



## PERTH RADIO - SURVEY 3 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	4.2	4.5	-0.3	0.3	0.6	-0.3	0.7	1.1	-0.4	0.2	0.9	-0.7	2.8	2.7	0.1	7.0	8.8	-1.8	9.6	8.9	0.7
6PR	9.5	9.3	0.2	1.9	2.9	-1.0	6.3	3.0	3.3	1.9	2.3	-0.4	9.0	6.3	2.7	16.1	15.8	0.3	15.6	18.1	-2.5
MIX 94.5	11.9	12.6	-0.7	15.0	15.6	-0.6	11.8	15.7	-3.9	9.3	9.1	0.2	17.2	17.0	0.2	13.3	15.3	-2.0	7.2	7.3	-0.1
92.9 TRIPLE M	7.9	8.2	-0.3	10.3	13.9	-3.6	11.9	14.0	-2.1	12.9	13.3	-0.4	11.1	10.5	0.6	3.8	3.7	0.1	1.2	1.0	0.2
96FM	11.1	10.7	0.4	7.4	6.3	1.1	8.0	9.6	-1.6	11.0	9.8	1.2	16.3	15.2	1.1	17.3	16.2	1.1	3.9	4.6	-0.7
NOVA93.7	13.5	13.3	0.2	33.1	34.5	-1.4	22.7	18.1	4.6	22.7	19.7	3.0	13.9	15.4	-1.5	6.2	6.5	-0.3	1.6	2.1	-0.5
ABC PER	8.1	7.0	1.1	2.2	2.9	-0.7	1.2	0.9	0.3	2.6	3.7	-1.1	4.3	2.9	1.4	9.3	9.3	0.0	19.8	16.0	3.8
6RN	1.8	1.6	0.2	0.3	1.1	-0.8	0.3	0.1	0.2	0.3	1.0	-0.7	0.7	0.5	0.2	3.8	1.6	2.2	3.5	3.8	-0.3
ABC NEWSRADIO	1.1	1.1	0.0	1.9	0.9	1.0	0.9	0.8	0.1	0.2	0.5	-0.3	0.9	0.9	0.0	1.7	1.6	0.1	1.6	1.8	-0.2
6JJJ	8.8	9.1	-0.3	12.6	9.2	3.4	19.1	18.9	0.2	21.2	21.3	-0.1	6.1	7.5	-1.4	2.5	3.2	-0.7	0.4	1.2	-0.8
ABC CLASSIC	3.2	2.8	0.4	1.6	0.6	1.0	1.1	0.4	0.7	1.3	1.1	0.2	1.3	2.0	-0.7	4.0	3.6	0.4	7.1	6.0	1.1

### 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	3.9	4.4	-0.5	3.4	3.7	-0.3	4.7	5.2	-0.5	4.3	5.2	-0.9	3.3	3.8	-0.5	3.6	3.4	0.2	5.3	4.8	0.5
6PR	10.0	9.5	0.5	11.3	11.9	-0.6	11.4	10.0	1.4	8.7	7.6	1.1	7.1	8.0	-0.9	11.2	9.1	2.1	8.2	8.4	-0.2
MIX 94.5	12.4	13.1	-0.7	12.1	12.2	-0.1	12.1	13.5	-1.4	14.1	15.1	-1.0	12.7	12.3	0.4	7.6	9.0	-1.4	10.1	11.2	-1.1
92.9 TRIPLE M	8.2	8.5	-0.3	8.6	8.4	0.2	7.6	8.1	-0.5	8.7	9.1	-0.4	8.3	8.8	-0.5	6.4	6.7	-0.3	6.9	7.6	-0.7
96FM	11.2	10.8	0.4	10.0	10.4	-0.4	11.6	12.0	-0.4	11.8	11.3	0.5	12.0	10.1	1.9	10.3	8.3	2.0	11.0	10.5	0.5
NOVA93.7	13.6	13.4	0.2	15.0	14.9	0.1	10.4	11.2	-0.8	13.4	13.2	0.2	17.1	15.2	1.9	11.4	11.0	0.4	13.0	13.0	0.0
ABC PER	7.7	7.0	0.7	9.7	9.0	0.7	7.0	6.4	0.6	5.3	4.8	0.5	6.7	5.6	1.1	13.6	12.2	1.4	9.6	7.0	2.6
6RN	1.7	1.5	0.2	2.0	1.8	0.2	1.1	1.3	-0.2	1.5	1.4	0.1	2.2	1.7	0.5	2.1	1.3	0.8	2.0	1.7	0.3
ABC NEWSRADIO	1.1	1.0	0.1	1.5	1.4	0.1	0.5	0.5	0.0	0.8	0.7	0.1	0.5	0.8	-0.3	3.3	2.9	0.4	1.2	1.4	-0.2
6JJJ	9.0	9.3	-0.3	8.1	8.5	-0.4	8.9	8.7	0.2	9.9	10.0	-0.1	10.8	11.3	-0.5	5.4	7.7	-2.3	8.2	8.6	-0.4
ABC CLASSIC	2.9	2.6	0.3	2.6	2.2	0.4	2.5	1.9	0.6	2.9	2.5	0.4	3.7	3.6	0.1	4.2	3.8	0.4	3.9	3.6	0.3



**PERTH RADIO - SURVEY 3 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	133	132	1	6	6	0	7	6	1	7	8	-1	24	23	1	27	31	-4	61	58	3
6PR	227	189	38	18	12	6	15	7	8	27	21	6	52	37	15	46	44	2	71	68	3
MIX 94.5	528	517	11	81	68	13	52	50	2	135	128	7	143	141	2	68	75	-7	50	55	-5
92.9 TRIPLE M	397	372	25	57	66	-9	57	59	-2	134	120	14	109	88	21	25	29	-4	15	9	6
96FM	404	408	-4	53	48	5	36	35	1	92	83	9	121	124	-3	74	84	-10	29	33	-4
NOVA93.7	606	606	0	119	120	-1	78	82	-4	225	203	22	119	131	-12	45	48	-3	18	21	-3
ABC PER	271	242	29	16	19	-3	12	7	5	33	34	-1	60	51	9	51	43	8	98	89	9
6RN	70	58	12	5	4	1	5	2	3	4	4	0	15	12	3	13	10	3	28	26	2
ABC NEWSRADIO	90	83	7	13	10	3	6	4	2	12	9	3	21	22	-1	13	14	-1	25	23	2
6JJJ	332	352	-20	42	43	-1	67	67	0	143	151	-8	65	62	3	11	20	-9	5	8	-3
ABC CLASSIC	106	101	5	14	8	6	10	5	5	17	20	-3	20	24	-4	12	14	-2	34	31	3
<b>Total</b>	<b>1687</b>	<b>1688</b>	<b>-1</b>	<b>191</b>	<b>190</b>	<b>1</b>	<b>166</b>	<b>170</b>	<b>-4</b>	<b>443</b>	<b>443</b>	<b>0</b>	<b>382</b>	<b>380</b>	<b>2</b>	<b>221</b>	<b>222</b>	<b>-1</b>	<b>283</b>	<b>283</b>	<b>0</b>

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	112	116	-4	61	66	-5	61	69	-8	72	84	-12	62	61	1	27	27	0	84	91	-7							
6PR	207	174	33	146	132	14	125	107	18	110	99	11	96	86	10	56	53	3	136	121	15							
MIX 94.5	470	454	16	286	283	3	211	218	-7	278	262	16	247	223	24	109	96	13	320	317	3							
92.9 TRIPLE M	352	335	17	212	206	6	128	133	-5	177	186	-9	185	189	-4	71	69	2	200	212	-12							
96FM	352	358	-6	210	211	-1	162	169	-7	205	221	-16	187	176	11	84	81	3	243	257	-14							
NOVA93.7	553	550	3	359	378	-19	208	223	-15	315	323	-8	301	298	3	128	129	-1	386	390	-4							
ABC PER	238	208	30	163	151	12	108	94	14	111	95	16	122	101	21	80	71	9	181	156	25							
6RN	64	51	13	41	36	5	23	24	-1	30	23	7	32	23	9	21	10	11	39	35	4							
ABC NEWSRADIO	78	71	7	48	44	4	24	17	7	23	21	2	15	17	-2	21	26	-5	47	48	-1							
6JJJ	290	318	-28	198	202	-4	126	152	-26	169	194	-25	190	207	-17	57	82	-25	214	232	-18							
ABC CLASSIC	94	95	-1	45	45	0	41	36	5	56	52	4	50	56	-6	23	18	5	67	50	17							
<b>Total</b>	<b>1648</b>	<b>1654</b>	<b>-6</b>	<b>1343</b>	<b>1364</b>	<b>-21</b>	<b>1060</b>	<b>1069</b>	<b>-9</b>	<b>1225</b>	<b>1257</b>	<b>-32</b>	<b>1200</b>	<b>1190</b>	<b>10</b>	<b>598</b>	<b>620</b>	<b>-22</b>	<b>1402</b>	<b>1421</b>	<b>-19</b>							



## PERTH RADIO - SURVEY 3 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	10	-1	*	*	*	*	*	*	*	*	*	1	1	0	2	3	-1	5	4	1
6PR	20	20	0	*	*	*	1	*	*	1	1	0	4	3	1	6	5	1	8	9	-1
MIX 94.5	25	27	-2	2	2	0	2	2	0	4	4	0	8	9	-1	5	5	0	4	4	0
92.9 TRIPLE M	16	17	-1	1	2	-1	2	2	0	6	6	0	5	6	-1	1	1	0	1	*	*
96FM	23	23	0	1	1	0	1	1	0	5	4	1	8	8	0	6	6	0	2	2	0
NOVA93.7	28	28	0	4	5	-1	3	3	0	11	9	2	7	8	-1	2	2	0	1	1	0
ABC PER	17	15	2	*	*	*	*	*	*	1	2	-1	2	2	0	3	3	0	10	8	2
6RN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
6JJJ	18	19	-1	2	1	1	3	3	0	10	9	1	3	4	-1	1	1	0	*	1	*
ABC CLASSIC	7	6	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	4	3	1
<b>Total</b>	<b>208</b>	<b>211</b>	<b>-3</b>	<b>13</b>	<b>15</b>	<b>-2</b>	<b>14</b>	<b>15</b>	<b>-1</b>	<b>46</b>	<b>44</b>	<b>2</b>	<b>49</b>	<b>53</b>	<b>-4</b>	<b>35</b>	<b>34</b>	<b>1</b>	<b>50</b>	<b>49</b>	<b>1</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	9	10	-1	11	12	-1	15	16	-1	12	14	-2	7	8	-1	2	2	0	9	8	1						
6PR	22	22	0	37	40	-3	36	31	5	24	21	3	16	18	-2	7	5	2	14	14	0						
MIX 94.5	28	30	-2	39	41	-2	38	42	-4	39	42	-3	28	27	1	4	5	-1	17	19	-2						
92.9 TRIPLE M	18	19	-1	28	28	0	24	25	-1	24	25	-1	18	19	-1	4	4	0	12	13	-1						
96FM	25	24	1	32	35	-3	36	38	-2	33	32	1	26	22	4	6	5	1	18	18	0						
NOVA93.7	30	30	0	49	50	-1	32	35	-3	37	37	0	38	33	5	7	6	1	22	22	0						
ABC PER	17	16	1	31	30	1	22	20	2	15	13	2	15	12	3	8	7	1	16	12	4						
6RN	4	3	1	7	6	1	3	4	-1	4	4	0	5	4	1	1	1	0	3	3	0						
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	2	2	0	1	2	-1	2	2	0	2	2	0						
6JJJ	20	21	-1	26	29	-3	28	27	1	27	28	-1	24	25	-1	3	4	-1	14	15	-1						
ABC CLASSIC	7	6	1	8	8	0	8	6	2	8	7	1	8	8	0	3	2	1	7	6	1						
<b>Total</b>	<b>223</b>	<b>226</b>	<b>-3</b>	<b>323</b>	<b>338</b>	<b>-15</b>	<b>313</b>	<b>313</b>	<b>0</b>	<b>276</b>	<b>279</b>	<b>-3</b>	<b>220</b>	<b>220</b>	<b>0</b>	<b>59</b>	<b>58</b>	<b>1</b>	<b>168</b>	<b>171</b>	<b>-3</b>						



## PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	5	6	-1	1	1	0	*	*	*	*	*	*	*	2	*	1	1	0	3	2	1	
96FM 80s	31	27	4	2	5	-3	4	4	0	4	2	2	9	8	1	8	8	0	3	1	2	
BUDDHA HITS	20	17	3	3	2	1	1	1	0	5	1	4	2	5	-3	5	6	-1	4	1	3	
Chemist Warehouse Remix	2	2	0	*	*	*	*	*	*	1	2	-1	1	*	*	*	*	*	*	*	*	
Coles Radio	29	33	-4	5	2	3	2	3	-1	14	15	-1	4	7	-3	1	2	-1	3	3	0	
EASY 80s HITS	11	11	0	*	1	*	*	1	*	2	4	-2	5	3	2	3	2	1	1	1	0	
KIX DIGITAL	7	5	2	2	*	*	2	*	*	*	*	*	*	2	*	*	1	*	3	2	1	
MMM 90s	14	13	1	*	*	*	*	*	*	5	7	-2	6	4	2	2	2	0	*	*	*	
MMM CLASSIC ROCK	19	27	-8	*	1	*	1	1	0	1	7	-6	13	12	1	2	4	-2	2	3	-1	
MMM COUNTRY	7	3	4	*	*	*	*	*	*	1	1	0	3	1	2	3	2	1	*	*	*	
MMM SOFT ROCK	10	7	3	1	*	*	1	*	*	1	3	-2	5	3	2	1	2	-1	1	*	*	
My Perth DAB Radio	18	8	10	6	3	3	2	*	*	5	3	2	*	1	*	3	*	*	2	2	0	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	31	36	-5	6	6	0	1	1	0	18	14	4	4	10	-6	2	3	-1	*	2	*	
smooth	40	48	-8	4	2	2	5	3	2	8	12	-4	10	17	-7	6	9	-3	7	5	2	
SOUNDSCLOUD RADIO	10	9	1	2	3	-1	3	4	-1	2	1	1	2	*	*	*	1	*	*	*	*	
URBAN HITS	10	9	1	2	2	0	4	3	1	2	3	-1	2	1	1	*	*	*	*	*	*	
X-All New All Hit	3	5	-2	*	2	*	2	*	*	*	2	*	*	*	*	1	*	*	*	1	*	
triple j Uneathed	22	18	4	2	2	0	9	7	2	8	5	3	2	1	1	1	1	0	1	1	0	
ABC Country	9	11	-2	3	3	0	*	*	*	3	2	1	*	*	*	1	3	-2	2	3	-1	
ABC Jazz	12	19	-7	4	4	0	1	1	0	2	4	-2	2	7	-5	*	1	*	2	2	0	
ABC KIDS LISTEN	14	9	5	5	3	2	*	*	*	7	3	4	2	3	-1	*	*	*	1	*	*	
ABC Sport	17	9	8	*	*	*	2	1	1	5	1	4	2	3	-1	1	1	0	6	3	3	
Double J	25	30	-5	2	3	-1	*	2	*	12	14	-2	10	11	-1	1	*	*	1	1	0	
Total Digital/Internet Only	304	302	2	39	30	9	32	28	4	87	93	-6	70	79	-9	36	34	2	41	37	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	
6GT	4	5	-1	2	4	-2	1	3	-2	1	2	-1	*	*	*	1	1	0	3	5	-2	
96FM 80s	27	21	6	16	12	4	10	6	4	13	12	1	7	9	-2	4	3	1	13	16	-3	
BUDDHA HITS	16	14	2	9	8	1	11	6	5	6	6	0	6	7	-1	2	4	-2	10	8	2	
Chemist Warehouse Remix	2	1	1	*	*	*	2	1	1	1	1	0	1	1	0	*	*	*	1	2	-1	
Coles Radio	25	25	0	15	11	4	14	15	-1	13	12	1	8	8	0	8	8	0	14	16	-2	
EASY 80s HITS	6	9	-3	3	5	-2	4	6	-2	5	7	-2	3	2	1	1	2	-1	9	7	2	
KIX DIGITAL	5	2	3	3	1	2	*	*	*	2	2	0	2	1	1	*	*	*	1	3	-2	
MMM 90s	10	11	-1	4	4	0	3	2	1	2	3	-1	7	9	-2	3	3	0	7	8	-1	
MMM CLASSIC ROCK	12	24	-12	7	12	-5	4	10	-6	5	15	-10	6	11	-5	3	2	1	12	15	-3	
MMM COUNTRY	6	3	3	3	1	2	4	1	3	4	1	3	4	3	1	1	*	*	5	2	3	
MMM SOFT ROCK	6	6	0	5	2	3	4	1	3	6	5	1	2	3	-1	1	1	0	6	4	2	
My Perth DAB Radio	13	6	7	6	5	1	5	4	1	6	4	2	5	*	*	3	1	2	6	5	1	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	26	32	-6	15	12	3	15	14	1	12	16	-4	7	8	-1	3	6	-3	14	13	1	
smooth	31	42	-11	17	19	-2	21	21	0	23	23	0	9	17	-8	4	10	-6	26	29	-3	
SOUNDSCLOUD RADIO	9	8	1	4	2	2	3	2	1	3	5	-2	2	3	-1	4	4	0	3	4	-1	
URBAN HITS	8	8	0	7	6	1	4	3	1	4	4	0	4	6	-2	2	2	0	8	5	3	
X-All New All Hit	3	4	-1	2	2	0	3	2	1	*	2	*	*	2	*	*	1	*	*	2	*	
triple j Uneathed	22	16	6	10	8	2	7	6	1	10	11	-1	15	11	4	10	6	4	9	9	0	
ABC Country	3	5	-2	2	3	-1	1	3	-2	*	2	*	2	1	1	*	2	*	6	8	-2	
ABC Jazz	11	19	-8	1	3	-2	4	4	0	2	3	-1	4	9	-5	2	9	-7	4	9	-5	
ABC KIDS LISTEN	11	7	4	5	2	3	2	*	*	5	2	3	7	3	4	5	4	1	8	5	3	
ABC Sport	7	5	2	3	1	2	2	1	1	2	2	0	4	2	2	*	*	*	16	9	7	
Double J	19	26	-7	8	8	0	10	10	0	7	11	-4	8	12	-4	3	6	-3	12	11	1	
Total Digital/Internet Only	248	257	-9	149	128	21	134	123	11	136	141	-5	115	121	-6	64	69	-5	202	184	18	