



# MELBOURNE RADIO - SURVEY 8 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	2.2	3.1	-0.9	0.7	0.6	0.1	0.8	7.0	-6.2	2.1	2.2	-0.1	1.9	3.4	-1.5	3.3	3.1	0.2	2.7	3.1	-0.4
3AW	16.6	18.9	-2.3	3.8	2.7	1.1	0.2	0.5	-0.3	4.2	6.3	-2.1	11.7	13.3	-1.6	22.3	26.5	-4.2	34.1	34.3	-0.2
RSN 927	0.6	0.6	0.0	*	0.1	*	0.6	0.8	-0.2	0.4	0.1	0.3	0.9	1.2	-0.3	1.1	0.4	0.7	0.4	0.6	-0.2
Magic 1278	1.0	1.5	-0.5	0.1	*	*	0.5	0.9	-0.4	0.3	0.4	-0.1	0.2	1.2	-1.0	1.5	2.5	-1.0	2.4	2.4	0.0
3MP 1377	0.9	1.0	-0.1	0.2	0.6	-0.4	*	0.7	*	0.1	0.3	-0.2	1.3	0.9	0.4	0.9	0.5	0.4	1.6	1.9	-0.3
101.9 FOX FM	6.6	5.5	1.1	14.1	14.1	0.0	10.1	4.2	5.9	13.5	14.8	-1.3	6.6	5.2	1.4	4.2	2.5	1.7	0.2	0.2	0.0
GOLD104.3	10.1	10.9	-0.8	9.5	10.7	-1.2	5.4	6.4	-1.0	9.7	9.3	0.4	14.6	19.5	-4.9	15.3	13.4	1.9	5.3	5.2	0.1
KIIS 101.1 FM	5.6	4.6	1.0	11.3	11.4	-0.1	12.8	11.4	1.4	8.8	8.7	0.1	6.6	3.8	2.8	2.8	2.5	0.3	0.6	0.6	0.0
105.1 TRIPLE M	4.8	4.0	0.8	4.4	4.8	-0.4	5.4	0.8	4.6	5.2	6.7	-1.5	8.5	8.3	0.2	5.0	3.1	1.9	1.3	0.3	1.0
NOVA 100	6.2	6.5	-0.3	18.9	19.6	-0.7	15.6	21.8	-6.2	10.7	10.8	-0.1	4.4	5.7	-1.3	2.6	2.0	0.6	0.4	0.4	0.0
smoothfm 91.5	8.0	7.0	1.0	10.5	8.9	1.6	5.6	8.4	-2.8	6.3	4.7	1.6	7.9	6.1	1.8	9.7	8.8	0.9	8.3	7.2	1.1
ABC MEL	10.1	11.2	-1.1	2.9	2.1	0.8	1.8	2.3	-0.5	3.6	3.2	0.4	7.5	7.3	0.2	15.0	17.1	-2.1	18.4	19.7	-1.3
3RN	2.9	3.4	-0.5	*	0.3	*	1.3	1.0	0.3	0.5	0.7	-0.2	1.7	2.1	-0.4	1.7	2.1	-0.4	7.7	7.9	-0.2
ABC NEWSRADIO	2.0	2.3	-0.3	0.6	0.7	-0.1	1.0	1.6	-0.6	1.6	1.5	0.1	1.8	2.3	-0.5	1.5	2.4	-0.9	3.4	3.3	0.1
3JJJ	4.5	4.3	0.2	4.6	4.9	-0.3	10.3	13.9	-3.6	12.5	13.8	-1.3	3.8	2.2	1.6	0.8	0.8	0.0	*	*	*
ABC CLASSIC	2.6	3.2	-0.6	1.5	1.5	0.0	1.4	1.4	0.0	1.9	1.6	0.3	0.9	1.5	-0.6	1.1	1.1	0.0	5.9	7.3	-1.4

## 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	2.2	3.2	-1.0	2.3	3.4	-1.1	2.1	3.5	-1.4	2.7	3.3	-0.6	1.9	2.6	-0.7	1.5	1.8	-0.3	2.2	2.8	-0.6						
3AW	17.1	19.6	-2.5	22.8	24.3	-1.5	17.9	21.3	-3.4	13.2	15.5	-2.3	13.0	16.3	-3.3	17.6	20.9	-3.3	15.2	16.6	-1.4						
RSN 927	0.5	0.5	0.0	0.5	1.0	-0.5	0.6	0.6	0.0	0.4	0.2	0.2	0.3	0.1	0.2	1.1	0.4	0.7	0.9	0.8	0.1						
Magic 1278	0.9	1.3	-0.4	0.5	0.5	0.0	1.1	1.5	-0.4	1.2	1.9	-0.7	0.7	1.3	-0.6	0.4	1.3	-0.9	1.6	2.3	-0.7						
3MP 1377	0.8	0.9	-0.1	0.4	0.6	-0.2	0.9	0.6	0.3	0.9	1.1	-0.2	0.6	0.8	-0.2	1.4	1.8	-0.4	1.2	1.5	-0.3						
101.9 FOX FM	7.1	5.5	1.6	6.6	4.7	1.9	6.5	4.7	1.8	7.8	6.1	1.7	8.1	7.3	0.8	5.2	4.9	0.3	5.3	5.3	0.0						
GOLD104.3	10.0	10.8	-0.8	8.0	8.6	-0.6	10.8	11.5	-0.7	11.5	13.3	-1.8	10.9	10.7	0.2	7.2	6.5	0.7	10.6	11.1	-0.5						
KIIS 101.1 FM	5.5	4.6	0.9	5.0	4.7	0.3	5.2	4.2	1.0	5.5	4.6	0.9	6.8	5.2	1.6	5.7	4.5	1.2	5.8	4.4	1.4						
105.1 TRIPLE M	5.0	4.0	1.0	4.6	3.6	1.0	4.4	3.3	1.1	6.0	4.5	1.5	5.0	5.1	-0.1	5.0	3.0	2.0	4.0	4.1	-0.1						
NOVA 100	6.3	6.6	-0.3	6.1	6.9	-0.8	5.6	5.8	-0.2	6.4	6.5	-0.1	7.0	7.6	-0.6	7.7	7.7	0.0	5.6	6.0	-0.4						
smoothfm 91.5	7.4	6.7	0.7	6.3	5.1	1.2	7.7	7.0	0.7	8.3	7.7	0.6	6.9	6.1	0.8	8.2	8.3	-0.1	10.0	8.1	1.9						
ABC MEL	10.8	11.8	-1.0	14.0	14.3	-0.3	13.3	13.9	-0.6	7.1	7.8	-0.7	9.2	11.8	-2.6	9.2	11.3	-2.1	8.0	9.4	-1.4						
3RN	2.7	3.2	-0.5	3.9	4.9	-1.0	1.3	1.4	-0.1	2.3	2.6	-0.3	3.3	3.2	0.1	4.1	5.2	-1.1	3.6	4.3	-0.7						
ABC NEWSRADIO	1.9	2.2	-0.3	2.9	3.2	-0.3	1.5	1.9	-0.4	1.3	1.9	-0.6	1.3	1.4	-0.1	3.5	3.0	0.5	2.3	2.6	-0.3						
3JJJ	4.6	4.3	0.3	3.7	3.6	0.1	4.5	3.9	0.6	5.8	5.5	0.3	4.5	4.6	-0.1	3.4	3.1	0.3	4.5	4.2	0.3						
ABC CLASSIC	2.4	3.0	-0.6	1.5	1.8	-0.3	2.3	2.9	-0.6	2.7	3.8	-1.1	2.7	3.6	-0.9	3.4	3.9	-0.5	3.3	3.7	-0.4						



# MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
Australia Today	42	na	*	5	na	*	6	na	*	13	na	*	8	na	*	3	na	*	8	na	*
BUDDHA HITS	29	31	-2	*	7	*	3	3	0	12	8	4	4	3	1	6	3	3	4	6	-2
Chemist Warehouse Remix	18	23	-5	10	9	1	*	*	*	1	8	-7	5	5	0	1	*	*	*	2	*
Coles Radio	69	65	4	17	11	6	12	6	6	20	25	-5	13	12	1	5	6	-1	1	5	-4
DANCE HITS	35	30	5	*	4	*	6	7	-1	19	7	12	6	7	-1	3	3	0	2	2	0
EASY 80s HITS	20	22	-2	5	2	3	*	4	*	4	8	-4	*	*	*	5	5	0	5	4	1
Edge Digital	27	32	-5	8	9	-1	2	2	0	10	15	-5	2	3	-1	*	*	*	5	2	3
Elf Radio	38	na	*	*	na	*	*	na	*	11	na	*	10	na	*	8	na	*	9	na	*
GOLD 80s	121	116	5	17	13	4	3	7	-4	13	18	-5	43	30	13	22	19	3	24	29	-5
KIIS 90s	99	88	11	17	19	-2	6	4	2	31	32	-1	25	17	8	10	10	0	10	6	4
MMM 90s	37	35	2	2	5	-3	6	6	0	2	5	-3	13	10	3	9	4	5	7	5	2
MMM CLASSIC ROCK	73	69	4	12	9	3	8	6	2	14	15	-1	13	11	2	19	19	0	7	8	-1
MMM COUNTRY	37	29	8	4	2	2	*	*	*	22	13	9	2	4	-2	6	7	-1	3	3	0
MMM HARD N HEAVY	41	28	13	6	6	0	9	3	6	9	10	-1	9	3	6	6	4	2	2	2	0
MMM SOFT ROCK	41	28	13	6	4	2	*	*	*	12	8	4	18	7	11	6	5	1	*	4	*
NOVA Noughties	61	68	-7	13	8	5	11	12	-1	17	26	-9	15	14	1	2	5	-3	3	3	0
NTS News Talk Sport	15	22	-7	3	4	-1	*	*	*	7	11	-4	2	1	1	2	2	0	2	3	-1
OLDSKOOL 90s HITS	38	32	6	7	2	5	*	*	*	14	18	-4	10	9	1	5	3	2	3	*	*
RSN Extra	22	14	8	*	*	*	*	*	*	8	3	5	4	2	2	2	1	1	8	8	0
Rythmos	7	17	-10	*	*	*	*	*	*	4	9	-5	3	4	-1	*	1	*	*	3	*
SEN Fanatic	7	6	1	*	*	*	*	*	*	5	4	1	2	2	0	*	*	*	*	*	*
SEN Sydney DAB+	11	13	-2	*	*	*	*	*	*	6	6	0	5	6	-1	*	*	*	*	1	*
SEN Track Digital	23	9	14	6	2	4	*	*	*	12	4	8	2	*	*	*	*	*	3	3	0
smooth relax	83	88	-5	6	17	-11	3	9	-6	13	9	4	25	22	3	20	15	5	15	15	0
SOUNDCLOUD RADIO	30	25	5	4	4	0	5	9	-4	17	9	8	3	2	1	*	*	*	1	1	0
TikTok Trending	51	na	*	26	na	*	9	na	*	4	na	*	8	na	*	2	na	*	2	na	*
URBAN HITS	23	26	-3	8	9	-1	*	*	*	13	11	2	2	4	-2	*	1	*	*	1	*
triple j Unearthed	59	54	5	13	16	-3	3	3	0	31	23	8	7	4	3	4	6	-2	1	3	-2
ABC Country	56	56	0	2	4	-2	3	*	*	6	6	0	15	13	2	12	12	0	18	20	-2
ABC Jazz	79	73	6	10	13	-3	2	9	-7	21	14	7	20	11	9	5	7	-2	21	21	0
ABC KIDS LISTEN	58	66	-8	18	19	-1	2	3	-1	21	23	-2	8	13	-5	3	4	-1	5	4	1
ABC Sport	44	51	-7	*	*	*	*	*	*	13	14	-1	11	9	2	8	13	-5	11	15	-4
Double J	46	67	-21	6	12	-6	3	*	*	17	28	-11	10	19	-9	2	4	-2	8	4	4
Total Digital/Internet Only	977	975	2	138	155	-17	82	87	-5	240	274	-34	257	196	61	120	121	-1	140	142	-2

Please note: Australia Today, Elf Radio & TikTok Trending commenced broadcasting from Sept 26.



# MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
Australia Today	33	na	*	10	na	*	12	na	*	8	na	*	9	na	*	6	na	*	11	na	*
BUDDHA HITS	24	24	0	9	9	0	11	12	-1	8	8	0	13	16	-3	1	2	-1	7	9	-2
Chemist Warehouse Remix	16	18	-2	5	8	-3	4	6	-2	5	11	-6	10	9	1	3	*	*	6	11	-5
Coles Radio	53	46	7	12	14	-2	22	14	8	22	17	5	28	12	16	17	13	4	34	37	-3
DANCE HITS	29	21	8	11	13	-2	16	13	3	11	13	-2	19	11	8	3	2	1	16	19	-3
EASY 80s HITS	12	15	-3	5	11	-6	1	8	-7	1	*	*	*	3	*	6	4	2	9	14	-5
Edge Digital	16	17	-1	2	4	-2	2	3	-1	7	7	0	5	6	-1	4	10	-6	11	19	-8
Elf Radio	32	na	*	15	na	*	14	na	*	3	na	*	7	na	*	4	na	*	10	na	*
GOLD 80s	99	104	-5	51	43	8	44	46	-2	37	38	-1	28	40	-12	13	19	-6	49	36	13
KIIS 90s	75	76	-1	25	36	-11	21	26	-5	19	19	0	33	21	12	20	11	9	46	33	13
MMM 90s	28	29	-1	5	8	-3	12	19	-7	15	13	2	20	17	3	14	14	0	24	23	1
MMM CLASSIC ROCK	57	53	4	24	20	4	19	19	0	31	25	6	14	9	5	15	14	1	34	27	7
MMM COUNTRY	31	25	6	13	7	6	8	10	-2	22	24	-2	16	15	1	10	4	6	27	15	12
MMM HARD N HEAVY	39	22	17	15	7	8	11	7	4	22	12	10	23	8	15	17	8	9	25	14	11
MMM SOFT ROCK	32	24	8	9	9	0	8	11	-3	12	10	2	11	6	5	14	6	8	20	15	5
NOVA Noughties	44	41	3	21	18	3	16	20	-4	23	19	4	18	15	3	9	6	3	29	37	-8
NTS News Talk Sport	14	18	-4	3	5	-2	8	7	1	2	7	-5	2	3	-1	4	7	-3	5	6	-1
OLDSKOOL 90s HITS	29	20	9	3	5	-2	9	8	1	13	11	2	11	4	7	5	1	4	15	15	0
RSN Extra	15	9	6	8	4	4	2	2	0	5	1	4	9	4	5	*	3	*	6	5	1
Rythmos	5	9	-4	1	4	-3	*	*	*	*	2	*	1	2	-1	4	4	0	3	9	-6
SEN Fanatic	7	3	4	1	1	0	1	1	0	4	*	*	2	2	0	2	2	0	*	3	*
SEN Sydney DAB+	11	10	1	5	6	-1	*	2	*	2	5	-3	9	5	4	4	3	1	*	4	*
SEN Track Digital	18	4	14	*	*	*	10	2	8	10	1	9	9	2	7	*	*	*	14	6	8
smooth relax	63	67	-4	25	17	8	27	29	-2	22	20	2	25	31	-6	10	15	-5	46	38	8
SOUNDCLOUD RADIO	23	21	2	7	2	5	8	7	1	12	8	4	5	*	*	7	7	0	11	8	3
TikTok Trending	45	na	*	17	na	*	18	na	*	17	na	*	21	na	*	27	na	*	27	na	*
URBAN HITS	17	19	-2	10	3	7	5	5	0	8	10	-2	8	7	1	2	2	0	11	9	2
triple j Unerthed	42	37	5	5	8	-3	11	13	-2	22	22	0	24	14	10	9	4	5	33	23	10
ABC Country	43	44	-1	21	14	7	26	18	8	15	16	-1	12	10	2	9	11	-2	21	17	4
ABC Jazz	63	54	9	5	7	-2	13	15	-2	36	26	10	38	32	6	18	15	3	44	43	1
ABC KIDS LISTEN	50	50	0	15	18	-3	18	22	-4	19	13	6	16	13	3	11	10	1	19	31	-12
ABC Sport	24	24	0	15	17	-2	7	4	3	6	8	-2	3	5	-2	8	5	3	23	32	-9
Double J	44	53	-9	11	14	-3	20	29	-9	23	37	-14	25	26	-1	7	14	-7	23	36	-13
Total Digital/Internet Only	783	735	48	329	296	33	367	357	10	407	343	64	380	303	77	208	177	31	554	539	15

Please note: Australia Today, Elf Radio & TikTok Trending commenced broadcasting from Sept 26.