

EMBARGOED UNTIL 9:30AM (AEDT)



ADELAIDE 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	+/-	
BUDDHA HITS	21	14	7	4	*	*	*	1	*	*	4	8	-4	2	2	0	5	2	3	5	1	4
Chemist Warehouse Remix	1	8	-7	*	4	*	*	2	*	*	1	*	*	1	1	0	*	1	*	*	*	*
Coles Radio	20	20	0	1	2	-1	6	3	3	6	5	1	3	8	-5	3	*	*	1	2	-1	
DANCE HITS	9	3	6	2	*	*	2	*	*	4	1	3	1	2	-1	*	*	*	*	*	*	
EASY 80s HITS	9	11	-2	2	2	0	*	*	*	*	3	*	4	4	0	2	2	0	*	1	*	
Edge Digital	6	2	4	2	1	1	1	*	*	3	1	2	*	*	*	*	*	*	*	*	*	
Kinderling Kids	6	3	3	3	2	1	*	*	*	2	1	1	*	*	*	*	*	*	1	*	*	
Mix 80s	17	14	3	1	1	0	1	1	0	2	1	1	9	8	1	2	1	1	2	2	0	
Mix 90s	17	13	4	2	4	-2	2	*	*	6	2	4	4	4	0	*	*	*	3	2	1	
MMM 90s	9	9	0	3	2	1	1	1	0	2	1	1	2	4	-2	1	*	*	*	1	*	
MMM CLASSIC ROCK	19	18	1	2	7	-5	*	1	*	4	1	3	5	3	2	4	3	1	4	3	1	
MMM HARD N HEAVY	8	4	4	2	1	1	*	*	*	2	*	*	3	2	1	*	1	*	*	*	*	
MMM SOFT ROCK	11	10	1	2	*	*	*	2	*	3	*	*	2	6	-4	2	*	*	2	2	0	
NOVA Throwbacks	4	na	*	1	na	*	*	na	*	1	na	*	2	na	*	*	na	*	*	na	*	
OLDSKOOL 90s HITS	16	10	6	5	*	*	1	*	*	7	7	0	2	3	-1	1	*	*	*	*	*	
smooth	15	17	-2	*	4	*	1	1	0	1	1	0	6	5	1	5	4	1	2	2	0	
smooth 90s	3	na	*	1	na	*	*	na	*	2	na	*	*	na	*	*	na	*	1	na	*	
SOUNDCLOUD RADIO	10	na	*	3	na	*	3	na	*	2	na	*	1	na	*	1	na	*	*	na	*	
URBAN HITS	9	1	8	1	*	*	4	*	*	2	*	*	2	*	*	*	*	*	*	*	*	
triple j Unearthed	5	7	-2	1	4	-3	*	*	*	2	2	0	1	1	0	1	1	0	*	*	*	
ABC Country	6	8	-2	*	*	*	*	*	*	*	3	*	1	2	-1	2	1	1	4	3	1	
ABC Jazz	18	12	6	2	3	-1	1	*	*	3	1	2	3	2	1	4	1	3	5	5	0	
ABC KIDS LISTEN	11	9	2	6	5	1	3	*	*	2	1	1	*	1	*	*	1	*	*	1	*	
ABC Sport	5	5	0	1	*	*	1	*	*	1	1	0	1	2	-1	2	1	1	*	2	*	
Double J	17	21	-4	*	6	*	*	*	*	6	5	1	11	5	6	1	3	-2	1	2	-1	
Total Digital/Internet Only	204	174	30	28	28	0	20	11	9	48	38	10	55	54	1	32	20	12	21	23	-2	

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

Station	Mon-Fri 5:30am-12mn			Breakfast 5:30am-9:00am			Morning 9:00am-12:00md			Afternoon 12:00md-4:00pm			Drive 4:00pm-7:00pm			Evening 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BUDDHA HITS	19	12	7	6	6	0	8	9	-1	9	8	1	7	4	3	4	1	3	11	5	6
Chemist Warehouse Remix	1	7	-6	*	1	*	*	4	*	*	2	*	1	2	-1	*	5	*	1	3	-2
Coles Radio	16	19	-3	10	6	4	8	9	-1	6	7	-1	7	7	0	3	5	-2	12	10	2
DANCE HITS	6	3	3	1	1	0	1	3	-2	3	1	2	3	1	2	*	1	*	4	2	2
EASY 80s HITS	7	9	-2	4	4	0	3	4	-1	4	3	1	5	3	2	2	2	0	5	6	-1
Edge Digital	5	2	3	2	1	1	2	*	*	2	2	0	2	1	1	2	*	*	2	1	1
Kinderling Kids	5	2	3	2	1	1	2	1	1	2	1	1	2	*	*	3	*	*	3	2	1
Mix 80s	14	10	4	6	5	1	11	2	9	7	4	3	7	5	2	2	2	0	9	9	0
Mix 90s	12	11	1	6	4	2	5	1	4	2	4	-2	2	5	-3	1	1	0	9	5	4
MMM 90s	5	8	-3	1	*	*	1	5	-4	3	3	0	3	4	-1	1	1	0	6	3	3
MMM CLASSIC ROCK	17	16	1	8	6	2	10	6	4	7	5	2	9	10	-1	5	7	-2	9	7	2
MMM HARD N HEAVY	7	4	3	4	*	*	3	1	2	4	1	3	5	1	4	4	4	0	6	3	3
MMM SOFT ROCK	8	10	-2	4	5	-1	5	7	-2	5	7	-2	2	8	-6	2	3	-1	5	4	1
NOVA Throwbacks	3	na	*	2	na	*	2	na	*	2	na	*	*	na	*	*	na	*	1	na	*
OLDSKOOL 90s HITS	12	9	3	5	2	3	7	2	5	7	5	2	9	6	3	4	2	2	5	2	3
smooth	14	15	-1	8	3	5	10	5	5	14	9	5	10	9	1	2	8	-6	10	8	2
smooth 90s	3	na	*	1	na	*	*	na	*	1	na	*	1	na	*	3	na	*	2	na	*
SOUNDCLOUD RADIO	8	na	*	3	na	*	3	na	*	4	na	*	5	na	*	5	na	*	4	na	*
URBAN HITS	6	1	5	4	*	*	2	*	*	3	*	*	3	*	*	1	*	*	6	*	*
triple j Unearthed	4	7	-3	1	2	-1	*	1	*	1	1	0	2	2	0	1	2	-1	3	2	1
ABC Country	4	6	-2	1	2	-1	4	5	-1	3	4	-1	2	3	-1	1	2	-1	5	4	1
ABC Jazz	15	11	4	5	1	4	6	3	3	3	3	0	5	5	0	6	5	1	12	7	5
ABC KIDS LISTEN	8	6	2	5	2	3	2	1	1	2	3	-1	1	4	-3	4	1	3	8	7	1
ABC Sport	5	2	3	1	*	*	2	1	1	3	1	2	3	1	2	2	1	1	3	4	-1
Double J	14	20	-6	6	5	1	9	10	-1	9	8	1	6	9	-3	3	6	-3	9	10	-1
Total Digital/Internet Only	173	148	25	85	57	28	94	80	14	103	80	23	88	84	4	56	58	-2	128	101	27

Please note: Nova Throwbacks, smooth 90s & Soundcloud Radio commenced broadcasting from Jan 17.

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

Survey Period: Sun Jan 17 to Sat Feb 27.

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EMBARGOED UNTIL 9:30AM (AEDT)



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	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	*	*	*	*	*	*	*	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	*	*	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.

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