



# PERTH RADIO - SURVEY 8 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	5.7	5.3	0.4	2.0	1.4	0.6	0.6	2.5	-1.9	0.5	3.0	-2.5	4.3	3.9	0.4	7.6	8.0	-0.4	11.4	8.7	2.7
6PR	8.9	8.3	0.6	1.7	2.2	-0.5	0.9	0.1	0.8	1.0	1.5	-0.5	7.8	7.7	0.1	13.3	12.5	0.8	16.5	15.2	1.3
MIX 94.5	12.0	11.2	0.8	16.6	16.0	0.6	9.1	15.9	-6.8	12.6	10.6	2.0	17.5	15.3	2.2	16.5	11.9	4.6	3.8	4.2	-0.4
92.9 TRIPLE M	5.3	5.9	-0.6	5.0	8.0	-3.0	11.1	9.9	1.2	9.6	8.6	1.0	6.5	8.6	-2.1	4.5	4.4	0.1	0.7	0.5	0.2
96FM	10.7	11.4	-0.7	13.5	17.6	-4.1	10.7	12.8	-2.1	8.4	6.8	1.6	12.0	14.5	-2.5	13.6	17.6	-4.0	8.5	5.1	3.4
NOVA93.7	12.6	12.6	0.0	24.5	23.3	1.2	27.1	19.3	7.8	20.3	21.8	-1.5	15.8	15.6	0.2	5.5	5.7	-0.2	2.5	2.1	0.4
ABC PER	8.4	8.2	0.2	0.6	2.2	-1.6	0.9	0.1	0.8	3.9	3.4	0.5	5.8	3.6	2.2	14.0	11.5	2.5	14.1	18.0	-3.9
6RN	1.9	1.8	0.1	0.2	0.1	0.1	0.2	0.2	0.0	1.2	0.8	0.4	2.0	2.2	-0.2	1.0	2.1	-1.1	3.8	3.0	0.8
ABC NEWSRADIO	1.2	1.4	-0.2	0.5	1.6	-1.1	0.2	0.3	-0.1	0.3	0.1	0.2	0.7	0.8	-0.1	1.2	1.0	0.2	2.5	3.3	-0.8
6JJJ	6.9	7.9	-1.0	10.0	8.5	1.5	20.2	21.5	-1.3	16.7	20.0	-3.3	6.5	7.4	-0.9	1.1	0.8	0.3	0.3	0.4	-0.1
ABC CLASSIC	3.4	2.9	0.5	1.6	2.1	-0.5	0.2	0.7	-0.5	1.6	1.2	0.4	1.9	2.6	-0.7	3.0	2.7	0.3	7.1	5.3	1.8

## 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	5.5	5.1	0.4	5.1	5.1	0.0	6.2	5.6	0.6	6.3	6.0	0.3	5.3	4.4	0.9	1.7	1.6	0.1	6.4	5.9	0.5
6PR	9.4	8.5	0.9	9.9	9.3	0.6	9.2	8.0	1.2	8.5	7.0	1.5	9.0	8.8	0.2	12.0	13.1	-1.1	7.5	7.6	-0.1
MIX 94.5	12.4	11.6	0.8	12.1	10.9	1.2	12.7	11.3	1.4	13.5	12.8	0.7	12.5	12.4	0.1	8.7	8.2	0.5	10.7	9.8	0.9
92.9 TRIPLE M	5.5	6.2	-0.7	5.8	5.8	0.0	5.2	6.7	-1.5	5.7	6.7	-1.0	5.8	6.3	-0.5	3.2	4.1	-0.9	4.6	4.8	-0.2
96FM	10.5	11.3	-0.8	8.9	9.5	-0.6	11.5	12.8	-1.3	12.3	12.5	-0.2	11.2	11.8	-0.6	5.0	6.5	-1.5	11.1	11.8	-0.7
NOVA93.7	12.6	12.7	-0.1	12.7	13.1	-0.4	11.9	11.7	0.2	13.4	12.8	0.6	13.4	13.5	-0.1	10.1	11.8	-1.7	12.6	12.3	0.3
ABC PER	9.1	8.5	0.6	13.0	10.5	2.5	7.7	7.9	-0.2	5.4	6.6	-1.2	7.9	7.1	0.8	15.3	14.3	1.0	6.4	7.0	-0.6
6RN	1.9	1.8	0.1	3.2	2.9	0.3	1.1	1.1	0.0	0.9	1.3	-0.4	2.1	1.7	0.4	3.2	2.5	0.7	1.9	1.9	0.0
ABC NEWSRADIO	1.0	1.3	-0.3	1.7	2.2	-0.5	0.3	0.4	-0.1	0.9	1.1	-0.2	0.7	0.9	-0.2	2.4	3.5	-1.1	1.6	1.5	0.1
6JJJ	7.2	8.6	-1.4	7.2	9.2	-2.0	7.0	8.8	-1.8	7.3	8.7	-1.4	8.0	8.2	-0.2	6.2	5.1	1.1	5.9	5.7	0.2
ABC CLASSIC	3.2	2.7	0.5	2.7	2.6	0.1	3.7	2.5	1.2	2.8	2.5	0.3	3.5	3.2	0.3	4.3	4.1	0.2	3.9	3.3	0.6



**PERTH RADIO - SURVEY 8 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	157	163	-6	16	15	1	1	4	-3	7	13	-6	26	26	0	35	35	0	72	70	2
6PR	171	191	-20	16	21	-5	4	2	2	13	17	-4	48	50	-2	34	37	-3	55	65	-10
MIX 94.5	493	488	5	70	68	2	48	54	-6	132	126	6	133	127	6	65	64	1	45	48	-3
92.9 TRIPLE M	275	286	-11	32	42	-10	46	49	-3	116	108	8	52	56	-4	18	19	-1	10	12	-2
96FM	410	450	-40	54	68	-14	35	42	-7	90	98	-8	105	118	-13	70	79	-9	56	45	11
NOVA93.7	559	561	-2	103	106	-3	73	72	1	198	205	-7	121	124	-3	40	35	5	24	19	5
ABC PER	246	241	5	9	9	0	6	4	2	30	26	4	51	41	10	59	56	3	92	105	-13
6RN	80	79	1	6	4	2	1	1	0	10	9	1	25	25	0	11	13	-2	27	26	1
ABC NEWSRADIO	77	77	0	5	9	-4	2	3	-1	10	4	6	18	19	-1	10	13	-3	32	29	3
6JJJ	312	324	-12	42	39	3	59	65	-6	140	145	-5	53	59	-6	12	9	3	5	6	-1
ABC CLASSIC	101	111	-10	8	11	-3	2	3	-1	22	18	4	24	29	-5	10	15	-5	35	35	0
Total	1684	1684	0	186	190	-4	169	172	-3	441	439	2	383	383	0	221	221	0	284	280	4

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	137	138	-1	79	81	-2	90	79	11	85	83	2	71	66	5	18	17	1	102	109	-7						
6PR	156	177	-21	111	124	-13	89	93	-4	94	103	-9	79	85	-6	39	49	-10	98	105	-7						
MIX 94.5	451	439	12	267	243	24	217	209	8	248	267	-19	238	235	3	85	77	8	287	297	-10						
92.9 TRIPLE M	246	250	-4	135	134	1	103	113	-10	122	123	-1	124	117	7	43	54	-11	133	136	-3						
96FM	357	385	-28	208	210	-2	172	175	-3	203	233	-30	201	207	-6	62	68	-6	250	279	-29						
NOVA93.7	517	505	12	327	328	-1	215	221	-6	288	275	13	284	259	25	105	111	-6	350	362	-12						
ABC PER	226	219	7	168	148	20	116	118	-2	109	123	-14	104	106	-2	68	62	6	146	158	-12						
6RN	67	68	-1	52	46	6	29	27	2	24	27	-3	31	35	-4	17	15	2	54	50	4						
ABC NEWSRADIO	66	64	2	44	43	1	20	18	2	24	29	-5	17	17	0	17	18	-1	49	47	2						
6JJJ	282	296	-14	161	191	-30	122	141	-19	145	167	-22	157	162	-5	65	57	8	184	190	-6						
ABC CLASSIC	89	95	-6	52	51	1	47	44	3	45	50	-5	49	49	0	21	24	-3	65	75	-10						
Total	1638	1632	6	1294	1280	14	1040	1091	-51	1203	1241	-38	1157	1158	-1	541	527	14	1360	1392	-32						



**PERTH RADIO - SURVEY 8 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	11	11	0	*	*	*	*	*	*	*	1	*	2	2	0	3	3	0	6	4	2
6PR	17	17	0	*	*	*	*	*	*	*	1	*	3	4	-1	4	4	0	9	8	1
MIX 94.5	23	22	1	3	3	0	1	2	-1	5	4	1	7	7	0	6	4	2	2	2	0
92.9 TRIPLE M	10	12	-2	1	1	0	1	1	0	4	3	1	3	4	-1	2	2	0	*	*	*
96FM	21	23	-2	2	3	-1	1	2	-1	3	2	1	5	7	-2	5	6	-1	5	3	2
NOVA93.7	25	25	0	4	4	0	3	3	0	8	8	0	6	8	-2	2	2	0	1	1	0
ABC PER	16	16	0	*	*	*	*	*	*	2	1	1	2	2	0	5	4	1	8	9	-1
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	2	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
6JJJ	13	16	-3	2	1	1	2	3	-1	6	7	-1	3	4	-1	*	*	*	*	*	*
ABC CLASSIC	7	6	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	4	3	1
<b>Total</b>	<b>195</b>	<b>201</b>	<b>-6</b>	<b>18</b>	<b>17</b>	<b>1</b>	<b>11</b>	<b>13</b>	<b>-2</b>	<b>38</b>	<b>37</b>	<b>1</b>	<b>40</b>	<b>49</b>	<b>-9</b>	<b>34</b>	<b>35</b>	<b>-1</b>	<b>54</b>	<b>50</b>	<b>4</b>

Average 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	11	11	0	15	15	0	18	17	1	16	17	-1	11	9	2	1	1	0	11	10	1						
6PR	19	18	1	30	28	2	27	25	2	22	19	3	18	18	0	6	7	-1	13	13	0						
MIX 94.5	26	25	1	36	32	4	37	36	1	35	36	-1	25	25	0	5	4	1	18	16	2						
92.9 TRIPLE M	11	13	-2	17	17	0	15	21	-6	15	19	-4	12	13	-1	2	2	0	8	8	0						
96FM	22	24	-2	26	28	-2	34	40	-6	31	35	-4	22	24	-2	3	3	0	19	20	-1						
NOVA93.7	26	27	-1	38	39	-1	35	37	-2	34	36	-2	27	27	0	5	6	-1	21	21	0						
ABC PER	19	18	1	39	31	8	23	25	-2	14	18	-4	16	14	2	8	7	1	11	12	-1						
6RN	4	4	0	9	9	0	3	3	0	2	4	-2	4	4	0	2	1	1	3	3	0						
ABC NEWSRADIO	2	3	-1	5	7	-2	1	1	0	2	3	-1	1	2	-1	1	2	-1	3	3	0						
6JJJ	15	18	-3	21	27	-6	21	28	-7	19	24	-5	16	16	0	3	3	0	10	10	0						
ABC CLASSIC	7	6	1	8	8	0	11	8	3	7	7	0	7	6	1	2	2	0	7	6	1						
<b>Total</b>	<b>206</b>	<b>214</b>	<b>-8</b>	<b>297</b>	<b>297</b>	<b>0</b>	<b>294</b>	<b>314</b>	<b>-20</b>	<b>256</b>	<b>279</b>	<b>-23</b>	<b>199</b>	<b>201</b>	<b>-2</b>	<b>53</b>	<b>51</b>	<b>2</b>	<b>168</b>	<b>168</b>	<b>0</b>						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	11	8	3	2	*	*	*	*	*	1	1	0	3	2	1	4	2	2	2	2	0
96FM 80s	61	67	-6	12	13	-1	17	13	4	9	7	2	8	18	-10	6	7	-1	8	9	-1
BUDDHA HITS	16	14	2	3	3	0	2	2	0	3	4	-1	3	3	0	4	2	2	*	1	*
Chemist Warehouse Remix	*	3	*	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	1	*
Coles Radio	30	27	3	7	7	0	3	3	0	13	4	9	3	6	-3	1	4	-3	2	2	0
EASY 80s HITS	12	14	-2	3	3	0	*	*	*	4	6	-2	2	3	-1	2	2	0	*	*	*
Edge Digital	1	na	*	1	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*
Elf Radio	3	na	*	1	na	*	*	na	*	*	na	*	2	na	*	*	na	*	*	na	*
KIX DIGITAL	11	6	5	2	1	1	*	*	*	2	*	*	4	4	0	1	*	*	2	1	1
MMM 90s	26	28	-2	3	4	-1	5	5	0	7	6	1	8	11	-3	2	2	0	1	*	*
MMM CLASSIC ROCK	28	25	3	9	5	4	*	1	*	7	5	2	6	6	0	5	7	-2	2	1	1
MMM COUNTRY	10	7	3	2	1	1	*	*	*	1	2	-1	4	1	3	2	2	0	*	*	*
MMM SOFT ROCK	11	10	1	2	3	-1	*	*	*	2	2	0	4	3	1	2	2	0	*	*	*
My Perth DAB Radio	15	14	1	6	3	3	*	*	*	3	1	2	*	3	*	4	3	1	2	3	-1
NTS News Talk Sport	3	3	0	1	*	*	*	*	*	*	*	*	2	3	-1	*	*	*	*	*	*
OLDSKOOL 90s HITS	32	24	8	5	2	3	2	3	-1	13	7	6	8	11	-3	*	*	*	4	2	2
smooth	54	53	1	7	4	3	*	*	*	10	17	-7	19	14	5	15	14	1	3	4	-1
SOUNDCLOUD RADIO	6	3	3	3	1	2	1	2	-1	2	*	*	*	*	*	*	*	*	1	*	*
TikTok Trending	24	na	*	12	na	*	7	na	*	2	na	*	2	na	*	1	na	*	*	na	*
URBAN HITS	16	20	-4	2	3	-1	1	*	*	10	14	-4	2	3	-1	1	*	*	*	*	*
triple j Unearthed	23	30	-7	1	4	-3	6	9	-3	11	10	1	3	4	-1	2	2	0	*	1	*
ABC Country	17	17	0	3	2	1	*	*	*	2	3	-1	4	2	2	3	4	-1	6	7	-1
ABC Jazz	15	4	11	4	1	3	*	*	*	7	2	5	*	*	*	2	1	1	3	1	2
ABC KIDS LISTEN	17	20	-3	3	4	-1	*	1	*	13	11	2	1	2	-1	*	*	*	1	3	-2
ABC Sport	13	14	-1	2	3	-1	*	*	*	2	1	1	1	*	*	2	3	-1	6	7	-1
Double J	27	32	-5	5	6	-1	5	2	3	10	10	0	5	12	-7	1	2	-1	1	1	0
Total Digital/Internet Only	375	356	19	52	46	6	37	36	1	105	88	17	81	88	-7	51	53	-2	49	44	5

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

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6GT	9	6	3	6	5	1	5	5	0	6	4	2	2	3	-1	2	*	*	7	4	3
96FM 80s	41	58	-17	14	21	-7	7	14	-7	26	29	-3	19	20	-1	5	8	-3	34	30	4
BUDDHA HITS	14	10	4	6	3	3	7	7	0	5	4	1	6	4	2	8	2	6	11	11	0
Chemist Warehouse Remix	*	2	*	*	1	*	*	*	*	*	2	*	*	1	*	*	*	*	*	1	*
Coles Radio	26	25	1	5	7	-2	3	10	-7	15	11	4	17	11	6	4	5	-1	9	10	-1
EASY 80s HITS	8	13	-5	2	1	1	2	5	-3	5	8	-3	3	4	-1	4	4	0	6	5	1
Edge Digital	1	na	*	*	na	*	*	na	*	1	na	*	*	na	*	*	na	*	*	na	*
Elf Radio	1	na	*	*	na	*	*	na	*	*	na	*	1	na	*	*	na	*	2	na	*
KIX DIGITAL	8	4	4	3	*	*	5	3	2	1	*	*	2	1	1	1	*	*	4	2	2
MMM 90s	21	20	1	11	10	1	10	9	1	13	13	0	7	7	0	3	3	0	12	17	-5
MMM CLASSIC ROCK	23	18	5	9	9	0	10	11	-1	8	6	2	12	7	5	4	3	1	10	9	1
MMM COUNTRY	9	5	4	2	3	-1	1	1	0	1	1	0	5	1	4	1	*	*	3	4	-1
MMM SOFT ROCK	9	9	0	1	3	-2	4	2	2	4	6	-2	2	1	1	1	1	0	3	4	-1
My Perth DAB Radio	12	10	2	3	2	1	3	2	1	4	4	0	8	6	2	5	5	0	7	7	0
NTS News Talk Sport	3	3	0	*	1	*	2	2	0	2	1	1	*	*	*	*	*	*	*	1	*
OLDSKOOL 90s HITS	19	18	1	6	11	-5	8	10	-2	11	10	1	5	8	-3	3	*	*	24	21	3
smooth	46	47	-1	29	25	4	29	29	0	27	28	-1	27	25	2	13	9	4	38	28	10
SOUNDCLOUD RADIO	5	1	4	2	*	*	2	*	*	3	*	*	5	1	4	3	1	2	4	2	2
TikTok Trending	22	na	*	6	na	*	8	na	*	8	na	*	9	na	*	2	na	*	12	na	*
URBAN HITS	13	14	-1	5	4	1	7	6	1	8	9	-1	6	9	-3	4	4	0	4	12	-8
triple j Unearthed	18	22	-4	6	7	-1	3	4	-1	11	7	4	5	5	0	4	5	-1	12	11	1
ABC Country	13	10	3	5	3	2	2	2	0	4	4	0	6	6	0	4	2	2	7	11	-4
ABC Jazz	12	2	10	3	1	2	2	*	*	7	*	*	2	1	1	3	1	2	8	4	4
ABC KIDS LISTEN	14	17	-3	7	6	1	6	5	1	4	5	-1	4	5	-1	7	5	2	10	9	1
ABC Sport	5	6	-1	3	4	-1	1	3	-2	*	*	*	*	1	*	1	1	0	9	10	-1
Double J	22	28	-6	4	5	-1	10	8	2	9	8	1	15	19	-4	4	11	-7	10	13	-3
Total Digital/Internet Only	306	299	7	131	131	0	138	152	-14	173	162	11	159	150	9	80	74	6	239	226	13

Please note: Edge Digital, Elf Radio & TikTok Trending commenced broadcasting from Sept 26.