



PERTH RADIO - SURVEY 1 2023

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	4.0	5.7	-1.7	1.6	4.1	-2.5	2.3	2.0	0.3	0.6	0.5	0.1	4.6	0.8	3.8	7.1	13.5	-6.4	6.3	11.2	-4.9
6PR	6.5	8.5	-2.0	3.0	4.3	-1.3	6.1	1.5	4.6	1.8	2.6	-0.8	4.4	6.8	-2.4	6.8	10.8	-4.0	13.7	17.9	-4.2
MIX 94.5	11.2	11.2	0.0	16.0	19.6	-3.6	9.0	16.8	-7.8	13.6	12.5	1.1	11.4	12.0	-0.6	14.8	11.4	3.4	5.7	3.4	2.3
92.9 TRIPLE M	6.7	6.9	-0.2	9.3	6.7	2.6	9.5	4.7	4.8	10.3	12.8	-2.5	9.3	12.2	-2.9	4.1	2.9	1.2	0.8	0.2	0.6
96FM	12.1	11.1	1.0	6.1	8.8	-2.7	9.0	10.2	-1.2	11.6	8.7	2.9	14.5	13.6	0.9	23.5	20.1	3.4	7.7	5.8	1.9
NOVA93.7	17.0	17.9	-0.9	26.2	36.5	-10.3	35.5	26.1	9.4	22.2	27.6	-5.4	22.1	22.7	-0.6	9.3	6.0	3.3	2.0	2.4	-0.4
ABC PER	5.7	6.8	-1.1	0.6	1.5	-0.9	1.2	1.1	0.1	2.1	2.2	-0.1	2.0	3.1	-1.1	7.7	9.2	-1.5	14.5	16.9	-2.4
6RN	0.8	1.3	-0.5	0.1	*	*	0.4	0.9	-0.5	0.5	0.1	0.4	1.0	0.9	0.1	0.7	1.4	-0.7	1.4	3.3	-1.9
ABC NEWSRADIO	1.0	1.3	-0.3	0.1	0.3	-0.2	0.5	2.0	-1.5	0.8	0.7	0.1	0.1	1.0	-0.9	1.3	0.9	0.4	2.2	2.6	-0.4
6JJJ	7.3	6.1	1.2	9.6	4.4	5.2	13.1	13.5	-0.4	13.5	12.4	1.1	7.9	7.8	0.1	2.7	1.7	1.0	0.9	0.3	0.6
ABC CLASSIC	2.0	1.8	0.2	0.2	0.8	-0.6	1.1	2.1	-1.0	1.1	0.7	0.4	0.3	0.7	-0.4	0.4	1.2	-0.8	6.0	4.8	1.2

Share Movement (%) by Session, P10+

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	3.9	5.4	-1.5	2.7	4.3	-1.6	4.4	6.5	-2.1	4.1	7.1	-3.0	4.6	3.9	0.7	3.7	1.6	2.1	4.5	6.4	-1.9	4.5	6.4	-1.9	4.5	6.4	-1.9
6PR	6.9	9.1	-2.2	9.7	10.7	-1.0	6.7	8.2	-1.5	5.5	7.4	-1.9	4.9	8.3	-3.4	8.4	16.2	-7.8	5.2	6.8	-1.6	5.2	6.8	-1.6	5.2	6.8	-1.6
MIX 94.5	11.0	11.6	-0.6	10.4	10.1	0.3	11.3	11.0	0.3	12.1	12.7	-0.6	10.5	13.9	-3.4	8.7	9.1	-0.4	11.7	9.9	1.8	11.7	9.9	1.8	11.7	9.9	1.8
92.9 TRIPLE M	6.9	6.8	0.1	6.9	6.4	0.5	7.0	6.5	0.5	7.6	7.7	-0.1	5.9	7.4	-1.5	5.3	4.0	1.3	6.3	7.0	-0.7	6.3	7.0	-0.7	6.3	7.0	-0.7
96FM	12.3	11.1	1.2	10.9	9.8	1.1	12.0	12.7	-0.7	13.0	12.5	0.5	14.3	10.1	4.2	11.1	5.7	5.4	11.4	11.0	0.4	11.4	11.0	0.4	11.4	11.0	0.4
NOVA93.7	16.8	18.2	-1.4	18.6	20.8	-2.2	15.9	17.0	-1.1	16.6	17.6	-1.0	16.8	18.4	-1.6	13.4	12.9	0.5	17.5	17.1	0.4	17.5	17.1	0.4	17.5	17.1	0.4
ABC PER	5.9	7.0	-1.1	7.6	8.2	-0.6	6.0	7.7	-1.7	4.0	5.0	-1.0	4.6	6.0	-1.4	10.2	10.8	-0.6	5.1	6.4	-1.3	5.1	6.4	-1.3	5.1	6.4	-1.3
6RN	0.9	1.3	-0.4	1.1	2.0	-0.9	0.6	0.9	-0.3	0.6	1.0	-0.4	1.3	0.9	0.4	0.9	2.4	-1.5	0.7	1.2	-0.5	0.7	1.2	-0.5	0.7	1.2	-0.5
ABC NEWSRADIO	0.9	1.3	-0.4	1.5	1.9	-0.4	0.5	0.9	-0.4	0.6	0.7	-0.1	0.6	0.8	-0.2	1.7	3.5	-1.8	1.2	1.4	-0.2	1.2	1.4	-0.2	1.2	1.4	-0.2
6JJJ	7.1	6.1	1.0	7.3	6.4	0.9	6.4	5.7	0.7	7.2	5.9	1.3	7.9	7.7	0.2	7.3	4.0	3.3	7.7	5.9	1.8	7.7	5.9	1.8	7.7	5.9	1.8
ABC CLASSIC	1.9	1.7	0.2	1.7	2.1	-0.4	1.7	1.2	0.5	2.2	1.5	0.7	1.8	1.6	0.2	2.1	2.9	-0.8	2.1	2.3	-0.2	2.1	2.3	-0.2	2.1	2.3	-0.2



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 2023

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	+/-
96FM 80s	69	65	4	16	8	8	8	5	3	13	21	-8	18	16	2	11	10	1	4	6	-2
BLENDER BEATS	21	12	9	1	3	-2	7	1	6	7	4	3	4	3	1	*	1	*	1	*	*
CADA	1	1	0	*	1	*	*	*	*	*	1	*	1	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	5	*	*	*	*	*	*	*	*	3	*	*	1	*	*	1	*	*	1	*	*
Coles Radio	34	25	9	*	3	*	6	6	0	18	6	12	4	3	1	5	5	0	2	3	-1
EASY 80s HITS	48	41	7	11	4	7	3	6	-3	11	10	1	10	9	1	5	10	-5	8	2	6
KIX DIGITAL	10	15	-5	2	1	1	1	5	-4	4	3	1	1	3	-2	1	2	-1	1	2	-1
LiSTNR Radio	5	na	*	*	na	*	*	na	*	4	na	*	2	na	*	*	na	*	*	na	*
MMM 80s	24	16	8	3	3	0	3	*	*	9	4	5	6	6	0	2	3	-1	1	*	*
MMM 90s	29	26	3	8	6	2	4	1	3	8	9	-1	8	10	-2	1	*	*	1	*	*
MMM CLASSIC ROCK	42	32	10	4	1	3	5	1	4	16	9	7	10	11	-1	5	7	-2	3	3	0
MMM COUNTRY	10	16	-6	1	1	0	*	3	*	8	3	5	1	6	-5	*	2	*	*	1	*
My Perth DAB Radio	34	19	15	10	2	8	1	*	*	9	8	1	2	5	-3	6	2	4	5	2	3
OLDSKOOL 90s HITS	62	44	18	20	7	13	9	9	0	21	18	3	9	8	1	1	2	-1	3	1	2
RnB Fridays Radio	43	43	0	8	10	-2	8	4	4	19	23	-4	7	7	0	*	*	*	1	*	*
smooth fm Perth	101	68	33	11	4	7	5	5	0	21	19	2	26	16	10	19	14	5	20	9	11
triple j Unearthed	40	48	-8	4	1	3	10	13	-3	19	26	-7	2	4	-2	2	3	-1	3	1	2
ABC Country	18	20	-2	*	1	*	1	2	-1	7	4	3	2	2	0	1	3	-2	6	7	-1
ABC Jazz	21	34	-13	1	4	-3	*	6	*	7	9	-2	2	6	-4	5	4	1	7	5	2
ABC KIDS LISTEN	19	17	2	2	4	-2	2	1	1	13	7	6	1	4	-3	*	*	*	*	*	*
ABC Sport	34	33	1	4	1	3	*	7	*	17	9	8	2	9	-7	4	5	-1	7	2	5
Double J	50	26	24	7	3	4	4	7	-3	16	9	7	19	6	13	3	1	2	*	*	*
Total Digital/Internet Only	488	414	74	61	50	11	48	43	5	146	134	12	111	92	19	56	54	2	66	41	25

Cumulative Audience (000's) by Session, P10+ [Potential: 1822]

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
96FM 80s	45	52	-7	15	22	-7	17	15	2	20	24	-4	15	19	-4	8	5	3	42	34	8
BLENDER BEATS	20	12	8	7	6	1	5	6	-1	14	6	8	6	5	1	*	1	*	8	4	4
CADA	1	1	0	*	1	*	1	1	0	*	1	*	*	*	*	*	*	*	1	1	0
Chemist Warehouse Remix	4	*	*	3	*	*	3	*	*	2	*	*	1	*	*	*	*	*	2	*	*
Coles Radio	28	19	9	9	8	1	12	9	3	14	5	9	9	4	5	4	2	2	18	11	7
EASY 80s HITS	40	27	13	18	8	10	19	11	8	18	16	2	15	11	4	8	6	2	28	20	8
KIX DIGITAL	9	11	-2	4	1	3	2	3	-1	1	6	-5	2	2	0	4	3	1	2	5	-3
LiSTNR Radio	5	na	*	5	na	*	1	na	*	2	na	*	2	na	*	1	na	*	3	na	*
MMM 80s	21	12	9	9	3	6	7	4	3	10	7	3	8	6	2	2	1	1	6	7	-1
MMM 90s	23	21	2	10	13	-3	8	5	3	10	10	0	11	9	2	8	5	3	12	14	-2
MMM CLASSIC ROCK	41	19	22	20	5	15	15	7	8	17	7	10	20	10	10	6	3	3	19	23	-4
MMM COUNTRY	5	11	-6	4	6	-2	1	6	-5	2	4	-2	1	6	-5	*	1	*	7	6	1
My Perth DAB Radio	26	17	9	13	7	6	13	5	8	17	5	12	8	5	3	2	2	0	17	9	8
OLDSKOOL 90s HITS	51	33	18	19	15	4	20	8	12	27	17	10	24	20	4	14	6	8	32	26	6
RnB Fridays Radio	41	37	4	17	14	3	15	22	-7	19	22	-3	21	15	6	11	3	8	11	15	-4
smooth fm Perth	81	53	28	41	25	16	43	30	13	52	32	20	45	25	20	30	12	18	58	43	15
triple j Unearthed	34	43	-9	15	20	-5	11	10	1	17	14	3	20	12	8	6	6	0	18	12	6
ABC Country	16	12	4	8	5	3	8	3	5	4	4	0	6	6	0	6	3	3	7	16	-9
ABC Jazz	19	26	-7	6	8	-2	6	7	-1	3	6	-3	5	9	-4	10	10	0	10	20	-10
ABC KIDS LISTEN	17	15	2	7	5	2	4	7	-3	9	4	5	8	7	1	1	3	-2	7	11	-4
ABC Sport	21	21	0	5	5	0	8	4	4	15	10	5	16	7	9	3	2	1	25	23	2
Double J	36	19	17	23	12	11	15	6	9	22	11	11	17	8	9	8	7	1	26	19	7
Total Digital/Internet Only	417	346	71	223	176	47	207	169	38	241	179	62	221	157	64	109	81	28	313	265	48

Please note: LiSTNR Radio commenced broadcasting Jan 15.