



PERTH RADIO - SURVEY 2 2023

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	3.7	4.0	-0.3	2.4	1.6	0.8	3.1	2.3	0.8	2.4	0.6	1.8	1.8	4.6	-2.8	6.6	7.1	-0.5	5.4	6.3	-0.9
6PR	6.7	6.5	0.2	2.2	3.0	-0.8	7.9	6.1	1.8	2.9	1.8	1.1	4.2	4.4	-0.2	8.0	6.8	1.2	12.7	13.7	-1.0
MIX 94.5	13.1	11.2	1.9	22.6	16.0	6.6	11.2	9.0	2.2	13.3	13.6	-0.3	13.4	11.4	2.0	16.8	14.8	2.0	7.7	5.7	2.0
92.9 TRIPLE M	6.1	6.7	-0.6	9.5	9.3	0.2	8.0	9.5	-1.5	10.4	10.3	0.1	8.0	9.3	-1.3	3.5	4.1	-0.6	0.3	0.8	-0.5
96FM	12.9	12.1	0.8	9.7	6.1	3.6	6.3	9.0	-2.7	13.4	11.6	1.8	12.7	14.5	-1.8	22.9	23.5	-0.6	9.8	7.7	2.1
NOVA93.7	17.2	17.0	0.2	29.8	26.2	3.6	30.6	35.5	-4.9	23.2	22.2	1.0	25.6	22.1	3.5	8.8	9.3	-0.5	0.9	2.0	-1.1
ABC PER	4.8	5.7	-0.9	0.8	0.6	0.2	1.4	1.2	0.2	2.5	2.1	0.4	2.3	2.0	0.3	6.5	7.7	-1.2	10.5	14.5	-4.0
6RN	0.5	0.8	-0.3	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.5	-0.1	0.2	1.0	-0.8	0.6	0.7	-0.1	1.0	1.4	-0.4
ABC NEWSRADIO	1.1	1.0	0.1	0.2	0.1	0.1	1.5	0.5	1.0	0.8	0.8	0.0	0.2	0.1	0.1	1.3	1.3	0.0	2.1	2.2	-0.1
6JJJ	6.0	7.3	-1.3	5.2	9.6	-4.4	11.3	13.1	-1.8	8.8	13.5	-4.7	9.6	7.9	1.7	2.5	2.7	-0.2	1.2	0.9	0.3
ABC CLASSIC	2.1	2.0	0.1	0.2	0.2	0.0	2.1	1.1	1.0	0.9	1.1	-0.2	0.4	0.3	0.1	1.0	0.4	0.6	5.8	6.0	-0.2

Share Movement (%) by Session, P10+

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	3.5	3.9	-0.4	3.1	2.7	0.4	3.9	4.4	-0.5	3.6	4.1	-0.5	3.3	4.6	-1.3	4.0	3.7	0.3	4.3	4.5	-0.2	4.3	4.5	-0.2	4.3	4.5	-0.2
6PR	7.2	6.9	0.3	10.6	9.7	0.9	7.1	6.7	0.4	4.9	5.5	-0.6	5.2	4.9	0.3	7.9	8.4	-0.5	5.2	5.2	0.0	5.2	5.2	0.0	5.2	5.2	0.0
MIX 94.5	13.6	11.0	2.6	12.2	10.4	1.8	15.4	11.3	4.1	14.8	12.1	2.7	12.7	10.5	2.2	10.9	8.7	2.2	11.3	11.7	-0.4	11.3	11.7	-0.4	11.3	11.7	-0.4
92.9 TRIPLE M	6.2	6.9	-0.7	6.8	6.9	-0.1	6.3	7.0	-0.7	6.4	7.6	-1.2	5.2	5.9	-0.7	5.0	5.3	-0.3	5.8	6.3	-0.5	5.8	6.3	-0.5	5.8	6.3	-0.5
96FM	13.1	12.3	0.8	12.1	10.9	1.2	13.7	12.0	1.7	14.4	13.0	1.4	13.0	14.3	-1.3	9.2	11.1	-1.9	12.3	11.4	0.9	12.3	11.4	0.9	12.3	11.4	0.9
NOVA93.7	16.8	16.8	0.0	17.5	18.6	-1.1	15.2	15.9	-0.7	17.6	16.6	1.0	18.3	16.8	1.5	13.1	13.4	-0.3	18.5	17.5	1.0	18.5	17.5	1.0	18.5	17.5	1.0
ABC PER	4.7	5.9	-1.2	6.1	7.6	-1.5	4.2	6.0	-1.8	3.1	4.0	-0.9	3.1	4.6	-1.5	11.4	10.2	1.2	5.0	5.1	-0.1	5.0	5.1	-0.1	5.0	5.1	-0.1
6RN	0.6	0.9	-0.3	0.6	1.1	-0.5	0.5	0.6	-0.1	0.5	0.6	-0.1	0.8	1.3	-0.5	0.6	0.9	-0.3	0.3	0.7	-0.4	0.3	0.7	-0.4	0.3	0.7	-0.4
ABC NEWSRADIO	1.0	0.9	0.1	1.5	1.5	0.0	0.6	0.5	0.1	0.7	0.6	0.1	0.7	0.6	0.1	2.4	1.7	0.7	1.3	1.2	0.1	1.3	1.2	0.1	1.3	1.2	0.1
6JJJ	6.1	7.1	-1.0	5.7	7.3	-1.6	4.9	6.4	-1.5	6.3	7.2	-0.9	8.2	7.9	0.3	6.1	7.3	-1.2	5.9	7.7	-1.8	5.9	7.7	-1.8	5.9	7.7	-1.8
ABC CLASSIC	1.9	1.9	0.0	2.0	1.7	0.3	1.4	1.7	-0.3	1.7	2.2	-0.5	2.1	1.8	0.3	3.0	2.1	0.9	2.7	2.1	0.6	2.7	2.1	0.6	2.7	2.1	0.6



PERTH RADIO - SURVEY 2 2023

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	140	137	3	10	9	1	9	8	1	20	13	7	23	25	-2	27	31	-4	50	51	-1
6PR	195	191	4	12	18	-6	16	16	0	27	19	8	40	40	0	45	42	3	55	56	-1
MIX 94.5	593	557	36	80	81	-1	59	57	2	164	165	-1	139	125	14	87	81	6	63	49	14
92.9 TRIPLE M	365	390	-25	56	67	-11	45	48	-3	129	137	-8	90	88	2	32	33	-1	13	16	-3
96FM	514	507	7	64	51	13	40	48	-8	133	126	7	123	127	-4	89	87	2	65	67	-2
NOVA93.7	702	704	-2	115	113	2	92	103	-11	232	231	1	177	162	15	61	65	-4	26	31	-5
ABC PER	209	210	-1	7	5	2	10	12	-2	31	26	5	35	32	3	43	48	-5	83	88	-5
6RN	50	59	-9	1	4	-3	5	6	-1	16	14	2	6	7	-1	7	8	-1	15	20	-5
ABC NEWSRADIO	82	76	6	3	3	0	8	4	4	15	15	0	9	7	2	22	21	1	24	27	-3
6J JJ	302	338	-36	33	46	-13	58	60	-2	118	140	-22	64	60	4	19	22	-3	10	9	1
ABC CLASSIC	72	77	-5	3	6	-3	12	10	2	19	21	-2	10	8	2	9	7	2	19	25	-6
Total	1721	1725	-4	193	192	1	169	171	-2	446	447	-1	388	389	-1	225	226	-1	300	299	1

Cumulative Audience (000's) by Session, P10+ [Potential: 1822]

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	123	113	10	54	55	-1	57	57	0	75	68	7	55	61	-6	27	31	-4	96	91	5						
6PR	181	173	8	130	135	-5	95	93	2	90	91	-1	77	80	-3	43	37	6	107	116	-9						
MIX 94.5	550	503	47	305	281	24	258	227	31	316	276	40	264	216	48	102	80	22	320	304	16						
92.9 TRIPLE M	334	342	-8	170	166	4	129	138	-9	161	185	-24	131	141	-10	53	57	-4	187	210	-23						
96FM	452	455	-3	244	240	4	198	209	-11	264	265	-1	198	234	-36	65	76	-11	301	272	29						
NOVA93.7	642	660	-18	398	407	-9	276	313	-37	362	360	2	325	333	-8	119	132	-13	454	459	-5						
ABC PER	186	190	-4	119	125	-6	85	101	-16	77	87	-10	62	73	-11	54	47	7	135	142	-7						
6RN	44	48	-4	16	20	-4	19	19	0	20	25	-5	16	21	-5	4	5	-1	18	28	-10						
ABC NEWSRADIO	68	63	5	38	33	5	25	23	2	22	20	2	14	16	-2	21	14	7	46	46	0						
6J JJ	274	297	-23	151	175	-24	113	119	-6	143	147	-4	148	162	-14	65	79	-14	178	204	-26						
ABC CLASSIC	66	69	-3	35	38	-3	24	30	-6	28	31	-3	31	32	-1	18	18	0	43	40	3						
Total	1685	1689	-4	1335	1353	-18	1113	1149	-36	1260	1280	-20	1134	1167	-33	533	558	-25	1479	1513	-34						



PERTH RADIO - SURVEY 2 2023

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	8	9	-1	*	*	*	*	*	*	1	*	*	1	2	-1	2	2	0	3	3	0
6PR	14	14	0	*	1	*	1	1	0	1	1	0	2	2	0	2	2	0	6	7	-1
MIX 94.5	27	24	3	4	3	1	2	2	0	6	6	0	6	5	1	5	4	1	4	3	1
92.9 TRIPLE M	13	14	-1	2	2	0	1	2	-1	5	5	0	4	4	0	1	1	0	*	*	*
96FM	26	25	1	2	1	1	1	2	-1	6	5	1	6	7	-1	7	7	0	5	4	1
NOVA93.7	35	36	-1	5	5	0	5	7	-2	10	10	0	12	10	2	3	3	0	*	1	*
ABC PER	10	12	-2	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	5	8	-3
6RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	12	15	-3	1	2	-1	2	2	0	4	6	-2	4	4	0	1	1	0	1	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3	3	0
Total	205	211	-6	18	21	-3	16	19	-3	45	44	1	46	46	0	30	29	1	51	52	-1

Average Audience (000's) by Session, P10+ [Potential: 1822]

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	8	9	-1	9	8	1	11	14	-3	10	12	-2	7	10	-3	2	2	0	8	8	0						
6PR	15	15	0	32	29	3	21	22	-1	14	16	-2	11	10	1	4	4	0	9	10	-1						
MIX 94.5	29	24	5	37	31	6	46	36	10	41	35	6	27	22	5	6	5	1	20	22	-2						
92.9 TRIPLE M	13	15	-2	21	20	1	19	23	-4	18	22	-4	11	13	-2	3	3	0	10	12	-2						
96FM	28	27	1	37	33	4	41	39	2	40	38	2	28	31	-3	5	6	-1	22	21	1						
NOVA93.7	36	37	-1	53	55	-2	45	52	-7	49	49	0	39	36	3	7	7	0	33	32	1						
ABC PER	10	13	-3	19	23	-4	13	19	-6	9	12	-3	7	10	-3	6	5	1	9	9	0						
6RN	1	2	-1	2	3	-1	2	2	0	2	2	0	2	3	-1	*	*	*	1	1	0						
ABC NEWSRADIO	2	2	0	5	4	1	2	2	0	2	2	0	1	1	0	1	1	0	2	2	0						
6JJJ	13	16	-3	17	22	-5	14	21	-7	17	21	-4	17	17	0	3	4	-1	11	14	-3						
ABC CLASSIC	4	4	0	6	5	1	4	5	-1	5	7	-2	4	4	0	2	1	1	5	4	1						
Total	215	221	-6	304	297	7	296	324	-28	279	294	-15	213	213	0	54	52	2	181	185	-4						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 2 2023

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	+/-
96FM 80s	57	69	-12	12	16	-4	4	8	-4	15	13	2	12	18	-6	11	11	0	3	4	-1
BLENDER BEATS	19	21	-2	5	1	4	5	7	-2	4	7	-3	5	4	1	*	*	*	*	1	*
CADA	4	1	3	3	*	*	1	*	*	1	*	*	*	1	*	*	*	*	*	*	*
Chemist Warehouse Remix	5	5	0	*	*	*	1	*	*	4	3	1	1	1	0	*	1	*	*	1	*
Coles Radio	37	34	3	*	*	*	12	6	6	19	18	1	2	4	-2	3	5	-2	*	2	*
EASY 80s HITS	46	48	-2	9	11	-2	3	3	0	8	11	-3	12	10	2	9	5	4	3	8	-5
KIX DIGITAL	16	10	6	4	2	2	*	1	*	5	4	1	3	1	2	1	1	0	3	1	2
LiSTNR Radio	5	5	0	*	*	*	*	*	*	1	4	-3	3	2	1	*	*	*	*	*	*
MMM 80s	23	24	-1	6	3	3	2	3	-1	8	9	-1	5	6	-1	2	2	0	*	1	*
MMM 90s	34	29	5	6	8	-2	2	4	-2	15	8	7	8	8	0	1	1	0	1	1	0
MMM CLASSIC ROCK	29	42	-13	1	4	-3	1	5	-4	12	16	-4	6	10	-4	5	5	0	3	3	0
MMM COUNTRY	11	10	1	*	1	*	*	*	*	9	8	1	1	1	0	1	*	*	*	*	*
My Perth DAB Radio	30	34	-4	2	10	-8	2	1	1	12	9	3	4	2	2	6	6	0	5	5	0
OLDSKOOL 90s HITS	61	62	-1	15	20	-5	8	9	-1	22	21	1	13	9	4	2	1	1	1	3	-2
RnB Fridays Radio	43	43	0	12	8	4	10	8	2	18	19	-1	1	7	-6	1	*	*	1	1	0
smooth fm Perth	101	101	0	6	11	-5	11	5	6	27	21	6	23	26	-3	18	19	-1	17	20	-3
triple j Unearthed	33	40	-7	1	4	-3	11	10	1	16	19	-3	3	2	1	1	2	-1	2	3	-1
ABC Country	15	18	-3	*	*	*	*	1	*	9	7	2	*	2	*	2	1	1	4	6	-2
ABC Jazz	21	21	0	2	1	1	1	*	*	8	7	1	2	2	0	4	5	-1	4	7	-3
ABC KIDS LISTEN	24	19	5	3	2	1	4	2	2	10	13	-3	5	1	4	*	*	*	1	*	*
ABC Sport	43	34	9	3	4	-1	3	*	*	21	17	4	4	2	2	4	4	0	8	7	1
Double J	48	50	-2	4	7	-3	5	4	1	17	16	1	18	19	-1	*	3	*	3	*	*
Total Digital/Internet Only	484	488	-4	57	61	-4	60	48	12	152	146	6	97	111	-14	54	56	-2	65	66	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 1822]

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
96FM 80s	37	45	-8	15	15	0	13	17	-4	16	20	-4	8	15	-7	6	8	-2	31	42	-11
BLENDER BEATS	19	20	-1	8	7	1	3	5	-2	11	14	-3	9	6	3	1	*	*	7	8	-1
CADA	3	1	2	2	*	*	1	1	0	1	*	*	1	*	*	1	*	*	3	1	2
Chemist Warehouse Remix	3	4	-1	1	3	-2	3	3	0	1	2	-1	1	1	0	1	*	*	4	2	2
Coles Radio	32	28	4	9	9	0	17	12	5	22	14	8	11	9	2	2	4	-2	15	18	-3
EASY 80s HITS	37	40	-3	14	18	-4	18	19	-1	19	18	1	15	15	0	6	8	-2	23	28	-5
KIX DIGITAL	11	9	2	3	4	-1	1	2	-1	3	1	2	3	2	1	2	4	-2	5	2	3
LiSTNR Radio	5	5	0	3	5	-2	*	1	*	2	2	0	3	2	1	*	1	*	*	3	*
MMM 80s	18	21	-3	10	9	1	5	7	-2	9	10	-1	5	8	-3	2	2	0	9	6	3
MMM 90s	23	23	0	5	10	-5	8	8	0	13	10	3	13	11	2	7	8	-1	16	12	4
MMM CLASSIC ROCK	27	41	-14	10	20	-10	9	15	-6	12	17	-5	18	20	-2	5	6	-1	16	19	-3
MMM COUNTRY	7	5	2	5	4	1	1	1	0	4	2	2	1	1	0	1	*	*	5	7	-2
My Perth DAB Radio	25	26	-1	13	13	0	9	13	-4	12	17	-5	8	8	0	5	2	3	13	17	-4
OLDSKOOL 90s HITS	49	51	-2	21	19	2	21	20	1	14	27	-13	21	24	-3	13	14	-1	33	32	1
RnB Fridays Radio	36	41	-5	18	17	1	15	15	0	19	19	0	21	21	0	10	11	-1	14	11	3
smooth fm Perth	82	81	1	42	41	1	45	43	2	42	52	-10	45	45	0	21	30	-9	54	58	-4
triple j Unearthed	29	34	-5	6	15	-9	6	11	-5	13	17	-4	14	20	-6	1	6	-5	13	18	-5
ABC Country	14	16	-2	7	8	-1	4	8	-4	6	4	2	4	6	-2	4	6	-2	8	7	1
ABC Jazz	17	19	-2	7	6	1	3	6	-3	4	3	1	9	5	4	9	10	-1	17	10	7
ABC KIDS LISTEN	21	17	4	9	7	2	4	4	0	12	9	3	10	8	2	3	1	2	12	7	5
ABC Sport	27	21	6	4	5	-1	7	8	-1	16	15	1	20	16	4	8	3	5	30	25	5
Double J	37	36	1	23	23	0	18	15	3	25	22	3	20	17	3	7	8	-1	26	26	0
Total Digital/Internet Only	404	417	-13	205	223	-18	188	207	-19	237	241	-4	230	221	9	107	109	-2	309	313	-4