



MELBOURNE RADIO - SURVEY 1 2020

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	1.6	3.6	-2.0	0.9	1.4	-0.5	0.5	1.5	-1.0	1.7	2.9	-1.2	1.8	7.0	-5.2	2.3	3.1	-0.8	1.5	2.3	-0.8
3AW	13.3	15.6	-2.3	2.6	1.1	1.5	1.8	0.4	1.4	2.8	2.1	0.7	9.7	11.8	-2.1	16.8	24.4	-7.6	31.0	35.5	-4.5
101.9 FOX FM	8.4	7.3	1.1	12.1	14.4	-2.3	12.5	16.2	-3.7	16.8	11.6	5.2	8.3	7.5	0.8	4.8	3.8	1.0	0.7	0.4	0.3
GOLD104.3	10.8	11.0	-0.2	14.1	10.8	3.3	9.6	8.7	0.9	6.1	11.3	-5.2	15.9	17.6	-1.7	18.0	11.2	6.8	4.8	3.8	1.0
KIIS 101.1 FM	6.4	5.7	0.7	15.4	12.8	2.6	13.0	14.6	-1.6	10.4	10.5	-0.1	6.4	4.0	2.4	3.6	2.8	0.8	0.2	0.2	0.0
105.1 TRIPLE M	5.5	6.8	-1.3	4.2	8.2	-4.0	6.2	7.2	-1.0	6.6	9.3	-2.7	7.8	8.8	-1.0	7.0	7.7	-0.7	1.3	1.1	0.2
NOVA 100	8.3	7.2	1.1	21.5	21.1	0.4	14.2	12.8	1.4	12.9	10.0	2.9	8.7	7.9	0.8	4.9	4.0	0.9	0.4	0.3	0.1
smoothfm 91.5	9.6	8.5	1.1	7.3	6.7	0.6	7.0	6.4	0.6	7.8	7.8	0.0	8.5	6.0	2.5	12.1	14.0	-1.9	12.1	9.2	2.9
ABC MEL	8.7	9.3	-0.6	0.7	1.9	-1.2	1.7	0.6	1.1	3.0	2.3	0.7	5.1	8.0	-2.9	10.9	9.3	1.6	20.6	22.2	-1.6
3RN	3.4	3.0	0.4	0.1	0.9	-0.8	*	0.1	*	0.8	0.9	-0.1	3.5	2.8	0.7	3.3	3.9	-0.6	7.8	6.1	1.7
ABC NEWS	1.4	1.9	-0.5	0.3	1.6	-1.3	1.5	3.9	-2.4	1.5	1.8	-0.3	1.4	1.1	0.3	0.7	2.5	-1.8	2.1	1.9	0.2
3JJJ	6.6	5.0	1.6	5.7	4.2	1.5	19.1	12.3	6.8	12.0	11.4	0.6	6.7	3.4	3.3	2.6	3.3	-0.7	0.2	0.1	0.1
ABC CLASSIC	2.7	2.5	0.2	0.1	1.8	-1.7	0.5	1.2	-0.7	0.8	1.3	-0.5	1.0	1.2	-0.2	1.3	0.6	0.7	8.4	7.0	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
SEN	1.6	3.8	-2.2	2.0	3.7	-1.7	1.7	4.1	-2.4	1.4	4.0	-2.6	1.7	4.1	-2.4	1.0	2.1	-1.1	1.7	3.0	-1.3						
3AW	13.7	15.8	-2.1	15.9	20.2	-4.3	15.2	16.8	-1.6	11.5	13.5	-2.0	11.6	12.2	-0.6	13.5	12.4	1.1	12.1	14.9	-2.8						
101.9 FOX FM	8.7	7.6	1.1	8.3	6.7	1.6	8.1	7.2	0.9	9.3	8.7	0.6	9.8	8.7	1.1	7.8	5.9	1.9	7.3	6.1	1.2						
GOLD104.3	10.4	11.1	-0.7	9.2	7.8	1.4	11.3	13.0	-1.7	11.8	15.1	-3.3	9.5	9.5	0.0	9.3	9.0	0.3	12.2	10.4	1.8						
KIIS 101.1 FM	6.6	5.8	0.8	7.1	6.4	0.7	5.4	4.1	1.3	6.7	5.8	0.9	7.2	6.8	0.4	6.6	5.4	1.2	6.0	5.5	0.5						
105.1 TRIPLE M	5.8	7.5	-1.7	5.8	7.0	-1.2	5.6	8.5	-2.9	6.4	8.2	-1.8	6.1	7.6	-1.5	3.8	3.7	0.1	4.5	4.5	0.0						
NOVA 100	8.6	7.1	1.5	8.3	8.2	0.1	6.3	5.2	1.1	9.2	6.2	3.0	11.3	9.1	2.2	8.0	7.3	0.7	7.4	7.5	-0.1						
smoothfm 91.5	9.7	8.2	1.5	7.3	6.7	0.6	10.3	8.9	1.4	11.2	9.6	1.6	10.4	7.3	3.1	9.9	9.6	0.3	9.3	9.5	-0.2						
ABC MEL	9.1	9.2	-0.1	11.1	10.6	0.5	11.2	11.5	-0.3	6.0	5.6	0.4	7.1	8.2	-1.1	9.9	12.1	-2.2	7.6	9.4	-1.8						
3RN	3.2	2.7	0.5	5.0	4.7	0.3	1.9	1.1	0.8	1.6	1.5	0.1	3.5	3.0	0.5	5.3	3.6	1.7	3.9	4.0	-0.1						
ABC NEWS	1.4	1.8	-0.4	2.0	2.6	-0.6	1.0	1.2	-0.2	1.0	1.1	-0.1	1.0	1.1	-0.1	2.1	4.0	-1.9	1.5	2.3	-0.8						
3JJJ	6.2	5.3	0.9	6.0	4.7	1.3	6.2	4.7	1.5	6.9	6.0	0.9	6.2	5.9	0.3	4.9	5.3	-0.4	7.6	4.2	3.4						
ABC CLASSIC	2.5	2.3	0.2	2.2	2.3	-0.1	2.7	2.3	0.4	2.6	1.9	0.7	2.1	2.2	-0.1	3.1	3.5	-0.4	3.4	3.3	0.1						



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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	+/-
SEN	234	290	-56	19	25	-6	23	20	3	54	58	-4	60	101	-41	33	39	-6	46	47	-1
3AW	646	717	-71	18	26	-8	14	16	-2	78	56	22	143	164	-21	135	169	-34	257	286	-29
101.9 FOX FM	1067	992	75	172	154	18	179	191	-12	407	373	34	215	192	23	63	64	-1	32	19	13
GOLD104.3	1182	1085	97	122	84	38	139	84	55	246	290	-44	366	361	5	195	151	44	114	115	-1
KIIS 101.1 FM	903	906	-3	182	158	24	176	183	-7	304	324	-20	163	187	-24	64	45	19	13	8	5
105.1 TRIPLE M	604	645	-41	70	74	-4	65	68	-3	189	183	6	184	217	-33	63	68	-5	32	36	-4
NOVA 100	1074	1069	5	192	241	-49	217	152	65	352	377	-25	231	231	0	64	51	13	18	17	1
smoothfm 91.5	936	884	52	81	85	-4	95	80	15	240	226	14	201	180	21	139	155	-16	180	158	22
ABC MEL	677	694	-17	24	30	-6	27	18	9	89	90	-1	137	143	-6	144	127	17	256	287	-31
3RN	243	278	-35	4	7	-3	4	5	-1	25	32	-7	43	73	-30	55	53	2	111	107	4
ABC NEWS	270	252	18	9	28	-19	37	31	6	58	56	2	65	46	19	36	39	-3	66	52	14
3JJJ	627	564	63	52	56	-4	138	133	5	281	260	21	110	77	33	33	33	0	12	5	7
ABC CLASSIC	204	244	-40	5	15	-10	11	19	-8	27	47	-20	33	57	-24	24	22	2	104	85	19
Total	4461	4320	141	455	434	21	517	484	33	1178	1146	32	1006	991	15	573	556	17	732	708	24

Cumulative Audience (000's) by Session, P10+ [Potential: 4698]

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	202	258	-56	117	170	-53	78	120	-42	97	140	-43	103	158	-55	48	52	-4	135	181	-46						
3AW	618	697	-79	471	549	-78	388	427	-39	362	445	-83	350	401	-51	205	169	36	422	490	-68						
101.9 FOX FM	978	882	96	524	526	-2	397	345	52	548	455	93	521	474	47	278	218	60	610	569	41						
GOLD104.3	1029	956	73	536	484	52	459	454	5	598	540	58	549	505	44	305	242	63	750	654	96						
KIIS 101.1 FM	816	814	2	485	483	2	335	277	58	426	376	50	431	446	-15	213	185	28	536	547	-11						
105.1 TRIPLE M	520	589	-69	290	335	-45	203	276	-73	273	298	-25	303	318	-15	119	121	-2	334	308	26						
NOVA 100	992	954	38	579	602	-23	378	324	54	494	466	28	555	522	33	301	253	48	653	621	32						
smoothfm 91.5	857	794	63	436	445	-9	415	389	26	488	418	70	476	403	73	270	222	48	595	562	33						
ABC MEL	634	622	12	469	441	28	354	330	24	291	298	-7	298	274	24	180	190	-10	405	431	-26						
3RN	222	252	-30	157	169	-12	107	99	8	92	103	-11	118	114	4	87	81	6	167	189	-22						
ABC NEWS	235	224	11	129	140	-11	98	69	29	79	66	13	71	79	-8	61	77	-16	147	161	-14						
3JJJ	565	502	63	321	296	25	240	195	45	258	242	16	303	299	4	166	161	5	400	347	53						
ABC CLASSIC	184	211	-27	99	119	-20	102	110	-8	101	89	12	88	98	-10	69	73	-4	132	152	-20						
Total	4337	4207	130	3415	3407	8	2785	2628	157	3007	2912	95	3183	3056	127	1901	1666	235	3652	3528	124						



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Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	9	19	-10	*	*	*	*	1	*	2	3	-1	2	10	-8	2	3	-1	2	3	-1
3AW	72	83	-11	1	*	*	1	*	*	3	2	1	12	16	-4	14	21	-7	40	43	-3
101.9 FOX FM	45	39	6	4	5	-1	5	6	-1	20	13	7	11	10	1	4	3	1	1	*	*
GOLD104.3	58	58	0	5	4	1	4	3	1	7	13	-6	20	24	-4	15	10	5	6	5	1
KIIS 101.1 FM	35	30	5	5	4	1	5	6	-1	12	12	0	8	6	2	3	2	1	*	*	*
105.1 TRIPLE M	30	36	-6	1	3	-2	3	3	0	8	11	-3	10	12	-2	6	7	-1	2	1	1
NOVA 100	45	38	7	7	7	0	6	5	1	15	11	4	11	11	0	4	3	1	1	*	*
smoothfm 91.5	52	45	7	3	2	1	3	2	1	9	9	0	11	8	3	10	12	-2	16	11	5
ABC MEL	47	49	-2	*	1	*	1	*	*	4	3	1	7	11	-4	9	8	1	26	27	-1
3RN	18	16	2	*	*	*	*	*	*	1	1	0	4	4	0	3	3	0	10	7	3
ABC NEWS	8	10	-2	*	1	*	1	2	-1	2	2	0	2	1	1	1	2	-1	3	2	1
3JJJ	35	27	8	2	1	1	8	5	3	14	13	1	9	5	4	2	3	-1	*	*	*
ABC CLASSIC	14	13	1	*	1	*	*	*	*	1	1	0	1	2	-1	1	1	0	11	8	3
Total	538	532	6	35	35	0	41	39	2	119	115	4	128	136	-8	86	86	0	129	121	8

Average Audience (000's) by Session, P10+ [Potential: 4698]

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	9	22	-13	17	33	-16	13	32	-19	9	26	-17	10	26	-16	2	4	-2	7	12	-5						
3AW	79	92	-13	135	179	-44	118	129	-11	76	90	-14	71	76	-5	25	21	4	52	60	-8						
101.9 FOX FM	51	44	7	70	60	10	63	56	7	62	58	4	61	54	7	15	10	5	32	25	7						
GOLD104.3	60	65	-5	78	69	9	88	100	-12	78	101	-23	59	59	0	17	16	1	53	42	11						
KIIS 101.1 FM	38	34	4	60	57	3	42	31	11	44	38	6	44	42	2	12	9	3	26	22	4						
105.1 TRIPLE M	34	44	-10	49	62	-13	43	65	-22	42	55	-13	38	47	-9	7	6	1	20	18	2						
NOVA 100	50	42	8	71	73	-2	49	40	9	61	41	20	70	56	14	15	13	2	32	30	2						
smoothfm 91.5	56	48	8	62	59	3	80	68	12	74	64	10	64	45	19	18	17	1	41	38	3						
ABC MEL	53	54	-1	94	94	0	87	89	-2	40	37	3	44	51	-7	18	21	-3	33	38	-5						
3RN	19	16	3	42	42	0	15	8	7	10	10	0	22	19	3	10	6	4	17	16	1						
ABC NEWS	8	10	-2	17	23	-6	8	9	-1	7	7	0	6	7	-1	4	7	-3	7	9	-2						
3JJJ	36	31	5	51	42	9	48	36	12	46	40	6	39	36	3	9	9	0	33	17	16						
ABC CLASSIC	14	13	1	18	20	-2	21	18	3	18	12	6	13	13	0	6	6	0	15	13	2						
Total	580	584	-4	848	887	-39	776	769	7	662	667	-5	618	620	-2	186	173	13	434	401	33						