



PERTH RADIO - SURVEY 7 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	5.3	5.1	0.2	1.4	0.8	0.6	2.5	2.2	0.3	3.0	2.3	0.7	3.9	3.0	0.9	8.0	7.7	0.3	8.7	10.1	-1.4
6PR	8.3	7.5	0.8	2.2	3.3	-1.1	0.1	0.8	-0.7	1.5	2.2	-0.7	7.7	8.6	-0.9	12.5	8.2	4.3	15.2	13.3	1.9
MIX 94.5	11.2	12.6	-1.4	16.0	17.4	-1.4	15.9	14.7	1.2	10.6	13.6	-3.0	15.3	16.9	-1.6	11.9	13.5	-1.6	4.2	4.6	-0.4
92.9 TRIPLE M	5.9	5.9	0.0	8.0	9.1	-1.1	9.9	11.4	-1.5	8.6	6.7	1.9	8.6	8.3	0.3	4.4	4.8	-0.4	0.5	0.9	-0.4
96FM	11.4	12.2	-0.8	17.6	14.6	3.0	12.8	18.2	-5.4	6.8	5.5	1.3	14.5	16.5	-2.0	17.6	21.0	-3.4	5.1	5.0	0.1
NOVA93.7	12.6	13.1	-0.5	23.3	28.1	-4.8	19.3	15.5	3.8	21.8	24.4	-2.6	15.6	13.2	2.4	5.7	7.1	-1.4	2.1	2.6	-0.5
ABC PER	8.2	8.7	-0.5	2.2	2.9	-0.7	0.1	4.8	-4.7	3.4	4.0	-0.6	3.6	5.7	-2.1	11.5	10.4	1.1	18.0	17.3	0.7
6RN	1.8	1.6	0.2	0.1	0.4	-0.3	0.2	0.2	0.0	0.8	0.6	0.2	2.2	1.6	0.6	2.1	2.0	0.1	3.0	2.9	0.1
ABC NEWSRADIO	1.4	1.3	0.1	1.6	2.4	-0.8	0.3	0.3	0.0	0.1	0.2	-0.1	0.8	0.5	0.3	1.0	2.0	-1.0	3.3	2.5	0.8
6JJJ	7.9	7.9	0.0	8.5	8.7	-0.2	21.5	18.6	2.9	20.0	18.5	1.5	7.4	8.0	-0.6	0.8	1.4	-0.6	0.4	0.5	-0.1
ABC CLASSIC	2.9	2.5	0.4	2.1	1.5	0.6	0.7	0.9	-0.2	1.2	1.2	0.0	2.6	1.9	0.7	2.7	1.7	1.0	5.3	5.3	0.0

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	5.1	5.1	0.0	5.1	4.4	0.7	5.6	5.6	0.0	6.0	6.1	-0.1	4.4	4.8	-0.4	1.6	2.4	-0.8	5.9	5.2	0.7
6PR	8.5	7.7	0.8	9.3	8.4	0.9	8.0	7.8	0.2	7.0	6.4	0.6	8.8	7.0	1.8	13.1	12.5	0.6	7.6	6.6	1.0
MIX 94.5	11.6	13.1	-1.5	10.9	11.9	-1.0	11.3	13.6	-2.3	12.8	14.5	-1.7	12.4	13.3	-0.9	8.2	10.1	-1.9	9.8	10.7	-0.9
92.9 TRIPLE M	6.2	6.2	0.0	5.8	5.1	0.7	6.7	6.9	-0.2	6.7	7.1	-0.4	6.3	6.0	0.3	4.1	5.1	-1.0	4.8	4.9	-0.1
96FM	11.3	12.1	-0.8	9.5	11.7	-2.2	12.8	12.9	-0.1	12.5	12.9	-0.4	11.8	11.4	0.4	6.5	9.2	-2.7	11.8	12.5	-0.7
NOVA93.7	12.7	13.3	-0.6	13.1	14.6	-1.5	11.7	11.4	0.3	12.8	13.0	-0.2	13.5	15.6	-2.1	11.8	10.7	1.1	12.3	12.6	-0.3
ABC PER	8.5	8.7	-0.2	10.5	10.3	0.2	7.9	8.2	-0.3	6.6	6.7	-0.1	7.1	7.6	-0.5	14.3	15.1	-0.8	7.0	8.7	-1.7
6RN	1.8	1.6	0.2	2.9	2.6	0.3	1.1	0.8	0.3	1.3	1.3	0.0	1.7	1.3	0.4	2.5	2.0	0.5	1.9	1.6	0.3
ABC NEWSRADIO	1.3	1.3	0.0	2.2	2.2	0.0	0.4	0.4	0.0	1.1	1.0	0.1	0.9	1.0	-0.1	3.5	3.0	0.5	1.5	1.4	0.1
6JJJ	8.6	8.5	0.1	9.2	9.1	0.1	8.8	8.6	0.2	8.7	8.7	0.0	8.2	8.4	-0.2	5.1	5.0	0.1	5.7	6.1	-0.4
ABC CLASSIC	2.7	2.3	0.4	2.6	2.3	0.3	2.5	2.2	0.3	2.5	2.3	0.2	3.2	2.5	0.7	4.1	3.1	1.0	3.3	2.9	0.4

EMBARGOED UNTIL 9:30AM (AEDT)



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	8	7	1	*	*	*	*	*	*	1	*	*	2	*	*	2	2	0	2	4	-2
96FM 80s	67	46	21	13	7	6	13	4	9	7	11	-4	18	15	3	7	5	2	9	4	5
BUDDHA HITS	14	15	-1	3	2	1	2	*	*	4	4	0	3	6	-3	2	2	0	1	1	0
Chemist Warehouse Remix	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	1	1	0
Coles Radio	27	26	1	7	3	4	3	3	0	4	5	-1	6	8	-2	4	4	0	2	1	1
EASY 80s HITS	14	19	-5	3	5	-2	*	*	*	6	5	1	3	5	-2	2	4	-2	*	*	*
KIX DIGITAL	6	3	3	1	*	*	*	*	*	*	*	*	4	2	2	*	1	*	1	1	0
MMM 90s	28	21	7	4	2	2	5	2	3	6	7	-1	11	10	1	2	*	*	*	*	*
MMM CLASSIC ROCK	25	21	4	5	*	*	1	3	-2	5	3	2	6	7	-1	7	7	0	1	1	0
MMM COUNTRY	7	10	-3	1	1	0	*	*	*	2	3	-1	1	5	-4	2	2	0	*	*	*
MMM SOFT ROCK	10	4	6	3	1	2	*	*	*	2	1	1	3	2	1	2	1	1	*	*	*
My Perth DAB Radio	14	13	1	3	2	1	*	*	*	1	*	*	3	7	-4	3	2	1	3	2	1
NTS News Talk Sport	3	2	1	*	*	*	*	*	*	*	*	*	3	1	2	*	2	*	*	*	*
OLDSKOOL 90s HITS	24	21	3	2	3	-1	3	1	2	7	6	1	11	10	1	*	*	*	2	1	1
smooth	53	46	7	4	2	2	*	*	*	17	16	1	14	13	1	14	9	5	4	6	-2
SOUNDCLLOUD RADIO	3	14	-11	1	2	-1	2	6	-4	*	5	*	*	*	0	*	1	*	*	*	*
URBAN HITS	20	11	9	3	2	1	*	1	*	14	5	9	3	3	0	*	*	*	*	*	*
triple j Unearthed	30	23	7	4	9	-5	9	5	4	10	5	5	4	2	2	2	*	*	1	1	0
ABC Country	17	10	7	2	*	*	*	*	*	3	3	0	2	*	*	4	3	1	7	4	3
ABC Jazz	4	7	-3	1	1	0	*	*	*	2	1	1	*	1	*	1	1	0	1	3	-2
ABC KIDS LISTEN	20	16	4	4	2	2	1	1	0	11	7	4	2	3	-1	*	*	*	3	2	1
ABC Sport	14	16	-2	3	2	1	*	1	*	1	4	-3	*	1	*	3	3	0	7	4	3
Double J	32	28	4	6	4	2	2	*	*	10	13	-3	12	9	3	2	1	1	1	1	0
Total Digital/Internet Only	356	323	33	46	39	7	36	30	6	88	83	5	88	88	0	53	43	10	44	39	5

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	5	1	5	3	2	5	4	1	4	4	0	3	3	0	*	1	*	4	4	0
96FM 80s	58	37	21	21	15	6	14	15	-1	29	13	16	20	11	9	8	10	-2	30	23	7
BUDDHA HITS	10	10	0	3	2	1	7	5	2	4	5	-1	4	3	1	2	2	0	11	10	1
Chemist Warehouse Remix	2	2	0	1	1	0	*	*	*	2	2	0	1	1	0	*	*	*	1	2	-1
Coles Radio	25	21	4	7	9	-2	10	11	-1	11	10	1	11	5	6	5	3	2	10	14	-4
EASY 80s HITS	13	15	-2	1	4	-3	5	9	-4	8	7	1	4	6	-2	4	5	-1	5	6	-1
KIX DIGITAL	4	2	2	*	1	*	3	2	1	*	1	*	1	1	0	*	*	*	2	1	1
MMM 90s	20	15	5	10	9	1	9	8	1	13	10	3	7	9	-2	3	2	1	17	15	2
MMM CLASSIC ROCK	18	14	4	9	7	2	11	8	3	6	4	2	7	5	2	3	1	2	9	11	-2
MMM COUNTRY	5	6	-1	3	3	0	1	4	-3	1	5	-4	1	2	-1	*	1	*	4	6	-2
MMM SOFT ROCK	9	3	6	3	1	2	2	1	1	6	2	4	1	*	*	1	*	*	4	2	2
My Perth DAB Radio	10	8	2	2	5	-3	2	1	1	4	2	2	6	2	4	5	3	2	7	8	-1
NTS News Talk Sport	3	2	1	1	1	0	2	2	0	1	*	*	*	*	*	*	*	*	1	1	0
OLDSKOOL 90s HITS	18	18	0	11	8	3	10	10	0	10	8	2	8	9	-1	*	1	*	21	15	6
smooth	47	43	4	25	21	4	29	24	5	28	26	2	25	16	9	9	11	-2	28	19	9
SOUNDCLLOUD RADIO	1	8	-7	*	2	*	*	6	*	*	5	*	1	2	-1	1	2	-1	2	7	-5
URBAN HITS	14	8	6	4	4	0	6	2	4	9	5	4	9	6	3	4	1	3	12	9	3
triple j Unearthed	22	18	4	7	9	-2	4	2	2	7	5	2	5	6	-1	5	3	2	11	10	1
ABC Country	10	5	5	3	*	*	2	*	*	4	3	1	6	3	3	2	1	1	11	6	5
ABC Jazz	2	7	-5	1	2	-1	*	1	*	*	2	*	1	3	-2	1	3	-2	4	3	1
ABC KIDS LISTEN	17	13	4	6	5	1	5	4	1	5	4	1	5	5	0	5	4	1	9	8	1
ABC Sport	6	11	-5	4	4	0	3	3	0	*	1	*	1	4	-3	1	6	-5	10	11	-1
Double J	28	25	3	5	5	0	8	6	2	8	8	0	19	18	1	11	11	0	13	16	-3
Total Digital/Internet Only	299	276	23	131	133	-2	152	128	24	162	142	20	150	133	17	74	80	-6	226	219	7