



MELBOURNE RADIO - SURVEY 1 2021

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 1116	2.8	2.9	-0.1	2.2	1.8	0.4	1.1	0.9	0.2	3.6	2.6	1.0	3.8	4.1	-0.3	3.0	3.7	-0.7	1.8	2.3	-0.5
3AW	16.3	19.6	-3.3	3.7	6.4	-2.7	2.4	1.9	0.5	1.7	5.4	-3.7	8.5	15.4	-6.9	21.0	23.1	-2.1	39.0	38.7	0.3
RSN 927	0.3	na	*	*	na	*	*	na	*	0.4	na	*	0.6	na	*	0.2	na	*	0.2	na	*
Magic 1278	1.5	1.4	0.1	0.1	0.2	-0.1	0.3	1.4	-1.1	0.8	0.6	0.2	0.9	0.3	0.6	0.9	2.1	-1.2	3.6	2.7	0.9
3MP 1377	0.7	na	*	0.1	na	*	0.6	na	*	0.1	na	*	0.2	na	*	0.4	na	*	1.9	na	*
101.9 FOX FM	7.5	6.7	0.8	12.3	16.2	-3.9	11.7	20.5	-8.8	13.1	12.0	1.1	8.6	6.4	2.2	5.6	2.6	3.0	0.8	0.2	0.6
GOLD104.3	11.0	9.0	2.0	11.3	8.8	2.5	5.7	4.4	1.3	8.4	7.5	0.9	15.8	16.7	-0.9	16.5	9.9	6.6	6.8	3.3	3.5
KIIS 101.1 FM	5.8	4.5	1.3	10.0	13.3	-3.3	13.9	11.8	2.1	10.6	8.2	2.4	5.7	3.9	1.8	3.7	1.3	2.4	0.2	0.6	-0.4
105.1 TRIPLE M	5.2	6.2	-1.0	8.0	9.3	-1.3	10.1	4.7	5.4	5.9	6.6	-0.7	6.6	11.2	-4.6	6.2	6.3	-0.1	0.8	0.5	0.3
NOVA 100	6.3	5.6	0.7	20.3	11.4	8.9	6.9	12.7	-5.8	11.7	11.1	0.6	7.0	6.7	0.3	2.3	1.5	0.8	0.3	0.3	0.0
smoothfm 91.5	8.9	7.8	1.1	6.3	5.9	0.4	4.5	3.7	0.8	8.3	6.4	1.9	11.9	5.5	6.4	8.4	11.9	-3.5	8.7	9.7	-1.0
ABC MEL	8.7	10.7	-2.0	2.8	1.2	1.6	2.8	0.7	2.1	4.1	3.4	0.7	7.3	6.6	0.7	8.2	17.1	-8.9	17.2	20.4	-3.2
3RN	2.4	3.5	-1.1	0.4	0.4	0.0	*	*	*	1.2	1.2	0.0	1.6	1.9	-0.3	3.2	4.5	-1.3	4.7	7.4	-2.7
ABC NEWSRADIO	1.8	1.9	-0.1	1.0	0.7	0.3	0.5	1.7	-1.2	1.9	2.1	-0.2	2.3	1.4	0.9	2.3	3.0	-0.7	1.7	1.8	-0.1
3JJJ	5.9	4.9	1.0	9.5	8.0	1.5	19.3	19.7	-0.4	11.6	11.7	-0.1	4.0	3.1	0.9	2.2	0.5	1.7	0.4	0.2	0.2
ABC CLASSIC	2.7	2.2	0.5	0.7	0.7	0.0	0.6	0.4	0.2	1.7	2.0	-0.3	1.1	0.9	0.2	5.1	2.3	2.8	4.6	4.4	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
SEN 1116	3.0	3.2	-0.2	3.2	2.9	0.3	3.2	2.9	0.3	3.1	3.9	-0.8	2.9	3.5	-0.6	2.3	1.9	0.4	2.0	2.1	-0.1	2.0	2.1	-0.1	2.0	2.1	-0.1
3AW	16.6	20.3	-3.7	22.2	25.0	-2.8	19.0	22.1	-3.1	12.1	16.0	-3.9	13.1	16.9	-3.8	13.2	20.7	-7.5	15.3	17.2	-1.9	13.2	20.7	-7.5	15.3	17.2	-1.9
RSN 927	0.2	na	*	0.6	na	*	0.2	na	*	0.1	na	*	*	na	*	0.1	na	*	0.6	na	*	0.1	na	*	0.6	na	*
Magic 1278	1.3	1.3	0.0	0.8	0.8	0.0	1.1	1.2	-0.1	1.9	1.7	0.2	1.4	1.1	0.3	1.3	1.9	-0.6	2.1	1.7	0.4	1.3	1.9	-0.6	2.1	1.7	0.4
3MP 1377	0.6	na	*	0.4	na	*	0.5	na	*	0.9	na	*	0.4	na	*	1.4	na	*	0.8	na	*	1.4	na	*	0.8	na	*
101.9 FOX FM	7.6	6.9	0.7	7.2	6.6	0.6	6.8	6.4	0.4	7.7	7.4	0.3	9.5	7.7	1.8	6.6	6.0	0.6	7.1	6.0	1.1	6.6	6.0	0.6	7.1	6.0	1.1
GOLD104.3	11.2	9.0	2.2	8.9	7.5	1.4	12.6	9.7	2.9	13.9	10.9	3.0	10.4	7.8	2.6	8.4	7.7	0.7	10.2	9.0	1.2	8.4	7.7	0.7	10.2	9.0	1.2
KIIS 101.1 FM	5.9	4.5	1.4	6.2	5.4	0.8	5.6	3.5	2.1	6.2	4.4	1.8	6.2	4.8	1.4	4.4	4.0	0.4	5.6	4.5	1.1	4.4	4.0	0.4	5.6	4.5	1.1
105.1 TRIPLE M	5.6	6.4	-0.8	6.2	6.8	-0.6	4.7	6.2	-1.5	5.8	6.8	-1.0	6.6	6.5	0.1	3.8	2.9	0.9	4.1	5.5	-1.4	6.6	6.5	0.1	4.1	5.5	-1.4
NOVA 100	6.4	5.7	0.7	6.8	6.3	0.5	5.1	4.7	0.4	6.3	6.0	0.3	7.7	6.8	0.9	6.1	4.2	1.9	6.2	5.3	0.9	6.1	4.2	1.9	6.2	5.3	0.9
smoothfm 91.5	8.9	7.4	1.5	7.2	5.3	1.9	9.7	7.3	2.4	9.9	8.8	1.1	8.2	7.5	0.7	10.1	9.8	0.3	8.9	9.0	-0.1	10.1	9.8	0.3	8.9	9.0	-0.1
ABC MEL	8.9	11.0	-2.1	10.7	12.6	-1.9	9.1	13.5	-4.4	6.7	8.1	-1.4	7.9	10.6	-2.7	12.0	9.1	2.9	8.1	9.7	-1.6	12.0	9.1	2.9	8.1	9.7	-1.6
3RN	2.2	3.2	-1.0	3.9	5.5	-1.6	1.1	1.7	-0.6	1.2	2.0	-0.8	2.2	3.0	-0.8	3.4	5.4	-2.0	2.8	4.2	-1.4	3.4	5.4	-2.0	2.8	4.2	-1.4
ABC NEWSRADIO	1.8	1.7	0.1	2.4	2.6	-0.2	1.3	1.7	-0.4	0.9	1.1	-0.2	1.9	1.1	0.8	3.5	2.6	0.9	2.1	2.3	-0.2	3.5	2.6	0.9	2.1	2.3	-0.2
3JJJ	5.6	4.9	0.7	4.2	3.7	0.5	5.9	4.6	1.3	6.8	5.8	1.0	6.4	5.8	0.6	3.8	4.5	-0.7	6.8	4.8	2.0	6.4	5.8	0.6	6.8	4.8	2.0
ABC CLASSIC	2.5	2.2	0.3	1.7	1.6	0.1	2.5	2.3	0.2	3.1	2.3	0.8	2.7	2.0	0.7	2.6	3.4	-0.8	3.3	2.5	0.8	2.6	3.4	-0.8	3.3	2.5	0.8



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2021

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	+/-
BUDDHA HITS	44	31	13	8	9	-1	4	5	-1	16	6	10	12	8	4	2	2	0	2	*	*
Chemist Warehouse Remix	18	24	-6	2	8	-6	6	4	2	7	5	2	*	4	*	2	*	*	*	3	*
Coles Radio	75	74	1	9	13	-4	10	14	-4	45	28	17	5	8	-3	2	7	-5	4	3	1
DANCE HITS	35	49	-14	2	14	-12	4	8	-4	21	14	7	8	10	-2	*	1	*	*	2	*
EASY 80s HITS	31	15	16	4	8	-4	4	3	1	13	3	10	10	1	9	2	*	*	*	*	*
Edge Digital	22	24	-2	5	6	-1	3	8	-5	12	6	6	2	1	1	*	1	*	*	2	*
GOLD 80s	78	89	-11	16	20	-4	9	9	0	23	13	10	19	30	-11	10	10	0	1	7	-6
KIIS 90s	42	57	-15	13	9	4	7	8	-1	17	18	-1	6	10	-4	*	6	*	*	6	*
Kinderling Kids	18	10	8	4	4	0	*	*	*	10	3	7	3	2	1	*	1	*	*	*	*
MMM 90s	44	17	27	6	4	2	*	6	*	19	3	16	15	4	11	4	1	3	*	*	*
MMM CLASSIC ROCK	68	50	18	14	8	6	7	2	5	6	6	0	22	16	6	17	13	4	1	4	-3
MMM COUNTRY	24	41	-17	3	13	-10	3	7	-4	11	12	-1	6	8	-2	*	1	*	1	*	*
MMM HARD N HEAVY	29	33	-4	4	5	-1	*	4	*	11	8	3	9	9	0	5	5	0	*	2	*
MMM SOFT ROCK	15	31	-16	2	6	-4	*	5	*	11	3	8	*	11	*	2	4	-2	*	1	*
NOVA Noughties	16	na	*	4	na	*	3	na	*	*	na	*	9	na	*	*	na	*	*	na	*
NTS News Talk Sport	6	12	-6	*	*	*	*	4	*	6	2	4	*	4	*	*	*	*	*	1	*
OLDSKOOL 90s HITS	69	42	27	7	6	1	12	6	6	19	11	8	29	15	14	2	3	-1	*	2	*
RSN Extra	8	na	*	2	na	*	*	na	*	4	na	*	3	na	*	*	na	*	*	na	*
Rythmos	21	24	-3	2	6	-4	3	2	1	6	9	-3	4	7	-3	4	*	*	1	*	*
SEN Track Digital	21	18	3	2	2	0	4	*	*	13	11	2	2	*	*	*	1	*	*	4	*
smooth relax	62	86	-24	13	11	2	3	5	-2	21	36	-15	6	7	-1	9	10	-1	10	18	-8
SOUNDCLOUD RADIO	24	na	*	4	na	*	8	na	*	10	na	*	2	na	*	*	na	*	*	na	*
URBAN HITS	34	47	-13	8	15	-7	4	5	-1	16	24	-8	4	3	1	*	*	*	2	*	*
triple j Unearthed	41	56	-15	8	7	1	15	17	-2	9	19	-10	4	7	-3	6	4	2	*	1	*
ABC Country	49	32	17	5	3	2	10	5	5	18	4	14	8	*	*	*	7	*	8	14	-6
ABC Jazz	63	54	9	5	8	-3	9	7	2	20	18	2	10	7	3	7	7	0	12	6	6
ABC KIDS LISTEN	38	54	-16	11	16	-5	3	3	0	6	25	-19	10	9	1	2	*	*	7	1	6
ABC Sport	23	37	-14	5	6	-1	4	3	1	2	3	-1	9	4	5	1	12	-11	3	10	-7
Double J	60	71	-11	5	10	-5	6	10	-4	27	26	1	14	20	-6	5	1	4	3	3	0
Total Digital/Internet Only	711	862	-151	96	108	-12	93	87	6	222	265	-43	174	206	-32	70	99	-29	56	97	-41

Please note: Nova Noughties, RSN Extra & Soundcloud Radio commenced broadcasting from Jan 17.

Hit Buddha, Hit Dance, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Dance Hits, Easy 80s Hits, Oldskool 90s Hits and ABC Grandstand changed to ABC Sport.



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2021

Cumulative Audience (000's) by Session, P10+ [Potential: 4817]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
BUDDHA HITS	32	23	9	11	6	5	6	6	0	13	10	3	10	8	2	4	12	-8	21	21	0
Chemist Warehouse Remix	15	10	5	*	3	*	3	3	0	10	3	7	10	5	5	6	4	2	9	16	-7
Coles Radio	57	65	-8	11	12	-1	19	18	1	23	23	0	20	26	-6	20	20	0	37	32	5
DANCE HITS	34	39	-5	17	18	-1	23	19	4	13	11	2	13	18	-5	7	13	-6	11	31	-20
EASY 80s HITS	25	12	13	11	5	6	12	4	8	10	3	7	11	3	8	11	4	7	12	6	6
Edge Digital	20	23	-3	4	6	-2	4	6	-2	11	7	4	6	6	0	5	2	3	4	1	3
GOLD 80s	61	62	-1	18	14	4	27	25	2	16	28	-12	19	31	-12	18	10	8	43	39	4
KIIS 90s	35	35	0	18	9	9	8	5	3	17	8	9	15	12	3	4	10	-6	13	26	-13
Kinderling Kids	15	10	5	2	5	-3	8	*	*	5	2	3	5	6	-1	5	5	0	6	5	1
MMM 90s	26	15	11	6	5	1	16	1	15	17	5	12	15	7	8	7	9	-2	25	2	23
MMM CLASSIC ROCK	58	46	12	10	18	-8	15	24	-9	27	19	8	23	15	8	6	14	-8	37	16	21
MMM COUNTRY	21	35	-14	9	12	-3	9	17	-8	11	13	-2	14	16	-2	2	1	1	13	18	-5
MMM HARD N HEAVY	29	26	3	10	9	1	10	14	-4	13	7	6	11	9	2	2	4	-2	17	20	-3
MMM SOFT ROCK	13	23	-10	8	4	4	8	6	2	7	1	6	4	13	-9	*	10	*	2	14	-12
NOVA Noughties	14	na	*	2	na	*	4	na	*	5	na	*	10	na	*	2	na	*	6	na	*
NTS News Talk Sport	6	7	-1	2	*	*	*	*	*	4	2	2	*	1	*	4	5	-1	4	5	-1
OLDSKOOL 90s HITS	54	35	19	21	7	14	26	9	17	26	14	12	19	16	3	7	12	-5	28	14	14
RSN Extra	7	na	*	7	na	*	4	na	*	*	na	*	*	na	*	4	na	*	6	na	*
Rythmos	20	18	2	8	3	5	9	6	3	13	6	7	8	11	-3	10	*	*	11	11	0
SEN Track Digital	2	12	-10	2	3	-1	*	8	*	*	3	*	2	2	0	2	1	1	19	13	6
smooth relax	44	71	-27	18	19	-1	19	18	1	24	25	-1	21	30	-9	15	20	-5	38	31	7
SOUNDCLOUD RADIO	22	na	*	8	na	*	12	na	*	4	na	*	3	na	*	5	na	*	11	na	*
URBAN HITS	30	32	-2	12	4	8	9	12	-3	15	16	-1	14	5	9	10	14	-4	12	23	-11
triple j Unearthed	32	39	-7	11	14	-3	11	11	0	15	12	3	17	8	9	14	9	5	31	21	10
ABC Country	32	32	0	13	13	0	10	9	1	2	18	-16	11	7	4	9	7	2	22	14	8
ABC Jazz	50	41	9	12	8	4	12	17	-5	23	24	-1	18	11	7	18	17	1	44	32	12
ABC KIDS LISTEN	29	45	-16	15	15	0	6	18	-12	7	17	-10	14	18	-4	10	11	-1	23	24	-1
ABC Sport	19	9	10	6	*	*	4	*	*	8	3	5	12	*	*	8	6	2	12	28	-16
Double J	47	62	-15	13	18	-5	21	20	1	28	43	-15	26	23	3	22	5	17	36	33	3
Total Digital/Internet Only	585	714	-129	220	232	-12	269	328	-59	290	379	-89	294	336	-42	199	228	-29	429	530	-101

Please note: Nova Noughties, RSN Extra & Soundcloud Radio commenced broadcasting from Jan 17.

Hit Buddha, Hit Dance, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Dance Hits, Easy 80s Hits, Oldskool 90s Hits and ABC Grandstand changed to ABC Sport.