



# MELBOURNE RADIO - SURVEY 3 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	2.9	3.0	-0.1	0.9	1.4	-0.5	0.1	0.3	-0.2	1.4	3.1	-1.7	2.6	2.9	-0.3	6.0	5.3	0.7	3.8	3.0	0.8
3AW	15.6	16.9	-1.3	2.0	3.8	-1.8	1.5	2.7	-1.2	3.2	2.4	0.8	11.2	10.6	0.6	22.4	25.5	-3.1	32.8	36.7	-3.9
RSN 927	0.4	0.5	-0.1	*	*	*	0.1	0.1	0.0	*	0.3	*	0.1	0.5	-0.4	0.5	0.4	0.1	1.1	0.7	0.4
Magic 1278	1.0	1.0	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.6	0.1	0.5	0.7	0.8	-0.1	1.0	0.9	0.1	1.9	2.3	-0.4
3MP 1377	0.9	0.6	0.3	*	*	*	0.2	0.2	0.0	0.1	*	*	1.3	1.1	0.2	0.7	0.6	0.1	1.8	0.8	1.0
101.9 FOX FM	7.8	7.2	0.6	16.4	18.6	-2.2	10.3	9.8	0.5	14.3	12.1	2.2	10.4	8.6	1.8	3.6	4.5	-0.9	0.1	0.1	0.0
GOLD104.3	11.1	11.3	-0.2	8.6	9.9	-1.3	13.1	10.6	2.5	9.2	6.8	2.4	14.9	16.3	-1.4	15.1	15.5	-0.4	6.5	7.7	-1.2
KIIS 101.1 FM	6.4	5.5	0.9	18.1	12.2	5.9	14.4	13.5	0.9	10.4	9.9	0.5	5.9	4.6	1.3	3.5	3.3	0.2	0.2	0.2	0.0
105.1 TRIPLE M	5.2	5.3	-0.1	2.0	2.7	-0.7	6.6	5.8	0.8	5.8	6.7	-0.9	8.0	7.1	0.9	8.2	8.4	-0.2	0.8	0.9	-0.1
NOVA 100	7.8	7.1	0.7	22.4	24.4	-2.0	14.5	13.2	1.3	12.6	12.4	0.2	8.9	6.5	2.4	3.1	2.8	0.3	0.3	0.3	0.0
smoothfm 91.5	7.6	8.4	-0.8	8.7	5.1	3.6	3.3	3.8	-0.5	5.5	7.8	-2.3	7.7	11.6	-3.9	8.0	7.8	0.2	10.1	8.2	1.9
ABC MEL	8.8	8.6	0.2	1.0	2.5	-1.5	2.8	1.9	0.9	4.5	6.1	-1.6	4.3	5.1	-0.8	6.4	5.8	0.6	21.6	19.5	2.1
3RN	2.1	2.4	-0.3	0.4	0.3	0.1	*	*	*	0.2	1.1	-0.9	1.2	1.6	-0.4	2.7	2.6	0.1	4.9	5.4	-0.5
ABC NEWSRADIO	1.6	1.7	-0.1	0.6	1.4	-0.8	1.0	0.8	0.2	2.8	3.1	-0.3	1.7	1.4	0.3	1.6	1.5	0.1	0.9	1.5	-0.6
3JJJ	5.2	5.5	-0.3	3.5	4.9	-1.4	15.3	20.0	-4.7	12.8	10.7	2.1	4.2	4.6	-0.4	0.8	1.5	-0.7	0.1	0.3	-0.2
ABC CLASSIC	2.9	2.7	0.2	1.1	0.8	0.3	0.2	0.4	-0.2	1.2	1.2	0.0	1.6	2.0	-0.4	3.7	4.8	-1.1	6.1	4.6	1.5

## 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	3.1	0.1	3.3	3.8	-0.5	3.0	3.1	-0.1	3.0	3.4	-0.4	2.2	1.9	0.3	2.2	2.5	-0.3						
3AW	16.3	17.2	-0.9	20.1	21.5	-1.4	18.5	19.5	-1.0	12.3	13.3	-1.0	13.5	14.7	-1.2	16.0	14.6	1.4	13.5	16.2	-2.7						
RSN 927	0.3	0.3	0.0	0.4	0.7	-0.3	0.5	0.5	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.6	0.9	-0.3						
Magic 1278	0.9	1.0	-0.1	0.3	0.3	0.0	1.1	1.0	0.1	1.7	1.6	0.1	0.4	1.0	-0.6	1.3	0.9	0.4	1.1	1.1	0.0						
3MP 1377	0.9	0.6	0.3	0.7	0.5	0.2	0.9	0.6	0.3	1.3	0.7	0.6	0.7	0.4	0.3	0.3	0.6	-0.3	1.1	0.7	0.4						
101.9 FOX FM	8.0	7.2	0.8	7.9	7.2	0.7	7.1	6.2	0.9	9.1	7.1	2.0	8.9	8.8	0.1	5.4	7.0	-1.6	7.1	7.1	0.0						
GOLD104.3	11.3	11.4	-0.1	8.0	8.3	-0.3	12.4	12.6	-0.2	14.9	15.0	-0.1	10.6	10.7	-0.1	8.7	9.0	-0.3	10.2	10.7	-0.5						
KIIS 101.1 FM	6.4	5.5	0.9	7.4	5.6	1.8	4.7	4.5	0.2	5.7	5.7	0.0	8.1	6.5	1.6	7.1	5.7	1.4	6.5	5.5	1.0						
105.1 TRIPLE M	5.2	5.5	-0.3	5.8	6.2	-0.4	5.4	5.3	0.1	5.2	5.7	-0.5	4.9	5.2	-0.3	3.6	4.2	-0.6	5.1	4.5	0.6						
NOVA 100	7.9	7.1	0.8	8.0	7.9	0.1	6.1	5.4	0.7	8.0	6.9	1.1	10.4	9.2	1.2	6.6	6.0	0.6	7.6	7.1	0.5						
smoothfm 91.5	7.2	8.2	-1.0	5.2	6.3	-1.1	8.3	9.1	-0.8	8.2	9.4	-1.2	7.2	8.0	-0.8	6.8	8.0	-1.2	9.1	9.0	0.1						
ABC MEL	8.6	8.7	-0.1	11.1	10.7	0.4	9.1	9.5	-0.4	6.2	6.9	-0.7	7.2	7.2	0.0	9.8	9.3	0.5	9.6	8.3	1.3						
3RN	1.9	2.3	-0.4	3.0	3.6	-0.6	0.9	1.2	-0.3	1.3	1.4	-0.1	1.7	2.0	-0.3	3.3	3.9	-0.6	2.6	2.8	-0.2						
ABC NEWSRADIO	1.6	1.8	-0.2	2.4	2.8	-0.4	1.4	1.4	0.0	0.9	1.1	-0.2	1.7	1.7	0.0	1.8	2.1	-0.3	1.3	1.5	-0.2						
3JJJ	5.5	5.7	-0.2	4.6	4.4	0.2	5.5	5.7	-0.2	6.2	6.9	-0.7	5.7	6.6	-0.9	6.0	4.4	1.6	4.2	4.8	-0.6						
ABC CLASSIC	2.6	2.6	0.0	2.6	2.2	0.4	2.5	2.7	-0.2	2.5	2.6	-0.1	2.5	2.4	0.1	3.6	3.2	0.4	3.7	3.4	0.3						



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	16	29	-13	5	3	2	3	2	1	6	12	-6	*	8	*	1	2	-1	2	2	0
Chemist Warehouse Remix	22	19	3	4	*	*	8	8	0	4	4	0	6	4	2	*	2	*	*	*	*
Coles Radio	66	72	-6	4	5	-1	12	6	6	17	33	-16	21	17	4	10	7	3	2	6	-4
DANCE HITS	46	33	13	8	3	5	7	6	1	18	16	2	8	4	4	2	1	1	2	1	1
EASY 80s HITS	11	8	3	2	3	-1	*	*	*	5	4	1	2	2	0	2	*	*	*	*	*
Edge Digital	22	17	5	*	*	*	10	5	5	9	10	-1	2	1	1	*	*	*	2	*	*
GOLD 80s	47	62	-15	5	7	-2	*	5	*	4	9	-5	29	28	1	7	9	-2	3	3	0
KIIS 90s	32	30	2	5	8	-3	4	6	-2	14	12	2	2	3	-1	3	*	*	4	1	3
MMM 90s	20	31	-11	2	2	0	*	*	*	5	14	-9	9	10	-1	3	5	-2	*	*	*
MMM CLASSIC ROCK	53	62	-9	3	5	-2	11	10	1	10	7	3	13	21	-8	12	17	-5	4	3	1
MMM COUNTRY	32	31	1	5	2	3	11	10	1	2	6	-4	7	6	1	6	4	2	1	2	-1
MMM HARD N HEAVY	22	25	-3	5	7	-2	*	*	*	5	6	-1	11	10	1	*	2	*	*	*	*
MMM SOFT ROCK	10	14	-4	*	2	*	*	*	*	*	6	*	5	2	3	5	4	1	*	*	*
NOVA Noughties	21	24	-3	2	6	-4	11	10	1	*	*	*	7	9	-2	*	*	*	*	*	*
NTS News Talk Sport	2	*	*	*	*	*	*	*	*	2	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	51	47	4	10	8	2	15	10	5	16	12	4	8	16	-8	3	2	1	*	*	*
RSN Extra	*	4	*	*	*	*	*	*	*	*	4	*	*	*	*	*	*	*	*	*	*
Rythmos	11	16	-5	*	*	*	4	3	1	*	1	*	5	8	-3	*	2	*	2	1	1
SEN Track Digital	3	8	-5	*	*	*	*	*	*	*	6	*	3	2	1	*	*	*	*	*	*
smooth relax	46	49	-3	12	7	5	4	6	-2	9	13	-4	9	14	-5	4	6	-2	8	4	4
SOUNDCLOUD RADIO	35	24	11	7	8	-1	13	7	6	14	9	5	*	*	*	*	*	*	*	*	*
URBAN HITS	45	29	16	7	3	4	13	6	7	20	17	3	5	2	3	*	*	*	*	1	*
triple j Unearthed	11	27	-16	3	9	-6	*	3	*	9	7	2	*	4	*	*	4	*	*	*	*
ABC Country	30	40	-10	3	3	0	4	10	-6	7	6	1	*	7	*	5	3	2	11	11	0
ABC Jazz	59	56	3	*	5	*	12	15	-3	18	5	13	9	11	-2	12	9	3	8	11	-3
ABC KIDS LISTEN	37	43	-6	12	10	2	*	*	*	18	15	3	3	8	-5	2	2	0	1	9	-8
ABC Sport	26	15	11	*	2	*	11	3	8	*	*	*	2	4	-2	4	*	*	9	5	4
Double J	56	56	0	2	3	-1	8	9	-1	19	27	-8	22	12	10	2	2	0	3	3	0
Total Digital/Internet Only	667	651	16	81	61	20	96	82	14	179	196	-17	173	182	-9	80	75	5	58	55	3



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	14	18	-4	3	4	-1	9	6	3	3	9	-6	2	7	-5	8	4	4	3	16	-13	
Chemist Warehouse Remix	20	16	4	8	3	5	6	6	0	4	6	-2	3	7	-4	2	6	-4	4	4	0	
Coles Radio	55	51	4	20	8	12	27	16	11	18	20	-2	27	20	7	18	20	-2	34	33	1	
DANCE HITS	40	26	14	17	11	6	15	7	8	21	11	10	17	7	10	15	10	5	15	14	1	
EASY 80s HITS	9	8	1	*	4	*	6	4	2	2	3	-1	2	5	-3	2	4	-2	4	*	*	
Edge Digital	18	14	4	6	8	-2	4	2	2	4	5	-1	7	7	0	*	*	*	8	8	0	
GOLD 80s	30	43	-13	7	17	-10	18	19	-1	12	13	-1	14	12	2	13	18	-5	36	36	0	
KIIS 90s	26	25	1	20	14	6	3	2	1	7	16	-9	6	13	-7	*	*	*	10	6	4	
MMM 90s	16	21	-5	11	8	3	5	11	-6	6	14	-8	4	12	-8	3	6	-3	6	15	-9	
MMM CLASSIC ROCK	46	58	-12	20	17	3	13	15	-2	31	29	2	15	18	-3	7	8	-1	29	23	6	
MMM COUNTRY	24	26	-2	18	17	1	14	16	-2	13	16	-3	15	19	-4	11	8	3	16	14	2	
MMM HARD N HEAVY	19	23	-4	6	6	0	6	8	-2	5	5	0	8	11	-3	8	5	3	11	16	-5	
MMM SOFT ROCK	10	11	-1	5	10	-5	8	7	1	4	6	-2	5	6	-1	*	*	*	4	6	-2	
NOVA Noughties	21	22	-1	14	10	4	13	11	2	12	10	2	7	10	-3	2	6	-4	14	13	1	
NTS News Talk Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	*	*
OLDSKOOL 90s HITS	46	43	3	20	14	6	17	13	4	19	20	-1	6	10	-4	14	16	-2	19	14	5	
RSN Extra	*	4	*	*	4	*	*	4	*	*	*	*	*	*	*	*	4	*	*	*	4	*
Rythmos	6	13	-7	4	10	-6	4	7	-3	4	9	-5	4	9	-5	*	4	*	8	12	-4	
SEN Track Digital	3	*	*	3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	8	*
smooth relax	42	38	4	21	15	6	11	13	-2	14	10	4	15	14	1	12	12	0	13	25	-12	
SOUNDCLOUD RADIO	24	16	8	3	2	1	3	5	-2	16	9	7	18	8	10	13	10	3	26	14	12	
URBAN HITS	41	24	17	18	6	12	24	12	12	29	13	16	10	3	7	6	5	1	30	18	12	
triple j Unearthed	9	18	-9	3	10	-7	*	6	*	6	9	-3	6	10	-4	6	8	-2	5	19	-14	
ABC Country	20	26	-6	4	5	-1	3	8	-5	4	3	1	9	10	-1	15	10	5	15	19	-4	
ABC Jazz	51	45	6	9	9	0	15	13	2	14	15	-1	23	17	6	13	22	-9	33	40	-7	
ABC KIDS LISTEN	33	37	-4	14	13	1	3	7	-4	13	8	5	6	14	-8	5	7	-2	23	24	-1	
ABC Sport	19	13	6	2	6	-4	13	6	7	4	4	0	7	7	0	4	6	-2	16	9	7	
Double J	45	44	1	23	15	8	21	25	-4	25	25	0	22	24	-2	17	23	-6	38	29	9	
Total Digital/Internet Only	564	521	43	254	196	58	243	224	19	281	262	19	262	268	-6	190	185	5	421	383	38	