



# MELBOURNE RADIO - SURVEY 1 2020

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	+/-
SEN	1.6	3.6	-2.0	0.9	1.4	-0.5	0.5	1.5	-1.0	1.7	2.9	-1.2	1.8	7.0	-5.2	2.3	3.1	-0.8	1.5	2.3	-0.8
3AW	13.3	15.6	-2.3	2.6	1.1	1.5	1.8	0.4	1.4	2.8	2.1	0.7	9.7	11.8	-2.1	16.8	24.4	-7.6	31.0	35.5	-4.5
101.9 FOX FM	8.4	7.3	1.1	12.1	14.4	-2.3	12.5	16.2	-3.7	16.8	11.6	5.2	8.3	7.5	0.8	4.8	3.8	1.0	0.7	0.4	0.3
GOLD104.3	10.8	11.0	-0.2	14.1	10.8	3.3	9.6	8.7	0.9	6.1	11.3	-5.2	15.9	17.6	-1.7	18.0	11.2	6.8	4.8	3.8	1.0
KIIS 101.1 FM	6.4	5.7	0.7	15.4	12.8	2.6	13.0	14.6	-1.6	10.4	10.5	-0.1	6.4	4.0	2.4	3.6	2.8	0.8	0.2	0.2	0.0
105.1 TRIPLE M	5.5	6.8	-1.3	4.2	8.2	-4.0	6.2	7.2	-1.0	6.6	9.3	-2.7	7.8	8.8	-1.0	7.0	7.7	-0.7	1.3	1.1	0.2
NOVA 100	8.3	7.2	1.1	21.5	21.1	0.4	14.2	12.8	1.4	12.9	10.0	2.9	8.7	7.9	0.8	4.9	4.0	0.9	0.4	0.3	0.1
smoothfm 91.5	9.6	8.5	1.1	7.3	6.7	0.6	7.0	6.4	0.6	7.8	7.8	0.0	8.5	6.0	2.5	12.1	14.0	-1.9	12.1	9.2	2.9
ABC MEL	8.7	9.3	-0.6	0.7	1.9	-1.2	1.7	0.6	1.1	3.0	2.3	0.7	5.1	8.0	-2.9	10.9	9.3	1.6	20.6	22.2	-1.6
3RN	3.4	3.0	0.4	0.1	0.9	-0.8	*	0.1	*	0.8	0.9	-0.1	3.5	2.8	0.7	3.3	3.9	-0.6	7.8	6.1	1.7
ABC NEWS	1.4	1.9	-0.5	0.3	1.6	-1.3	1.5	3.9	-2.4	1.5	1.8	-0.3	1.4	1.1	0.3	0.7	2.5	-1.8	2.1	1.9	0.2
3JJJ	6.6	5.0	1.6	5.7	4.2	1.5	19.1	12.3	6.8	12.0	11.4	0.6	6.7	3.4	3.3	2.6	3.3	-0.7	0.2	0.1	0.1
ABC CLASSIC	2.7	2.5	0.2	0.1	1.8	-1.7	0.5	1.2	-0.7	0.8	1.3	-0.5	1.0	1.2	-0.2	1.3	0.6	0.7	8.4	7.0	1.4

## 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
SEN	1.6	3.8	-2.2	2.0	3.7	-1.7	1.7	4.1	-2.4	1.4	4.0	-2.6	1.7	4.1	-2.4	1.0	2.1	-1.1	1.7	3.0	-1.3						
3AW	13.7	15.8	-2.1	15.9	20.2	-4.3	15.2	16.8	-1.6	11.5	13.5	-2.0	11.6	12.2	-0.6	13.5	12.4	1.1	12.1	14.9	-2.8						
101.9 FOX FM	8.7	7.6	1.1	8.3	6.7	1.6	8.1	7.2	0.9	9.3	8.7	0.6	9.8	8.7	1.1	7.8	5.9	1.9	7.3	6.1	1.2						
GOLD104.3	10.4	11.1	-0.7	9.2	7.8	1.4	11.3	13.0	-1.7	11.8	15.1	-3.3	9.5	9.5	0.0	9.3	9.0	0.3	12.2	10.4	1.8						
KIIS 101.1 FM	6.6	5.8	0.8	7.1	6.4	0.7	5.4	4.1	1.3	6.7	5.8	0.9	7.2	6.8	0.4	6.6	5.4	1.2	6.0	5.5	0.5						
105.1 TRIPLE M	5.8	7.5	-1.7	5.8	7.0	-1.2	5.6	8.5	-2.9	6.4	8.2	-1.8	6.1	7.6	-1.5	3.8	3.7	0.1	4.5	4.5	0.0						
NOVA 100	8.6	7.1	1.5	8.3	8.2	0.1	6.3	5.2	1.1	9.2	6.2	3.0	11.3	9.1	2.2	8.0	7.3	0.7	7.4	7.5	-0.1						
smoothfm 91.5	9.7	8.2	1.5	7.3	6.7	0.6	10.3	8.9	1.4	11.2	9.6	1.6	10.4	7.3	3.1	9.9	9.6	0.3	9.3	9.5	-0.2						
ABC MEL	9.1	9.2	-0.1	11.1	10.6	0.5	11.2	11.5	-0.3	6.0	5.6	0.4	7.1	8.2	-1.1	9.9	12.1	-2.2	7.6	9.4	-1.8						
3RN	3.2	2.7	0.5	5.0	4.7	0.3	1.9	1.1	0.8	1.6	1.5	0.1	3.5	3.0	0.5	5.3	3.6	1.7	3.9	4.0	-0.1						
ABC NEWS	1.4	1.8	-0.4	2.0	2.6	-0.6	1.0	1.2	-0.2	1.0	1.1	-0.1	1.0	1.1	-0.1	2.1	4.0	-1.9	1.5	2.3	-0.8						
3JJJ	6.2	5.3	0.9	6.0	4.7	1.3	6.2	4.7	1.5	6.9	6.0	0.9	6.2	5.9	0.3	4.9	5.3	-0.4	7.6	4.2	3.4						
ABC CLASSIC	2.5	2.3	0.2	2.2	2.3	-0.1	2.7	2.3	0.4	2.6	1.9	0.7	2.1	2.2	-0.1	3.1	3.5	-0.4	3.4	3.3	0.1						



# MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2020

## 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	+/-
Chemist Warehouse Remix	29	18	11	5	1	4	2	5	-3	12	6	6	7	3	4	3	*	*	*	1	*
Coles Radio	114	77	37	13	8	5	13	18	-5	41	26	15	17	17	0	18	4	14	11	4	7
Edge Digital	25	18	7	2	*	*	5	2	3	14	8	6	*	7	*	2	*	*	2	2	0
GOLD 80s	67	69	-2	10	15	-5	10	5	5	18	14	4	18	24	-6	9	8	1	1	4	-3
KIIS 90s	52	54	-2	3	13	-10	11	4	7	29	18	11	9	17	-8	*	2	*	1	*	*
Kinderling Kids	20	16	4	4	4	0	*	2	*	12	5	7	3	6	-3	*	*	*	1	*	*
MMM CLASSIC ROCK	35	36	-1	6	6	0	3	2	1	5	6	-1	6	15	-9	11	5	6	5	1	4
MMM COUNTRY	19	25	-6	*	5	*	*	2	*	8	4	4	5	7	-2	6	5	1	*	2	*
MMM GREATEST HITS	27	38	-11	4	2	2	10	*	*	5	12	-7	5	17	-12	3	2	1	1	4	-3
MMM HARD N HEAVY	29	na	*	3	na	*	*	na	*	19	na	*	7	na	*	*	na	*	*	na	*
MMM SOFT ROCK	5	20	-15	*	4	*	*	*	*	3	6	-3	2	8	-6	*	*	*	*	2	*
NTS News Talk Sport	15	8	7	2	2	0	*	*	*	9	2	7	3	3	0	*	*	*	*	*	*
Rythmos	6	15	-9	*	2	*	*	*	*	5	10	-5	*	2	*	*	*	*	1	*	*
smooth relax	56	49	7	5	3	2	7	6	1	20	9	11	10	14	-4	10	6	4	4	12	-8
THE FOX BUDDHA HITS	17	23	-6	*	2	*	3	2	1	6	3	3	4	12	-8	5	*	*	*	3	*
THE FOX DANCE	21	na	*	5	na	*	4	na	*	7	na	*	4	na	*	*	na	*	*	na	*
THE FOX EASY HITS	41	17	24	7	3	4	4	*	*	12	3	9	10	8	2	4	*	*	3	2	1
THE FOX OLDSKOOL HIT	41	43	-2	7	2	5	16	6	10	16	15	1	2	10	-8	*	4	*	*	6	*
THE FOX URBAN HITS	29	18	11	4	6	-2	5	2	3	14	8	6	5	3	2	*	*	*	*	*	*
triple j Uearthed	52	42	10	14	6	8	12	13	-1	18	24	-6	4	*	*	3	*	*	1	*	*
ABC Country	24	32	-8	4	5	-1	2	4	-2	11	3	8	*	3	*	5	3	2	1	14	-13
ABC Grandstand	24	31	-7	*	8	*	*	2	*	10	3	7	7	10	-3	4	2	2	4	6	-2
ABC Jazz	28	48	-20	5	4	1	2	8	-6	10	11	-1	5	14	-9	4	5	-1	2	5	-3
ABC KIDS LISTEN	22	28	-6	4	5	-1	*	5	*	12	10	2	7	2	5	*	2	*	*	3	*
Double J	98	59	39	7	7	0	5	2	3	54	32	22	30	16	14	2	*	*	*	1	*
Total Digital/Internet Only	626	559	67	70	46	24	84	60	24	220	186	34	138	163	-25	75	43	32	40	60	-20

## Cumulative Audience (000's) by Session, P10+ [Potential: 4698]

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
Chemist Warehouse Remix	21	15	6	8	5	3	10	10	0	11	8	3	11	7	4	5	5	0	14	8	6
Coles Radio	95	62	33	30	13	17	24	13	11	37	20	17	36	38	-2	29	24	5	51	43	8
Edge Digital	20	10	10	4	5	-1	7	7	0	2	*	*	14	7	7	10	1	9	15	12	3
GOLD 80s	52	53	-1	11	20	-9	17	22	-5	25	10	15	17	16	1	14	12	2	38	32	6
KIIS 90s	41	42	-1	22	28	-6	23	13	10	3	15	-12	14	23	-9	11	17	-6	23	27	-4
Kinderling Kids	19	16	3	6	8	-2	*	4	*	1	8	-7	8	8	0	7	7	0	10	10	0
MMM CLASSIC ROCK	25	23	2	2	15	-13	7	14	-7	14	13	1	9	13	-4	7	9	-2	21	25	-4
MMM COUNTRY	17	18	-1	7	2	5	10	7	3	11	10	1	10	12	-2	6	6	0	12	22	-10
MMM GREATEST HITS	22	35	-13	8	7	1	8	8	0	6	14	-8	8	27	-19	7	10	-3	11	18	-7
MMM HARD N HEAVY	29	na	*	18	na	*	20	na	*	19	na	*	15	na	*	7	na	*	8	na	*
MMM SOFT ROCK	3	12	-9	*	4	*	*	6	*	*	2	*	3	*	*	*	3	*	2	11	-9
NTS News Talk Sport	15	8	7	8	6	2	5	2	3	3	2	1	7	2	5	*	3	*	4	3	1
Rythmos	2	11	-9	2	7	-5	*	*	*	*	2	*	*	2	*	*	4	*	3	11	-8
smooth relax	43	34	9	11	15	-4	14	16	-2	12	10	2	16	7	9	19	14	5	31	29	2
THE FOX BUDDHA HITS	14	17	-3	10	12	-2	3	9	-6	5	7	-2	6	9	-3	7	4	3	12	14	-2
THE FOX DANCE	16	na	*	10	na	*	10	na	*	8	na	*	10	na	*	8	na	*	11	na	*
THE FOX EASY HITS	32	15	17	7	10	-3	14	6	8	8	5	3	13	5	8	11	*	*	12	8	4
THE FOX OLDSKOOL HIT	34	36	-2	17	9	8	12	15	-3	14	9	5	15	17	-2	6	10	-4	20	16	4
THE FOX URBAN HITS	27	16	11	9	8	1	15	7	8	20	9	11	9	2	7	5	4	1	9	8	1
triple j Uearthed	45	31	14	17	9	8	12	9	3	8	17	-9	15	9	6	14	4	10	21	19	2
ABC Country	19	29	-10	9	8	1	7	8	-1	10	15	-5	7	10	-3	2	13	-11	9	10	-1
ABC Grandstand	14	20	-6	7	6	1	3	4	-1	2	8	-6	4	4	0	4	4	0	16	16	0
ABC Jazz	25	41	-16	6	17	-11	8	9	-1	9	9	0	11	11	0	9	21	-12	11	17	-6
ABC KIDS LISTEN	20	23	-3	8	12	-4	11	9	2	6	11	-5	4	9	-5	5	9	-4	10	9	1
Double J	81	43	38	28	10	18	25	19	6	25	25	0	35	18	17	13	9	4	35	33	2
Total Digital/Internet Only	533	469	64	219	224	-5	244	193	51	250	203	47	235	214	21	163	166	-3	349	326	23

Please note: MMM AUSSIE relaunched as MMM SOFT ROCK, THE FOX DANCE & MMM HARD N HEAVY commenced broadcasting on Jan 19.