



PERTH RADIO - SURVEY 1 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	4.0	5.7	-1.7	1.6	4.1	-2.5	2.3	2.0	0.3	0.6	0.5	0.1	4.6	0.8	3.8	7.1	13.5	-6.4	6.3	11.2	-4.9
6PR	6.5	8.5	-2.0	3.0	4.3	-1.3	6.1	1.5	4.6	1.8	2.6	-0.8	4.4	6.8	-2.4	6.8	10.8	-4.0	13.7	17.9	-4.2
MIX 94.5	11.2	11.2	0.0	16.0	19.6	-3.6	9.0	16.8	-7.8	13.6	12.5	1.1	11.4	12.0	-0.6	14.8	11.4	3.4	5.7	3.4	2.3
92.9 TRIPLE M	6.7	6.9	-0.2	9.3	6.7	2.6	9.5	4.7	4.8	10.3	12.8	-2.5	9.3	12.2	-2.9	4.1	2.9	1.2	0.8	0.2	0.6
96FM	12.1	11.1	1.0	6.1	8.8	-2.7	9.0	10.2	-1.2	11.6	8.7	2.9	14.5	13.6	0.9	23.5	20.1	3.4	7.7	5.8	1.9
NOVA93.7	17.0	17.9	-0.9	26.2	36.5	-10.3	35.5	26.1	9.4	22.2	27.6	-5.4	22.1	22.7	-0.6	9.3	6.0	3.3	2.0	2.4	-0.4
ABC PER	5.7	6.8	-1.1	0.6	1.5	-0.9	1.2	1.1	0.1	2.1	2.2	-0.1	2.0	3.1	-1.1	7.7	9.2	-1.5	14.5	16.9	-2.4
6RN	0.8	1.3	-0.5	0.1	*	*	0.4	0.9	-0.5	0.5	0.1	0.4	1.0	0.9	0.1	0.7	1.4	-0.7	1.4	3.3	-1.9
ABC NEWSRADIO	1.0	1.3	-0.3	0.1	0.3	-0.2	0.5	2.0	-1.5	0.8	0.7	0.1	0.1	1.0	-0.9	1.3	0.9	0.4	2.2	2.6	-0.4
6JJJ	7.3	6.1	1.2	9.6	4.4	5.2	13.1	13.5	-0.4	13.5	12.4	1.1	7.9	7.8	0.1	2.7	1.7	1.0	0.9	0.3	0.6
ABC CLASSIC	2.0	1.8	0.2	0.2	0.8	-0.6	1.1	2.1	-1.0	1.1	0.7	0.4	0.3	0.7	-0.4	0.4	1.2	-0.8	6.0	4.8	1.2

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	3.9	5.4	-1.5	2.7	4.3	-1.6	4.4	6.5	-2.1	4.1	7.1	-3.0	4.6	3.9	0.7	3.7	1.6	2.1	4.5	6.4	-1.9						
6PR	6.9	9.1	-2.2	9.7	10.7	-1.0	6.7	8.2	-1.5	5.5	7.4	-1.9	4.9	8.3	-3.4	8.4	16.2	-7.8	5.2	6.8	-1.6						
MIX 94.5	11.0	11.6	-0.6	10.4	10.1	0.3	11.3	11.0	0.3	12.1	12.7	-0.6	10.5	13.9	-3.4	8.7	9.1	-0.4	11.7	9.9	1.8						
92.9 TRIPLE M	6.9	6.8	0.1	6.9	6.4	0.5	7.0	6.5	0.5	7.6	7.7	-0.1	5.9	7.4	-1.5	5.3	4.0	1.3	6.3	7.0	-0.7						
96FM	12.3	11.1	1.2	10.9	9.8	1.1	12.0	12.7	-0.7	13.0	12.5	0.5	14.3	10.1	4.2	11.1	5.7	5.4	11.4	11.0	0.4						
NOVA93.7	16.8	18.2	-1.4	18.6	20.8	-2.2	15.9	17.0	-1.1	16.6	17.6	-1.0	16.8	18.4	-1.6	13.4	12.9	0.5	17.5	17.1	0.4						
ABC PER	5.9	7.0	-1.1	7.6	8.2	-0.6	6.0	7.7	-1.7	4.0	5.0	-1.0	4.6	6.0	-1.4	10.2	10.8	-0.6	5.1	6.4	-1.3						
6RN	0.9	1.3	-0.4	1.1	2.0	-0.9	0.6	0.9	-0.3	0.6	1.0	-0.4	1.3	0.9	0.4	0.9	2.4	-1.5	0.7	1.2	-0.5						
ABC NEWSRADIO	0.9	1.3	-0.4	1.5	1.9	-0.4	0.5	0.9	-0.4	0.6	0.7	-0.1	0.6	0.8	-0.2	1.7	3.5	-1.8	1.2	1.4	-0.2						
6JJJ	7.1	6.1	1.0	7.3	6.4	0.9	6.4	5.7	0.7	7.2	5.9	1.3	7.9	7.7	0.2	7.3	4.0	3.3	7.7	5.9	1.8						
ABC CLASSIC	1.9	1.7	0.2	1.7	2.1	-0.4	1.7	1.2	0.5	2.2	1.5	0.7	1.8	1.6	0.2	2.1	2.9	-0.8	2.1	2.3	-0.2						



PERTH RADIO - SURVEY 1 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	137	152	-15	9	8	1	8	10	-2	13	12	1	25	17	8	31	43	-12	51	62	-11
6PR	191	207	-16	18	15	3	16	14	2	19	23	-4	40	53	-13	42	44	-2	56	59	-3
MIX 94.5	557	547	10	81	77	4	57	66	-9	165	158	7	125	130	-5	81	65	16	49	51	-2
92.9 TRIPLE M	390	363	27	67	46	21	48	48	0	137	134	3	88	94	-6	33	30	3	16	11	5
96FM	507	482	25	51	54	-3	48	40	8	126	120	6	127	124	3	87	86	1	67	58	9
NOVA93.7	704	709	-5	113	111	2	103	106	-3	231	254	-23	162	163	-1	65	49	16	31	25	6
ABC PER	210	222	-12	5	8	-3	12	9	3	26	25	1	32	48	-16	48	39	9	88	93	-5
6RN	59	59	0	4	*	*	6	2	4	14	10	4	7	14	-7	8	9	-1	20	24	-4
ABC NEWSRADIO	76	105	-29	3	6	-3	4	9	-5	15	20	-5	7	16	-9	21	12	9	27	43	-16
6JJJ	338	321	17	46	33	13	60	57	3	140	136	4	60	67	-7	22	20	2	9	8	1
ABC CLASSIC	77	94	-17	6	10	-4	10	13	-3	21	16	5	8	17	-9	7	12	-5	25	25	0
Total	1725	1697	28	192	186	6	171	168	3	447	454	-7	389	383	6	226	220	6	299	286	13

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	113	128	-15	55	66	-11	57	82	-25	68	86	-18	61	52	9	31	16	15	91	98	-7						
6PR	173	190	-17	135	144	-9	93	97	-4	91	100	-9	80	99	-19	37	49	-12	116	122	-6						
MIX 94.5	503	481	22	281	274	7	227	217	10	276	278	-2	216	223	-7	80	80	0	304	312	-8						
92.9 TRIPLE M	342	303	39	166	162	4	138	125	13	185	154	31	141	124	17	57	49	8	210	218	-8						
96FM	455	412	43	240	207	33	209	197	12	265	228	37	234	176	58	76	55	21	272	285	-13						
NOVA93.7	660	648	12	407	432	-25	313	289	24	360	372	-12	333	309	24	132	110	22	459	470	-11						
ABC PER	190	196	-6	125	133	-8	101	100	1	87	97	-10	73	91	-18	47	36	11	142	146	-4						
6RN	48	52	-4	20	24	-4	19	19	0	25	26	-1	21	23	-2	5	11	-6	28	30	-2						
ABC NEWSRADIO	63	92	-29	33	55	-22	23	33	-10	20	23	-3	16	21	-5	14	21	-7	46	43	3						
6JJJ	297	277	20	175	164	11	119	118	1	147	141	6	162	138	24	79	42	37	204	197	7						
ABC CLASSIC	69	80	-11	38	42	-4	30	28	2	31	44	-13	32	36	-4	18	16	2	40	52	-12						
Total	1689	1653	36	1353	1333	20	1149	1068	81	1280	1218	62	1167	1107	60	558	465	93	1513	1453	60						



PERTH RADIO - SURVEY 1 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	9	11	-2	*	1	*	*	*	*	*	*	*	2	*	*	2	5	-3	3	5	-2
6PR	14	17	-3	1	1	0	1	*	*	1	1	0	2	3	-1	2	4	-2	7	8	-1
MIX 94.5	24	23	1	3	4	-1	2	3	-1	6	5	1	5	5	0	4	4	0	3	2	1
92.9 TRIPLE M	14	14	0	2	1	1	2	1	1	5	5	0	4	5	-1	1	1	0	*	*	*
96FM	25	22	3	1	2	-1	2	2	0	5	4	1	7	6	1	7	7	0	4	3	1
NOVA93.7	36	36	0	5	8	-3	7	4	3	10	12	-2	10	10	0	3	2	1	1	1	0
ABC PER	12	14	-2	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1	8	8	0
6RN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
6JJJ	15	12	3	2	1	1	2	2	0	6	5	1	4	3	1	1	1	0	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3	2	1
Total	211	202	9	21	21	0	19	15	4	44	42	2	46	43	3	29	34	-5	52	47	5

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	9	12	-3	8	13	-5	14	21	-7	12	20	-8	10	7	3	2	1	1	8	11	-3						
6PR	15	19	-4	29	33	-4	22	26	-4	16	21	-5	10	16	-6	4	7	-3	10	12	-2						
MIX 94.5	24	25	-1	31	31	0	36	35	1	35	36	-1	22	27	-5	5	4	1	22	17	5						
92.9 TRIPLE M	15	15	0	20	20	0	23	21	2	22	22	0	13	14	-1	3	2	1	12	12	0						
96FM	27	24	3	33	30	3	39	40	-1	38	36	2	31	19	12	6	2	4	21	19	2						
NOVA93.7	37	39	-2	55	64	-9	52	54	-2	49	50	-1	36	35	1	7	5	2	32	30	2						
ABC PER	13	15	-2	23	25	-2	19	25	-6	12	14	-2	10	11	-1	5	4	1	9	11	-2						
6RN	2	3	-1	3	6	-3	2	3	-1	2	3	-1	3	2	1	*	1	*	1	2	-1						
ABC NEWSRADIO	2	3	-1	4	6	-2	2	3	-1	2	2	0	1	2	-1	1	1	0	2	2	0						
6JJJ	16	13	3	22	20	2	21	18	3	21	17	4	17	15	2	4	2	2	14	10	4						
ABC CLASSIC	4	4	0	5	7	-2	5	4	1	7	4	3	4	3	1	1	1	0	4	4	0						
Total	221	213	8	297	306	-9	324	318	6	294	285	9	213	191	22	52	42	10	185	173	12						



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	69	65	4	16	8	8	8	5	3	13	21	-8	18	16	2	11	10	1	4	6	-2
BLENDER BEATS	21	12	9	1	3	-2	7	1	6	7	4	3	4	3	1	*	1	*	1	*	*
CADA	1	1	0	*	1	*	*	*	*	*	1	*	1	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	5	*	*	*	*	*	*	*	*	3	*	*	1	*	*	1	*	*	1	*	*
Coles Radio	34	25	9	*	3	*	6	6	0	18	6	12	4	3	1	5	5	0	2	3	-1
EASY 80s HITS	48	41	7	11	4	7	3	6	-3	11	10	1	10	9	1	5	10	-5	8	2	6
KIX DIGITAL	10	15	-5	2	1	1	1	5	-4	4	3	1	1	3	-2	1	2	-1	1	2	-1
LiSTNR Radio	5	na	*	*	na	*	*	na	*	4	na	*	2	na	*	*	na	*	*	na	*
MMM 80s	24	16	8	3	3	0	3	*	*	9	4	5	6	6	0	2	3	-1	1	*	*
MMM 90s	29	26	3	8	6	2	4	1	3	8	9	-1	8	10	-2	1	*	*	1	*	*
MMM CLASSIC ROCK	42	32	10	4	1	3	5	1	4	16	9	7	10	11	-1	5	7	-2	3	3	0
MMM COUNTRY	10	16	-6	1	1	0	*	3	*	8	3	5	1	6	-5	*	2	*	*	1	*
My Perth DAB Radio	34	19	15	10	2	8	1	*	*	9	8	1	2	5	-3	6	2	4	5	2	3
OLDSKOOL 90s HITS	62	44	18	20	7	13	9	9	0	21	18	3	9	8	1	1	2	-1	3	1	2
RnB Fridays Radio	43	43	0	8	10	-2	8	4	4	19	23	-4	7	7	0	*	*	*	1	*	*
smooth fm Perth	101	68	33	11	4	7	5	5	0	21	19	2	26	16	10	19	14	5	20	9	11
triple j Unearthed	40	48	-8	4	1	3	10	13	-3	19	26	-7	2	4	-2	2	3	-1	3	1	2
ABC Country	18	20	-2	*	1	*	1	2	-1	7	4	3	2	2	0	1	3	-2	6	7	-1
ABC Jazz	21	34	-13	1	4	-3	*	6	*	7	9	-2	2	6	-4	5	4	1	7	5	2
ABC KIDS LISTEN	19	17	2	2	4	-2	2	1	1	13	7	6	1	4	-3	*	*	*	*	*	*
ABC Sport	34	33	1	4	1	3	*	7	*	17	9	8	2	9	-7	4	5	-1	7	2	5
Double J	50	26	24	7	3	4	4	7	-3	16	9	7	19	6	13	3	1	2	*	*	*
Total Digital/Internet Only	488	414	74	61	50	11	48	43	5	146	134	12	111	92	19	56	54	2	66	41	25

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	45	52	-7	15	22	-7	17	15	2	20	24	-4	15	19	-4	8	5	3	42	34	8
BLENDER BEATS	20	12	8	7	6	1	5	6	-1	14	6	8	6	5	1	*	1	*	8	4	4
CADA	1	1	0	*	1	*	1	1	0	*	1	*	*	*	*	*	*	*	1	1	0
Chemist Warehouse Remix	4	*	*	3	*	*	3	*	*	2	*	*	1	*	*	*	*	*	2	*	*
Coles Radio	28	19	9	9	8	1	12	9	3	14	5	9	9	4	5	4	2	2	18	11	7
EASY 80s HITS	40	27	13	18	8	10	19	11	8	18	16	2	15	11	4	8	6	2	28	20	8
KIX DIGITAL	9	11	-2	4	1	3	2	3	-1	1	6	-5	2	2	0	4	3	1	2	5	-3
LiSTNR Radio	5	na	*	5	na	*	1	na	*	2	na	*	2	na	*	1	na	*	3	na	*
MMM 80s	21	12	9	9	3	6	7	4	3	10	7	3	8	6	2	2	1	1	6	7	-1
MMM 90s	23	21	2	10	13	-3	8	5	3	10	10	0	11	9	2	8	5	3	12	14	-2
MMM CLASSIC ROCK	41	19	22	20	5	15	15	7	8	17	7	10	20	10	10	6	3	3	19	23	-4
MMM COUNTRY	5	11	-6	4	6	-2	1	6	-5	2	4	-2	1	6	-5	*	1	*	7	6	1
My Perth DAB Radio	26	17	9	13	7	6	13	5	8	17	5	12	8	5	3	2	2	0	17	9	8
OLDSKOOL 90s HITS	51	33	18	19	15	4	20	8	12	27	17	10	24	20	4	14	6	8	32	26	6
RnB Fridays Radio	41	37	4	17	14	3	15	22	-7	19	22	-3	21	15	6	11	3	8	11	15	-4
smooth fm Perth	81	53	28	41	25	16	43	30	13	52	32	20	45	25	20	30	12	18	58	43	15
triple j Unearthed	34	43	-9	15	20	-5	11	10	1	17	14	3	20	12	8	6	6	0	18	12	6
ABC Country	16	12	4	8	5	3	8	3	5	4	4	0	6	6	0	6	3	3	7	16	-9
ABC Jazz	19	26	-7	6	8	-2	6	7	-1	3	6	-3	5	9	-4	10	10	0	10	20	-10
ABC KIDS LISTEN	17	15	2	7	5	2	4	7	-3	9	4	5	8	7	1	1	3	-2	7	11	-4
ABC Sport	21	21	0	5	5	0	8	4	4	15	10	5	16	7	9	3	2	1	25	23	2
Double J	36	19	17	23	12	11	15	6	9	22	11	11	17	8	9	8	7	1	26	19	7
Total Digital/Internet Only	417	346	71	223	176	47	207	169	38	241	179	62	221	157	64	109	81	28	313	265	48

Please note: LiSTNR Radio commenced broadcasting Jan 15.