



2GB AND 3AW #1 6PR SURGES IN PERTH

Network audience grows 6% YOY, 3.6% Survey on Survey

April 15, 2021



Australians are making the switch to Talk Radio to get their daily fix of trusted news, opinion and great companionship.

Across the network Nine Radio's total audience is up 6% (year-on-year) and 3.6% on Survey 1, 2021.

GFK Survey #2 2021 shows Melbourne's 3AW and Sydney's 2GB are the clear number #1 stations while Perth's 6PR has posted a Survey 2 surge with the audience lifting across the day.

Greg Byrnes, Nine Radio's Head of Content, says: "It's now been five surveys since ratings resumed after the COVID-pause and the trend is clear – the audience is sticking with talk radio and our live and local strategy."

"Ben Fordham is #1 in 2GB Breakfast, Ross and Russ are #1 on 3AW breakfast and in Perth, Gareth Parker has had a stunning result on 6PR leapfrogging the ABC to be #1 in Talk."

The results around the country are as follows:



2GB 873 is Sydney's clear number 1 station with an audience share of 13.4%. This is 2GB's 132nd consecutive survey win.

- **Ben Fordham Live** is Sydney's #1 Breakfast show with a 15.5% share.
- **The Ray Hadley Morning Show** is #1 with a 15.5% share. This is Ray's 132nd consecutive survey win.
- **Afternoons with Deborah Knight** is up with a 11.1% share. (Mon-Fri 12.00pm-3.00pm)
- **Drive with Jim Wilson** had a 7.2% share in the drive slot (Mon-Fri 3.00pm-6.00pm).
- **Nights with John Stanley is the clear #1** with a 21.7% share (Mon-Thurs 8.00pm-12am).
- **2GB Weekends** (including **The Garden Clinic, Chris Smith and The Continuous Call Team** #1 on Saturdays and Sundays with 14.2%.

Source: GfK Radio Ratings, 2GB Sydney Survey 2 2021, Mon-Fri 5.30am-9am, Mon-Fri 9am-12pm, Mon-Fri 12pm-3pm, Mon-Fri 3pm-6pm, Mon-Thurs 8pm-12MN, Sat-Sun 5.30am-12MN, Market Share %, AP10+.



3AW is Number 1 in Melbourne with an audience share of 16.9% - lifts in Mornings, Afternoons, Drive and Evenings

- **3AW Breakfast with Ross Stevenson and Russel Howcroft** is #1 with of 22.1%, a total of 223 wins for 3AW Breakfast (Mon-Fri 5.30am-8.30am).
- **Neil Mitchell** is #1 in Mornings up with 19.4% (up 0.4 points) (Mon-Fri 8.30am-12.00pm).
- **Dee Dee Dunleavy's** had a 12.6% share (up 1.1 points) (Mon-Fri 12.00pm – 3.00pm).
- **Tom Elliott** in Drive has surged (up 1.7 points) and remains #1 in Drive with 15.6% (Mon-Fri 3.00pm-6.00pm).
- **Denis Walter** is Number 1 at night with 16.8% (up 1.4 points) (Mon-Fri 8.00pm–12.00am).
- **3AW Weekends** (including **Darren James and Peter Stubbs**) #1 on Saturdays and Sundays with 16.2%.

Source: GfK Radio Ratings, 3AW Melbourne Survey 2 2021, Mon-Fri 5.30am-8.30am, Mon-Fri 8.30am-12pm, Mon-Fri 12pm-3pm, Mon-Fri 3pm-6pm, Mon-Fri 8pm-12MN, Market Share %, AP10+.



6PR 882 posts a stunning survey with a 9.3% share (up 1.1 points)

- **Breakfast with Gareth Parker** recorded a 11.9% share (up 1.1 points) for his second survey in the timeslot. The show is now Perth's #1 Breakfast talk show.
- **Mornings with Liam Bartlett** had a 10% share (up 1.9 points). The show is now Perth's #1 Mornings talk show.
- **Steve Mills** in afternoons recorded a share of 8.0% (up 0.8 points). (Mon-Fri 12.00pm-3.00pm)
- **Perth Live with Oliver Peterson** lifted its audience with an 7.4% share, (up 0.5 points) (Mon-Fri 3.00pm-6.00pm).
- **The Nightshift with Tod Johnston** drew a share of 10.2% for his second survey (Mon-Fri 8.00pm-12.00MN).

Source: GfK Radio Ratings, 6PR Perth Survey 2 2021, Mon-Fri 5.30am-9am, Mon-Fri 9am-12pm, Mon-Fri 12pm-3pm, Mon-Fri 3pm-6pm, Mon-Fri 8pm-12MN, Market Share %, AP10+



4BC 1116 draws a 6% share in Brisbane for Survey 2

- **Breakfast with Neil Breen** posted a 7.2% share.
- **The Ray Hadley Morning Show** had an 8.6% share (Mon-Fri 9.00am-11.00am).
- **Afternoons with Deborah Knight** has 6.3% (Mon-Fri 11.00am – 2.00pm).
- **Drive with Scott Emerson** holds steady with a 4.2% share (Mon-Fri 3.00-6.00pm).
- **Nights with John Stanley** is #1 with an 11% share in his timeslot (up 1.5 points) (Mon-Thurs 8.00pm-11.00pm).

Source: GfK Radio Ratings, 4BC Brisbane Survey 2 2021, Mon-Fri 5.30am-9am, Mon-Fri 9am-11am, Mon-Fri 11am-2pm, Mon-Fri 3pm-6pm, Mon-Thurs 8pm-11pm, Sat-Sun 5.30am-12MN, Market Share %, AP10+

2GB
873AM

3AW 693
NEWS TALK

4BC 1116
NEWS TALK

6PR 882
NEWS TALK

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