



# PERTH RADIO - SURVEY 4 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	6.1	4.2	1.9	0.4	0.3	0.1	1.1	0.7	0.4	0.2	0.2	0.0	4.4	2.8	1.6	12.1	7.0	5.1	11.6	9.6	2.0
6PR	9.1	9.5	-0.4	2.3	1.9	0.4	5.8	6.3	-0.5	2.8	1.9	0.9	8.6	9.0	-0.4	13.4	16.1	-2.7	14.7	15.6	-0.9
MIX 94.5	11.7	11.9	-0.2	13.1	15.0	-1.9	15.2	11.8	3.4	12.5	9.3	3.2	17.1	17.2	-0.1	9.8	13.3	-3.5	6.3	7.2	-0.9
92.9 TRIPLE M	7.1	7.9	-0.8	13.9	10.3	3.6	7.7	11.9	-4.2	13.3	12.9	0.4	9.1	11.1	-2.0	2.7	3.8	-1.1	1.0	1.2	-0.2
96FM	11.5	11.1	0.4	8.3	7.4	0.9	8.6	8.0	0.6	9.8	11.0	-1.2	16.0	16.3	-0.3	19.8	17.3	2.5	4.7	3.9	0.8
NOVA93.7	12.7	13.5	-0.8	31.0	33.1	-2.1	26.8	22.7	4.1	21.8	22.7	-0.9	13.5	13.9	-0.4	4.5	6.2	-1.7	0.6	1.6	-1.0
ABC PER	8.2	8.1	0.1	0.9	2.2	-1.3	1.0	1.2	-0.2	2.3	2.6	-0.3	4.1	4.3	-0.2	13.5	9.3	4.2	17.5	19.8	-2.3
6RN	2.0	1.8	0.2	0.2	0.3	-0.1	0.4	0.3	0.1	0.4	0.3	0.1	1.3	0.7	0.6	4.4	3.8	0.6	3.2	3.5	-0.3
ABC NEWSRADIO	1.0	1.1	-0.1	2.6	1.9	0.7	0.6	0.9	-0.3	0.1	0.2	-0.1	0.5	0.9	-0.4	1.4	1.7	-0.3	1.7	1.6	0.1
6JJJ	8.8	8.8	0.0	12.8	12.6	0.2	19.6	19.1	0.5	22.6	21.2	1.4	7.1	6.1	1.0	0.6	2.5	-1.9	0.2	0.4	-0.2
ABC CLASSIC	2.4	3.2	-0.8	0.9	1.6	-0.7	1.6	1.1	0.5	1.0	1.3	-0.3	2.0	1.3	0.7	1.7	4.0	-2.3	5.1	7.1	-2.0

## 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	5.9	3.9	2.0	5.4	3.4	2.0	7.4	4.7	2.7	7.0	4.3	2.7	4.2	3.3	0.9	2.8	3.6	-0.8	6.9	5.3	1.6
6PR	9.7	10.0	-0.3	10.4	11.3	-0.9	11.1	11.4	-0.3	8.7	8.7	0.0	7.1	7.1	0.0	11.9	11.2	0.7	7.2	8.2	-1.0
MIX 94.5	12.3	12.4	-0.1	12.7	12.1	0.6	11.8	12.1	-0.3	13.3	14.1	-0.8	11.8	12.7	-0.9	9.2	7.6	1.6	10.0	10.1	-0.1
92.9 TRIPLE M	7.4	8.2	-0.8	6.9	8.6	-1.7	6.9	7.6	-0.7	9.2	8.7	0.5	7.0	8.3	-1.3	5.5	6.4	-0.9	6.0	6.9	-0.9
96FM	11.4	11.2	0.2	9.6	10.0	-0.4	12.6	11.6	1.0	12.3	11.8	0.5	11.7	12.0	-0.3	10.9	10.3	0.6	11.8	11.0	0.8
NOVA93.7	12.9	13.6	-0.7	14.5	15.0	-0.5	9.7	10.4	-0.7	12.1	13.4	-1.3	17.5	17.1	0.4	10.1	11.4	-1.3	11.8	13.0	-1.2
ABC PER	8.1	7.7	0.4	10.2	9.7	0.5	7.2	7.0	0.2	5.3	5.3	0.0	7.7	6.7	1.0	13.7	13.6	0.1	8.8	9.6	-0.8
6RN	2.0	1.7	0.3	2.6	2.0	0.6	1.6	1.1	0.5	1.6	1.5	0.1	2.4	2.2	0.2	1.8	2.1	-0.3	1.8	2.0	-0.2
ABC NEWSRADIO	1.0	1.1	-0.1	1.5	1.5	0.0	0.4	0.5	-0.1	0.8	0.8	0.0	0.5	0.5	0.0	2.6	3.3	-0.7	1.2	1.2	0.0
6JJJ	8.9	9.0	-0.1	8.2	8.1	0.1	8.2	8.9	-0.7	8.9	9.9	-1.0	11.7	10.8	0.9	7.9	5.4	2.5	8.3	8.2	0.1
ABC CLASSIC	2.2	2.9	-0.7	2.1	2.6	-0.5	2.4	2.5	-0.1	1.9	2.9	-1.0	2.4	3.7	-1.3	3.1	4.2	-1.1	2.9	3.9	-1.0



## PERTH RADIO - SURVEY 4 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	152	133	19	8	6	2	8	7	1	7	7	0	25	24	1	38	27	11	67	61	6
6PR	212	227	-15	19	18	1	14	15	-1	31	27	4	45	52	-7	43	46	-3	62	71	-9
MIX 94.5	532	528	4	74	81	-7	60	52	8	144	135	9	147	143	4	60	68	-8	46	50	-4
92.9 TRIPLE M	331	397	-66	60	57	3	45	57	-12	117	134	-17	85	109	-24	14	25	-11	10	15	-5
96FM	415	404	11	52	53	-1	37	36	1	93	92	1	115	121	-6	74	74	0	43	29	14
NOVA93.7	594	606	-12	117	119	-2	80	78	2	222	225	-3	129	119	10	31	45	-14	17	18	-1
ABC PER	268	271	-3	13	16	-3	12	12	0	25	33	-8	55	60	-5	63	51	12	100	98	2
6RN	80	70	10	3	5	-2	5	5	0	4	4	0	23	15	8	19	13	6	26	28	-2
ABC NEWSRADIO	78	90	-12	14	13	1	6	6	0	9	12	-3	11	21	-10	12	13	-1	27	25	2
6JJJ	340	332	8	46	42	4	64	67	-3	142	143	-1	79	65	14	5	11	-6	5	5	0
ABC CLASSIC	106	106	0	9	14	-5	12	10	2	16	17	-1	28	20	8	8	12	-4	33	34	-1
<b>Total</b>	<b>1686</b>	<b>1687</b>	<b>-1</b>	<b>189</b>	<b>191</b>	<b>-2</b>	<b>162</b>	<b>166</b>	<b>-4</b>	<b>446</b>	<b>443</b>	<b>3</b>	<b>386</b>	<b>382</b>	<b>4</b>	<b>221</b>	<b>221</b>	<b>0</b>	<b>282</b>	<b>283</b>	<b>-1</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	137	112	25	78	61	17	80	61	19	86	72	14	69	62	7	28	27	1	94	84	10						
6PR	189	207	-18	128	146	-18	113	125	-12	104	110	-6	87	96	-9	57	56	1	127	136	-9						
MIX 94.5	480	470	10	288	286	2	194	211	-17	263	278	-15	250	247	3	106	109	-3	310	320	-10						
92.9 TRIPLE M	278	352	-74	161	212	-51	95	128	-33	154	177	-23	145	185	-40	51	71	-20	175	200	-25						
96FM	360	352	8	207	210	-3	161	162	-1	199	205	-6	189	187	2	86	84	2	245	243	2						
NOVA93.7	546	553	-7	344	359	-15	198	208	-10	285	315	-30	311	301	10	119	128	-9	368	386	-18						
ABC PER	231	238	-7	157	163	-6	114	108	6	117	111	6	115	122	-7	74	80	-6	179	181	-2						
6RN	73	64	9	46	41	5	29	23	6	38	30	8	34	32	2	18	21	-3	42	39	3						
ABC NEWSRADIO	72	78	-6	42	48	-6	24	24	0	25	23	2	17	15	2	15	21	-6	37	47	-10						
6JJJ	299	290	9	199	198	1	125	126	-1	170	169	1	193	190	3	67	57	10	214	214	0						
ABC CLASSIC	94	94	0	44	45	-1	43	41	2	55	56	-1	41	50	-9	27	23	4	68	67	1						
<b>Total</b>	<b>1639</b>	<b>1648</b>	<b>-9</b>	<b>1306</b>	<b>1343</b>	<b>-37</b>	<b>1016</b>	<b>1060</b>	<b>-44</b>	<b>1213</b>	<b>1225</b>	<b>-12</b>	<b>1177</b>	<b>1200</b>	<b>-23</b>	<b>585</b>	<b>598</b>	<b>-13</b>	<b>1404</b>	<b>1402</b>	<b>2</b>						



# PERTH RADIO - SURVEY 4 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	12	9	3	*	*	*	*	*	*	*	*	*	2	1	1	4	2	2	6	5	1
6PR	18	20	-2	*	*	*	1	1	0	1	1	0	4	4	0	5	6	-1	7	8	-1
MIX 94.5	24	25	-1	2	2	0	2	2	0	5	4	1	8	8	0	3	5	-2	3	4	-1
92.9 TRIPLE M	14	16	-2	2	1	1	1	2	-1	6	6	0	4	5	-1	1	1	0	*	1	*
96FM	23	23	0	1	1	0	1	1	0	4	5	-1	7	8	-1	7	6	1	2	2	0
NOVA93.7	25	28	-3	4	4	0	4	3	1	9	11	-2	6	7	-1	2	2	0	*	1	*
ABC PER	17	17	0	*	*	*	*	*	*	1	1	0	2	2	0	5	3	2	9	10	-1
6RN	4	4	0	*	*	*	*	*	*	*	*	*	1	*	*	2	1	1	2	2	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
6JJJ	18	18	0	2	2	0	3	3	0	10	10	0	3	3	0	*	1	*	*	*	*
ABC CLASSIC	5	7	-2	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	4	-1
<b>Total</b>	<b>200</b>	<b>208</b>	<b>-8</b>	<b>14</b>	<b>13</b>	<b>1</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>42</b>	<b>46</b>	<b>-4</b>	<b>44</b>	<b>49</b>	<b>-5</b>	<b>36</b>	<b>35</b>	<b>1</b>	<b>50</b>	<b>50</b>	<b>0</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	13	9	4	17	11	6	22	15	7	18	12	6	9	7	2	2	2	0	11	9	2						
6PR	21	22	-1	33	37	-4	33	36	-3	23	24	-1	15	16	-1	7	7	0	12	14	-2						
MIX 94.5	26	28	-2	40	39	1	35	38	-3	35	39	-4	25	28	-3	5	4	1	17	17	0						
92.9 TRIPLE M	16	18	-2	22	28	-6	20	24	-4	24	24	0	15	18	-3	3	4	-1	10	12	-2						
96FM	24	25	-1	30	32	-2	37	36	1	33	33	0	25	26	-1	6	6	0	20	18	2						
NOVA93.7	28	30	-2	45	49	-4	29	32	-3	32	37	-5	37	38	-1	6	7	-1	19	22	-3						
ABC PER	17	17	0	32	31	1	21	22	-1	14	15	-1	16	15	1	8	8	0	15	16	-1						
6RN	4	4	0	8	7	1	5	3	2	4	4	0	5	5	0	1	1	0	3	3	0						
ABC NEWSRADIO	2	2	0	5	5	0	1	2	-1	2	2	0	1	1	0	1	2	-1	2	2	0						
6JJJ	19	20	-1	26	26	0	24	28	-4	24	27	-3	25	24	1	5	3	2	14	14	0						
ABC CLASSIC	5	7	-2	6	8	-2	7	8	-1	5	8	-3	5	8	-3	2	3	-1	5	7	-2						
<b>Total</b>	<b>214</b>	<b>223</b>	<b>-9</b>	<b>313</b>	<b>323</b>	<b>-10</b>	<b>296</b>	<b>313</b>	<b>-17</b>	<b>265</b>	<b>276</b>	<b>-11</b>	<b>213</b>	<b>220</b>	<b>-7</b>	<b>57</b>	<b>59</b>	<b>-2</b>	<b>166</b>	<b>168</b>	<b>-2</b>						