



# MELBOURNE RADIO - SURVEY 2 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	2.2	1.6	0.6	0.7	0.9	-0.2	1.5	0.5	1.0	1.5	1.7	-0.2	3.6	1.8	1.8	3.3	2.3	1.0	1.2	1.5	-0.3
3AW	13.9	13.3	0.6	4.7	2.6	2.1	0.2	1.8	-1.6	4.4	2.8	1.6	8.3	9.7	-1.4	17.5	16.8	0.7	30.7	31.0	-0.3
Magic 1278	0.2	na	*	*	na	*	0.1	na	*	*	na	*	*	na	*	0.1	na	*	0.8	na	*
101.9 FOX FM	8.1	8.4	-0.3	18.0	12.1	5.9	13.2	12.5	0.7	14.5	16.8	-2.3	8.5	8.3	0.2	4.1	4.8	-0.7	1.0	0.7	0.3
GOLD104.3	10.7	10.8	-0.1	13.3	14.1	-0.8	11.4	9.6	1.8	8.1	6.1	2.0	14.9	15.9	-1.0	15.5	18.0	-2.5	5.0	4.8	0.2
KIIS 101.1 FM	5.9	6.4	-0.5	12.4	15.4	-3.0	11.9	13.0	-1.1	11.5	10.4	1.1	4.9	6.4	-1.5	3.6	3.6	0.0	0.4	0.2	0.2
105.1 TRIPLE M	5.0	5.5	-0.5	3.2	4.2	-1.0	1.9	6.2	-4.3	6.4	6.6	-0.2	8.2	7.8	0.4	6.1	7.0	-0.9	1.4	1.3	0.1
NOVA 100	7.2	8.3	-1.1	18.7	21.5	-2.8	16.1	14.2	1.9	11.3	12.9	-1.6	8.2	8.7	-0.5	2.5	4.9	-2.4	0.4	0.4	0.0
smoothfm 91.5	9.7	9.6	0.1	7.9	7.3	0.6	6.4	7.0	-0.6	6.2	7.8	-1.6	8.9	8.5	0.4	11.4	12.1	-0.7	13.4	12.1	1.3
ABC MEL	9.7	8.7	1.0	0.7	0.7	0.0	0.8	1.7	-0.9	3.7	3.0	0.7	5.7	5.1	0.6	14.0	10.9	3.1	20.2	20.6	-0.4
3RN	3.0	3.4	-0.4	*	0.1	*	*	*	*	0.3	0.8	-0.5	1.8	3.5	-1.7	4.2	3.3	0.9	7.0	7.8	-0.8
ABC NEWS	1.8	1.4	0.4	0.2	0.3	-0.1	1.0	1.5	-0.5	1.6	1.5	0.1	2.2	1.4	0.8	1.6	0.7	0.9	2.5	2.1	0.4
3JJJ	7.2	6.6	0.6	8.4	5.7	2.7	25.3	19.1	6.2	15.9	12.0	3.9	4.9	6.7	-1.8	2.8	2.6	0.2	0.1	0.2	-0.1
ABC CLASSIC	2.9	2.7	0.2	0.3	0.1	0.2	0.3	0.5	-0.2	0.8	0.8	0.0	1.2	1.0	0.2	0.9	1.3	-0.4	8.8	8.4	0.4

## 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	2.3	1.6	0.7	2.6	2.0	0.6	2.6	1.7	0.9	1.8	1.4	0.4	1.9	1.7	0.2	2.6	1.0	1.6	1.9	1.7	0.2	2.6	1.0	1.6	1.9	1.7	0.2
3AW	14.4	13.7	0.7	17.3	15.9	1.4	15.5	15.2	0.3	11.7	11.5	0.2	11.9	11.6	0.3	15.2	13.5	1.7	12.3	12.1	0.2	15.2	13.5	1.7	12.3	12.1	0.2
Magic 1278	0.2	na	*	*	na	*	0.3	na	*	0.3	na	*	0.2	na	*	0.2	na	*	0.4	na	*	0.2	na	*	0.4	na	*
101.9 FOX FM	8.2	8.7	-0.5	7.8	8.3	-0.5	7.1	8.1	-1.0	8.9	9.3	-0.4	9.2	9.8	-0.6	7.9	7.8	0.1	7.7	7.3	0.4	7.9	7.8	0.1	7.7	7.3	0.4
GOLD104.3	10.9	10.4	0.5	9.4	9.2	0.2	12.5	11.3	1.2	13.6	11.8	1.8	9.0	9.5	-0.5	6.7	9.3	-2.6	10.3	12.2	-1.9	6.7	9.3	-2.6	10.3	12.2	-1.9
KIIS 101.1 FM	5.9	6.6	-0.7	6.8	7.1	-0.3	4.6	5.4	-0.8	5.4	6.7	-1.3	6.8	7.2	-0.4	6.6	6.6	0.0	5.7	6.0	-0.3	6.6	6.6	0.0	5.7	6.0	-0.3
105.1 TRIPLE M	5.2	5.8	-0.6	5.2	5.8	-0.6	5.4	5.6	-0.2	5.2	6.4	-1.2	5.7	6.1	-0.4	3.4	3.8	-0.4	4.3	4.5	-0.2	3.4	3.8	-0.4	4.3	4.5	-0.2
NOVA 100	7.3	8.6	-1.3	7.8	8.3	-0.5	4.6	6.3	-1.7	6.9	9.2	-2.3	10.3	11.3	-1.0	8.5	8.0	0.5	6.6	7.4	-0.8	8.5	8.0	0.5	6.6	7.4	-0.8
smoothfm 91.5	9.4	9.7	-0.3	7.1	7.3	-0.2	9.8	10.3	-0.5	11.4	11.2	0.2	10.1	10.4	-0.3	7.9	9.9	-2.0	10.7	9.3	1.4	7.9	9.9	-2.0	10.7	9.3	1.4
ABC MEL	10.1	9.1	1.0	11.8	11.1	0.7	12.7	11.2	1.5	6.8	6.0	0.8	8.9	7.1	1.8	9.7	9.9	-0.2	8.4	7.6	0.8	9.7	9.9	-0.2	8.4	7.6	0.8
3RN	2.9	3.2	-0.3	4.7	5.0	-0.3	1.4	1.9	-0.5	1.6	1.6	0.0	3.1	3.5	-0.4	4.1	5.3	-1.2	3.4	3.9	-0.5	4.1	5.3	-1.2	3.4	3.9	-0.5
ABC NEWS	1.7	1.4	0.3	2.2	2.0	0.2	1.2	1.0	0.2	1.5	1.0	0.5	1.3	1.0	0.3	2.8	2.1	0.7	2.2	1.5	0.7	2.8	2.1	0.7	2.2	1.5	0.7
3JJJ	7.2	6.2	1.0	7.0	6.0	1.0	7.1	6.2	0.9	7.7	6.9	0.8	7.4	6.2	1.2	6.3	4.9	1.4	7.1	7.6	-0.5	6.3	4.9	1.4	7.1	7.6	-0.5
ABC CLASSIC	2.7	2.5	0.2	1.8	2.2	-0.4	3.3	2.7	0.6	3.0	2.6	0.4	2.4	2.1	0.3	3.0	3.1	-0.1	3.6	3.4	0.2	3.0	3.1	-0.1	3.6	3.4	0.2

Please note: Macquarie Sports 1278 relaunched as Magic 1278 on Feb 9.



# MELBOURNE RADIO - SURVEY 2 2020

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	282	234	48	18	19	-1	27	23	4	54	54	0	90	60	30	42	33	9	49	46	3
3AW	678	646	32	34	18	16	10	14	-4	75	78	-3	127	143	-16	144	135	9	287	257	30
Magic 1278	44	na	*	3	na	*	3	na	*	8	na	*	7	na	*	4	na	*	18	na	*
101.9 FOX FM	1080	1067	13	191	172	19	194	179	15	385	407	-22	222	215	7	62	63	-1	27	32	-5
GOLD104.3	1098	1182	-84	113	122	-9	128	139	-11	217	246	-29	328	366	-38	189	195	-6	123	114	9
KIIS 101.1 FM	913	903	10	158	182	-24	195	176	19	314	304	10	164	163	1	64	64	0	16	13	3
105.1 TRIPLE M	612	604	8	79	70	9	46	65	-19	193	189	4	189	184	5	71	63	8	33	32	1
NOVA 100	1103	1074	29	196	192	4	216	217	-1	380	352	28	237	231	6	53	64	-11	21	18	3
smoothfm 91.5	930	936	-6	101	81	20	101	95	6	187	240	-53	198	201	-3	154	139	15	189	180	9
ABC MEL	735	677	58	30	24	6	19	27	-8	86	89	-3	151	137	14	160	144	16	290	256	34
3RN	247	243	4	7	4	3	*	4	*	15	25	-10	42	43	-1	70	55	15	113	111	2
ABC NEWS	302	270	32	11	9	2	26	37	-11	64	58	6	85	65	20	49	36	13	66	66	0
3JJJ	677	627	50	66	52	14	173	138	35	289	281	8	99	110	-11	43	33	10	8	12	-4
ABC CLASSIC	221	204	17	17	5	12	6	11	-5	34	27	7	40	33	7	19	24	-5	106	104	2
Total	4461	4461	0	449	455	-6	506	517	-11	1181	1178	3	1013	1006	7	573	573	0	739	732	7

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN	248	202	46	141	117	24	102	78	24	113	97	16	110	103	7	82	48	34	150	135	15
3AW	650	618	32	515	471	44	404	388	16	390	362	28	365	350	15	224	205	19	462	422	40
Magic 1278	25	na	*	9	na	*	15	na	*	12	na	*	7	na	*	6	na	*	31	na	*
101.9 FOX FM	967	978	-11	489	524	-35	386	397	-11	502	548	-46	541	521	20	272	278	-6	642	610	32
GOLD104.3	958	1029	-71	508	536	-28	483	459	24	587	598	-11	481	549	-68	225	305	-80	669	750	-81
KIIS 101.1 FM	835	816	19	474	485	-11	308	335	-27	381	426	-45	416	431	-15	230	213	17	499	536	-37
105.1 TRIPLE M	545	520	25	283	290	-7	213	203	10	256	273	-17	271	303	-32	113	119	-6	331	334	-3
NOVA 100	1012	992	20	578	579	-1	384	378	6	479	494	-15	531	555	-24	312	301	11	638	653	-15
smoothfm 91.5	823	857	-34	402	436	-34	414	415	-1	439	488	-49	433	476	-43	240	270	-30	589	595	-6
ABC MEL	681	634	47	465	469	-4	405	354	51	351	291	60	338	298	40	187	180	7	449	405	44
3RN	221	222	-1	164	157	7	98	107	-9	97	92	5	115	118	-3	71	87	-16	174	167	7
ABC NEWS	264	235	29	144	129	15	109	98	11	119	79	40	91	71	20	87	61	26	189	147	42
3JJJ	614	565	49	357	321	36	270	240	30	308	258	50	332	303	29	186	166	20	410	400	10
ABC CLASSIC	197	184	13	103	99	4	109	102	7	111	101	10	100	88	12	70	69	1	149	132	17
Total	4342	4337	5	3412	3415	-3	2810	2785	25	3053	3007	46	3152	3183	-31	1862	1901	-39	3648	3652	-4

Please note: Macquarie Sports 1278 relaunched as Magic 1278 on Feb 9.



# MELBOURNE RADIO - SURVEY 2 2020

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	12	9	3	*	*	*	1	*	*	2	2	0	5	2	3	3	2	1	2	2	0
3AW	79	72	7	2	1	1	*	1	*	5	3	2	11	12	-1	16	14	2	44	40	4
Magic 1278	1	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	1	na	*
101.9 FOX FM	46	45	1	7	4	3	5	5	0	17	20	-3	12	11	1	4	4	0	1	1	0
GOLD104.3	61	58	3	5	5	0	4	4	0	9	7	2	20	20	0	14	15	-1	7	6	1
KIIS 101.1 FM	33	35	-2	5	5	0	4	5	-1	13	12	1	7	8	-1	3	3	0	1	*	*
105.1 TRIPLE M	28	30	-2	1	1	0	1	3	-2	7	8	-1	11	10	1	6	6	0	2	2	0
NOVA 100	40	45	-5	7	7	0	6	6	0	13	15	-2	11	11	0	2	4	-2	1	1	0
smoothfm 91.5	55	52	3	3	3	0	2	3	-1	7	9	-2	12	11	1	11	10	1	19	16	3
ABC MEL	55	47	8	*	*	*	*	1	*	4	4	0	8	7	1	13	9	4	29	26	3
3RN	17	18	-1	*	*	*	*	*	*	*	1	*	3	4	-1	4	3	1	10	10	0
ABC NEWS	10	8	2	*	*	*	*	1	*	2	2	0	3	2	1	1	1	0	4	3	1
3JJJ	41	35	6	3	2	1	10	8	2	18	14	4	7	9	-2	3	2	1	*	*	*
ABC CLASSIC	16	14	2	*	*	*	*	*	*	1	1	0	2	1	1	1	1	0	13	11	2
Total	565	538	27	38	35	3	38	41	-3	116	119	-3	136	128	8	93	86	7	144	129	15

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN	14	9	5	23	17	6	22	13	9	13	9	4	12	10	2	5	2	3	8	7	1
3AW	88	79	9	152	135	17	133	118	15	85	76	9	73	71	2	29	25	4	55	52	3
Magic 1278	1	na	*	*	na	*	2	na	*	2	na	*	1	na	*	*	na	*	2	na	*
101.9 FOX FM	50	51	-1	69	70	-1	61	63	-2	64	62	2	57	61	-4	15	15	0	34	32	2
GOLD104.3	67	60	7	83	78	5	107	88	19	98	78	20	55	59	-4	13	17	-4	46	53	-7
KIIS 101.1 FM	36	38	-2	60	60	0	39	42	-3	39	44	-5	42	44	-2	13	12	1	25	26	-1
105.1 TRIPLE M	32	34	-2	45	49	-4	46	43	3	38	42	-4	35	38	-3	6	7	-1	19	20	-1
NOVA 100	45	50	-5	69	71	-2	40	49	-9	50	61	-11	63	70	-7	16	15	1	29	32	-3
smoothfm 91.5	57	56	1	63	62	1	84	80	4	83	74	9	62	64	-2	15	18	-3	48	41	7
ABC MEL	62	53	9	104	94	10	109	87	22	50	40	10	55	44	11	18	18	0	37	33	4
3RN	17	19	-2	41	42	-1	12	15	-3	12	10	2	19	22	-3	8	10	-2	15	17	-2
ABC NEWS	11	8	3	20	17	3	11	8	3	11	7	4	8	6	2	5	4	1	10	7	3
3JJJ	44	36	8	62	51	11	61	48	13	56	46	10	45	39	6	12	9	3	32	33	-1
ABC CLASSIC	16	14	2	16	18	-2	28	21	7	22	18	4	15	13	2	6	6	0	16	15	1
Total	613	580	33	882	848	34	856	776	80	724	662	62	615	618	-3	188	186	2	444	434	10

Please note: Macquarie Sports 1278 relaunched as Magic 1278 on Feb 9.