	5	3	2	4	6	-2
BUDDHA HITS	15	16	-1	2	1	1	*	1	*	4	2	2	6	9	-3	2	2	0	1	1	0
Chemist Warehouse Remix	3	5	-2	*	*	*	*	*	*	1	1	0	1	2	-1	*	*	*	1	1	0
Coles Radio	26	17	9	3	1	2	3	2	1	5	7	-2	8	3	5	4	2	2	1	1	0
EASY 80s HITS	19	16	3	5	3	2	*	2	*	5	6	-1	5	4	1	4	3	1	*	*	*
KIX DIGITAL	3	4	-1	*	*	*	*	*	*	*	1	*	2	1	1	1	2	-1	1	1	0
MMM 90s	21	18	3	2	3	-1	2	1	1	7	6	1	10	8	2	*	*	*	*	*	*
MMM CLASSIC ROCK	21	28	-7	*	1	*	3	3	0	3	5	-2	7	10	-3	7	5	2	1	3	-2
MMM COUNTRY	10	10	0	1	2	-1	*	*	*	3	3	0	5	4	1	2	1	1	*	*	*
MMM SOFT ROCK	4	3	1	1	*	*	*	*	*	1	*	*	2	3	-1	1	*	*	*	*	*
My Perth DAB Radio	13	14	-1	2	5	-3	*	*	*	*	2	*	7	5	2	2	1	1	2	1	1
NTS News Talk Sport	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	*	*	*
OLDSKOOL 90s HITS	21	21	0	3	6	-3	1	*	*	6	7	-1	10	7	3	*	*	*	1	*	*
smooth	46	34	12	2	4	-2	*	*	*	16	9	7	13	11	2	9	5	4	6	5	1
SOUNDCLLOUD RADIO	14	14	0	2	2	0	6	6	0	5	3	2	*	1	*	1	1	0	*	*	*
URBAN HITS	11	10	1	2	3	-1	1	1	0	5	3	2	3	3	0	*	*	*	*	*	*
triple j Unearthed	23	18	5	9	5	4	5	2	3	5	9	-4	2	1	1	*	*	*	1	1	0
ABC Country	10	14	-4	*	*	*	*	*	*	3	4	-1	*	1	*	3	2	1	4	7	-3
ABC Jazz	7	13	-6	1	3	-2	*	1	*	1	3	-2	1	3	-2	1	1	0	3	2	1
ABC KIDS LISTEN	16	17	-1	2	1	1	1	*	*	7	7	0	3	8	-5	*	*	*	2	1	1
ABC Sport	16	20	-4	2	2	0	1	3	-2	4	3	1	1	4	-3	3	3	0	4	6	-2
Double J	28	29	-1	4	3	1	*	2	*	13	19	-6	9	5	4	1	*	*	1	1	0
Total Digital/Internet Only	323	308	15	39	42	-3	30	25	5	83	90	-7	88	75	13	43	36	7	39	40	-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
6GT	5	9	-4	3	3	0	4	4	0	4	7	-3	3	5	-2	1	2	-1	4	7	-3
96FM 80s	37	24	13	15	7	8	15	8	7	13	14	-1	11	9	2	10	8	2	23	13	10
BUDDHA HITS	10	12	-2	2	6	-4	5	2	3	5	5	0	3	2	1	2	4	-2	10	9	1
Chemist Warehouse Remix	2	3	-1	1	1	0	*	*	*	2	*	*	1	2	-1	*	1	*	2	1	1
Coles Radio	21	12	9	9	7	2	11	4	7	10	6	4	5	3	2	3	3	0	14	11	3
EASY 80s HITS	15	13	2	4	5	-1	9	4	5	7	6	1	6	3	3	5	2	3	6	10	-4
KIX DIGITAL	2	3	-1	1	1	0	2	1	1	1	1	0	1	1	0	*	2	*	1	2	-1
MMM 90s	15	14	1	9	11	-2	8	4	4	10	9	1	9	10	-1	2	3	-1	15	13	2
MMM CLASSIC ROCK	14	19	-5	7	5	2	8	6	2	4	9	-5	5	11	-6	1	*	*	11	19	-8
MMM COUNTRY	6	8	-2	3	4	-1	4	3	1	5	5	0	2	4	-2	1	1	0	6	5	1
MMM SOFT ROCK	3	2	1	1	*	*	1	2	-1	2	1	1	*	1	*	*	*	*	2	2	0
My Perth DAB Radio	8	11	-3	5	11	-6	1	3	-2	2	3	-1	2	5	-3	3	1	2	8	9	-1
NTS News Talk Sport	2	3	-1	1	1	0	2	2	0	*	*	*	*	1	*	*	*	*	1	*	*
OLDSKOOL 90s HITS	18	17	1	8	4	4	10	6	4	8	6	2	9	9	0	1	4	-3	15	12	3
smooth	43	32	11	21	19	2	24	15	9	26	19	7	16	11	5	11	7	4	19	17	2
SOUNDCLLOUD RADIO	8	9	-1	2	5	-3	6	7	-1	5	5	0	2	1	1	2	2	0	7	7	0
URBAN HITS	8	8	0	4	4	0	2	1	1	5	1	4	6	7	-1	1	2	-1	9	4	5
triple j Unearthed	18	17	1	9	7	2	2	2	0	5	13	-8	6	7	-1	3	4	-1	10	9	1
ABC Country	5	11	-6	*	2	*	*	6	*	3	5	-2	3	4	-1	1	1	0	6	5	1
ABC Jazz	7	12	-5	2	3	-1	1	3	-2	2	4	-2	3	4	-1	3	4	-1	3	2	1
ABC KIDS LISTEN	13	14	-1	5	8	-3	4	6	-2	4	2	2	5	4	1	4	3	1	8	11	-3
ABC Sport	11	15	-4	4	1	3	3	2	1	1	5	-4	4	7	-3	6	6	0	11	12	-1
Double J	25	24	1	5	4	1	6	7	-1	8	12	-4	18	16	2	11	5	6	16	16	0
Total Digital/Internet Only	276	255	21	133	116	17	128	97	31	142	139	3	133	128	5	80	74	6	219	201	18