



PERTH RADIO - SURVEY 1 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	4.4	4.6	-0.2	0.6	0.4	0.2	1.6	0.8	0.8	1.3	1.3	0.0	2.3	4.5	-2.2	10.4	9.6	0.8	6.8	7.0	-0.2
6PR	8.2	7.9	0.3	2.5	3.0	-0.5	3.2	3.6	-0.4	1.9	1.8	0.1	5.9	6.9	-1.0	14.8	10.7	4.1	14.1	15.8	-1.7
MIX 94.5	12.6	12.0	0.6	12.0	10.6	1.4	17.1	10.9	6.2	11.6	12.1	-0.5	15.6	11.9	3.7	15.7	17.7	-2.0	7.0	8.6	-1.6
92.9 TRIPLE M	8.0	8.7	-0.7	13.2	19.7	-6.5	15.0	11.8	3.2	12.1	17.1	-5.0	11.6	7.4	4.2	3.3	4.3	-1.0	0.7	0.4	0.3
96FM	9.8	11.3	-1.5	5.5	9.0	-3.5	7.9	9.3	-1.4	10.1	10.0	0.1	14.1	17.0	-2.9	13.0	17.1	-4.1	4.8	3.6	1.2
NOVA93.7	13.6	14.3	-0.7	39.0	37.9	1.1	16.3	24.6	-8.3	23.8	19.9	3.9	14.2	14.5	-0.3	6.0	7.9	-1.9	0.8	1.8	-1.0
ABC PER	8.1	8.5	-0.4	2.5	1.2	1.3	0.7	0.9	-0.2	3.9	3.2	0.7	3.5	9.1	-5.6	12.2	8.7	3.5	17.4	17.8	-0.4
6RN	2.2	1.7	0.5	0.9	*	*	*	0.9	*	1.2	0.3	0.9	1.4	1.1	0.3	1.7	1.9	-0.2	5.3	4.5	0.8
ABC NEWSRADIO	1.3	1.1	0.2	0.6	0.8	-0.2	0.1	0.7	-0.6	0.9	0.7	0.2	0.8	0.7	0.1	1.9	0.4	1.5	2.4	2.5	-0.1
6JJJ	8.6	8.1	0.5	10.1	4.8	5.3	19.5	19.4	0.1	18.2	17.3	0.9	8.4	9.3	-0.9	3.5	1.4	2.1	0.9	0.3	0.6
ABC CLASSIC	3.2	3.5	-0.3	1.4	0.5	0.9	1.2	4.6	-3.4	1.2	1.3	-0.1	2.0	2.4	-0.4	1.6	1.1	0.5	8.3	8.9	-0.6

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	4.4	3.9	0.5	3.8	3.5	0.3	5.3	3.9	1.4	5.2	4.5	0.7	3.7	4.5	-0.8	2.5	2.1	0.4	4.3	6.8	-2.5
6PR	8.6	8.4	0.2	10.8	10.8	0.0	8.1	8.2	-0.1	7.0	6.1	0.9	7.5	7.6	-0.1	10.4	10.1	0.3	6.7	6.2	0.5
MIX 94.5	13.0	12.4	0.6	12.0	10.8	1.2	13.9	13.5	0.4	14.9	14.5	0.4	12.2	11.0	1.2	8.2	10.1	-1.9	11.5	10.6	0.9
92.9 TRIPLE M	8.2	8.7	-0.5	7.7	9.0	-1.3	8.3	6.7	1.6	8.9	8.5	0.4	8.3	11.7	-3.4	6.9	8.2	-1.3	7.5	8.7	-1.2
96FM	9.7	11.1	-1.4	8.9	8.3	0.6	10.8	11.8	-1.0	10.9	13.5	-2.6	9.1	10.9	-1.8	6.2	11.5	-5.3	9.9	11.8	-1.9
NOVA93.7	14.0	14.5	-0.5	15.2	15.9	-0.7	13.1	13.9	-0.8	13.8	14.3	-0.5	14.8	14.8	0.0	11.7	11.5	0.2	12.3	13.7	-1.4
ABC PER	8.4	8.6	-0.2	11.2	11.2	0.0	7.4	7.3	0.1	6.6	6.3	0.3	6.6	6.7	-0.1	11.6	14.8	-3.2	7.2	8.1	-0.9
6RN	2.3	1.6	0.7	3.0	2.3	0.7	1.9	1.4	0.5	1.7	1.0	0.7	2.7	1.9	0.8	1.7	1.6	0.1	2.0	1.9	0.1
ABC NEWSRADIO	1.3	1.0	0.3	1.8	1.2	0.6	1.0	0.6	0.4	0.7	0.7	0.0	0.8	1.0	-0.2	3.4	2.4	1.0	1.5	1.4	0.1
6JJJ	8.1	8.6	-0.5	7.5	8.1	-0.6	6.9	9.1	-2.2	7.9	8.9	-1.0	11.4	9.1	2.3	8.6	6.5	2.1	9.9	6.8	3.1
ABC CLASSIC	2.9	3.3	-0.4	2.4	3.0	-0.6	3.0	3.2	-0.2	2.7	3.1	-0.4	3.5	4.1	-0.6	4.5	4.3	0.2	3.9	3.8	0.1

Please Note: HIT 92.9 re-branded as 92.9 TRIPLE M from Jan 17.



PERTH RADIO - SURVEY 1 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	130	137	-7	5	6	-1	8	3	5	12	13	-1	16	19	-3	33	43	-10	56	52	4
6PR	167	186	-19	11	17	-6	8	8	0	16	24	-8	37	52	-15	40	32	8	55	53	2
MIX 94.5	490	466	24	52	64	-12	47	38	9	134	110	24	134	132	2	74	71	3	49	50	-1
92.9 TRIPLE M	386	462	-76	62	87	-25	64	54	10	142	202	-60	83	85	-2	27	23	4	9	11	-2
96FM	400	408	-8	42	52	-10	31	39	-8	90	92	-2	119	124	-5	79	70	9	37	31	6
NOVA93.7	578	586	-8	112	129	-17	80	74	6	208	187	21	128	135	-7	38	42	-4	12	19	-7
ABC PER	257	231	26	21	14	7	5	8	-3	28	22	6	54	50	4	50	43	7	99	94	5
6RN	66	63	3	2	*	*	*	3	*	4	5	-1	20	15	5	10	11	-1	29	28	1
ABC NEWSRADIO	80	81	-1	6	11	-5	2	7	-5	12	14	-2	21	13	8	19	8	11	20	28	-8
6JJJ	348	319	29	37	27	10	63	71	-8	147	141	6	69	63	6	23	12	11	8	6	2
ABC CLASSIC	105	95	10	9	6	3	9	5	4	23	24	-1	22	18	4	8	9	-1	34	34	0
Total	1685	1675	10	190	184	6	170	172	-2	442	445	-3	384	383	1	222	217	5	278	274	4

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	+/-
6IX	115	115	0	66	57	9	72	56	16	82	61	21	54	64	-10	25	31	-6	91	105	-14
6PR	156	175	-19	116	124	-8	90	86	4	92	97	-5	80	93	-13	52	55	-3	108	101	7
MIX 94.5	424	422	2	246	241	5	217	214	3	229	245	-16	200	204	-4	77	89	-12	303	251	52
92.9 TRIPLE M	334	433	-99	190	260	-70	149	167	-18	178	219	-41	175	236	-61	66	98	-32	237	261	-24
96FM	348	351	-3	187	181	6	171	169	2	214	218	-4	171	193	-22	70	88	-18	251	248	3
NOVA93.7	530	535	-5	346	345	1	236	252	-16	315	314	1	291	281	10	129	116	13	366	375	-9
ABC PER	229	207	22	170	161	9	113	102	11	113	97	16	96	93	3	68	71	-3	166	152	14
6RN	61	54	7	48	43	5	33	26	7	28	24	4	36	21	15	14	10	4	45	44	1
ABC NEWSRADIO	73	66	7	46	35	11	21	21	0	21	22	-1	17	24	-7	23	29	-6	44	53	-9
6JJJ	311	295	16	177	195	-18	150	135	15	170	150	20	187	170	17	84	86	-2	232	181	51
ABC CLASSIC	99	83	16	45	46	-1	43	41	2	55	51	4	50	49	1	30	26	4	53	59	-6
Total	1650	1628	22	1306	1320	-14	1085	1073	12	1226	1177	49	1153	1187	-34	609	597	12	1416	1384	32

Please Note: HIT 92.9 re-branded as 92.9 TRIPLE M from Jan 17.



PERTH RADIO - SURVEY 1 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	9	9	0	*	*	*	*	*	*	*	1	1	*	1	2	-1	4	3	1	3	3	0
6PR	16	16	0	*	*	*	*	1	*	1	1	0	3	3	0	5	3	2	7	7	0	
MIX 94.5	25	24	1	2	2	0	3	2	1	4	5	-1	8	6	2	6	6	0	3	4	-1	
92.9 TRIPLE M	16	18	-2	2	3	-1	2	2	0	5	7	-2	6	4	2	1	1	0	*	*	*	
96FM	20	23	-3	1	1	0	1	1	0	4	4	0	7	8	-1	5	6	-1	2	2	0	
NOVA93.7	27	29	-2	7	6	1	2	4	-2	9	9	0	7	7	0	2	3	-1	*	1	*	
ABC PER	16	17	-1	*	*	*	*	*	*	2	1	1	2	4	-2	4	3	1	8	8	0	
6RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1	
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	
6JJJ	17	16	1	2	1	1	3	3	0	7	7	0	4	5	-1	1	*	*	*	*	*	
ABC CLASSIC	6	7	-1	*	*	*	*	1	*	*	1	*	1	1	0	1	*	*	4	4	0	
Total	202	201	1	17	16	1	15	16	-1	38	43	-5	49	49	0	35	32	3	48	46	2	

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-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	10	8	2	12	11	1	16	12	4	14	12	2	8	9	-1	1	1	0	7	12	-5
6PR	19	18	1	33	34	-1	25	24	1	19	16	3	16	16	0	6	6	0	11	11	0
MIX 94.5	28	26	2	37	34	3	43	40	3	40	38	2	25	23	2	5	6	-1	19	18	1
92.9 TRIPLE M	18	19	-1	24	29	-5	26	20	6	24	22	2	17	24	-7	4	5	-1	13	15	-2
96FM	21	24	-3	28	26	2	33	35	-2	29	35	-6	19	22	-3	4	7	-3	17	20	-3
NOVA93.7	30	31	-1	47	50	-3	40	41	-1	37	37	0	30	30	0	7	7	0	21	23	-2
ABC PER	18	18	0	35	35	0	23	22	1	18	16	2	14	14	0	7	9	-2	12	14	-2
6RN	5	4	1	9	7	2	6	4	2	5	3	2	5	4	1	1	1	0	3	3	0
ABC NEWSRADIO	3	2	1	5	4	1	3	2	1	2	2	0	2	2	0	2	1	1	3	2	1
6JJJ	18	18	0	23	26	-3	21	27	-6	21	23	-2	23	19	4	5	4	1	17	12	5
ABC CLASSIC	6	7	-1	7	10	-3	9	10	-1	7	8	-1	7	8	-1	3	3	0	7	6	1
Total	215	214	1	310	317	-7	308	296	12	266	259	7	206	206	0	58	60	-2	168	170	-2

Please Note: HIT 92.9 re-branded as 92.9 TRIPLE M from Jan 17.



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	4	4	0										2	3	-1	*	1	*	2	1	1
96FM 80s	23	19	4	5	7	-2	4	4	0	3	*	*	5	2	3	4	4	0	3	1	2
BUDDHA HITS	14	15	-1	*	1	*	1	2	-1	1	7	-6	5	3	2	5	2	3	1	*	*
Chemist Warehouse Remix	3	na	*	*	na	*	*	na	*	2	na	*	*	na	*	*	na	*	*	na	*
Coles Radio	31	12	19	2	3	-1	9	*	*	10	3	7	6	3	3	1	3	-2	2	1	1
EASY 80s HITS	15	16	-1	*	4	*	1	*	*	8	3	5	1	1	0	3	8	-5	3	*	*
Kinderling Kids	6	7	-1	3	*	*	*	*	*	1	7	-6	2	*	*	1	*	*	*	*	*
KIX DIGITAL	6	4	2	1	*	*	*	*	*	2	*	*	2	*	*	2	3	-1	2	1	1
MMM 90s	13	9	4	*	3	*	1	*	*	6	1	5	4	4	0	1	*	*	1	*	*
MMM CLASSIC ROCK	31	11	20	3	1	2	2	*	*	7	*	*	14	7	7	3	3	0	1	1	0
MMM COUNTRY	2	3	-1	*	3	*	*	3	*	*	1	*	2	1	1	*	1	*	*	*	*
MMM SOFT ROCK	6	8	-2	1	2	-1	*	*	*	3	4	-1	1	1	0	1	1	0	*	*	*
My Perth DAB Radio	9	7	2	1	*	*	*	*	*	2	*	*	2	*	*	1	1	0	3	7	-4
NTS News Talk Sport	*	5	*	*	*	*	*	*	*	*	2	*	*	1	*	*	1	*	*	*	*
OLDSKOOL 90s HITS	26	31	-5	3	11	-8	1	1	0	6	13	-7	11	4	7	3	*	*	2	2	0
smooth	41	30	11	4	3	1	1	3	-2	8	7	1	16	9	7	10	6	4	3	2	1
SOUNDCLOUD RADIO	9	na	*	4	na	*	3	na	*	*	na	*	*	na	*	1	na	*	1	na	*
URBAN HITS	5	13	-8	1	5	-4	2	3	-1	2	4	-2	*	*	*	*	1	*	*	*	*
X-All New All Hit	7	4	3	3	1	2	*	*	*	2	1	1	1	*	*	*	*	*	1	2	-1
triple j Unearthed	9	10	-1	*	2	*	5	2	3	1	2	-1	1	4	-3	1	*	*	1	1	0
ABC Country	10	15	-5	3	3	0	*	*	*	1	3	-2	1	3	-2	2	3	-1	3	3	0
ABC Jazz	22	16	6	3	1	2	1	1	0	5	7	-2	7	2	5	2	2	0	5	3	2
ABC KIDS LISTEN	16	9	7	9	3	6	*	*	*	5	5	0	2	*	*	*	1	*	1	1	0
ABC Sport	19	8	11	1	*	*	*	*	*	1	3	-2	9	*	*	3	2	1	5	3	2
Double J	37	26	11	5	1	4	2	*	*	17	15	2	12	8	4	*	2	*	1	*	*
Total Digital/Internet Only	295	234	61	33	35	-2	30	17	13	76	62	14	86	55	31	35	37	-2	35	29	6

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	4	4	0	4	4	0	3	4	-1	2	4	-2	*	1	*	*	1	*	3	3	0
96FM 80s	15	16	-1	6	7	-1	3	7	-4	8	5	3	9	2	7	1	3	-2	16	6	10
BUDDHA HITS	11	11	0	5	5	0	3	4	-1	6	5	1	5	4	1	3	3	0	6	6	0
Chemist Warehouse Remix	1	na	*	1	na	*	*	na	*	*	na	*	*	na	*	*	na	*	2	na	*
Coles Radio	24	11	13	6	3	3	11	4	7	12	7	5	10	1	9	6	*	*	14	2	12
EASY 80s HITS	12	14	-2	8	8	0	5	5	0	5	2	3	1	2	-1	2	6	-4	11	10	1
Kinderling Kids	5	7	-2	1	7	-6	1	5	-4	4	4	0	1	*	*	1	*	*	5	4	1
KIX DIGITAL	3	*	*	1	*	*	1	*	*	3	*	*	2	*	*	1	*	*	4	4	0
MMM 90s	10	6	4	3	5	-2	1	*	*	3	1	2	7	4	3	2	3	-1	8	6	2
MMM CLASSIC ROCK	26	8	18	12	5	7	12	6	6	18	6	12	12	5	7	3	1	2	16	7	9
MMM COUNTRY	2	3	-1	*	2	*	1	2	-1	1	2	-1	2	3	-1	*	*	*	2	1	1
MMM SOFT ROCK	4	8	-4	*	2	*	*	*	*	4	*	*	2	5	-3	1	*	*	4	2	2
My Perth DAB Radio	8	7	1	6	4	2	5	3	2	6	5	1	1	2	-1	3	*	*	5	4	1
NTS News Talk Sport	*	1	*	*	1	*	*	1	*	*	1	*	*	1	*	*	*	*	*	5	*
OLDSKOOL 90s HITS	24	26	-2	7	15	-8	10	14	-4	16	17	-1	10	15	-5	6	10	-4	11	23	-12
smooth	38	24	14	17	13	4	21	13	8	17	16	1	18	11	7	9	4	5	26	20	6
SOUNDCLOUD RADIO	8	na	*	3	na	*	1	na	*	6	na	*	4	na	*	4	na	*	3	na	*
URBAN HITS	4	11	-7	2	8	-6	1	4	-3	2	4	-2	3	5	-2	1	3	-2	2	10	-8
X-All New All Hit	5	3	2	2	1	1	2	*	*	2	2	0	2	1	1	2	*	*	3	1	2
triple j Unearthed	7	9	-2	2	1	1	3	3	0	3	3	0	4	1	3	1	5	-4	6	4	2
ABC Country	6	12	-6	4	3	1	3	7	-4	3	3	0	3	3	0	2	4	-2	7	8	-1
ABC Jazz	22	13	9	8	3	5	6	6	0	8	2	6	11	3	8	9	7	2	11	6	5
ABC KIDS LISTEN	14	7	7	6	2	4	5	1	4	6	5	1	5	3	2	6	1	5	11	8	3
ABC Sport	10	6	4	6	*	*	5	*	*	8	*	*	1	5	-4	*	1	*	11	7	4
Double J	32	19	13	10	8	2	8	5	3	11	11	0	17	11	6	11	5	6	14	17	-3
Total Digital/Internet Only	252	202	50	110	107	3	112	104	8	142	110	32	125	91	34	71	45	26	177	151	26

Please note: Chemist Warehouse Remix & Soundcloud Radio commenced broadcasting from Jan 17.

Hit Buddha, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Easy 80s Hits, Oldskool 90s Hits & Urban Hits and ABC Grandstand changed to ABC Sport.