

PERTH RADIO - SURVEY 8 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	5.7	5.3	0.4	2.0	1.4	0.6	0.6	2.5	-1.9	0.5	3.0	-2.5	4.3	3.9	0.4	7.6	8.0	-0.4	11.4	8.7	2.7
6PR	8.9	8.3	0.6	1.7	2.2	-0.5	0.9	0.1	0.8	1.0	1.5	-0.5	7.8	7.7	0.1	13.3	12.5	0.8	16.5	15.2	1.3
MIX 94.5	12.0	11.2	0.8	16.6	16.0	0.6	9.1	15.9	-6.8	12.6	10.6	2.0	17.5	15.3	2.2	16.5	11.9	4.6	3.8	4.2	-0.4
92.9 TRIPLE M	5.3	5.9	-0.6	5.0	8.0	-3.0	11.1	9.9	1.2	9.6	8.6	1.0	6.5	8.6	-2.1	4.5	4.4	0.1	0.7	0.5	0.2
96FM	10.7	11.4	-0.7	13.5	17.6	-4.1	10.7	12.8	-2.1	8.4	6.8	1.6	12.0	14.5	-2.5	13.6	17.6	-4.0	8.5	5.1	3.4
NOVA93.7	12.6	12.6	0.0	24.5	23.3	1.2	27.1	19.3	7.8	20.3	21.8	-1.5	15.8	15.6	0.2	5.5	5.7	-0.2	2.5	2.1	0.4
ABC PER	8.4	8.2	0.2	0.6	2.2	-1.6	0.9	0.1	0.8	3.9	3.4	0.5	5.8	3.6	2.2	14.0	11.5	2.5	14.1	18.0	-3.9
6RN	1.9	1.8	0.1	0.2	0.1	0.1	0.2	0.2	0.0	1.2	0.8	0.4	2.0	2.2	-0.2	1.0	2.1	-1.1	3.8	3.0	0.8
ABC NEWSRADIO	1.2	1.4	-0.2	0.5	1.6	-1.1	0.2	0.3	-0.1	0.3	0.1	0.2	0.7	0.8	-0.1	1.2	1.0	0.2	2.5	3.3	-0.8
6JJJ	6.9	7.9	-1.0	10.0	8.5	1.5	20.2	21.5	-1.3	16.7	20.0	-3.3	6.5	7.4	-0.9	1.1	0.8	0.3	0.3	0.4	-0.1
ABC CLASSIC	3.4	2.9	0.5	1.6	2.1	-0.5	0.2	0.7	-0.5	1.6	1.2	0.4	1.9	2.6	-0.7	3.0	2.7	0.3	7.1	5.3	1.8

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	5.5	5.1	0.4	5.1	5.1	0.0	6.2	5.6	0.6	6.3	6.0	0.3	5.3	4.4	0.9	1.7	1.6	0.1	6.4	5.9	0.5
6PR	9.4	8.5	0.9	9.9	9.3	0.6	9.2	8.0	1.2	8.5	7.0	1.5	9.0	8.8	0.2	12.0	13.1	-1.1	7.5	7.6	-0.1
MIX 94.5	12.4	11.6	0.8	12.1	10.9	1.2	12.7	11.3	1.4	13.5	12.8	0.7	12.5	12.4	0.1	8.7	8.2	0.5	10.7	9.8	0.9
92.9 TRIPLE M	5.5	6.2	-0.7	5.8	5.8	0.0	5.2	6.7	-1.5	5.7	6.7	-1.0	5.8	6.3	-0.5	3.2	4.1	-0.9	4.6	4.8	-0.2
96FM	10.5	11.3	-0.8	8.9	9.5	-0.6	11.5	12.8	-1.3	12.3	12.5	-0.2	11.2	11.8	-0.6	5.0	6.5	-1.5	11.1	11.8	-0.7
NOVA93.7	12.6	12.7	-0.1	12.7	13.1	-0.4	11.9	11.7	0.2	13.4	12.8	0.6	13.4	13.5	-0.1	10.1	11.8	-1.7	12.6	12.3	0.3
ABC PER	9.1	8.5	0.6	13.0	10.5	2.5	7.7	7.9	-0.2	5.4	6.6	-1.2	7.9	7.1	0.8	15.3	14.3	1.0	6.4	7.0	-0.6
6RN	1.9	1.8	0.1	3.2	2.9	0.3	1.1	1.1	0.0	0.9	1.3	-0.4	2.1	1.7	0.4	3.2	2.5	0.7	1.9	1.9	0.0
ABC NEWSRADIO	1.0	1.3	-0.3	1.7	2.2	-0.5	0.3	0.4	-0.1	0.9	1.1	-0.2	0.7	0.9	-0.2	2.4	3.5	-1.1	1.6	1.5	0.1
6JJJ	7.2	8.6	-1.4	7.2	9.2	-2.0	7.0	8.8	-1.8	7.3	8.7	-1.4	8.0	8.2	-0.2	6.2	5.1	1.1	5.9	5.7	0.2
ABC CLASSIC	3.2	2.7	0.5	2.7	2.6	0.1	3.7	2.5	1.2	2.8	2.5	0.3	3.5	3.2	0.3	4.3	4.1	0.2	3.9	3.3	0.6



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	11	8	3	2	*	*	*	*	*	1	1	0	3	2	1	4	2	2	2	2	0
96FM 80s	61	67	-6	12	13	-1	17	13	4	9	7	2	8	18	-10	6	7	-1	8	9	-1
BUDDHA HITS	16	14	2	3	3	0	2	2	0	3	4	-1	3	3	0	4	2	2	*	1	*
Chemist Warehouse Remix	*	3	*	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	1	*
Coles Radio	30	27	3	7	7	0	3	3	0	13	4	9	3	6	-3	1	4	-3	2	2	0
EASY 80s HITS	12	14	-2	3	3	0	*	*	*	4	6	-2	2	3	-1	2	2	0	*	*	*
Edge Digital	1	na	*	1	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*
Elf Radio	3	na	*	1	na	*	*	na	*	*	na	*	2	na	*	*	na	*	*	na	*
KIX DIGITAL	11	6	5	2	1	1	*	*	*	2	*	*	4	4	0	1	*	*	2	1	1
MMM 90s	26	28	-2	3	4	-1	5	5	0	7	6	1	8	11	-3	2	2	0	1	*	*
MMM CLASSIC ROCK	28	25	3	9	5	4	*	1	*	7	5	2	6	6	0	5	7	-2	2	1	1
MMM COUNTRY	10	7	3	2	1	1	*	*	*	1	2	-1	4	1	3	2	2	0	*	*	*
MMM SOFT ROCK	11	10	1	2	3	-1	*	*	*	2	2	0	4	3	1	2	2	0	*	*	*
My Perth DAB Radio	15	14	1	6	3	3	*	*	*	3	1	2	*	3	*	4	3	1	2	3	-1
NTS News Talk Sport	3	3	0	1	*	*	*	*	*	*	*	*	2	3	-1	*	*	*	*	*	*
OLDSKOOL 90s HITS	32	24	8	5	2	3	2	3	-1	13	7	6	8	11	-3	*	*	*	4	2	2
smooth	54	53	1	7	4	3	*	*	*	10	17	-7	19	14	5	15	14	1	3	4	-1
SOUNDCLOUD RADIO	6	3	3	3	1	2	1	2	-1	2	*	*	*	*	*	*	*	*	1	*	*
TikTok Trending	24	na	*	12	na	*	7	na	*	2	na	*	2	na	*	1	na	*	*	na	*
URBAN HITS	16	20	-4	2	3	-1	1	*	*	10	14	-4	2	3	-1	1	*	*	*	*	*
triple j Unearthed	23	30	-7	1	4	-3	6	9	-3	11	10	1	3	4	-1	2	2	0	*	1	*
ABC Country	17	17	0	3	2	1	*	*	*	2	3	-1	4	2	2	3	4	-1	6	7	-1
ABC Jazz	15	4	11	4	1	3	*	*	*	7	2	5	*	*	*	2	1	1	3	1	2
ABC KIDS LISTEN	17	20	-3	3	4	-1	*	1	*	13	11	2	1	2	-1	*	*	*	1	3	-2
ABC Sport	13	14	-1	2	3	-1	*	*	*	2	1	1	1	*	*	2	3	-1	6	7	-1
Double J	27	32	-5	5	6	-1	5	2	3	10	10	0	5	12	-7	1	2	-1	1	1	0
Total Digital/Internet Only	375	356	19	52	46	6	37	36	1	105	88	17	81	88	-7	51	53	-2	49	44	5

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	6	5	1	5	5	0	6	4	2	2	3	-1	2	*	*	7	4	3
96FM 80s	41	58	-17	14	21	-7	7	14	-7	26	29	-3	19	20	-1	5	8	-3	34	30	4
BUDDHA HITS	14	10	4	6	3	3	7	7	0	5	4	1	6	4	2	8	2	6	11	11	0
Chemist Warehouse Remix	*	2	*	*	1	*	*	*	*	*	2	*	*	*	1	*	*	*	*	1	*
Coles Radio	26	25	1	5	7	-2	3	10	-7	15	11	4	17	11	6	4	5	-1	9	10	-1
EASY 80s HITS	8	13	-5	2	1	1	2	5	-3	5	8	-3	3	4	-1	4	4	0	6	5	1
Edge Digital	1	na	*	*	na	*	*	na	*	1	na	*	*	na	*	*	na	*	*	na	*
Elf Radio	1	na	*	*	na	*	*	na	*	*	na	*	1	na	*	*	na	*	2	na	*
KIX DIGITAL	8	4	4	3	*	*	5	3	2	1	*	*	2	1	1	1	*	*	4	2	2
MMM 90s	21	20	1	11	10	1	10	9	1	13	13	0	7	7	0	3	3	0	12	17	-5
MMM CLASSIC ROCK	23	18	5	9	9	0	10	11	-1	8	6	2	12	7	5	4	3	1	10	9	1
MMM COUNTRY	9	5	4	2	3	-1	1	1	0	1	1	0	5	1	4	1	*	*	3	4	-1
MMM SOFT ROCK	9	9	0	1	3	-2	4	2	2	4	6	-2	2	1	1	1	1	0	3	4	-1
My Perth DAB Radio	12	10	2	3	2	1	3	2	1	4	4	0	8	6	2	5	5	0	7	7	0
NTS News Talk Sport	3	3	0	*	1	*	2	2	0	2	1	1	*	*	*	*	*	*	*	1	*
OLDSKOOL 90s HITS	19	18	1	6	11	-5	8	10	-2	11	10	1	5	8	-3	3	*	*	24	21	3
smooth	46	47	-1	29	25	4	29	29	0	27	28	-1	27	25	2	13	9	4	38	28	10
SOUNDCLOUD RADIO	5	1	4	2	*	*	2	*	*	3	*	*	5	1	4	3	1	2	4	2	2
TikTok Trending	22	na	*	6	na	*	8	na	*	8	na	*	9	na	*	2	na	*	12	na	*
URBAN HITS	13	14	-1	5	4	1	7	6	1	8	9	-1	6	9	-3	4	4	0	4	12	-8
triple j Unearthed	18	22	-4	6	7	-1	3	4	-1	11	7	4	5	5	0	4	5	-1	12	11	1
ABC Country	13	10	3	5	3	2	2	2	0	4	4	0	6	6	0	4	2	2	7	11	-4
ABC Jazz	12	2	10	3	1	2	2	*	*	7	*	*	2	1	1	3	1	2	8	4	4
ABC KIDS LISTEN	14	17	-3	7	6	1	6	5	1	4	5	-1	4	5	-1	7	5	2	10	9	1
ABC Sport	5	6	-1	3	4	-1	1	3	-2	*	*	*	*	1	*	1	1	0	9	10	-1
Double J	22	28	-6	4	5	-1	10	8	2	9	8	1	15	19	-4	4	11	-7	10	13	-3
Total Digital/Internet Only	306	299	7	131	131	0	138	152	-14	173	162	11	159	150	9	80	74	6	239	226	13

Please note: Edge Digital, Elf Radio & TikTok Trending commenced broadcasting from Sept 26.