



PERTH RADIO - SURVEY 7 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	5.3	5.1	0.2	1.4	0.8	0.6	2.5	2.2	0.3	3.0	2.3	0.7	3.9	3.0	0.9	8.0	7.7	0.3	8.7	10.1	-1.4
6PR	8.3	7.5	0.8	2.2	3.3	-1.1	0.1	0.8	-0.7	1.5	2.2	-0.7	7.7	8.6	-0.9	12.5	8.2	4.3	15.2	13.3	1.9
MIX 94.5	11.2	12.6	-1.4	16.0	17.4	-1.4	15.9	14.7	1.2	10.6	13.6	-3.0	15.3	16.9	-1.6	11.9	13.5	-1.6	4.2	4.6	-0.4
92.9 TRIPLE M	5.9	5.9	0.0	8.0	9.1	-1.1	9.9	11.4	-1.5	8.6	6.7	1.9	8.6	8.3	0.3	4.4	4.8	-0.4	0.5	0.9	-0.4
96FM	11.4	12.2	-0.8	17.6	14.6	3.0	12.8	18.2	-5.4	6.8	5.5	1.3	14.5	16.5	-2.0	17.6	21.0	-3.4	5.1	5.0	0.1
NOVA93.7	12.6	13.1	-0.5	23.3	28.1	-4.8	19.3	15.5	3.8	21.8	24.4	-2.6	15.6	13.2	2.4	5.7	7.1	-1.4	2.1	2.6	-0.5
ABC PER	8.2	8.7	-0.5	2.2	2.9	-0.7	0.1	4.8	-4.7	3.4	4.0	-0.6	3.6	5.7	-2.1	11.5	10.4	1.1	18.0	17.3	0.7
6RN	1.8	1.6	0.2	0.1	0.4	-0.3	0.2	0.2	0.0	0.8	0.6	0.2	2.2	1.6	0.6	2.1	2.0	0.1	3.0	2.9	0.1
ABC NEWSRADIO	1.4	1.3	0.1	1.6	2.4	-0.8	0.3	0.3	0.0	0.1	0.2	-0.1	0.8	0.5	0.3	1.0	2.0	-1.0	3.3	2.5	0.8
6JJJ	7.9	7.9	0.0	8.5	8.7	-0.2	21.5	18.6	2.9	20.0	18.5	1.5	7.4	8.0	-0.6	0.8	1.4	-0.6	0.4	0.5	-0.1
ABC CLASSIC	2.9	2.5	0.4	2.1	1.5	0.6	0.7	0.9	-0.2	1.2	1.2	0.0	2.6	1.9	0.7	2.7	1.7	1.0	5.3	5.3	0.0

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	5.1	5.1	0.0	5.1	4.4	0.7	5.6	5.6	0.0	6.0	6.1	-0.1	4.4	4.8	-0.4	1.6	2.4	-0.8	5.9	5.2	0.7
6PR	8.5	7.7	0.8	9.3	8.4	0.9	8.0	7.8	0.2	7.0	6.4	0.6	8.8	7.0	1.8	13.1	12.5	0.6	7.6	6.6	1.0
MIX 94.5	11.6	13.1	-1.5	10.9	11.9	-1.0	11.3	13.6	-2.3	12.8	14.5	-1.7	12.4	13.3	-0.9	8.2	10.1	-1.9	9.8	10.7	-0.9
92.9 TRIPLE M	6.2	6.2	0.0	5.8	5.1	0.7	6.7	6.9	-0.2	6.7	7.1	-0.4	6.3	6.0	0.3	4.1	5.1	-1.0	4.8	4.9	-0.1
96FM	11.3	12.1	-0.8	9.5	11.7	-2.2	12.8	12.9	-0.1	12.5	12.9	-0.4	11.8	11.4	0.4	6.5	9.2	-2.7	11.8	12.5	-0.7
NOVA93.7	12.7	13.3	-0.6	13.1	14.6	-1.5	11.7	11.4	0.3	12.8	13.0	-0.2	13.5	15.6	-2.1	11.8	10.7	1.1	12.3	12.6	-0.3
ABC PER	8.5	8.7	-0.2	10.5	10.3	0.2	7.9	8.2	-0.3	6.6	6.7	-0.1	7.1	7.6	-0.5	14.3	15.1	-0.8	7.0	8.7	-1.7
6RN	1.8	1.6	0.2	2.9	2.6	0.3	1.1	0.8	0.3	1.3	1.3	0.0	1.7	1.3	0.4	2.5	2.0	0.5	1.9	1.6	0.3
ABC NEWSRADIO	1.3	1.3	0.0	2.2	2.2	0.0	0.4	0.4	0.0	1.1	1.0	0.1	0.9	1.0	-0.1	3.5	3.0	0.5	1.5	1.4	0.1
6JJJ	8.6	8.5	0.1	9.2	9.1	0.1	8.8	8.6	0.2	8.7	8.7	0.0	8.2	8.4	-0.2	5.1	5.0	0.1	5.7	6.1	-0.4
ABC CLASSIC	2.7	2.3	0.4	2.6	2.3	0.3	2.5	2.2	0.3	2.5	2.3	0.2	3.2	2.5	0.7	4.1	3.1	1.0	3.3	2.9	0.4



PERTH RADIO - SURVEY 7 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	163	156	7	15	10	5	4	6	-2	13	15	-2	26	27	-1	35	32	3	70	67	3
6PR	191	188	3	21	12	9	2	6	-4	17	24	-7	50	54	-4	37	33	4	65	60	5
MIX 94.5	488	480	8	68	71	-3	54	47	7	126	127	-1	127	125	2	64	67	-3	48	43	5
92.9 TRIPLE M	286	273	13	42	41	1	49	47	2	108	85	23	56	63	-7	19	23	-4	12	13	-1
96FM	450	448	2	68	65	3	42	43	-1	98	91	7	118	127	-9	79	79	0	45	43	2
NOVA93.7	561	548	13	106	115	-9	72	70	2	205	186	19	124	120	4	35	43	-8	19	14	5
ABC PER	241	257	-16	9	13	-4	4	10	-6	26	30	-4	41	52	-11	56	56	0	105	96	9
6RN	79	77	2	4	3	1	1	4	-3	9	10	-1	25	16	9	13	16	-3	26	28	-2
ABC NEWSRADIO	77	84	-7	9	15	-6	3	4	-1	4	8	-4	19	15	4	13	21	-8	29	21	8
6JJJ	324	342	-18	39	38	1	65	63	2	145	160	-15	59	62	-3	9	9	0	6	10	-4
ABC CLASSIC	111	101	10	11	11	0	3	4	-1	18	14	4	29	21	8	15	16	-1	35	34	1
Total	1684	1683	1	190	192	-2	172	167	5	439	443	-4	383	385	-2	221	217	4	280	279	1

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	138	134	4	81	68	13	79	66	13	83	82	1	66	73	-7	17	25	-8	109	99	10						
6PR	177	174	3	124	116	8	93	93	0	103	102	1	85	91	-6	49	52	-3	105	114	-9						
MIX 94.5	439	437	2	243	254	-11	209	209	0	267	260	7	235	232	3	77	77	0	297	293	4						
92.9 TRIPLE M	250	232	18	134	121	13	113	106	7	123	125	-2	117	102	15	54	51	3	136	138	-2						
96FM	385	391	-6	210	210	0	175	191	-16	233	235	-2	207	202	5	68	75	-7	279	271	8						
NOVA93.7	505	489	16	328	327	1	221	217	4	275	269	6	259	268	-9	111	100	11	362	357	5						
ABC PER	219	224	-5	148	155	-7	118	124	-6	123	121	2	106	114	-8	62	61	1	158	178	-20						
6RN	68	64	4	46	38	8	27	23	4	27	30	-3	35	31	4	15	15	0	50	53	-3						
ABC NEWSRADIO	64	70	-6	43	47	-4	18	16	2	29	25	4	17	23	-6	18	17	1	47	48	-1						
6JJJ	296	312	-16	191	216	-25	141	145	-4	167	190	-23	162	173	-11	57	55	2	190	189	1						
ABC CLASSIC	95	86	9	51	52	-1	44	38	6	50	42	8	49	40	9	24	20	4	75	68	7						
Total	1632	1631	1	1280	1314	-34	1091	1084	7	1241	1229	12	1158	1171	-13	527	544	-17	1392	1391	1						



PERTH RADIO - SURVEY 7 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	10	1	*	*	*	*	*	*	1	1	0	2	2	0	3	2	1	4	5	-1	
6PR	17	15	2	*	1	*	*	*	*	1	1	0	4	4	0	4	3	1	8	7	1	
MIX 94.5	22	26	-4	3	3	0	2	2	0	4	5	-1	7	9	-2	4	4	0	2	2	0	
92.9 TRIPLE M	12	12	0	1	1	0	1	2	-1	3	3	0	4	4	0	2	2	0	*	*	*	
96FM	23	25	-2	3	2	1	2	3	-1	2	2	0	7	8	-1	6	7	-1	3	3	0	
NOVA93.7	25	27	-2	4	5	-1	3	2	1	8	10	-2	8	7	1	2	2	0	1	1	0	
ABC PER	16	18	-2	*	*	*	*	1	*	1	2	-1	2	3	-1	4	3	1	9	9	0	
6RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1	
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	1	1
6JJJ	16	16	0	1	1	0	3	3	0	7	7	0	4	4	0	*	*	*	*	*	*	
ABC CLASSIC	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0	
Total	201	203	-2	17	16	1	13	15	-2	37	39	-2	49	51	-2	35	32	3	50	50	0	

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	11	11	0	15	14	1	17	17	0	17	17	0	9	10	-1	1	1	0	10	9	1
6PR	18	17	1	28	27	1	25	24	1	19	18	1	18	15	3	7	6	1	13	11	2
MIX 94.5	25	29	-4	32	37	-5	36	42	-6	36	41	-5	25	28	-3	4	5	-1	16	18	-2
92.9 TRIPLE M	13	14	-1	17	16	1	21	21	0	19	20	-1	13	13	0	2	2	0	8	8	0
96FM	24	26	-2	28	37	-9	40	40	0	35	37	-2	24	24	0	3	4	-1	20	21	-1
NOVA93.7	27	29	-2	39	46	-7	37	35	2	36	37	-1	27	32	-5	6	5	1	21	21	0
ABC PER	18	19	-1	31	32	-1	25	26	-1	18	19	-1	14	16	-2	7	7	0	12	14	-2
6RN	4	3	1	9	8	1	3	2	1	4	4	0	4	3	1	1	1	0	3	3	0
ABC NEWSRADIO	3	3	0	7	7	0	1	1	0	3	3	0	2	2	0	2	1	1	3	2	1
6JJJ	18	19	-1	27	29	-2	28	27	1	24	25	-1	16	17	-1	3	2	1	10	10	0
ABC CLASSIC	6	5	1	8	7	1	8	7	1	7	6	1	6	5	1	2	1	1	6	5	1
Total	214	218	-4	297	315	-18	314	312	2	279	284	-5	201	208	-7	51	48	3	168	165	3



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	8	7	1	*	*	*	*	*	*	1	*	*	2	*	*	2	2	0	2	4	-2
96FM 80s	67	46	21	13	7	6	13	4	9	7	11	-4	18	15	3	7	5	2	9	4	5
BUDDHA HITS	14	15	-1	3	2	1	2	*	*	4	4	0	3	6	-3	2	2	0	1	1	0
Chemist Warehouse Remix	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	1	1	0
Coles Radio	27	26	1	7	3	4	3	3	0	4	5	-1	6	8	-2	4	4	0	2	1	1
EASY 80s HITS	14	19	-5	3	5	-2	*	*	*	6	5	1	3	5	-2	2	4	-2	*	*	*
KIX DIGITAL	6	3	3	1	*	*	*	*	*	*	*	*	4	2	2	*	1	*	1	1	0
MMM 90s	28	21	7	4	2	2	5	2	3	6	7	-1	11	10	1	2	*	*	*	*	*
MMM CLASSIC ROCK	25	21	4	5	*	*	1	3	-2	5	3	2	6	7	-1	7	7	0	1	1	0
MMM COUNTRY	7	10	-3	1	1	0	*	*	*	2	3	-1	1	5	-4	2	2	0	*	*	*
MMM SOFT ROCK	10	4	6	3	1	2	*	*	*	2	1	1	3	2	1	2	1	1	*	*	*
My Perth DAB Radio	14	13	1	3	2	1	*	*	*	1	*	*	3	7	-4	3	2	1	3	2	1
NTS News Talk Sport	3	2	1	*	*	*	*	*	*	*	*	*	3	1	2	*	2	*	*	*	*
OLDSKOOL 90s HITS	24	21	3	2	3	-1	3	1	2	7	6	1	11	10	1	*	*	*	2	1	1
smooth	53	46	7	4	2	2	*	*	*	17	16	1	14	13	1	14	9	5	4	6	-2
SOUNDCLLOUD RADIO	3	14	-11	1	2	-1	2	6	-4	*	5	*	*	*	0	*	1	*	*	*	*
URBAN HITS	20	11	9	3	2	1	*	1	*	14	5	9	3	3	0	*	*	*	*	*	*
triple j Unearthed	30	23	7	4	9	-5	9	5	4	10	5	5	4	2	2	2	*	*	1	1	0
ABC Country	17	10	7	2	*	*	*	*	*	3	3	0	2	*	*	4	3	1	7	4	3
ABC Jazz	4	7	-3	1	1	0	*	*	*	2	1	1	*	1	*	1	1	0	1	3	-2
ABC KIDS LISTEN	20	16	4	4	2	2	1	1	0	11	7	4	2	3	-1	*	*	*	3	2	1
ABC Sport	14	16	-2	3	2	1	*	1	*	1	4	-3	*	1	*	3	3	0	7	4	3
Double J	32	28	4	6	4	2	2	*	*	10	13	-3	12	9	3	2	1	1	1	1	0
Total Digital/Internet Only	356	323	33	46	39	7	36	30	6	88	83	5	88	88	0	53	43	10	44	39	5

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	6	5	1	5	3	2	5	4	1	4	4	0	3	3	0	*	1	*	4	4	0
96FM 80s	58	37	21	21	15	6	14	15	-1	29	13	16	20	11	9	8	10	-2	30	23	7
BUDDHA HITS	10	10	0	3	2	1	7	5	2	4	5	-1	4	3	1	2	2	0	11	10	1
Chemist Warehouse Remix	2	2	0	1	1	0	*	*	*	2	2	0	1	1	0	*	*	*	1	2	-1
Coles Radio	25	21	4	7	9	-2	10	11	-1	11	10	1	11	5	6	5	3	2	10	14	-4
EASY 80s HITS	13	15	-2	1	4	-3	5	9	-4	8	7	1	4	6	-2	4	5	-1	5	6	-1
KIX DIGITAL	4	2	2	*	1	*	3	2	1	*	1	*	1	1	0	*	*	*	2	1	1
MMM 90s	20	15	5	10	9	1	9	8	1	13	10	3	7	9	-2	3	2	1	17	15	2
MMM CLASSIC ROCK	18	14	4	9	7	2	11	8	3	6	4	2	7	5	2	3	1	2	9	11	-2
MMM COUNTRY	5	6	-1	3	3	0	1	4	-3	1	5	-4	1	2	-1	*	1	*	4	6	-2
MMM SOFT ROCK	9	3	6	3	1	2	2	1	1	6	2	4	1	*	*	1	*	*	4	2	2
My Perth DAB Radio	10	8	2	2	5	-3	2	1	1	4	2	2	6	2	4	5	3	2	7	8	-1
NTS News Talk Sport	3	2	1	1	1	0	2	2	0	1	*	*	*	*	*	*	*	*	1	1	0
OLDSKOOL 90s HITS	18	18	0	11	8	3	10	10	0	10	8	2	8	9	-1	*	1	*	21	15	6
smooth	47	43	4	25	21	4	29	24	5	28	26	2	25	16	9	9	11	-2	28	19	9
SOUNDCLLOUD RADIO	1	8	-7	*	2	*	*	6	*	*	5	*	1	2	-1	1	2	-1	2	7	-5
URBAN HITS	14	8	6	4	4	0	6	2	4	9	5	4	9	6	3	4	1	3	12	9	3
triple j Unearthed	22	18	4	7	9	-2	4	2	2	7	5	2	5	6	-1	5	3	2	11	10	1
ABC Country	10	5	5	3	*	*	2	*	*	4	3	1	6	3	3	2	1	1	11	6	5
ABC Jazz	2	7	-5	1	2	-1	*	1	*	*	2	*	1	3	-2	1	3	-2	4	3	1
ABC KIDS LISTEN	17	13	4	6	5	1	5	4	1	5	4	1	5	5	0	5	4	1	9	8	1
ABC Sport	6	11	-5	4	4	0	3	3	0	*	1	*	1	4	-3	1	6	-5	10	11	-1
Double J	28	25	3	5	5	0	8	6	2	8	8	0	19	18	1	11	11	0	13	16	-3
Total Digital/Internet Only	299	276	23	131	133	-2	152	128	24	162	142	20	150	133	17	74	80	-6	226	219	7