



PERTH RADIO - SURVEY 5 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	6.6	6.1	0.5	0.5	0.4	0.1	0.7	1.1	-0.4	0.3	0.2	0.1	4.1	4.4	-0.3	11.5	12.1	-0.6	14.2	11.6	2.6
6PR	8.0	9.1	-1.1	4.1	2.3	1.8	1.0	5.8	-4.8	3.0	2.8	0.2	6.5	8.6	-2.1	8.9	13.4	-4.5	15.8	14.7	1.1
MIX 94.5	13.4	11.7	1.7	15.7	13.1	2.6	12.2	15.2	-3.0	15.2	12.5	2.7	19.1	17.1	2.0	13.7	9.8	3.9	6.1	6.3	-0.2
92.9 TRIPLE M	6.3	7.1	-0.8	11.4	13.9	-2.5	9.9	7.7	2.2	10.9	13.3	-2.4	7.9	9.1	-1.2	2.6	2.7	-0.1	0.8	1.0	-0.2
96FM	11.8	11.5	0.3	10.3	8.3	2.0	17.0	8.6	8.4	6.0	9.8	-3.8	15.8	16.0	-0.2	22.1	19.8	2.3	5.6	4.7	0.9
NOVA93.7	13.1	12.7	0.4	30.2	31.0	-0.8	21.6	26.8	-5.2	22.7	21.8	0.9	13.3	13.5	-0.2	5.9	4.5	1.4	1.9	0.6	1.3
ABC PER	8.2	8.2	0.0	1.5	0.9	0.6	6.4	1.0	5.4	2.2	2.3	-0.1	6.5	4.1	2.4	11.9	13.5	-1.6	14.7	17.5	-2.8
6RN	1.5	2.0	-0.5	0.5	0.2	0.3	0.5	0.4	0.1	0.5	0.4	0.1	1.2	1.3	-0.1	2.3	4.4	-2.1	2.7	3.2	-0.5
ABC NEWSRADIO	1.2	1.0	0.2	2.4	2.6	-0.2	0.6	0.6	0.0	0.1	0.1	0.0	0.3	0.5	-0.2	2.0	1.4	0.6	1.9	1.7	0.2
6JJJ	8.6	8.8	-0.2	10.1	12.8	-2.7	19.7	19.6	0.1	21.9	22.6	-0.7	7.5	7.1	0.4	1.0	0.6	0.4	0.3	0.2	0.1
ABC CLASSIC	1.7	2.4	-0.7	0.8	0.9	-0.1	0.6	1.6	-1.0	1.3	1.0	0.3	1.1	2.0	-0.9	1.3	1.7	-0.4	3.4	5.1	-1.7

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	6.5	5.9	0.6	5.7	5.4	0.3	7.6	7.4	0.2	7.8	7.0	0.8	5.7	4.2	1.5	2.8	2.8	0.0	6.8	6.9	-0.1
6PR	8.3	9.7	-1.4	9.2	10.4	-1.2	8.6	11.1	-2.5	6.8	8.7	-1.9	7.4	7.1	0.3	11.7	11.9	-0.2	6.9	7.2	-0.3
MIX 94.5	14.0	12.3	1.7	13.6	12.7	0.9	14.9	11.8	3.1	15.1	13.3	1.8	12.4	11.8	0.6	11.0	9.2	1.8	11.4	10.0	1.4
92.9 TRIPLE M	6.5	7.4	-0.9	5.4	6.9	-1.5	6.6	6.9	-0.3	8.0	9.2	-1.2	5.7	7.0	-1.3	6.1	5.5	0.6	5.5	6.0	-0.5
96FM	11.7	11.4	0.3	11.5	9.6	1.9	11.8	12.6	-0.8	12.1	12.3	-0.2	11.1	11.7	-0.6	11.6	10.9	0.7	12.4	11.8	0.6
NOVA93.7	13.2	12.9	0.3	14.3	14.5	-0.2	11.0	9.7	1.3	12.9	12.1	0.8	16.7	17.5	-0.8	8.7	10.1	-1.4	12.7	11.8	0.9
ABC PER	8.3	8.1	0.2	10.9	10.2	0.7	7.3	7.2	0.1	5.6	5.3	0.3	8.3	7.7	0.6	12.8	13.7	-0.9	7.5	8.8	-1.3
6RN	1.5	2.0	-0.5	2.4	2.6	-0.2	1.0	1.6	-0.6	1.1	1.6	-0.5	1.4	2.4	-1.0	2.2	1.8	0.4	1.4	1.8	-0.4
ABC NEWSRADIO	1.1	1.0	0.1	1.6	1.5	0.1	0.5	0.4	0.1	0.8	0.8	0.0	1.0	0.5	0.5	2.3	2.6	-0.3	1.3	1.2	0.1
6JJJ	8.8	8.9	-0.1	8.1	8.2	-0.1	8.4	8.2	0.2	9.1	8.9	0.2	10.4	11.7	-1.3	8.7	7.9	0.8	7.9	8.3	-0.4
ABC CLASSIC	1.6	2.2	-0.6	1.7	2.1	-0.4	1.9	2.4	-0.5	1.4	1.9	-0.5	1.4	2.4	-1.0	2.0	3.1	-1.1	1.9	2.9	-1.0



PERTH RADIO - SURVEY 5 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	160	152	8	8	8	0	6	8	-2	10	7	3	29	25	4	36	38	-2	71	67	4
6PR	187	212	-25	13	19	-6	6	14	-8	28	31	-3	49	45	4	36	43	-7	55	62	-7
MIX 94.5	528	532	-4	73	74	-1	51	60	-9	141	144	-3	142	147	-5	72	60	12	50	46	4
92.9 TRIPLE M	273	331	-58	47	60	-13	41	45	-4	90	117	-27	69	85	-16	17	14	3	9	10	-1
96FM	429	415	14	54	52	2	36	37	-1	83	93	-10	128	115	13	80	74	6	48	43	5
NOVA93.7	572	594	-22	115	117	-2	70	80	-10	195	222	-27	135	129	6	40	31	9	18	17	1
ABC PER	256	268	-12	14	13	1	11	12	-1	26	25	1	58	55	3	60	63	-3	88	100	-12
6RN	83	80	3	3	3	0	6	5	1	7	4	3	18	23	-5	18	19	-1	30	26	4
ABC NEWSRADIO	79	78	1	15	14	1	5	6	-1	5	9	-4	8	11	-3	19	12	7	26	27	-1
6JJJ	349	340	9	46	46	0	63	64	-1	150	142	8	75	79	-4	7	5	2	9	5	4
ABC CLASSIC	86	106	-20	8	9	-1	5	12	-7	13	16	-3	20	28	-8	11	8	3	30	33	-3
Total	1685	1686	-1	189	189	0	163	162	1	448	446	2	386	386	0	219	221	-2	280	282	-2

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	147	137	10	75	78	-3	82	80	2	92	86	6	82	69	13	30	28	2	97	94	3						
6PR	166	189	-23	112	128	-16	91	113	-22	92	104	-12	88	87	1	55	57	-2	122	127	-5						
MIX 94.5	483	480	3	295	288	7	200	194	6	258	263	-5	248	250	-2	106	106	0	315	310	5						
92.9 TRIPLE M	236	278	-42	121	161	-40	88	95	-7	142	154	-12	114	145	-31	40	51	-11	147	175	-28						
96FM	378	360	18	203	207	-4	178	161	17	214	199	15	192	189	3	84	86	-2	259	245	14						
NOVA93.7	517	546	-29	332	344	-12	210	198	12	284	285	-1	304	311	-7	101	119	-18	366	368	-2						
ABC PER	222	231	-9	159	157	2	119	114	5	110	117	-7	112	115	-3	64	74	-10	168	179	-11						
6RN	69	73	-4	44	46	-2	25	29	-4	36	38	-2	29	34	-5	15	18	-3	52	42	10						
ABC NEWSRADIO	69	72	-3	45	42	3	18	24	-6	24	25	-1	27	17	10	17	15	2	45	37	8						
6JJJ	312	299	13	199	199	0	139	125	14	197	170	27	191	193	-2	72	67	5	204	214	-10						
ABC CLASSIC	80	94	-14	46	44	2	34	43	-9	39	55	-16	33	41	-8	19	27	-8	48	68	-20						
Total	1636	1639	-3	1301	1306	-5	1031	1016	15	1228	1213	15	1175	1177	-2	574	585	-11	1398	1404	-6						



PERTH RADIO - SURVEY 5 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	13	12	1	*	*	*	*	*	*	*	*	*	2	2	0	4	4	0	7	6	1
6PR	16	18	-2	1	*	*	*	1	*	1	1	0	3	4	-1	3	5	-2	8	7	1
MIX 94.5	26	24	2	2	2	0	2	2	0	6	5	1	8	8	0	4	3	1	3	3	0
92.9 TRIPLE M	12	14	-2	2	2	0	1	1	0	4	6	-2	3	4	-1	1	1	0	*	*	*
96FM	23	23	0	2	1	1	2	1	1	2	4	-2	7	7	0	7	7	0	3	2	1
NOVA93.7	25	25	0	5	4	1	3	4	-1	9	9	0	6	6	0	2	2	0	1	*	*
ABC PER	16	17	-1	*	*	*	1	*	*	1	1	0	3	2	1	4	5	-1	7	9	-2
6RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	1	2	-1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
6JJJ	17	18	-1	2	2	0	3	3	0	9	10	-1	3	3	0	*	*	*	*	*	*
ABC CLASSIC	3	5	-2	*	*	*	*	*	*	1	*	*	*	1	*	*	1	*	2	3	-1
Total	195	200	-5	16	14	2	13	14	-1	41	42	-1	44	44	0	32	36	-4	49	50	-1

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	14	13	1	18	17	1	22	22	0	20	18	2	12	9	3	1	2	-1	11	11	0						
6PR	17	21	-4	29	33	-4	25	33	-8	18	23	-5	15	15	0	6	7	-1	11	12	-1						
MIX 94.5	29	26	3	42	40	2	43	35	8	40	35	5	25	25	0	6	5	1	18	17	1						
92.9 TRIPLE M	14	16	-2	17	22	-5	19	20	-1	21	24	-3	12	15	-3	3	3	0	9	10	-1						
96FM	24	24	0	36	30	6	34	37	-3	32	33	-1	23	25	-2	6	6	0	20	20	0						
NOVA93.7	28	28	0	45	45	0	32	29	3	34	32	2	34	37	-3	4	6	-2	20	19	1						
ABC PER	17	17	0	34	32	2	21	21	0	15	14	1	17	16	1	6	8	-2	12	15	-3						
6RN	3	4	-1	7	8	-1	3	5	-2	3	4	-1	3	5	-2	1	1	0	2	3	-1						
ABC NEWSRADIO	2	2	0	5	5	0	1	1	0	2	2	0	2	1	1	1	1	0	2	2	0						
6JJJ	19	19	0	25	26	-1	24	24	0	24	24	0	21	25	-4	4	5	-1	13	14	-1						
ABC CLASSIC	3	5	-2	5	6	-1	6	7	-1	4	5	-1	3	5	-2	1	2	-1	3	5	-2						
Total	209	214	-5	312	313	-1	289	296	-7	263	265	-2	204	213	-9	51	57	-6	159	166	-7						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	10	6	4	*	*	*	*	*	*	1	1	0	1	1	0	3	1	2	5	3	2
96FM 80s	31	35	-4	8	5	3	*	3	*	6	4	2	8	12	-4	3	5	-2	6	6	0
BUDDHA HITS	16	21	-5	1	1	0	1	2	-1	2	3	-1	9	7	2	2	4	-2	1	4	-3
Chemist Warehouse Remix	5	5	0	*	*	*	*	*	*	1	2	-1	2	3	-1	*	*	*	1	1	0
Coles Radio	17	20	-3	1	5	-4	2	4	-2	7	6	1	3	2	1	2	2	0	1	1	0
EASY 80s HITS	16	14	2	3	1	2	2	1	1	6	5	1	4	3	1	3	2	1	*	1	*
KIX DIGITAL	4	7	-3	*	2	*	*	2	*	1	1	0	1	1	0	2	1	1	1	1	0
MMM 90s	18	12	6	3	2	1	1	*	*	6	3	3	8	7	1	*	*	*	*	*	*
MMM CLASSIC ROCK	28	27	1	1	1	0	3	2	1	5	3	2	10	16	-6	5	2	3	3	3	0
MMM COUNTRY	10	9	1	2	1	1	*	*	*	3	2	1	4	5	-1	1	1	0	*	*	*
MMM SOFT ROCK	3	8	-5	*	1	*	*	1	*	*	1	*	3	4	-1	*	*	*	*	1	*
My Perth DAB Radio	14	21	-7	5	7	-2	*	2	*	2	4	-2	5	3	2	1	3	-2	1	3	-2
NTS News Talk Sport	3	1	2	*	*	*	*	*	*	*	*	*	1	1	0	2	*	*	*	*	*
OLDSKOOL 90s HITS	21	21	0	6	7	-1	*	1	*	7	8	-1	7	4	3	*	1	*	*	*	*
smooth	34	32	2	4	7	-3	*	3	*	9	6	3	11	6	5	5	6	-1	5	4	1
SOUNDCLLOUD RADIO	14	9	5	2	2	0	6	2	4	3	1	2	1	3	-2	1	*	*	*	*	*
URBAN HITS	10	13	-3	3	5	-2	1	4	-3	3	3	0	3	2	1	*	*	*	*	*	*
X-All New All Hit	5	4	1	2	1	1	2	2	*	*	*	*	*	*	*	3	1	2	1	*	*
triple j Unerthed	18	21	-3	5	2	3	2	6	-4	9	10	-1	1	2	-1	*	1	*	1	*	*
ABC Country	14	13	1	*	2	*	*	*	*	4	4	0	1	1	0	2	1	1	7	5	2
ABC Jazz	13	11	2	3	3	0	1	3	-2	3	3	0	3	2	1	1	*	*	2	1	1
ABC KIDS LISTEN	17	21	-4	1	4	-3	*	*	*	7	10	-3	8	7	1	*	*	*	1	1	0
ABC Sport	20	22	-2	2	1	1	3	3	0	3	6	-3	4	3	1	3	2	1	6	8	-2
Double J	29	34	-5	3	3	0	2	1	1	19	19	0	5	9	-4	*	1	*	1	1	0
Total Digital/Internet Only	308	318	-10	42	51	-9	25	32	-7	90	87	3	75	72	3	36	35	1	40	40	0

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	9	6	3	3	*	*	4	2	2	7	4	3	5	3	2	2	2	0	7	5	2
96FM 80s	24	31	-7	7	16	-9	8	12	-4	14	15	-1	9	9	0	8	7	1	13	13	0
BUDDHA HITS	12	16	-4	6	8	-2	2	5	-3	5	8	-3	2	2	0	4	1	3	9	9	0
Chemist Warehouse Remix	3	4	-1	1	1	0	*	1	*	*	*	*	2	2	0	1	2	-1	1	1	0
Coles Radio	12	16	-4	7	10	-3	4	7	-3	6	7	-1	3	3	0	3	3	0	11	13	-2
EASY 80s HITS	13	10	3	5	3	2	4	2	2	6	6	0	3	2	1	2	1	1	10	11	-1
KIX DIGITAL	3	6	-3	1	2	-1	1	1	0	1	2	-1	1	2	-1	2	2	0	2	2	0
MMM 90s	14	10	4	11	6	5	4	2	2	9	5	4	10	5	5	3	1	2	13	7	6
MMM CLASSIC ROCK	19	17	2	5	6	-1	6	4	2	9	8	1	11	11	0	*	3	*	19	19	0
MMM COUNTRY	8	8	0	4	5	-1	3	4	-1	5	4	1	4	4	0	1	2	-1	5	7	-2
MMM SOFT ROCK	2	5	-3	*	3	*	2	4	-2	1	5	-4	1	2	-1	*	1	*	2	7	-5
My Perth DAB Radio	11	15	-4	11	10	1	3	4	-1	3	4	-1	5	8	-3	1	4	-3	9	8	1
NTS News Talk Sport	3	1	2	1	1	0	2	*	*	*	*	*	1	1	0	*	*	*	*	*	*
OLDSKOOL 90s HITS	17	18	-1	4	9	-5	6	7	-1	6	10	-4	9	12	-3	4	5	-1	12	12	0
smooth	32	25	7	19	16	3	15	14	1	19	15	4	11	9	2	7	4	3	17	20	-3
SOUNDCLLOUD RADIO	9	9	0	5	6	-1	7	4	3	5	3	2	1	1	0	2	2	0	7	2	5
URBAN HITS	8	11	-3	4	5	-1	1	3	-2	1	2	-1	7	7	0	2	3	-1	4	8	-4
X-All New All Hit	2	4	-2	1	2	-1	*	3	*	*	*	*	1	*	*	1	1	0	4	*	*
triple j Unerthed	17	20	-3	7	4	3	2	4	-2	13	10	3	7	8	-1	4	7	-3	9	9	0
ABC Country	11	10	1	2	3	-1	6	5	1	5	3	2	4	4	0	1	*	*	5	3	2
ABC Jazz	12	10	2	3	2	1	3	5	-2	4	4	0	4	2	2	4	1	3	2	4	-2
ABC KIDS LISTEN	14	18	-4	8	9	-1	6	7	-1	2	4	-2	4	6	-2	3	4	-1	11	11	0
ABC Sport	15	11	4	1	2	-1	2	2	0	5	4	1	7	7	0	6	2	4	12	17	-5
Double J	24	25	-1	4	7	-3	7	9	-2	12	12	0	16	13	3	5	2	3	16	17	-1
Total Digital/Internet Only	255	260	-5	116	136	-20	97	112	-15	139	139	0	128	124	4	74	70	4	201	211	-10