



MELBOURNE RADIO - SURVEY 4 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	1.6	0.9	0.7	0.5	0.1	0.4	3.1	1.4	1.7	3.2	2.6	0.6	3.3	6.0	-2.7	2.8	3.8	-1.0
3AW	15.5	15.6	-0.1	5.9	2.0	3.9	0.4	1.5	-1.1	3.6	3.2	0.4	13.1	11.2	1.9	17.6	22.4	-4.8	32.5	32.8	-0.3
RSN 927	0.3	0.4	-0.1	*	*	*	*	0.1	*	*	*	*	0.4	0.1	0.3	0.5	0.5	0.0	0.4	1.1	-0.7
Magic 1278	1.3	1.0	0.3	*	0.1	*	0.7	0.2	0.5	1.6	0.6	1.0	1.4	0.7	0.7	1.4	1.0	0.4	1.5	1.9	-0.4
3MP 1377	1.0	0.9	0.1	0.1	*	*	*	0.2	*	0.1	0.1	0.0	0.8	1.3	-0.5	2.5	0.7	1.8	1.7	1.8	-0.1
101.9 FOX FM	7.0	7.8	-0.8	14.8	16.4	-1.6	11.3	10.3	1.0	13.4	14.3	-0.9	7.1	10.4	-3.3	3.8	3.6	0.2	0.6	0.1	0.5
GOLD104.3	10.4	11.1	-0.7	5.8	8.6	-2.8	11.3	13.1	-1.8	10.7	9.2	1.5	15.0	14.9	0.1	15.7	15.1	0.6	3.8	6.5	-2.7
KIIS 101.1 FM	5.5	6.4	-0.9	15.4	18.1	-2.7	10.7	14.4	-3.7	9.8	10.4	-0.6	4.9	5.9	-1.0	2.5	3.5	-1.0	0.5	0.2	0.3
105.1 TRIPLE M	4.7	5.2	-0.5	2.8	2.0	0.8	8.0	6.6	1.4	7.0	5.8	1.2	6.2	8.0	-1.8	4.7	8.2	-3.5	0.9	0.8	0.1
NOVA 100	6.7	7.8	-1.1	21.2	22.4	-1.2	11.4	14.5	-3.1	8.4	12.6	-4.2	7.6	8.9	-1.3	4.8	3.1	1.7	0.4	0.3	0.1
smoothfm 91.5	7.8	7.6	0.2	6.9	8.7	-1.8	5.9	3.3	2.6	6.5	5.5	1.0	7.8	7.7	0.1	9.4	8.0	1.4	8.9	10.1	-1.2
ABC MEL	11.1	8.8	2.3	2.3	1.0	1.3	5.5	2.8	2.7	4.3	4.5	-0.2	6.3	4.3	2.0	13.8	6.4	7.4	23.2	21.6	1.6
3RN	2.7	2.1	0.6	0.6	0.4	0.2	*	*	*	0.7	0.2	0.5	2.2	1.2	1.0	2.6	2.7	-0.1	6.2	4.9	1.3
ABC NEWSRADIO	2.0	1.6	0.4	0.4	0.6	-0.2	1.3	1.0	0.3	1.4	2.8	-1.4	3.1	1.7	1.4	2.2	1.6	0.6	1.8	0.9	0.9
3JJJ	4.9	5.2	-0.3	4.1	3.5	0.6	13.4	15.3	-1.9	10.9	12.8	-1.9	4.7	4.2	0.5	1.4	0.8	0.6	0.2	0.1	0.1
ABC CLASSIC	2.7	2.9	-0.2	0.6	1.1	-0.5	0.8	0.2	0.6	1.1	1.2	-0.1	0.6	1.6	-1.0	1.3	3.7	-2.4	7.6	6.1	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	2.9	3.0	-0.1	3.0	3.2	-0.2	2.8	3.3	-0.5	3.2	3.0	0.2	2.4	3.0	-0.6	2.6	2.2	0.4	2.4	2.2	0.2						
3AW	16.3	16.3	0.0	20.1	20.1	0.0	18.9	18.5	0.4	12.3	12.3	0.0	12.7	13.5	-0.8	16.9	16.0	0.9	12.9	13.5	-0.6						
RSN 927	0.2	0.3	-0.1	0.2	0.4	-0.2	0.2	0.5	-0.3	0.2	0.2	0.0	0.1	0.1	0.0	*	0.1	*	0.7	0.6	0.1						
Magic 1278	1.3	0.9	0.4	0.7	0.3	0.4	1.6	1.1	0.5	1.9	1.7	0.2	0.6	0.4	0.2	1.8	1.3	0.5	1.4	1.1	0.3						
3MP 1377	1.0	0.9	0.1	0.4	0.7	-0.3	1.0	0.9	0.1	1.5	1.3	0.2	1.0	0.7	0.3	1.6	0.3	1.3	1.1	1.1	0.0						
101.9 FOX FM	7.2	8.0	-0.8	6.8	7.9	-1.1	6.3	7.1	-0.8	8.7	9.1	-0.4	7.9	8.9	-1.0	4.5	5.4	-0.9	6.3	7.1	-0.8						
GOLD104.3	11.0	11.3	-0.3	8.6	8.0	0.6	12.2	12.4	-0.2	13.9	14.9	-1.0	10.8	10.6	0.2	6.6	8.7	-2.1	8.5	10.2	-1.7						
KIIS 101.1 FM	5.5	6.4	-0.9	6.2	7.4	-1.2	4.2	4.7	-0.5	5.4	5.7	-0.3	6.9	8.1	-1.2	4.8	7.1	-2.3	5.5	6.5	-1.0						
105.1 TRIPLE M	4.5	5.2	-0.7	4.6	5.8	-1.2	4.3	5.4	-1.1	4.2	5.2	-1.0	5.2	4.9	0.3	4.1	3.6	0.5	5.3	5.1	0.2						
NOVA 100	6.7	7.9	-1.2	6.9	8.0	-1.1	5.4	6.1	-0.7	6.9	8.0	-1.1	8.4	10.4	-2.0	6.1	6.6	-0.5	6.6	7.6	-1.0						
smoothfm 91.5	7.6	7.2	0.4	6.3	5.2	1.1	8.1	8.3	-0.2	8.8	8.2	0.6	7.5	7.2	0.3	6.7	6.8	-0.1	8.6	9.1	-0.5						
ABC MEL	11.0	8.6	2.4	13.8	11.1	2.7	11.9	9.1	2.8	7.3	6.2	1.1	10.2	7.2	3.0	13.4	9.8	3.6	11.4	9.6	1.8						
3RN	2.6	1.9	0.7	3.7	3.0	0.7	1.3	0.9	0.4	2.1	1.3	0.8	2.5	1.7	0.8	4.1	3.3	0.8	3.2	2.6	0.6						
ABC NEWSRADIO	2.0	1.6	0.4	2.8	2.4	0.4	1.8	1.4	0.4	1.0	0.9	0.1	1.6	1.7	-0.1	4.6	1.8	2.8	1.9	1.3	0.6						
3JJJ	5.2	5.5	-0.3	4.5	4.6	-0.1	5.5	5.5	0.0	6.0	6.2	-0.2	5.1	5.7	-0.6	3.6	6.0	-2.4	3.8	4.2	-0.4						
ABC CLASSIC	2.2	2.6	-0.4	1.9	2.6	-0.7	2.2	2.5	-0.3	2.1	2.5	-0.4	2.6	2.5	0.1	2.9	3.6	-0.7	4.1	3.7	0.4						



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	17	16	1	4	5	-1	*	3	*	8	6	2	*	*	*	3	1	2	2	2	0
Chemist Warehouse Remix	13	22	-9	5	4	1	*	8	*	3	4	-1	3	6	-3	*	*	*	2	*	*
Coles Radio	72	66	6	10	4	6	7	12	-5	23	17	6	23	21	2	9	10	-1	1	2	-1
DANCE HITS	45	46	-1	9	8	1	4	7	-3	16	18	-2	16	8	8	*	2	*	*	2	*
EASY 80s HITS	25	11	14	6	2	4	*	*	*	7	5	2	10	2	8	2	2	0	*	*	*
Edge Digital	10	22	-12	*	*	*	2	10	-8	3	9	-6	3	2	1	*	*	*	2	2	0
GOLD 80s	59	47	12	4	5	-1	5	*	*	9	4	5	31	29	2	5	7	-2	5	3	2
KIIS 90s	60	32	28	11	5	6	3	4	-1	24	14	10	15	2	13	3	3	0	4	4	0
MMM 90s	20	20	0	2	2	0	*	*	*	8	5	3	9	9	0	1	3	-2	*	*	*
MMM CLASSIC ROCK	51	53	-2	5	3	2	4	11	-7	14	10	4	16	13	3	8	12	-4	4	4	0
MMM COUNTRY	19	32	-13	2	5	-3	*	11	*	6	2	4	6	7	-1	5	6	-1	1	1	0
MMM HARD N HEAVY	23	22	1	5	5	0	*	*	*	11	5	6	6	11	-5	2	*	*	*	*	*
MMM SOFT ROCK	29	10	19	2	*	*	*	*	*	13	*	*	11	5	6	3	5	-2	1	*	*
NOVA Noughties	28	21	7	*	2	*	13	11	2	6	*	*	8	7	1	1	*	*	*	*	*
NTS News Talk Sport	12	2	10	*	*	*	*	*	*	8	2	6	2	*	*	2	*	*	*	*	*
OLDSKOOL 90s HITS	51	51	0	6	10	-4	9	15	-6	17	16	1	14	8	6	3	3	0	2	*	*
RSN Extra	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*
Rythmos	4	11	-7	*	*	*	*	4	*	4	*	*	*	5	*	*	*	*	*	2	*
SEN Track Digital	12	3	9	*	*	*	3	*	*	*	*	*	5	3	2	4	*	*	*	*	*
smooth relax	72	46	26	11	12	-1	*	4	*	19	9	10	15	9	6	10	4	6	16	8	8
SOUNDCLOUD RADIO	30	35	-5	8	7	1	13	13	0	8	14	-6	*	*	*	1	*	*	*	*	*
TikTok Trending	47	na	*	18	na	*	20	na	*	8	na	*	*	na	*	*	na	*	2	na	*
URBAN HITS	33	45	-12	6	7	-1	13	13	0	10	20	-10	4	5	-1	*	*	*	*	*	*
triple j Unearthed	38	11	27	4	3	1	14	*	*	17	9	8	4	*	*	*	*	*	*	*	*
ABC Country	42	30	12	2	3	-1	3	4	-1	6	7	-1	7	*	*	7	5	2	17	11	6
ABC Jazz	62	59	3	4	*	*	9	12	-3	23	18	5	7	9	-2	7	12	-5	12	8	4
ABC KIDS LISTEN	57	37	20	18	12	6	*	*	*	15	18	-3	11	3	8	7	2	5	6	1	5
ABC Sport	34	26	8	*	*	*	7	11	-4	4	*	*	8	2	6	8	4	4	7	9	-2
Double J	67	56	11	4	2	2	9	8	1	32	19	13	18	22	-4	3	2	1	1	3	-2
Total Digital/Internet Only	809	667	142	110	81	29	108	96	12	235	179	56	183	173	10	93	80	13	80	58	22

Please note: TikTok Trending commenced broadcasting from Apr 18.



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	17	14	3	4	3	1	5	9	-4	5	3	2	4	2	2	9	8	1	1	3	-2	
Chemist Warehouse Remix	12	20	-8	4	8	-4	6	6	0	3	4	-1	1	3	-2	*	2	*	7	4	3	
Coles Radio	60	55	5	25	20	5	29	27	2	20	18	2	28	27	1	10	18	-8	53	34	19	
DANCE HITS	41	40	1	13	17	-4	14	15	-1	20	21	-1	20	17	3	14	15	-1	15	15	0	
EASY 80s HITS	22	9	13	8	*	*	11	6	5	5	2	3	5	2	3	5	2	3	5	4	1	
Edge Digital	8	18	-10	*	6	*	7	4	3	1	4	-3	*	7	*	*	*	*	1	8	-7	
GOLD 80s	45	30	15	16	7	9	25	18	7	18	12	6	12	14	-2	10	13	-3	42	36	6	
KIIS 90s	41	26	15	23	20	3	18	3	15	6	7	-1	4	6	-2	4	*	*	29	10	19	
MMM 90s	15	16	-1	7	11	-4	6	5	1	4	6	-2	5	4	1	4	3	1	11	6	5	
MMM CLASSIC ROCK	43	46	-3	15	20	-5	15	13	2	27	31	-4	19	15	4	6	7	-1	29	29	0	
MMM COUNTRY	18	24	-6	7	18	-11	8	14	-6	8	13	-5	8	15	-7	10	11	-1	12	16	-4	
MMM HARD N HEAVY	19	19	0	8	6	2	5	6	-1	11	5	6	12	8	4	4	8	-4	9	11	-2	
MMM SOFT ROCK	22	10	12	4	5	-1	14	8	6	7	4	3	6	5	1	6	*	*	13	4	9	
NOVA Noughties	20	21	-1	10	14	-4	4	13	-9	10	12	-2	6	7	-1	*	2	*	19	14	5	
NTS News Talk Sport	6	*	*	*	*	*	2	*	*	2	*	*	4	*	*	2	*	*	10	2	8	
OLDSKOOL 90s HITS	43	46	-3	17	20	-3	23	17	6	19	19	0	5	6	-1	7	14	-7	26	19	7	
RSN Extra	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
Rythmos	4	6	-2	*	4	*	*	4	*	4	4	0	4	4	0	4	*	*	4	8	-4	
SEN Track Digital	10	3	7	7	3	4	*	*	*	3	*	*	3	*	*	*	*	*	7	*	*	
smooth relax	63	42	21	28	21	7	22	11	11	29	14	15	20	15	5	11	12	-1	21	13	8	
SOUNDCLOUD RADIO	21	24	-3	10	3	7	8	3	5	14	16	-2	15	18	-3	9	13	-4	26	26	0	
TikTok Trending	40	na	*	24	na	*	2	na	*	14	na	*	26	na	*	17	na	*	35	na	*	
URBAN HITS	32	41	-9	19	18	1	17	24	-7	23	29	-6	10	10	0	4	6	-2	13	30	-17	
triple j Unearthed	32	9	23	10	3	7	7	*	*	12	6	6	18	6	12	8	6	2	15	5	10	
ABC Country	34	20	14	6	4	2	12	3	9	21	4	17	9	9	0	12	15	-3	24	15	9	
ABC Jazz	48	51	-3	10	9	1	12	15	-3	22	14	8	24	23	1	8	13	-5	34	33	1	
ABC KIDS LISTEN	48	33	15	23	14	9	13	3	10	25	13	12	6	6	0	12	5	7	31	23	8	
ABC Sport	19	19	0	3	2	1	9	13	-4	6	4	2	11	7	4	7	4	3	29	16	13	
Double J	60	45	15	33	23	10	23	21	2	33	25	8	20	22	-2	10	17	-7	38	38	0	
Total Digital/Internet Only	696	564	132	301	254	47	291	243	48	353	281	72	300	262	38	203	190	13	520	421	99	

Please note: TikTok Trending commenced broadcasting from Apr 18.