



MELBOURNE RADIO - SURVEY 6 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	2.7	2.2	0.5	2.5	0.7	1.8	1.9	1.5	0.4	3.2	1.5	1.7	2.1	3.6	-1.5	3.1	3.3	-0.2	2.8	1.2	1.6
3AW	16.9	13.9	3.0	2.6	4.7	-2.1	1.8	0.2	1.6	2.4	4.4	-2.0	13.6	8.3	5.3	28.0	17.5	10.5	29.9	30.7	-0.8
Magic 1278	0.9	0.2	0.7	0.5	*	*	*	0.1	*	0.2	*	*	1.0	*	*	1.6	0.1	1.5	1.1	0.8	0.3
101.9 FOX FM	5.9	8.1	-2.2	11.8	18.0	-6.2	12.9	13.2	-0.3	11.8	14.5	-2.7	5.9	8.5	-2.6	3.9	4.1	-0.2	0.2	1.0	-0.8
GOLD104.3	8.7	10.7	-2.0	6.7	13.3	-6.6	7.8	11.4	-3.6	10.3	8.1	2.2	12.4	14.9	-2.5	11.2	15.5	-4.3	3.7	5.0	-1.3
KIIS 101.1 FM	5.0	5.9	-0.9	10.9	12.4	-1.5	18.7	11.9	6.8	9.0	11.5	-2.5	3.8	4.9	-1.1	2.2	3.6	-1.4	0.3	0.4	-0.1
105.1 TRIPLE M	5.9	5.0	0.9	7.2	3.2	4.0	5.8	1.9	3.9	9.8	6.4	3.4	8.6	8.2	0.4	6.7	6.1	0.6	0.6	1.4	-0.8
NOVA 100	5.3	7.2	-1.9	19.9	18.7	1.2	6.0	16.1	-10.1	9.7	11.3	-1.6	4.9	8.2	-3.3	2.9	2.5	0.4	0.1	0.4	-0.3
smoothfm 91.5	7.5	9.7	-2.2	3.7	7.9	-4.2	7.7	6.4	1.3	6.1	6.2	-0.1	8.2	8.9	-0.7	7.2	11.4	-4.2	8.8	13.4	-4.6
ABC MEL	12.7	9.7	3.0	4.8	0.7	4.1	5.9	0.8	5.1	4.5	3.7	0.8	8.9	5.7	3.2	13.6	14.0	-0.4	24.1	20.2	3.9
3RN	4.0	3.0	1.0	0.2	*	*	0.1	*	*	1.4	0.3	1.1	2.7	1.8	0.9	5.4	4.2	1.2	7.6	7.0	0.6
ABC NEWSRADIO	2.1	1.8	0.3	2.2	0.2	2.0	1.6	1.0	0.6	1.8	1.6	0.2	2.4	2.2	0.2	1.4	1.6	-0.2	2.4	2.5	-0.1
3JJJ	3.8	7.2	-3.4	3.4	8.4	-5.0	7.8	25.3	-17.5	10.9	15.9	-5.0	3.8	4.9	-1.1	1.0	2.8	-1.8	0.1	0.1	0.0
ABC CLASSIC	4.1	2.9	1.2	1.2	0.3	0.9	1.1	0.3	0.8	2.2	0.8	1.4	3.2	1.2	2.0	1.4	0.9	0.5	9.1	8.8	0.3

Share Movement (%) by Session, P10+

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	2.6	2.3	0.3	2.6	2.6	0.0	2.8	2.6	0.2	2.1	1.8	0.3	2.3	1.9	0.4	4.5	2.6	1.9	2.8	1.9	0.9
3AW	17.7	14.4	3.3	26.1	17.3	8.8	19.1	15.5	3.6	12.6	11.7	0.9	13.6	11.9	1.7	15.1	15.2	-0.1	14.5	12.3	2.2
Magic 1278	0.8	0.2	0.6	0.5	*	*	0.9	0.3	0.6	1.2	0.3	0.9	0.4	0.2	0.2	0.8	0.2	0.6	1.2	0.4	0.8
101.9 FOX FM	6.2	8.2	-2.0	4.8	7.8	-3.0	6.3	7.1	-0.8	7.3	8.9	-1.6	7.4	9.2	-1.8	3.8	7.9	-4.1	5.0	7.7	-2.7
GOLD104.3	8.9	10.9	-2.0	7.2	9.4	-2.2	9.2	12.5	-3.3	11.4	13.6	-2.2	8.3	9.0	-0.7	4.8	6.7	-1.9	8.0	10.3	-2.3
KIIS 101.1 FM	5.2	5.9	-0.7	4.4	6.8	-2.4	5.4	4.6	0.8	6.0	5.4	0.6	5.1	6.8	-1.7	4.2	6.6	-2.4	4.2	5.7	-1.5
105.1 TRIPLE M	6.3	5.2	1.1	6.7	5.2	1.5	5.3	5.4	-0.1	6.5	5.2	1.3	7.5	5.7	1.8	5.6	3.4	2.2	4.7	4.3	0.4
NOVA 100	5.3	7.3	-2.0	4.6	7.8	-3.2	5.3	4.6	0.7	5.5	6.9	-1.4	6.3	10.3	-4.0	4.6	8.5	-3.9	5.2	6.6	-1.4
smoothfm 91.5	7.4	9.4	-2.0	5.3	7.1	-1.8	7.4	9.8	-2.4	9.5	11.4	-1.9	7.3	10.1	-2.8	5.9	7.9	-2.0	7.8	10.7	-2.9
ABC MEL	12.9	10.1	2.8	14.9	11.8	3.1	15.4	12.7	2.7	9.1	6.8	2.3	12.5	8.9	3.6	12.5	9.7	2.8	12.1	8.4	3.7
3RN	3.7	2.9	0.8	6.6	4.7	1.9	1.9	1.4	0.5	2.4	1.6	0.8	3.9	3.1	0.8	5.9	4.1	1.8	4.7	3.4	1.3
ABC NEWSRADIO	1.9	1.7	0.2	2.5	2.2	0.3	1.6	1.2	0.4	1.6	1.5	0.1	1.1	1.3	-0.2	4.1	2.8	1.3	2.5	2.2	0.3
3JJJ	3.9	7.2	-3.3	2.5	7.0	-4.5	3.8	7.1	-3.3	5.0	7.7	-2.7	4.1	7.4	-3.3	4.1	6.3	-2.2	3.3	7.1	-3.8
ABC CLASSIC	4.0	2.7	1.3	2.9	1.8	1.1	3.8	3.3	0.5	4.6	3.0	1.6	4.0	2.4	1.6	5.3	3.0	2.3	4.6	3.6	1.0

Please note: Due to COVID-19 surveys 3, 4 & 5 were cancelled, last survey in this report is Survey 2, 2020. ABC NEWS changed to ABC NEWSRADIO effective July 26.



MELBOURNE RADIO - SURVEY 6 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	326	282	44	32	18	14	26	27	-1	93	54	39	68	90	-22	50	42	8	58	49	9
3AW	840	678	162	48	34	14	32	10	22	80	75	5	190	127	63	189	144	45	301	287	14
Magic 1278	91	44	47	11	3	8	*	3	*	9	8	1	17	7	10	18	4	14	37	18	19
101.9 FOX FM	940	1080	-140	194	191	3	131	194	-63	337	385	-48	182	222	-40	64	62	2	33	27	6
GOLD104.3	1038	1098	-60	123	113	10	83	128	-45	240	217	23	293	328	-35	175	189	-14	123	123	0
KIIS 101.1 FM	868	913	-45	189	158	31	166	195	-29	288	314	-26	144	164	-20	55	64	-9	24	16	8
105.1 TRIPLE M	673	612	61	94	79	15	52	46	6	197	193	4	191	189	2	85	71	14	54	33	21
NOVA 100	913	1103	-190	196	196	0	105	216	-111	333	380	-47	192	237	-45	60	53	7	27	21	6
smoothfm 91.5	853	930	-77	66	101	-35	63	101	-38	206	187	19	217	198	19	114	154	-40	188	189	-1
ABC MEL	933	735	198	41	30	11	60	19	41	118	86	32	210	151	59	169	160	9	335	290	45
3RN	324	247	77	11	7	4	8	*	*	46	15	31	70	42	28	61	70	-9	129	113	16
ABC NEWSRADIO	445	302	143	31	11	20	49	26	23	83	64	19	115	85	30	54	49	5	113	66	47
3JJJ	483	677	-194	43	66	-23	95	173	-78	237	289	-52	69	99	-30	23	43	-20	16	8	8
ABC CLASSIC	335	221	114	11	17	-6	17	6	11	67	34	33	53	40	13	36	19	17	151	106	45
Total	4444	4461	-17	446	449	-3	501	506	-5	1168	1181	-13	1001	1013	-12	576	573	3	752	739	13

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	259	248	11	132	141	-9	122	102	20	106	113	-7	87	110	-23	92	82	10	218	150	68						
3AW	800	650	150	622	515	107	525	404	121	433	390	43	344	365	-21	241	224	17	563	462	101						
Magic 1278	78	25	53	24	9	15	37	15	22	48	12	36	33	7	26	19	6	13	55	31	24						
101.9 FOX FM	823	967	-144	330	489	-159	416	386	30	476	502	-26	381	541	-160	147	272	-125	481	642	-161						
GOLD104.3	881	958	-77	353	508	-155	473	483	-10	482	587	-105	396	481	-85	140	225	-85	623	669	-46						
KIIS 101.1 FM	760	835	-75	288	474	-186	359	308	51	396	381	15	304	416	-112	145	230	-85	435	499	-64						
105.1 TRIPLE M	586	545	41	278	283	-5	289	213	76	310	256	54	297	271	26	108	113	-5	366	331	35						
NOVA 100	808	1012	-204	336	578	-242	409	384	25	420	479	-59	375	531	-156	171	312	-141	481	638	-157						
smoothfm 91.5	749	823	-74	300	402	-102	381	414	-33	416	439	-23	347	433	-86	151	240	-89	489	589	-100						
ABC MEL	828	681	147	551	465	86	526	405	121	419	351	68	368	338	30	245	187	58	634	449	185						
3RN	293	221	72	176	164	12	119	98	21	136	97	39	138	115	23	106	71	35	205	174	31						
ABC NEWSRADIO	377	264	113	189	144	45	160	109	51	130	119	11	96	91	5	94	87	7	245	189	56						
3JJJ	424	614	-190	164	357	-193	223	270	-47	260	308	-48	209	332	-123	81	186	-105	264	410	-146						
ABC CLASSIC	301	197	104	132	103	29	162	109	53	169	111	58	121	100	21	92	70	22	191	149	42						
Total	4324	4342	-18	2967	3412	-445	3228	2810	418	3195	3053	142	2814	3152	-338	1535	1862	-327	3668	3648	20						

Please note: Due to COVID-19 surveys 3, 4 & 5 were cancelled, last survey in this report is Survey 2, 2020. ABC NEWS changed to ABC NEWSRADIO effective July 26.



MELBOURNE RADIO - SURVEY 6 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	16	12	4	1	*	*	1	1	0	3	2	1	3	5	-2	3	3	0	5	2	3
3AW	104	79	25	1	2	-1	1	*	*	3	5	-2	20	11	9	28	16	12	52	44	8
Magic 1278	5	1	4	*	*	*	*	*	*	*	*	*	1	*	*	2	*	*	2	1	1
101.9 FOX FM	36	46	-10	5	7	-2	5	5	0	13	17	-4	9	12	-3	4	4	0	*	1	*
GOLD104.3	53	61	-8	3	5	-2	3	4	-1	11	9	2	18	20	-2	11	14	-3	6	7	-1
KIIS 101.1 FM	31	33	-2	5	5	0	8	4	4	10	13	-3	6	7	-1	2	3	-1	1	1	0
105.1 TRIPLE M	36	28	8	3	1	2	2	1	1	11	7	4	12	11	1	7	6	1	1	2	-1
NOVA 100	32	40	-8	9	7	2	2	6	-4	10	13	-3	7	11	-4	3	2	1	*	1	*
smoothfm 91.5	46	55	-9	2	3	-1	3	2	1	7	7	0	12	12	0	7	11	-4	15	19	-4
ABC MEL	78	55	23	2	*	*	2	*	*	5	4	1	13	8	5	13	13	0	42	29	13
3RN	24	17	7	*	*	*	*	*	*	2	*	*	4	3	1	5	4	1	13	10	3
ABC NEWSRADIO	13	10	3	1	*	*	1	*	*	2	2	0	3	3	0	1	1	0	4	4	0
3JJJ	23	41	-18	2	3	-1	3	10	-7	12	18	-6	6	7	-1	1	3	-2	*	*	*
ABC CLASSIC	25	16	9	1	*	*	*	*	*	2	1	1	5	2	3	1	1	0	16	13	3
Total	613	565	48	47	38	9	40	38	2	108	116	-8	145	136	9	99	93	6	174	144	30

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	17	14	3	20	23	-3	30	22	8	17	13	4	15	12	3	9	5	4	14	8	6
3AW	116	88	28	203	152	51	202	133	69	106	85	21	86	73	13	30	29	1	73	55	18
Magic 1278	5	1	4	4	*	*	9	2	7	10	2	8	3	1	2	2	*	*	6	2	4
101.9 FOX FM	41	50	-9	38	69	-31	66	61	5	61	64	-3	47	57	-10	8	15	-7	25	34	-9
GOLD104.3	58	67	-9	56	83	-27	98	107	-9	96	98	-2	53	55	-2	10	13	-3	40	46	-6
KIIS 101.1 FM	34	36	-2	34	60	-26	57	39	18	51	39	12	32	42	-10	8	13	-5	21	25	-4
105.1 TRIPLE M	42	32	10	52	45	7	56	46	10	55	38	17	47	35	12	11	6	5	24	19	5
NOVA 100	35	45	-10	36	69	-33	56	40	16	47	50	-3	40	63	-23	9	16	-7	26	29	-3
smoothfm 91.5	49	57	-8	42	63	-21	78	84	-6	80	83	-3	46	62	-16	12	15	-3	39	48	-9
ABC MEL	85	62	23	116	104	12	163	109	54	77	50	27	79	55	24	25	18	7	61	37	24
3RN	24	17	7	51	41	10	20	12	8	20	12	8	25	19	6	12	8	4	24	15	9
ABC NEWSRADIO	13	11	2	19	20	-1	17	11	6	14	11	3	7	8	-1	8	5	3	12	10	2
3JJJ	26	44	-18	20	62	-42	41	61	-20	43	56	-13	26	45	-19	8	12	-4	17	32	-15
ABC CLASSIC	26	16	10	23	16	7	40	28	12	39	22	17	25	15	10	11	6	5	23	16	7
Total	658	613	45	779	882	-103	1059	856	203	843	724	119	633	615	18	200	188	12	500	444	56

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