



# MELBOURNE RADIO - SURVEY 1 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	2.2	1.8	0.4	1.1	0.9	0.2	3.6	2.6	1.0	3.8	4.1	-0.3	3.0	3.7	-0.7	1.8	2.3	-0.5
3AW	16.3	19.6	-3.3	3.7	6.4	-2.7	2.4	1.9	0.5	1.7	5.4	-3.7	8.5	15.4	-6.9	21.0	23.1	-2.1	39.0	38.7	0.3
RSN 927	0.3	na	*	*	na	*	*	na	*	0.4	na	*	0.6	na	*	0.2	na	*	0.2	na	*
Magic 1278	1.5	1.4	0.1	0.1	0.2	-0.1	0.3	1.4	-1.1	0.8	0.6	0.2	0.9	0.3	0.6	0.9	2.1	-1.2	3.6	2.7	0.9
3MP 1377	0.7	na	*	0.1	na	*	0.6	na	*	0.1	na	*	0.2	na	*	0.4	na	*	1.9	na	*
101.9 FOX FM	7.5	6.7	0.8	12.3	16.2	-3.9	11.7	20.5	-8.8	13.1	12.0	1.1	8.6	6.4	2.2	5.6	2.6	3.0	0.8	0.2	0.6
GOLD104.3	11.0	9.0	2.0	11.3	8.8	2.5	5.7	4.4	1.3	8.4	7.5	0.9	15.8	16.7	-0.9	16.5	9.9	6.6	6.8	3.3	3.5
KIIS 101.1 FM	5.8	4.5	1.3	10.0	13.3	-3.3	13.9	11.8	2.1	10.6	8.2	2.4	5.7	3.9	1.8	3.7	1.3	2.4	0.2	0.6	-0.4
105.1 TRIPLE M	5.2	6.2	-1.0	8.0	9.3	-1.3	10.1	4.7	5.4	5.9	6.6	-0.7	6.6	11.2	-4.6	6.2	6.3	-0.1	0.8	0.5	0.3
NOVA 100	6.3	5.6	0.7	20.3	11.4	8.9	6.9	12.7	-5.8	11.7	11.1	0.6	7.0	6.7	0.3	2.3	1.5	0.8	0.3	0.3	0.0
smoothfm 91.5	8.9	7.8	1.1	6.3	5.9	0.4	4.5	3.7	0.8	8.3	6.4	1.9	11.9	5.5	6.4	8.4	11.9	-3.5	8.7	9.7	-1.0
ABC MEL	8.7	10.7	-2.0	2.8	1.2	1.6	2.8	0.7	2.1	4.1	3.4	0.7	7.3	6.6	0.7	8.2	17.1	-8.9	17.2	20.4	-3.2
3RN	2.4	3.5	-1.1	0.4	0.4	0.0	*	*	*	1.2	1.2	0.0	1.6	1.9	-0.3	3.2	4.5	-1.3	4.7	7.4	-2.7
ABC NEWSRADIO	1.8	1.9	-0.1	1.0	0.7	0.3	0.5	1.7	-1.2	1.9	2.1	-0.2	2.3	1.4	0.9	2.3	3.0	-0.7	1.7	1.8	-0.1
3JJJ	5.9	4.9	1.0	9.5	8.0	1.5	19.3	19.7	-0.4	11.6	11.7	-0.1	4.0	3.1	0.9	2.2	0.5	1.7	0.4	0.2	0.2
ABC CLASSIC	2.7	2.2	0.5	0.7	0.7	0.0	0.6	0.4	0.2	1.7	2.0	-0.3	1.1	0.9	0.2	5.1	2.3	2.8	4.6	4.4	0.2

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	2.9	0.3	3.2	2.9	0.3	3.1	3.9	-0.8	2.9	3.5	-0.6	2.3	1.9	0.4	2.0	2.1	-0.1	2.0	2.1	-0.1	2.0	2.1	-0.1
3AW	16.6	20.3	-3.7	22.2	25.0	-2.8	19.0	22.1	-3.1	12.1	16.0	-3.9	13.1	16.9	-3.8	13.2	20.7	-7.5	15.3	17.2	-1.9	13.2	20.7	-7.5	15.3	17.2	-1.9
RSN 927	0.2	na	*	0.6	na	*	0.2	na	*	0.1	na	*	*	na	*	0.1	na	*	0.6	na	*	0.1	na	*	0.6	na	*
Magic 1278	1.3	1.3	0.0	0.8	0.8	0.0	1.1	1.2	-0.1	1.9	1.7	0.2	1.4	1.1	0.3	1.3	1.9	-0.6	2.1	1.7	0.4	1.3	1.9	-0.6	2.1	1.7	0.4
3MP 1377	0.6	na	*	0.4	na	*	0.5	na	*	0.9	na	*	0.4	na	*	1.4	na	*	0.8	na	*	1.4	na	*	0.8	na	*
101.9 FOX FM	7.6	6.9	0.7	7.2	6.6	0.6	6.8	6.4	0.4	7.7	7.4	0.3	9.5	7.7	1.8	6.6	6.0	0.6	7.1	6.0	1.1	6.6	6.0	0.6	7.1	6.0	1.1
GOLD104.3	11.2	9.0	2.2	8.9	7.5	1.4	12.6	9.7	2.9	13.9	10.9	3.0	10.4	7.8	2.6	8.4	7.7	0.7	10.2	9.0	1.2	8.4	7.7	0.7	10.2	9.0	1.2
KIIS 101.1 FM	5.9	4.5	1.4	6.2	5.4	0.8	5.6	3.5	2.1	6.2	4.4	1.8	6.2	4.8	1.4	4.4	4.0	0.4	5.6	4.5	1.1	4.4	4.0	0.4	5.6	4.5	1.1
105.1 TRIPLE M	5.6	6.4	-0.8	6.2	6.8	-0.6	4.7	6.2	-1.5	5.8	6.8	-1.0	6.6	6.5	0.1	3.8	2.9	0.9	4.1	5.5	-1.4	6.6	6.5	0.1	4.1	5.5	-1.4
NOVA 100	6.4	5.7	0.7	6.8	6.3	0.5	5.1	4.7	0.4	6.3	6.0	0.3	7.7	6.8	0.9	6.1	4.2	1.9	6.2	5.3	0.9	6.1	4.2	1.9	6.2	5.3	0.9
smoothfm 91.5	8.9	7.4	1.5	7.2	5.3	1.9	9.7	7.3	2.4	9.9	8.8	1.1	8.2	7.5	0.7	10.1	9.8	0.3	8.9	9.0	-0.1	10.1	9.8	0.3	8.9	9.0	-0.1
ABC MEL	8.9	11.0	-2.1	10.7	12.6	-1.9	9.1	13.5	-4.4	6.7	8.1	-1.4	7.9	10.6	-2.7	12.0	9.1	2.9	8.1	9.7	-1.6	12.0	9.1	2.9	8.1	9.7	-1.6
3RN	2.2	3.2	-1.0	3.9	5.5	-1.6	1.1	1.7	-0.6	1.2	2.0	-0.8	2.2	3.0	-0.8	3.4	5.4	-2.0	2.8	4.2	-1.4	3.4	5.4	-2.0	2.8	4.2	-1.4
ABC NEWSRADIO	1.8	1.7	0.1	2.4	2.6	-0.2	1.3	1.7	-0.4	0.9	1.1	-0.2	1.9	1.1	0.8	3.5	2.6	0.9	2.1	2.3	-0.2	3.5	2.6	0.9	2.1	2.3	-0.2
3JJJ	5.6	4.9	0.7	4.2	3.7	0.5	5.9	4.6	1.3	6.8	5.8	1.0	6.4	5.8	0.6	3.8	4.5	-0.7	6.8	4.8	2.0	6.4	5.8	0.6	6.8	4.8	2.0
ABC CLASSIC	2.5	2.2	0.3	1.7	1.6	0.1	2.5	2.3	0.2	3.1	2.3	0.8	2.7	2.0	0.7	2.6	3.4	-0.8	3.3	2.5	0.8	2.6	3.4	-0.8	3.3	2.5	0.8



# MELBOURNE RADIO - SURVEY 1 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	+/-
SEN 1116	288	336	-48	26	29	-3	30	20	10	75	56	19	82	106	-24	42	60	-18	33	65	-32
3AW	753	881	-128	44	43	1	32	30	2	72	78	-6	125	212	-87	146	183	-37	334	337	-3
RSN 927	58	na	*	5	na	*	*	na	*	17	na	*	15	na	*	6	na	*	15	na	*
Magic 1278	118	110	8	6	5	1	10	8	2	15	21	-6	13	6	7	20	25	-5	53	47	6
3MP 1377	76	na	*	8	na	*	6	na	*	12	na	*	5	na	*	8	na	*	37	na	*
101.9 FOX FM	1092	1056	36	166	216	-50	184	211	-27	435	353	82	222	196	26	67	55	12	18	24	-6
GOLD104.3	1100	1046	54	98	105	-7	89	81	8	243	244	-1	308	321	-13	222	174	48	140	121	19
KIIS 101.1 FM	981	903	78	164	174	-10	197	179	18	381	329	52	163	150	13	58	54	4	18	18	0
105.1 TRIPLE M	650	676	-26	101	100	1	87	58	29	174	178	-4	172	212	-40	88	87	1	29	40	-11
NOVA 100	1041	937	104	218	193	25	159	143	16	388	331	57	205	207	-2	47	45	2	23	18	5
smoothfm 91.5	972	883	89	97	96	1	98	55	43	264	210	54	240	187	53	123	152	-29	149	184	-35
ABC MEL	740	831	-91	46	26	20	37	17	20	113	104	9	166	179	-13	127	198	-71	251	307	-56
3RN	260	317	-57	14	16	-2	*	3	*	46	34	12	58	53	5	50	66	-16	93	145	-52
ABC NEWSRADIO	347	394	-47	27	24	3	21	32	-11	99	70	29	87	84	3	43	87	-44	70	96	-26
3JJJ	650	606	44	78	70	8	144	147	-3	273	254	19	92	90	2	45	26	19	18	19	-1
ABC CLASSIC	244	256	-12	24	17	7	15	11	4	43	52	-9	35	39	-4	38	47	-9	89	89	0
Total	4573	4452	121	467	444	23	515	491	24	1258	1169	89	999	1016	-17	572	584	-12	762	748	14

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
SEN 1116	260	287	-27	140	135	5	110	135	-25	138	133	5	138	144	-6	58	62	-4	154	179	-25						
3AW	706	847	-141	551	628	-77	446	551	-105	404	498	-94	376	441	-65	195	242	-47	533	604	-71						
RSN 927	37	na	*	23	na	*	13	na	*	6	na	*	10	na	*	9	na	*	46	na	*						
Magic 1278	91	101	-10	39	36	3	49	55	-6	51	63	-12	59	40	19	14	33	-19	79	73	6						
3MP 1377	70	na	*	24	na	*	33	na	*	40	na	*	29	na	*	21	na	*	44	na	*						
101.9 FOX FM	981	918	63	515	476	39	420	396	24	498	493	5	556	400	156	239	181	58	647	591	56						
GOLD104.3	1001	879	122	462	396	66	531	439	92	565	521	44	542	381	161	250	177	73	658	615	43						
KIIS 101.1 FM	850	760	90	449	395	54	401	303	98	408	380	28	428	337	91	182	155	27	615	501	114						
105.1 TRIPLE M	587	587	0	308	301	7	240	243	-3	265	297	-32	308	277	31	119	79	40	346	350	-4						
NOVA 100	905	828	77	487	417	70	338	359	-21	407	440	-33	461	405	56	212	165	47	603	539	64						
smoothfm 91.5	880	770	110	420	335	85	434	372	62	460	424	36	447	345	102	255	174	81	581	540	41						
ABC MEL	667	751	-84	444	483	-39	354	468	-114	310	374	-64	313	338	-25	202	175	27	474	517	-43						
3RN	233	275	-42	134	172	-38	92	89	3	75	105	-30	97	99	-2	91	82	9	168	203	-35						
ABC NEWSRADIO	292	324	-32	145	182	-37	114	130	-16	87	115	-28	108	76	32	103	82	21	221	228	-7						
3JJJ	566	526	40	298	234	64	266	240	26	297	298	-1	318	279	39	128	112	16	421	357	64						
ABC CLASSIC	206	196	10	76	85	-9	90	108	-18	110	96	14	103	72	31	59	64	-5	157	170	-13						
Total	4472	4320	152	3261	3156	105	2971	2994	-23	3116	3151	-35	3237	2981	256	1748	1538	210	3816	3720	96						



# MELBOURNE RADIO - SURVEY 1 2021

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 1116	15	17	-2	1	1	0	*	*	*	4	3	1	5	6	-1	2	4	-2	3	3	0
3AW	88	114	-26	1	2	-1	1	1	0	2	6	-4	11	23	-12	17	23	-6	55	59	-4
RSN 927	2	na	*	*	na	*	*	na	*	*	na	*	1	na	*	*	na	*	*	na	*
Magic 1278	8	8	0	*	*	*	*	1	*	1	1	0	1	*	*	1	2	-1	5	4	1
3MP 1377	4	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	3	na	*
101.9 FOX FM	40	39	1	4	6	-2	5	7	-2	14	13	1	11	9	2	5	3	2	1	*	*
GOLD104.3	59	53	6	4	3	1	2	2	0	9	8	1	21	25	-4	14	10	4	10	5	5
KIIS 101.1 FM	31	26	5	3	5	-2	6	4	2	12	9	3	7	6	1	3	1	2	*	1	*
105.1 TRIPLE M	28	36	-8	3	3	0	4	2	2	6	7	-1	9	16	-7	5	6	-1	1	1	0
NOVA 100	34	33	1	7	4	3	3	5	-2	13	12	1	9	10	-1	2	1	1	*	*	*
smoothfm 91.5	48	45	3	2	2	0	2	1	1	9	7	2	16	8	8	7	12	-5	12	15	-3
ABC MEL	47	63	-16	1	*	*	1	*	*	4	4	0	10	10	0	7	17	-10	24	31	-7
3RN	13	20	-7	*	*	*	*	*	*	1	1	0	2	3	-1	3	4	-1	7	11	-4
ABC NEWSRADIO	10	11	-1	*	*	*	*	1	*	2	2	0	3	2	1	2	3	-1	2	3	-1
3JJJ	32	28	4	3	3	0	8	7	1	13	13	0	5	5	0	2	1	1	1	*	*
ABC CLASSIC	14	13	1	*	*	*	*	*	*	2	2	0	1	1	0	4	2	2	7	7	0
Total	538	584	-46	34	38	-4	42	36	6	108	109	-1	131	147	-16	82	100	-18	141	154	-13

Average 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
SEN 1116	17	20	-3	25	24	1	26	28	-2	21	30	-9	17	22	-5	4	3	1	9	10	-1						
3AW	95	127	-32	173	213	-40	156	210	-54	81	123	-42	80	104	-24	24	35	-11	69	82	-13						
RSN 927	1	na	*	4	na	*	2	na	*	1	na	*	*	na	*	*	na	*	3	na	*						
Magic 1278	7	8	-1	6	7	-1	9	11	-2	13	13	0	8	7	1	2	3	-1	9	8	1						
3MP 1377	4	na	*	3	na	*	4	na	*	6	na	*	3	na	*	3	na	*	4	na	*						
101.9 FOX FM	43	43	0	56	56	0	55	61	-6	52	57	-5	58	48	10	12	10	2	32	29	3						
GOLD104.3	64	56	8	70	64	6	104	93	11	93	83	10	63	48	15	15	13	2	46	43	3						
KIIS 101.1 FM	34	28	6	48	46	2	46	33	13	42	34	8	38	30	8	8	7	1	25	22	3						
105.1 TRIPLE M	32	40	-8	48	58	-10	39	59	-20	39	52	-13	40	40	0	7	5	2	18	26	-8						
NOVA 100	37	36	1	53	54	-1	42	44	-2	42	46	-4	47	42	5	11	7	4	28	25	3						
smoothfm 91.5	51	46	5	56	46	10	79	70	9	66	67	-1	50	46	4	18	17	1	40	43	-3						
ABC MEL	51	69	-18	83	107	-24	74	128	-54	45	62	-17	48	65	-17	22	15	7	36	46	-10						
3RN	13	20	-7	30	47	-17	9	16	-7	8	15	-7	14	18	-4	6	9	-3	13	20	-7						
ABC NEWSRADIO	10	11	-1	18	22	-4	11	16	-5	6	8	-2	11	6	5	6	4	2	9	11	-2						
3JJJ	32	30	2	32	31	1	48	44	4	45	44	1	39	36	3	7	8	-1	31	23	8						
ABC CLASSIC	14	14	0	13	14	-1	21	22	-1	21	18	3	16	12	4	5	6	-1	15	12	3						
Total	573	626	-53	778	852	-74	819	951	-132	672	766	-94	608	614	-6	184	169	15	451	478	-27						