



# MELBOURNE RADIO - SURVEY 2 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	3.0	2.8	0.2	1.4	2.2	-0.8	0.3	1.1	-0.8	3.1	3.6	-0.5	2.9	3.8	-0.9	5.3	3.0	2.3	3.0	1.8	1.2
3AW	16.9	16.3	0.6	3.8	3.7	0.1	2.7	2.4	0.3	2.4	1.7	0.7	10.6	8.5	2.1	25.5	21.0	4.5	36.7	39.0	-2.3
RSN 927	0.5	0.3	0.2	*	*	*	0.1	*	*	0.3	0.4	-0.1	0.5	0.6	-0.1	0.4	0.2	0.2	0.7	0.2	0.5
Magic 1278	1.0	1.5	-0.5	0.1	0.1	0.0	0.3	0.3	0.0	0.1	0.8	-0.7	0.8	0.9	-0.1	0.9	0.9	0.0	2.3	3.6	-1.3
3MP 1377	0.6	0.7	-0.1	*	0.1	*	0.2	0.6	-0.4	*	0.1	*	1.1	0.2	0.9	0.6	0.4	0.2	0.8	1.9	-1.1
101.9 FOX FM	7.2	7.5	-0.3	18.6	12.3	6.3	9.8	11.7	-1.9	12.1	13.1	-1.0	8.6	8.6	0.0	4.5	5.6	-1.1	0.1	0.8	-0.7
GOLD104.3	11.3	11.0	0.3	9.9	11.3	-1.4	10.6	5.7	4.9	6.8	8.4	-1.6	16.3	15.8	0.5	15.5	16.5	-1.0	7.7	6.8	0.9
KIIS 101.1 FM	5.5	5.8	-0.3	12.2	10.0	2.2	13.5	13.9	-0.4	9.9	10.6	-0.7	4.6	5.7	-1.1	3.3	3.7	-0.4	0.2	0.2	0.0
105.1 TRIPLE M	5.3	5.2	0.1	2.7	8.0	-5.3	5.8	10.1	-4.3	6.7	5.9	0.8	7.1	6.6	0.5	8.4	6.2	2.2	0.9	0.8	0.1
NOVA 100	7.1	6.3	0.8	24.4	20.3	4.1	13.2	6.9	6.3	12.4	11.7	0.7	6.5	7.0	-0.5	2.8	2.3	0.5	0.3	0.3	0.0
smoothfm 91.5	8.4	8.9	-0.5	5.1	6.3	-1.2	3.8	4.5	-0.7	7.8	8.3	-0.5	11.6	11.9	-0.3	7.8	8.4	-0.6	8.2	8.7	-0.5
ABC MEL	8.6	8.7	-0.1	2.5	2.8	-0.3	1.9	2.8	-0.9	6.1	4.1	2.0	5.1	7.3	-2.2	5.8	8.2	-2.4	19.5	17.2	2.3
3RN	2.4	2.4	0.0	0.3	0.4	-0.1	*	*	*	1.1	1.2	-0.1	1.6	1.6	0.0	2.6	3.2	-0.6	5.4	4.7	0.7
ABC NEWSRADIO	1.7	1.8	-0.1	1.4	1.0	0.4	0.8	0.5	0.3	3.1	1.9	1.2	1.4	2.3	-0.9	1.5	2.3	-0.8	1.5	1.7	-0.2
3JJJ	5.5	5.9	-0.4	4.9	9.5	-4.6	20.0	19.3	0.7	10.7	11.6	-0.9	4.6	4.0	0.6	1.5	2.2	-0.7	0.3	0.4	-0.1
ABC CLASSIC	2.7	2.7	0.0	0.8	0.7	0.1	0.4	0.6	-0.2	1.2	1.7	-0.5	2.0	1.1	0.9	4.8	5.1	-0.3	4.6	4.6	0.0

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	3.2	3.0	0.2	3.1	3.2	-0.1	3.8	3.2	0.6	3.1	3.1	0.0	3.4	2.9	0.5	1.9	2.3	-0.4	2.5	2.0	0.5						
3AW	17.2	16.6	0.6	21.5	22.2	-0.7	19.5	19.0	0.5	13.3	12.1	1.2	14.7	13.1	1.6	14.6	13.2	1.4	16.2	15.3	0.9						
RSN 927	0.3	0.2	0.1	0.7	0.6	0.1	0.5	0.2	0.3	0.1	0.1	0.0	0.1	*	*	0.2	0.1	0.1	0.9	0.6	0.3						
Magic 1278	1.0	1.3	-0.3	0.3	0.8	-0.5	1.0	1.1	-0.1	1.6	1.9	-0.3	1.0	1.4	-0.4	0.9	1.3	-0.4	1.1	2.1	-1.0						
3MP 1377	0.6	0.6	0.0	0.5	0.4	0.1	0.6	0.5	0.1	0.7	0.9	-0.2	0.4	0.4	0.0	0.6	1.4	-0.8	0.7	0.8	-0.1						
101.9 FOX FM	7.2	7.6	-0.4	7.2	7.2	0.0	6.2	6.8	-0.6	7.1	7.7	-0.6	8.8	9.5	-0.7	7.0	6.6	0.4	7.1	7.1	0.0						
GOLD104.3	11.4	11.2	0.2	8.3	8.9	-0.6	12.6	12.6	0.0	15.0	13.9	1.1	10.7	10.4	0.3	9.0	8.4	0.6	10.7	10.2	0.5						
KIIS 101.1 FM	5.5	5.9	-0.4	5.6	6.2	-0.6	4.5	5.6	-1.1	5.7	6.2	-0.5	6.5	6.2	0.3	5.7	4.4	1.3	5.5	5.6	-0.1						
105.1 TRIPLE M	5.5	5.6	-0.1	6.2	6.2	0.0	5.3	4.7	0.6	5.7	5.8	-0.1	5.2	6.6	-1.4	4.2	3.8	0.4	4.5	4.1	0.4						
NOVA 100	7.1	6.4	0.7	7.9	6.8	1.1	5.4	5.1	0.3	6.9	6.3	0.6	9.2	7.7	1.5	6.0	6.1	-0.1	7.1	6.2	0.9						
smoothfm 91.5	8.2	8.9	-0.7	6.3	7.2	-0.9	9.1	9.7	-0.6	9.4	9.9	-0.5	8.0	8.2	-0.2	8.0	10.1	-2.1	9.0	8.9	0.1						
ABC MEL	8.7	8.9	-0.2	10.7	10.7	0.0	9.5	9.1	0.4	6.9	6.7	0.2	7.2	7.9	-0.7	9.3	12.0	-2.7	8.3	8.1	0.2						
3RN	2.3	2.2	0.1	3.6	3.9	-0.3	1.2	1.1	0.1	1.4	1.2	0.2	2.0	2.2	-0.2	3.9	3.4	0.5	2.8	2.8	0.0						
ABC NEWSRADIO	1.8	1.8	0.0	2.8	2.4	0.4	1.4	1.3	0.1	1.1	0.9	0.2	1.7	1.9	-0.2	2.1	3.5	-1.4	1.5	2.1	-0.6						
3JJJ	5.7	5.6	0.1	4.4	4.2	0.2	5.7	5.9	-0.2	6.9	6.8	0.1	6.6	6.4	0.2	4.4	3.8	0.6	4.8	6.8	-2.0						
ABC CLASSIC	2.6	2.5	0.1	2.2	1.7	0.5	2.7	2.5	0.2	2.6	3.1	-0.5	2.4	2.7	-0.3	3.2	2.6	0.6	3.4	3.3	0.1						



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	29	44	-15	3	8	-5	2	4	-2	12	16	-4	8	12	-4	2	2	0	2	2	0
Chemist Warehouse Remix	19	18	1	*	2	*	8	6	2	4	7	-3	4	*	*	2	2	0	*	*	*
Coles Radio	72	75	-3	5	9	-4	6	10	-4	33	45	-12	17	5	12	7	2	5	6	4	2
DANCE HITS	33	35	-2	3	2	1	6	4	2	16	21	-5	4	8	-4	1	*	*	1	*	*
EASY 80s HITS	8	31	-23	3	4	-1	*	4	*	4	13	-9	2	10	-8	*	2	*	*	*	*
Edge Digital	17	22	-5	*	5	*	5	3	2	10	12	-2	1	2	-1	*	*	*	*	*	*
GOLD 80s	62	78	-16	7	16	-9	5	9	-4	9	23	-14	28	19	9	9	10	-1	3	1	2
KIIS 90s	30	42	-12	8	13	-5	6	7	-1	12	17	-5	3	6	-3	*	*	*	1	*	*
Kinderling Kids	15	18	-3	8	4	4	*	*	*	4	10	-6	3	3	0	*	*	*	*	*	*
MMM 90s	31	44	-13	2	6	-4	*	*	*	14	19	-5	10	15	-5	5	4	1	*	*	*
MMM CLASSIC ROCK	62	68	-6	5	14	-9	10	7	3	7	6	1	21	22	-1	17	17	0	3	1	2
MMM COUNTRY	31	24	7	2	3	-1	10	3	7	6	11	-5	6	6	0	4	*	*	2	1	1
MMM HARD N HEAVY	25	29	-4	7	4	3	*	*	*	6	11	-5	10	9	1	2	5	-3	*	*	*
MMM SOFT ROCK	14	15	-1	2	2	0	*	*	*	6	11	-5	2	*	*	4	2	2	*	*	*
NOVA Noughties	24	16	8	6	4	2	10	3	7	*	*	*	9	9	0	*	*	*	*	*	*
NTS News Talk Sport	*	6	*	*	*	*	*	*	*	*	6	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	47	69	-22	8	7	1	10	12	-2	12	19	-7	16	29	-13	2	2	0	*	*	*
RSN Extra	4	8	-4	*	2	*	*	*	*	4	4	0	*	3	*	*	*	*	*	*	*
Rythmos	16	21	-5	*	2	*	3	3	0	1	6	-5	8	4	4	2	4	-2	1	1	0
SEN Track Digital	8	21	-13	*	2	*	*	4	*	6	13	-7	2	2	0	*	*	*	*	*	*
smooth relax	49	62	-13	7	13	-6	6	3	3	13	21	-8	14	6	8	6	9	-3	4	10	-6
SOUNDCLOUD RADIO	24	24	0	8	4	4	7	8	-1	9	10	-1	*	2	*	*	*	*	*	*	*
URBAN HITS	29	34	-5	3	8	-5	6	4	2	17	16	1	2	4	-2	*	*	*	1	2	-1
triple j Unearthed	27	41	-14	9	8	1	3	15	-12	7	9	-2	4	4	0	4	6	-2	*	*	*
ABC Country	40	49	-9	3	5	-2	10	10	0	6	18	-12	7	8	-1	3	*	*	11	8	3
ABC Jazz	56	63	-7	5	5	0	15	9	6	5	20	-15	11	10	1	9	7	2	11	12	-1
ABC KIDS LISTEN	43	38	5	10	11	-1	*	3	*	15	6	9	8	10	-2	2	2	0	9	7	2
ABC Sport	15	23	-8	2	5	-3	3	4	-1	*	2	*	4	9	-5	*	1	*	5	3	2
Double J	56	60	-4	3	5	-2	9	6	3	27	27	0	12	14	-2	2	5	-3	3	3	0
Total Digital/Internet Only	651	711	-60	61	96	-35	82	93	-11	196	222	-26	182	174	8	75	70	5	55	56	-1



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2021

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

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	
BUDDHA HITS	18	32	-14	4	11	-7	6	6	0	9	13	-4	7	10	-3	4	4	0	16	21	-5	
Chemist Warehouse Remix	16	15	1	3	*	*	6	3	3	6	10	-4	7	10	-3	6	6	0	4	9	-5	
Coles Radio	51	57	-6	8	11	-3	16	19	-3	20	23	-3	20	20	0	20	20	0	33	37	-4	
DANCE HITS	26	34	-8	11	17	-6	7	23	-16	11	13	-2	7	13	-6	10	7	3	14	11	3	
EASY 80s HITS	8	25	-17	4	11	-7	4	12	-8	3	10	-7	5	11	-6	4	11	-7	*	12	*	
Edge Digital	14	20	-6	8	4	4	2	4	-2	5	11	-6	7	6	1	*	5	*	8	4	4	
GOLD 80s	43	61	-18	17	18	-1	19	27	-8	13	16	-3	12	19	-7	18	18	0	36	43	-7	
KIIS 90s	25	35	-10	14	18	-4	2	8	-6	16	17	-1	13	15	-2	*	4	*	6	13	-7	
Kinderling Kids	12	15	-3	3	2	1	8	8	0	1	5	-4	6	5	1	3	5	-2	8	6	2	
MMM 90s	21	26	-5	8	6	2	11	16	-5	14	17	-3	12	15	-3	6	7	-1	15	25	-10	
MMM CLASSIC ROCK	58	58	0	17	10	7	15	15	0	29	27	2	18	23	-5	8	6	2	23	37	-14	
MMM COUNTRY	26	21	5	17	9	8	16	9	7	16	11	5	19	14	5	8	2	6	14	13	1	
MMM HARD N HEAVY	23	29	-6	6	10	-4	8	10	-2	5	13	-8	11	11	0	5	2	3	16	17	-1	
MMM SOFT ROCK	11	13	-2	10	8	2	7	8	-1	6	7	-1	6	4	2	*	*	*	6	2	4	
NOVA Noughties	22	14	8	10	2	8	11	4	7	10	5	5	10	10	0	6	2	4	13	6	7	
NTS News Talk Sport	*	6	*	*	2	*	*	*	*	*	4	*	*	*	*	*	4	*	*	*	4	*
OLDSKOOL 90s HITS	43	54	-11	14	21	-7	13	26	-13	20	26	-6	10	19	-9	16	7	9	14	28	-14	
RSN Extra	4	7	-3	4	7	-3	4	4	0	*	*	*	*	*	*	4	4	0	4	6	-2	
Rythmos	13	20	-7	10	8	2	7	9	-2	9	13	-4	9	8	1	4	10	-6	12	11	1	
SEN Track Digital	*	2	*	*	2	*	*	*	*	*	*	*	*	2	*	*	2	*	*	8	19	-11
smooth relax	38	44	-6	15	18	-3	13	19	-6	10	24	-14	14	21	-7	12	15	-3	25	38	-13	
SOUNDCLOUD RADIO	16	22	-6	2	8	-6	5	12	-7	9	4	5	8	3	5	10	5	5	14	11	3	
URBAN HITS	24	30	-6	6	12	-6	12	9	3	13	15	-2	3	14	-11	5	10	-5	18	12	6	
triple j Unearthed	18	32	-14	10	11	-1	6	11	-5	9	15	-6	10	17	-7	8	14	-6	19	31	-12	
ABC Country	26	32	-6	5	13	-8	8	10	-2	3	2	1	10	11	-1	10	9	1	19	22	-3	
ABC Jazz	45	50	-5	9	12	-3	13	12	1	15	23	-8	17	18	-1	22	18	4	40	44	-4	
ABC KIDS LISTEN	37	29	8	13	15	-2	7	6	1	8	7	1	14	14	0	7	10	-3	24	23	1	
ABC Sport	13	19	-6	6	6	0	6	4	2	4	8	-4	7	12	-5	6	8	-2	9	12	-3	
Double J	44	47	-3	15	13	2	25	21	4	25	28	-3	24	26	-2	23	22	1	29	36	-7	
Total Digital/Internet Only	521	585	-64	196	220	-24	224	269	-45	262	290	-28	268	294	-26	185	199	-14	383	429	-46	