



# PERTH RADIO - SURVEY 2 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	4.5	4.4	0.1	0.6	0.6	0.0	1.1	1.6	-0.5	0.9	1.3	-0.4	2.7	2.3	0.4	8.8	10.4	-1.6	8.9	6.8	2.1
6PR	9.3	8.2	1.1	2.9	2.5	0.4	3.0	3.2	-0.2	2.3	1.9	0.4	6.3	5.9	0.4	15.8	14.8	1.0	18.1	14.1	4.0
MIX 94.5	12.6	12.6	0.0	15.6	12.0	3.6	15.7	17.1	-1.4	9.1	11.6	-2.5	17.0	15.6	1.4	15.3	15.7	-0.4	7.3	7.0	0.3
92.9 TRIPLE M	8.2	8.0	0.2	13.9	13.2	0.7	14.0	15.0	-1.0	13.3	12.1	1.2	10.5	11.6	-1.1	3.7	3.3	0.4	1.0	0.7	0.3
96FM	10.7	9.8	0.9	6.3	5.5	0.8	9.6	7.9	1.7	9.8	10.1	-0.3	15.2	14.1	1.1	16.2	13.0	3.2	4.6	4.8	-0.2
NOVA93.7	13.3	13.6	-0.3	34.5	39.0	-4.5	18.1	16.3	1.8	19.7	23.8	-4.1	15.4	14.2	1.2	6.5	6.0	0.5	2.1	0.8	1.3
ABC PER	7.0	8.1	-1.1	2.9	2.5	0.4	0.9	0.7	0.2	3.7	3.9	-0.2	2.9	3.5	-0.6	9.3	12.2	-2.9	16.0	17.4	-1.4
6RN	1.6	2.2	-0.6	1.1	0.9	0.2	0.1	*	*	1.0	1.2	-0.2	0.5	1.4	-0.9	1.6	1.7	-0.1	3.8	5.3	-1.5
ABC NEWSRADIO	1.1	1.3	-0.2	0.9	0.6	0.3	0.8	0.1	0.7	0.5	0.9	-0.4	0.9	0.8	0.1	1.6	1.9	-0.3	1.8	2.4	-0.6
6JJJ	9.1	8.6	0.5	9.2	10.1	-0.9	18.9	19.5	-0.6	21.3	18.2	3.1	7.5	8.4	-0.9	3.2	3.5	-0.3	1.2	0.9	0.3
ABC CLASSIC	2.8	3.2	-0.4	0.6	1.4	-0.8	0.4	1.2	-0.8	1.1	1.2	-0.1	2.0	2.0	0.0	3.6	1.6	2.0	6.0	8.3	-2.3

## 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	4.4	0.0	3.7	3.8	-0.1	5.2	5.3	-0.1	5.2	5.2	0.0	3.8	3.7	0.1	3.4	2.5	0.9	4.8	4.3	0.5
6PR	9.5	8.6	0.9	11.9	10.8	1.1	10.0	8.1	1.9	7.6	7.0	0.6	8.0	7.5	0.5	9.1	10.4	-1.3	8.4	6.7	1.7
MIX 94.5	13.1	13.0	0.1	12.2	12.0	0.2	13.5	13.9	-0.4	15.1	14.9	0.2	12.3	12.2	0.1	9.0	8.2	0.8	11.2	11.5	-0.3
92.9 TRIPLE M	8.5	8.2	0.3	8.4	7.7	0.7	8.1	8.3	-0.2	9.1	8.9	0.2	8.8	8.3	0.5	6.7	6.9	-0.2	7.6	7.5	0.1
96FM	10.8	9.7	1.1	10.4	8.9	1.5	12.0	10.8	1.2	11.3	10.9	0.4	10.1	9.1	1.0	8.3	6.2	2.1	10.5	9.9	0.6
NOVA93.7	13.4	14.0	-0.6	14.9	15.2	-0.3	11.2	13.1	-1.9	13.2	13.8	-0.6	15.2	14.8	0.4	11.0	11.7	-0.7	13.0	12.3	0.7
ABC PER	7.0	8.4	-1.4	9.0	11.2	-2.2	6.4	7.4	-1.0	4.8	6.6	-1.8	5.6	6.6	-1.0	12.2	11.6	0.6	7.0	7.2	-0.2
6RN	1.5	2.3	-0.8	1.8	3.0	-1.2	1.3	1.9	-0.6	1.4	1.7	-0.3	1.7	2.7	-1.0	1.3	1.7	-0.4	1.7	2.0	-0.3
ABC NEWSRADIO	1.0	1.3	-0.3	1.4	1.8	-0.4	0.5	1.0	-0.5	0.7	0.7	0.0	0.8	0.8	0.0	2.9	3.4	-0.5	1.4	1.5	-0.1
6JJJ	9.3	8.1	1.2	8.5	7.5	1.0	8.7	6.9	1.8	10.0	7.9	2.1	11.3	11.4	-0.1	7.7	8.6	-0.9	8.6	9.9	-1.3
ABC CLASSIC	2.6	2.9	-0.3	2.2	2.4	-0.2	1.9	3.0	-1.1	2.5	2.7	-0.2	3.6	3.5	0.1	3.8	4.5	-0.7	3.6	3.9	-0.3



## PERTH RADIO - SURVEY 2 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	132	130	2	6	5	1	6	8	-2	8	12	-4	23	16	7	31	33	-2	58	56	2
6PR	189	167	22	12	11	1	7	8	-1	21	16	5	37	37	0	44	40	4	68	55	13
MIX 94.5	517	490	27	68	52	16	50	47	3	128	134	-6	141	134	7	75	74	1	55	49	6
92.9 TRIPLE M	372	386	-14	66	62	4	59	64	-5	120	142	-22	88	83	5	29	27	2	9	9	0
96FM	408	400	8	48	42	6	35	31	4	83	90	-7	124	119	5	84	79	5	33	37	-4
NOVA93.7	606	578	28	120	112	8	82	80	2	203	208	-5	131	128	3	48	38	10	21	12	9
ABC PER	242	257	-15	19	21	-2	7	5	2	34	28	6	51	54	-3	43	50	-7	89	99	-10
6RN	58	66	-8	4	2	2	2	*	*	4	4	0	12	20	-8	10	10	0	26	29	-3
ABC NEWSRADIO	83	80	3	10	6	4	4	2	2	9	12	-3	22	21	1	14	19	-5	23	20	3
6JJJ	352	348	4	43	37	6	67	63	4	151	147	4	62	69	-7	20	23	-3	8	8	0
ABC CLASSIC	101	105	-4	8	9	-1	5	9	-4	20	23	-3	24	22	2	14	8	6	31	34	-3
<b>Total</b>	<b>1688</b>	<b>1685</b>	<b>3</b>	<b>190</b>	<b>190</b>	<b>0</b>	<b>170</b>	<b>170</b>	<b>0</b>	<b>443</b>	<b>442</b>	<b>1</b>	<b>380</b>	<b>384</b>	<b>-4</b>	<b>222</b>	<b>222</b>	<b>0</b>	<b>283</b>	<b>278</b>	<b>5</b>

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	116	115	1	66	66	0	69	72	-3	84	82	2	61	54	7	27	25	2	91	91	0
6PR	174	156	18	132	116	16	107	90	17	99	92	7	86	80	6	53	52	1	121	108	13
MIX 94.5	454	424	30	283	246	37	218	217	1	262	229	33	223	200	23	96	77	19	317	303	14
92.9 TRIPLE M	335	334	1	206	190	16	133	149	-16	186	178	8	189	175	14	69	66	3	212	237	-25
96FM	358	348	10	211	187	24	169	171	-2	221	214	7	176	171	5	81	70	11	257	251	6
NOVA93.7	550	530	20	378	346	32	223	236	-13	323	315	8	298	291	7	129	129	0	390	366	24
ABC PER	208	229	-21	151	170	-19	94	113	-19	95	113	-18	101	96	5	71	68	3	156	166	-10
6RN	51	61	-10	36	48	-12	24	33	-9	23	28	-5	23	36	-13	10	14	-4	35	45	-10
ABC NEWSRADIO	71	73	-2	44	46	-2	17	21	-4	21	21	0	17	17	0	26	23	3	48	44	4
6JJJ	318	311	7	202	177	25	152	150	2	194	170	24	207	187	20	82	84	-2	232	232	0
ABC CLASSIC	95	99	-4	45	45	0	36	43	-7	52	55	-3	56	50	6	18	30	-12	50	53	-3
<b>Total</b>	<b>1654</b>	<b>1650</b>	<b>4</b>	<b>1364</b>	<b>1306</b>	<b>58</b>	<b>1069</b>	<b>1085</b>	<b>-16</b>	<b>1257</b>	<b>1226</b>	<b>31</b>	<b>1190</b>	<b>1153</b>	<b>37</b>	<b>620</b>	<b>609</b>	<b>11</b>	<b>1421</b>	<b>1416</b>	<b>5</b>



**PERTH RADIO - SURVEY 2 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	9	1	*	*	*	*	*	*	*	*	*	1	1	0	3	4	-1	4	3	1
6PR	20	16	4	*	*	*	*	*	*	1	1	0	3	3	0	5	5	0	9	7	2
MIX 94.5	27	25	2	2	2	0	2	3	-1	4	4	0	9	8	1	5	6	-1	4	3	1
92.9 TRIPLE M	17	16	1	2	2	0	2	2	0	6	5	1	6	6	0	1	1	0	*	*	*
96FM	23	20	3	1	1	0	1	1	0	4	4	0	8	7	1	6	5	1	2	2	0
NOVA93.7	28	27	1	5	7	-2	3	2	1	9	9	0	8	7	1	2	2	0	1	*	*
ABC PER	15	16	-1	*	*	*	*	*	*	2	2	0	2	2	0	3	4	-1	8	8	0
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	3	-1
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
6JJJ	19	17	2	1	2	-1	3	3	0	9	7	2	4	4	0	1	1	0	1	*	*
ABC CLASSIC	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
Total	211	202	9	15	17	-2	15	15	0	44	38	6	53	49	4	34	35	-1	49	48	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-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
6IX	10	10	0	12	12	0	16	16	0	14	14	0	8	8	0	2	1	1	8	7	1
6PR	22	19	3	40	33	7	31	25	6	21	19	2	18	16	2	5	6	-1	14	11	3
MIX 94.5	30	28	2	41	37	4	42	43	-1	42	40	2	27	25	2	5	5	0	19	19	0
92.9 TRIPLE M	19	18	1	28	24	4	25	26	-1	25	24	1	19	17	2	4	4	0	13	13	0
96FM	24	21	3	35	28	7	38	33	5	32	29	3	22	19	3	5	4	1	18	17	1
NOVA93.7	30	30	0	50	47	3	35	40	-5	37	37	0	33	30	3	6	7	-1	22	21	1
ABC PER	16	18	-2	30	35	-5	20	23	-3	13	18	-5	12	14	-2	7	7	0	12	12	0
6RN	3	5	-2	6	9	-3	4	6	-2	4	5	-1	4	5	-1	1	1	0	3	3	0
ABC NEWSRADIO	2	3	-1	5	5	0	2	3	-1	2	2	0	2	2	0	2	2	0	2	3	-1
6JJJ	21	18	3	29	23	6	27	21	6	28	21	7	25	23	2	4	5	-1	15	17	-2
ABC CLASSIC	6	6	0	8	7	1	6	9	-3	7	7	0	8	7	1	2	3	-1	6	7	-1
Total	226	215	11	338	310	28	313	308	5	279	266	13	220	206	14	58	58	0	171	168	3



# PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	6	4	2	1	*	*	*	*	*	*	*	2	2	0	1	*	*	*	2	2	0	
96FM 80s	27	23	4	5	5	0	4	4	0	2	3	-1	8	5	3	8	4	4	1	3	-2	
BUDDHA HITS	17	14	3	2	*	*	1	1	0	1	1	0	5	5	0	6	5	1	1	1	0	
Chemist Warehouse Remix	2	3	-1	*	*	*	*	*	*	2	2	0	*	*	*	*	*	*	*	*	*	
Coles Radio	33	31	2	2	2	0	3	9	-6	15	10	5	7	6	1	2	1	1	3	2	1	
EASY 80s HITS	11	15	-4	1	*	*	1	1	0	4	8	-4	3	1	2	2	3	-1	1	3	-2	
Kinderling Kids	7	6	1	3	3	0	*	*	*	1	1	0	2	2	0	2	1	1	*	*	*	
KIX DIGITAL	5	6	-1	*	1	*	*	*	*	*	*	*	2	2	0	1	2	-1	2	2	0	
MMM 90s	13	13	0	*	*	*	*	1	*	7	6	1	4	4	0	2	1	1	*	1	*	
MMM CLASSIC ROCK	27	31	-4	1	3	-2	1	2	-1	7	7	0	12	14	-2	4	3	1	3	1	2	
MMM COUNTRY	3	2	1	*	*	*	*	*	*	1	*	*	1	2	-1	2	*	*	*	*	*	
MMM SOFT ROCK	7	6	1	*	1	*	*	*	*	3	3	0	3	1	2	2	1	1	*	*	*	
My Perth DAB Radio	8	9	-1	3	1	2	*	*	*	3	2	1	1	2	-1	*	1	*	2	3	-1	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	36	26	10	6	3	3	1	1	0	14	6	8	10	11	-1	3	3	0	2	2	0	
smooth	48	41	7	2	4	-2	3	1	2	12	8	4	17	16	1	9	10	-1	5	3	2	
SOUNDSCLOUD RADIO	9	9	0	3	4	-1	4	3	1	1	*	*	*	*	*	1	1	0	*	1	*	
URBAN HITS	9	5	4	2	1	1	3	2	1	3	2	1	1	*	*	*	*	*	*	*	*	
X-All New All Hit	5	7	-2	2	3	-1	*	*	*	2	2	0	*	1	*	*	*	*	1	1	0	
triple j Unearthed	18	9	9	2	*	*	7	5	2	5	1	4	1	1	0	1	1	0	1	1	0	
ABC Country	11	10	1	3	3	0	*	*	*	2	1	1	*	1	*	3	2	1	3	3	0	
ABC Jazz	19	22	-3	4	3	1	1	1	0	4	5	-1	7	7	0	1	2	-1	2	5	-3	
ABC KIDS LISTEN	9	16	-7	3	9	-6	*	*	*	3	5	-2	3	2	1	*	*	*	*	1	*	
ABC Sport	9	19	-10	*	1	*	1	*	*	1	1	0	3	9	-6	1	3	-2	3	5	-2	
Double J	30	37	-7	3	5	-2	2	2	0	14	17	-3	11	12	-1	*	*	*	1	1	0	
Total Digital/Internet Only	302	295	7	30	33	-3	28	30	-2	93	76	17	79	86	-7	34	35	-1	37	35	2	

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	5	4	1	4	4	0	3	3	0	2	2	0	*	*	*	1	*	*	5	3	2	
96FM 80s	21	15	6	12	6	6	6	3	3	12	8	4	9	9	0	3	1	2	16	16	0	
BUDDHA HITS	14	11	3	8	5	3	6	3	3	6	6	0	7	5	2	4	3	1	8	6	2	
Chemist Warehouse Remix	1	1	0	*	1	*	1	*	*	1	*	*	1	*	*	*	*	*	2	2	0	
Coles Radio	25	24	1	11	6	5	15	11	4	12	12	0	8	10	-2	8	6	2	16	14	2	
EASY 80s HITS	9	12	-3	5	8	-3	6	5	1	7	5	2	2	1	1	2	2	0	7	11	-4	
Kinderling Kids	6	5	1	2	1	1	2	1	1	3	4	-1	3	1	2	1	1	0	5	5	0	
KIX DIGITAL	2	3	-1	1	1	0	*	1	*	2	3	-1	1	2	-1	*	1	*	3	4	-1	
MMM 90s	11	10	1	4	3	1	2	1	1	3	3	0	9	7	2	3	2	1	8	8	0	
MMM CLASSIC ROCK	24	26	-2	12	12	0	10	12	-2	15	18	-3	11	12	-1	2	3	-1	15	16	-1	
MMM COUNTRY	3	2	1	1	*	*	1	1	0	1	1	0	3	2	1	*	*	*	2	2	0	
MMM SOFT ROCK	6	4	2	2	*	*	1	*	*	5	4	1	3	2	1	1	1	0	4	4	0	
My Perth DAB Radio	6	8	-2	5	6	-1	4	5	-1	4	6	-2	*	1	*	1	3	-2	5	5	0	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	32	24	8	12	7	5	14	10	4	16	16	0	8	10	-2	6	6	0	13	11	2	
smooth	42	38	4	19	17	2	21	21	0	23	17	6	17	18	-1	10	9	1	29	26	3	
SOUNDSCLOUD RADIO	8	8	0	2	3	-1	2	1	1	5	6	-1	3	4	-1	4	4	0	4	3	1	
URBAN HITS	8	4	4	6	2	4	3	1	2	4	2	2	6	3	3	2	1	1	5	2	3	
X-All New All Hit	4	5	-1	2	2	0	2	2	0	2	2	0	2	2	0	1	2	-1	2	3	-1	
triple j Unearthed	16	7	9	8	2	6	6	3	3	11	3	8	11	4	7	6	1	5	9	6	3	
ABC Country	5	6	-1	3	4	-1	3	3	0	2	3	-1	1	3	-2	2	2	0	8	7	1	
ABC Jazz	19	22	-3	3	8	-5	4	6	-2	3	8	-5	9	11	-2	9	9	0	9	11	-2	
ABC KIDS LISTEN	7	14	-7	2	6	-4	*	5	*	2	6	-4	3	5	-2	4	6	-2	5	11	-6	
ABC Sport	5	10	-5	1	6	-5	1	5	-4	2	8	-6	2	1	1	*	*	*	9	11	-2	
Double J	26	32	-6	8	10	-2	10	8	2	11	11	0	12	17	-5	6	11	-5	11	14	-3	
Total Digital/Internet Only	257	252	5	128	110	18	123	112	11	141	142	-1	121	125	-4	69	71	-2	184	177	7	