



MELBOURNE RADIO - SURVEY 8 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	2.9	3.0	-0.1	1.8	1.5	0.3	0.9	1.0	-0.1	2.6	3.3	-0.7	4.1	3.0	1.1	3.7	4.4	-0.7	2.3	2.9	-0.6
3AW	19.6	20.6	-1.0	6.4	3.1	3.3	1.9	2.7	-0.8	5.4	5.2	0.2	15.4	15.9	-0.5	23.1	29.0	-5.9	38.7	38.4	0.3
Magic 1278	1.4	1.2	0.2	0.2	0.3	-0.1	1.4	1.1	0.3	0.6	0.5	0.1	0.3	0.5	-0.2	2.1	1.7	0.4	2.7	2.4	0.3
101.9 FOX FM	6.7	5.2	1.5	16.2	13.8	2.4	20.5	9.0	11.5	12.0	10.5	1.5	6.4	5.6	0.8	2.6	2.0	0.6	0.2	0.1	0.1
GOLD104.3	9.0	8.9	0.1	8.8	9.8	-1.0	4.4	7.2	-2.8	7.5	7.7	-0.2	16.7	15.9	0.8	9.9	8.8	1.1	3.3	3.5	-0.2
KIIS 101.1 FM	4.5	4.4	0.1	13.3	15.6	-2.3	11.8	11.3	0.5	8.2	7.4	0.8	3.9	3.2	0.7	1.3	1.6	-0.3	0.6	0.8	-0.2
105.1 TRIPLE M	6.2	6.2	0.0	9.3	8.0	1.3	4.7	6.6	-1.9	6.6	7.3	-0.7	11.2	10.6	0.6	6.3	6.9	-0.6	0.5	0.4	0.1
NOVA 100	5.6	5.6	0.0	11.4	15.7	-4.3	12.7	12.0	0.7	11.1	10.7	0.4	6.7	6.2	0.5	1.5	1.4	0.1	0.3	0.2	0.1
smoothfm 91.5	7.8	6.5	1.3	5.9	3.0	2.9	3.7	4.6	-0.9	6.4	6.5	-0.1	5.5	5.2	0.3	11.9	9.4	2.5	9.7	7.3	2.4
ABC MEL	10.7	12.0	-1.3	1.2	2.5	-1.3	0.7	5.5	-4.8	3.4	3.6	-0.2	6.6	7.9	-1.3	17.1	17.5	-0.4	20.4	21.8	-1.4
3RN	3.5	3.5	0.0	0.4	0.3	0.1	*	0.1	*	1.2	1.6	-0.4	1.9	1.4	0.5	4.5	4.7	-0.2	7.4	7.5	-0.1
ABC NEWSRADIO	1.9	1.7	0.2	0.7	0.7	0.0	1.7	1.3	0.4	2.1	1.7	0.4	1.4	1.7	-0.3	3.0	2.3	0.7	1.8	1.8	0.0
3JJJ	4.9	4.5	0.4	8.0	5.4	2.6	19.7	17.4	2.3	11.7	11.2	0.5	3.1	3.4	-0.3	0.5	0.6	-0.1	0.2	0.2	0.0
ABC CLASSIC	2.2	3.1	-0.9	0.7	1.0	-0.3	0.4	0.3	0.1	2.0	2.6	-0.6	0.9	2.2	-1.3	2.3	1.9	0.4	4.4	6.2	-1.8

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	3.2	3.2	0.0	2.9	3.2	-0.3	2.9	2.9	0.0	3.9	3.6	0.3	3.5	3.5	0.0	1.9	2.4	-0.5	2.1	2.5	-0.4						
3AW	20.3	21.4	-1.1	25.0	28.4	-3.4	22.1	22.6	-0.5	16.0	16.5	-0.5	16.9	17.8	-0.9	20.7	20.4	0.3	17.2	18.0	-0.8						
Magic 1278	1.3	1.2	0.1	0.8	0.8	0.0	1.2	1.0	0.2	1.7	1.7	0.0	1.1	0.7	0.4	1.9	1.9	0.0	1.7	1.5	0.2						
101.9 FOX FM	6.9	5.4	1.5	6.6	5.0	1.6	6.4	5.2	1.2	7.4	6.1	1.3	7.7	5.7	2.0	6.0	4.6	1.4	6.0	4.4	1.6						
GOLD104.3	9.0	8.9	0.1	7.5	7.3	0.2	9.7	9.3	0.4	10.9	11.1	-0.2	7.8	7.8	0.0	7.7	7.1	0.6	9.0	8.8	0.2						
KIIS 101.1 FM	4.5	4.3	0.2	5.4	4.7	0.7	3.5	3.6	-0.1	4.4	4.7	-0.3	4.8	4.5	0.3	4.0	4.1	-0.1	4.5	4.6	-0.1						
105.1 TRIPLE M	6.4	6.3	0.1	6.8	5.8	1.0	6.2	6.0	0.2	6.8	6.7	0.1	6.5	7.9	-1.4	2.9	4.1	-1.2	5.5	5.7	-0.2						
NOVA 100	5.7	5.8	-0.1	6.3	5.9	0.4	4.7	5.1	-0.4	6.0	6.2	-0.2	6.8	6.3	0.5	4.2	4.9	-0.7	5.3	5.0	0.3						
smoothfm 91.5	7.4	6.3	1.1	5.3	5.0	0.3	7.3	5.9	1.4	8.8	8.0	0.8	7.5	6.1	1.4	9.8	6.3	3.5	9.0	7.3	1.7						
ABC MEL	11.0	12.3	-1.3	12.6	13.7	-1.1	13.5	14.8	-1.3	8.1	9.0	-0.9	10.6	12.2	-1.6	9.1	10.5	-1.4	9.7	11.1	-1.4						
3RN	3.2	3.2	0.0	5.5	5.6	-0.1	1.7	1.8	-0.1	2.0	2.1	-0.1	3.0	3.0	0.0	5.4	4.9	0.5	4.2	4.4	-0.2						
ABC NEWSRADIO	1.7	1.6	0.1	2.6	2.5	0.1	1.7	1.6	0.1	1.1	0.8	0.3	1.1	0.8	0.3	2.6	3.0	-0.4	2.3	2.2	0.1						
3JJJ	4.9	4.5	0.4	3.7	3.0	0.7	4.6	4.7	-0.1	5.8	5.5	0.3	5.8	5.1	0.7	4.5	4.1	0.4	4.8	4.2	0.6						
ABC CLASSIC	2.2	3.1	-0.9	1.6	2.0	-0.4	2.3	3.3	-1.0	2.3	3.5	-1.2	2.0	3.0	-1.0	3.4	4.5	-1.1	2.5	3.2	-0.7						



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	24	31	-7	8	10	-2	4	5	-1	5	5	0	4	5	-1	*	*	*	3	5	-2
Coles Radio	74	72	2	13	11	2	14	11	3	28	25	3	8	12	-4	7	8	-1	3	5	-2
Edge Digital	24	32	-8	6	11	-5	8	13	-5	6	3	3	1	1	0	1	1	0	2	3	-1
GOLD 80s	89	113	-24	20	33	-13	9	14	-5	13	24	-11	30	26	4	10	9	1	7	6	1
HIT BUDDHA	31	32	-1	9	7	2	5	7	-2	6	6	0	8	5	3	2	3	-1	*	5	*
HIT DANCE	49	38	11	14	7	7	8	11	-3	14	5	9	10	7	3	1	4	-3	2	4	-2
HIT EASY	15	28	-13	8	20	-12	3	*	*	3	7	-4	1	*	*	*	1	*	*	*	*
HIT OLDSKOOL	42	47	-5	6	8	-2	6	7	-1	11	9	2	15	16	-1	3	5	-2	2	2	0
HIT URBAN	47	59	-12	15	20	-5	5	12	-7	24	25	-1	3	3	0	*	*	*	*	*	*
KIIS 90s	57	69	-12	9	23	-14	8	4	4	18	24	-6	10	6	4	6	6	0	6	8	-2
Kinderling Kids	10	14	-4	4	4	0	*	*	*	3	5	-2	2	2	0	1	*	*	*	2	*
MMM 90s	17	33	-16	4	10	-6	6	7	-1	3	3	0	4	10	-6	1	3	-2	*	*	*
MMM CLASSIC ROCK	50	54	-4	8	12	-4	2	2	0	6	13	-7	16	7	9	13	13	0	4	7	-3
MMM COUNTRY	41	41	0	13	16	-3	7	7	0	12	10	2	8	5	3	1	1	0	*	1	*
MMM HARD N HEAVY	33	38	-5	5	10	-5	4	5	-1	8	9	-1	9	5	4	5	5	0	2	3	-1
MMM SOFT ROCK	31	35	-4	6	9	-3	5	5	0	3	2	1	11	14	-3	4	5	-1	1	*	*
NTS News Talk Sport	12	22	-10	*	2	*	4	5	-1	2	9	-7	4	3	1	*	*	*	1	4	-3
Rythmos	24	25	-1	6	9	-3	2	2	0	9	7	2	7	6	1	*	*	*	*	1	*
SEN Track Digital	18	19	-1	2	*	*	*	*	*	11	15	-4	*	*	*	1	*	*	4	4	0
smooth relax	86	98	-12	11	10	1	5	8	-3	36	40	-4	7	12	-5	10	6	4	18	21	-3
triple j Uneathed	56	46	10	7	15	-8	17	17	0	19	4	15	7	5	2	4	4	0	1	1	0
ABC Country	32	25	7	3	5	-2	5	2	3	4	4	0	*	*	*	7	3	4	14	11	3
ABC Grandstand	37	49	-12	6	5	1	3	*	*	3	10	-7	4	7	-3	12	13	-1	10	14	-4
ABC Jazz	54	69	-15	8	7	1	7	9	-2	18	23	-5	7	9	-2	7	7	0	6	13	-7
ABC KIDS LISTEN	54	58	-4	16	23	-7	3	*	*	25	26	-1	9	8	1	*	*	*	1	1	0
Double J	71	81	-10	10	3	7	10	8	2	26	41	-15	20	26	-6	1	1	0	3	2	1
Total Digital/Internet Only	862	989	-127	108	152	-44	87	106	-19	265	309	-44	206	220	-14	99	95	4	97	108	-11

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

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	+/-
Chemist Warehouse Remix	10	9	1	3	1	2	3	4	-1	3	1	2	5	6	-1	4	2	2	16	22	-6
Coles Radio	65	57	8	12	8	4	18	13	5	23	24	-1	26	22	4	20	16	4	32	31	1
Edge Digital	23	31	-8	6	9	-3	6	8	-2	7	14	-7	6	7	-1	2	1	1	1	1	0
GOLD 80s	62	84	-22	14	20	-6	25	38	-13	28	36	-8	31	45	-14	10	11	-1	39	45	-6
HIT BUDDHA	23	19	4	6	3	3	6	9	-3	10	9	1	8	5	3	12	6	6	21	22	-1
HIT DANCE	39	25	14	18	6	12	19	10	9	11	5	6	18	13	5	13	7	6	31	25	6
HIT EASY	12	18	-6	5	10	-5	4	6	-2	3	4	-1	3	5	-2	4	3	1	6	15	-9
HIT OLDSKOOL	35	39	-4	7	7	0	9	8	1	14	18	-4	16	21	-5	12	11	1	14	16	-2
HIT URBAN	32	46	-14	4	7	-3	12	21	-9	16	20	-4	5	10	-5	14	21	-7	23	31	-8
KIIS 90s	35	51	-16	9	18	-9	5	20	-15	8	8	0	12	13	-1	10	8	2	26	33	-7
Kinderling Kids	10	12	-2	5	6	-1	*	1	*	2	2	0	6	5	1	5	3	2	5	9	-4
MMM 90s	15	29	-14	5	12	-7	1	14	-13	5	12	-7	7	11	-4	9	8	1	2	12	-10
MMM CLASSIC ROCK	46	45	1	18	22	-4	24	24	0	19	22	-3	15	14	1	14	9	5	16	18	-2
MMM COUNTRY	35	35	0	12	15	-3	17	11	6	13	6	7	16	15	1	1	3	-2	18	16	2
MMM HARD N HEAVY	26	32	-6	9	17	-8	14	12	2	7	11	-4	9	11	-2	4	1	3	20	20	0
MMM SOFT ROCK	23	26	-3	4	5	-1	6	7	-1	1	*	*	13	16	-3	10	11	-1	14	17	-3
NTS News Talk Sport	7	10	-3	*	4	*	*	2	*	2	*	*	1	1	0	5	8	-3	5	14	-9
Rythmos	18	18	0	3	5	-2	6	7	-1	6	7	-1	11	7	4	*	*	*	11	14	-3
SEN Track Digital	12	9	3	3	5	-2	8	5	3	3	*	*	2	*	*	1	1	0	13	15	-2
smooth relax	71	73	-2	19	22	-3	18	21	-3	25	28	-3	30	29	1	20	18	2	31	38	-7
triple j Uneathed	39	36	3	14	13	1	11	10	1	12	12	0	8	5	3	9	6	3	21	15	6
ABC Country	32	25	7	13	12	1	9	8	1	18	7	11	7	11	-4	7	4	3	14	5	9
ABC Grandstand	9	18	-9	*	3	*	*	*	*	3	4	-1	*	7	*	6	13	-7	28	41	-13
ABC Jazz	41	54	-13	8	15	-7	17	24	-7	24	26	-2	11	10	1	17	19	-2	32	37	-5
ABC KIDS LISTEN	45	49	-4	15	15	0	18	20	-2	17	22	-5	18	16	2	11	11	0	24	27	-3
Double J	62	65	-3	18	19	-1	20	32	-12	43	44	-1	23	33	-10	5	8	-3	33	47	-14
Total Digital/Internet Only	714	798	-84	232	256	-24	328	393	-65	379	416	-37	336	396	-60	228	242	-14	530	626	-96