



MELBOURNE RADIO - SURVEY 7 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	+/-
1116 SEN Sports	3.1	3.7	-0.6	0.6	1.3	-0.7	7.0	8.6	-1.6	2.2	1.7	0.5	3.4	5.7	-2.3	3.1	4.5	-1.4	3.1	2.2	0.9
3AW	18.9	18.2	0.7	2.7	5.0	-2.3	0.5	0.5	0.0	6.3	7.0	-0.7	13.3	11.0	2.3	26.5	25.6	0.9	34.3	33.8	0.5
RSN 927	0.6	0.6	0.0	0.1	0.1	0.0	0.8	0.1	0.7	0.1	0.1	0.0	1.2	1.1	0.1	0.4	0.9	-0.5	0.6	0.6	0.0
Magic 1278	1.5	1.7	-0.2	*	0.1	*	0.9	0.3	0.6	0.4	0.1	0.3	1.2	1.8	-0.6	2.5	2.9	-0.4	2.4	2.4	0.0
3MP 1377	1.0	1.2	-0.2	0.6	0.5	0.1	0.7	0.8	-0.1	0.3	0.3	0.0	0.9	1.4	-0.5	0.5	0.6	-0.1	1.9	2.2	-0.3
101.9 FOX FM	5.5	6.6	-1.1	14.1	16.7	-2.6	4.2	3.7	0.5	14.8	17.3	-2.5	5.2	6.3	-1.1	2.5	3.1	-0.6	0.2	0.3	-0.1
GOLD104.3	10.9	10.9	0.0	10.7	9.6	1.1	6.4	7.2	-0.8	9.3	9.0	0.3	19.5	18.9	0.6	13.4	13.8	-0.4	5.2	4.8	0.4
KIIS 101.1 FM	4.6	4.6	0.0	11.4	12.9	-1.5	11.4	12.3	-0.9	8.7	9.8	-1.1	3.8	3.3	0.5	2.5	2.0	0.5	0.6	0.3	0.3
105.1 TRIPLE M	4.0	4.7	-0.7	4.8	10.0	-5.2	0.8	2.5	-1.7	6.7	5.8	0.9	8.3	8.1	0.2	3.1	4.3	-1.2	0.3	0.7	-0.4
NOVA 100	6.5	6.3	0.2	19.6	15.7	3.9	21.8	16.4	5.4	10.8	12.3	-1.5	5.7	7.0	-1.3	2.0	1.6	0.4	0.4	0.5	-0.1
smoothfm 91.5	7.0	6.8	0.2	8.9	6.8	2.1	8.4	12.1	-3.7	4.7	4.5	0.2	6.1	5.8	0.3	8.8	8.6	0.2	7.2	6.7	0.5
ABC MEL	11.2	12.0	-0.8	2.1	1.8	0.3	2.3	2.4	-0.1	3.2	5.3	-2.1	7.3	8.0	-0.7	17.1	14.5	2.6	19.7	22.6	-2.9
3RN	3.4	3.2	0.2	0.3	0.3	0.0	1.0	0.1	0.9	0.7	0.7	0.0	2.1	1.8	0.3	2.1	2.6	-0.5	7.9	7.7	0.2
ABC NEWSRADIO	2.3	2.1	0.2	0.7	0.9	-0.2	1.6	0.7	0.9	1.5	1.4	0.1	2.3	2.2	0.1	2.4	3.0	-0.6	3.3	2.4	0.9
3JJJ	4.3	4.0	0.3	4.9	5.7	-0.8	13.9	17.9	-4.0	13.8	10.0	3.8	2.2	2.2	0.0	0.8	0.8	0.0	*	*	*
ABC CLASSIC	3.2	2.8	0.4	1.5	0.7	0.8	1.4	2.0	-0.6	1.6	0.8	0.8	1.5	1.2	0.3	1.1	1.0	0.1	7.3	6.9	0.4

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
1116 SEN Sports	3.2	3.7	-0.5	3.4	3.8	-0.4	3.5	4.1	-0.6	3.3	4.0	-0.7	2.6	3.3	-0.7	1.8	2.4	-0.6	2.8	3.4	-0.6	2.8	3.4	-0.6	2.8	3.4	-0.6
3AW	19.6	18.7	0.9	24.3	23.8	0.5	21.3	20.7	0.6	15.5	13.7	1.8	16.3	15.3	1.0	20.9	21.4	-0.5	16.6	16.5	0.1	20.9	21.4	-0.5	16.6	16.5	0.1
RSN 927	0.5	0.5	0.0	1.0	1.0	0.0	0.6	0.7	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.4	*	*	0.8	1.0	-0.2	0.4	*	*	0.8	1.0	-0.2
Magic 1278	1.3	1.5	-0.2	0.5	0.4	0.1	1.5	1.4	0.1	1.9	2.3	-0.4	1.3	1.6	-0.3	1.3	2.6	-1.3	2.3	2.1	0.2	1.3	2.6	-1.3	2.3	2.1	0.2
3MP 1377	0.9	1.0	-0.1	0.6	0.9	-0.3	0.6	0.7	-0.1	1.1	1.2	-0.1	0.8	0.9	-0.1	1.8	1.6	0.2	1.5	1.8	-0.3	1.8	1.6	0.2	1.5	1.8	-0.3
101.9 FOX FM	5.5	6.8	-1.3	4.7	5.9	-1.2	4.7	5.8	-1.1	6.1	8.0	-1.9	7.3	8.6	-1.3	4.9	5.0	-0.1	5.3	5.8	-0.5	4.9	5.0	-0.1	5.3	5.8	-0.5
GOLD104.3	10.8	11.0	-0.2	8.6	9.4	-0.8	11.5	11.6	-0.1	13.3	13.7	-0.4	10.7	10.4	0.3	6.5	6.1	0.4	11.1	10.2	0.9	6.5	6.1	0.4	11.1	10.2	0.9
KIIS 101.1 FM	4.6	4.6	0.0	4.7	4.8	-0.1	4.2	4.0	0.2	4.6	4.9	-0.3	5.2	5.0	0.2	4.5	4.1	0.4	4.4	4.5	-0.1	4.5	4.1	0.4	4.4	4.5	-0.1
105.1 TRIPLE M	4.0	4.6	-0.6	3.6	4.1	-0.5	3.3	4.1	-0.8	4.5	4.4	0.1	5.1	6.3	-1.2	3.0	5.1	-2.1	4.1	4.9	-0.8	3.0	5.1	-2.1	4.1	4.9	-0.8
NOVA 100	6.6	6.5	0.1	6.9	7.1	-0.2	5.8	5.7	0.1	6.5	6.3	0.2	7.6	6.7	0.9	7.7	7.7	0.0	6.0	5.8	0.2	7.7	7.7	0.0	6.0	5.8	0.2
smoothfm 91.5	6.7	6.6	0.1	5.1	4.4	0.7	7.0	7.3	-0.3	7.7	8.1	-0.4	6.1	6.4	-0.3	8.3	6.9	1.4	8.1	7.3	0.8	8.3	6.9	1.4	8.1	7.3	0.8
ABC MEL	11.8	12.4	-0.6	14.3	14.6	-0.3	13.9	14.2	-0.3	7.8	8.6	-0.8	11.8	12.6	-0.8	11.3	13.1	-1.8	9.4	10.6	-1.2	11.3	13.1	-1.8	9.4	10.6	-1.2
3RN	3.2	3.0	0.2	4.9	4.5	0.4	1.4	1.6	-0.2	2.6	2.3	0.3	3.2	3.0	0.2	5.2	5.5	-0.3	4.3	3.9	0.4	5.2	5.5	-0.3	4.3	3.9	0.4
ABC NEWSRADIO	2.2	2.0	0.2	3.2	2.8	0.4	1.9	1.8	0.1	1.9	1.8	0.1	1.4	1.3	0.1	3.0	2.4	0.6	2.6	2.3	0.3	3.0	2.4	0.6	2.6	2.3	0.3
3JJJ	4.3	4.0	0.3	3.6	3.2	0.4	3.9	3.6	0.3	5.5	5.1	0.4	4.6	4.9	-0.3	3.1	2.3	0.8	4.2	3.9	0.3	3.1	2.3	0.8	4.2	3.9	0.3
ABC CLASSIC	3.0	2.6	0.4	1.8	1.7	0.1	2.9	2.7	0.2	3.8	3.2	0.6	3.6	2.9	0.7	3.9	2.7	1.2	3.7	3.2	0.5	3.9	2.7	1.2	3.7	3.2	0.5



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	31	18	13	7	9	-2	3	*	*	8	*	*	3	5	-2	3	1	2	6	3	3
Chemist Warehouse Remix	23	27	-4	9	9	0	*	*	*	8	13	-5	5	*	*	*	3	*	2	2	0
Coles Radio	65	77	-12	11	5	6	6	9	-3	25	29	-4	12	19	-7	6	6	0	5	8	-3
DANCE HITS	30	37	-7	4	12	-8	7	*	*	7	7	0	7	13	-6	3	4	-1	2	2	0
EASY 80s HITS	22	25	-3	2	2	0	4	4	0	8	7	1	*	4	*	5	4	1	4	3	1
Edge Digital	32	16	16	9	*	*	2	*	*	15	12	3	3	2	1	*	*	*	2	2	0
GOLD 80s	116	104	12	13	9	4	7	9	-2	18	25	-7	30	31	-1	19	15	4	29	15	14
KIIS 90s	88	79	9	19	21	-2	4	4	0	32	28	4	17	14	3	10	10	0	6	2	4
MMM 90s	35	38	-3	5	8	-3	6	*	*	5	8	-3	10	17	-7	4	5	-1	5	*	*
MMM CLASSIC ROCK	69	37	32	9	*	*	6	*	*	15	12	3	11	8	3	19	14	5	8	4	4
MMM COUNTRY	29	21	8	2	*	*	*	*	*	13	6	7	4	4	0	7	9	-2	3	2	1
MMM HARD N HEAVY	28	17	11	6	3	3	3	*	*	10	7	3	3	6	-3	4	2	2	2	*	*
MMM SOFT ROCK	28	19	9	4	5	-1	*	*	*	8	3	5	7	*	*	5	6	-1	4	4	0
NOVA Noughties	68	45	23	8	2	6	12	9	3	26	23	3	14	7	7	5	5	0	3	*	*
NTS News Talk Sport	22	12	10	4	2	2	*	*	*	11	8	3	1	*	*	2	1	1	3	1	2
OLDSKOOL 90s HITS	32	45	-13	2	5	-3	*	*	*	18	22	-4	9	14	-5	3	3	0	*	*	*
RSN Extra	14	2	12	*	*	*	*	*	*	3	2	1	2	*	*	1	*	*	8	*	*
Rythmos	17	19	-2	*	2	*	*	*	*	9	9	0	4	3	1	1	2	-1	3	3	0
SEN Fanatic	6	3	3	*	*	*	*	*	*	4	2	2	2	*	*	*	*	*	*	1	*
SEN Sydney DAB+	13	11	2	*	*	*	*	*	*	6	5	1	6	5	1	*	*	*	1	1	0
SEN Track Digital	9	2	7	2	*	*	*	*	*	4	*	*	*	2	*	*	*	*	3	*	*
smooth relax	88	86	2	17	16	1	9	14	-5	9	9	0	22	18	4	15	13	2	15	16	-1
SOUNDCLOUD RADIO	25	10	15	4	2	2	9	4	5	9	3	6	2	*	*	*	*	*	1	*	*
URBAN HITS	26	24	2	9	12	-3	*	*	*	11	7	4	4	3	1	1	1	0	1	1	0
triple j Unearthed	54	44	10	16	7	9	3	8	-5	23	17	6	4	7	-3	6	4	2	3	2	1
ABC Country	56	52	4	4	4	0	*	*	*	6	3	3	13	9	4	12	8	4	20	27	-7
ABC Jazz	73	66	7	13	5	8	9	17	-8	14	9	5	11	13	-2	7	7	0	21	16	5
ABC KIDS LISTEN	66	68	-2	19	14	5	3	*	*	23	33	-10	13	15	-2	4	1	3	4	4	0
ABC Sport	51	51	0	*	2	*	*	8	*	14	12	2	9	2	7	13	15	-2	15	13	2
Double J	67	59	8	12	7	5	*	*	*	28	25	3	19	23	-4	4	2	2	4	3	1
Total Digital/Internet Only	975	854	121	155	110	45	87	79	8	274	265	9	196	178	18	121	108	13	142	114	28



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 7 2021

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

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	+/-	This	Last	+/-	This	Last	+/-
BUDDHA HITS	24	16	8	9	3	6	12	9	3	8	7	1	16	5	11	2	1	1	9	7	2
Chemist Warehouse Remix	18	17	1	8	6	2	6	7	-1	11	11	0	9	3	6	*	*	*	11	13	-2
Coles Radio	46	67	-21	14	14	0	14	22	-8	17	31	-14	12	18	-6	13	11	2	37	34	3
DANCE HITS	21	27	-6	13	12	1	13	6	7	13	15	-2	11	*	*	2	8	-6	19	19	0
EASY 80s HITS	15	16	-1	11	13	-2	8	9	-1	*	2	*	3	5	-2	4	4	0	14	16	-2
Edge Digital	17	13	4	4	3	1	3	3	0	7	6	1	6	4	2	10	6	4	19	8	11
GOLD 80s	104	88	16	43	22	21	46	34	12	38	39	-1	40	37	3	19	28	-9	36	42	-6
KIIS 90s	76	66	10	36	24	12	26	22	4	19	25	-6	21	23	-2	11	5	6	33	32	1
MMM 90s	29	35	-6	8	10	-2	19	15	4	13	19	-6	17	15	2	14	11	3	23	10	13
MMM CLASSIC ROCK	53	29	24	20	2	18	19	10	9	25	18	7	9	10	-1	14	3	11	27	20	7
MMM COUNTRY	25	19	6	7	8	-1	10	12	-2	24	15	9	15	10	5	4	1	3	15	13	2
MMM HARD N HEAVY	22	14	8	7	5	2	7	4	3	12	8	4	8	3	5	8	6	2	14	6	8
MMM SOFT ROCK	24	14	10	9	6	3	11	9	2	10	8	2	6	*	*	6	2	4	15	11	4
NOVA Noughties	41	29	12	18	9	9	20	15	5	19	7	12	15	9	6	6	*	*	37	22	15
NTS News Talk Sport	18	10	8	5	3	2	7	*	*	7	5	2	3	2	1	7	7	0	6	2	4
OLDSKOOL 90s HITS	20	34	-14	5	12	-7	8	15	-7	11	12	-1	4	13	-9	1	3	-2	15	20	-5
RSN Extra	9	2	7	4	*	*	2	*	*	1	*	*	4	2	2	3	2	1	5	*	*
Rythmos	9	12	-3	4	5	-1	*	*	*	2	2	0	2	2	0	4	5	-1	9	9	0
SEN Fanatic	3	1	2	1	*	*	1	*	*	*	1	*	2	*	*	2	*	*	3	2	1
SEN Sydney DAB+	10	6	4	6	2	4	2	2	0	5	4	1	5	4	1	3	2	1	4	6	-2
SEN Track Digital	4	2	2	*	*	*	2	*	*	1	2	-1	2	2	0	*	*	*	6	2	4
smooth relax	67	65	2	17	14	3	29	26	3	20	23	-3	31	29	2	15	17	-2	38	40	-2
SOUNDCLOUD RADIO	21	10	11	2	2	0	7	4	3	8	6	2	*	*	*	7	*	*	8	4	4
URBAN HITS	19	19	0	3	2	1	5	3	2	10	10	0	7	6	1	2	*	*	9	4	5
triple j Unearthed	37	34	3	8	13	-5	13	18	-5	22	13	9	14	12	2	4	7	-3	23	23	0
ABC Country	44	47	-3	14	11	3	18	21	-3	16	21	-5	10	14	-4	11	14	-3	17	13	4
ABC Jazz	54	48	6	7	5	2	15	10	5	26	20	6	32	27	5	15	20	-5	43	42	1
ABC KIDS LISTEN	50	59	-9	18	22	-4	22	22	0	13	18	-5	13	24	-11	10	7	3	31	33	-2
ABC Sport	24	18	6	17	9	8	4	5	-1	8	6	2	5	6	-1	5	3	2	32	40	-8
Double J	53	47	6	14	12	2	29	27	2	37	37	0	26	24	2	14	10	4	36	23	13
Total Digital/Internet Only	735	665	70	296	221	75	357	301	56	343	328	15	303	279	24	177	149	28	539	488	51