



MELBOURNE RADIO - SURVEY 8 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	2.9	3.0	-0.1	1.8	1.5	0.3	0.9	1.0	-0.1	2.6	3.3	-0.7	4.1	3.0	1.1	3.7	4.4	-0.7	2.3	2.9	-0.6
3AW	19.6	20.6	-1.0	6.4	3.1	3.3	1.9	2.7	-0.8	5.4	5.2	0.2	15.4	15.9	-0.5	23.1	29.0	-5.9	38.7	38.4	0.3
Magic 1278	1.4	1.2	0.2	0.2	0.3	-0.1	1.4	1.1	0.3	0.6	0.5	0.1	0.3	0.5	-0.2	2.1	1.7	0.4	2.7	2.4	0.3
101.9 FOX FM	6.7	5.2	1.5	16.2	13.8	2.4	20.5	9.0	11.5	12.0	10.5	1.5	6.4	5.6	0.8	2.6	2.0	0.6	0.2	0.1	0.1
GOLD104.3	9.0	8.9	0.1	8.8	9.8	-1.0	4.4	7.2	-2.8	7.5	7.7	-0.2	16.7	15.9	0.8	9.9	8.8	1.1	3.3	3.5	-0.2
KIIS 101.1 FM	4.5	4.4	0.1	13.3	15.6	-2.3	11.8	11.3	0.5	8.2	7.4	0.8	3.9	3.2	0.7	1.3	1.6	-0.3	0.6	0.8	-0.2
105.1 TRIPLE M	6.2	6.2	0.0	9.3	8.0	1.3	4.7	6.6	-1.9	6.6	7.3	-0.7	11.2	10.6	0.6	6.3	6.9	-0.6	0.5	0.4	0.1
NOVA 100	5.6	5.6	0.0	11.4	15.7	-4.3	12.7	12.0	0.7	11.1	10.7	0.4	6.7	6.2	0.5	1.5	1.4	0.1	0.3	0.2	0.1
smoothfm 91.5	7.8	6.5	1.3	5.9	3.0	2.9	3.7	4.6	-0.9	6.4	6.5	-0.1	5.5	5.2	0.3	11.9	9.4	2.5	9.7	7.3	2.4
ABC MEL	10.7	12.0	-1.3	1.2	2.5	-1.3	0.7	5.5	-4.8	3.4	3.6	-0.2	6.6	7.9	-1.3	17.1	17.5	-0.4	20.4	21.8	-1.4
3RN	3.5	3.5	0.0	0.4	0.3	0.1	*	0.1	*	1.2	1.6	-0.4	1.9	1.4	0.5	4.5	4.7	-0.2	7.4	7.5	-0.1
ABC NEWSRADIO	1.9	1.7	0.2	0.7	0.7	0.0	1.7	1.3	0.4	2.1	1.7	0.4	1.4	1.7	-0.3	3.0	2.3	0.7	1.8	1.8	0.0
3JJJ	4.9	4.5	0.4	8.0	5.4	2.6	19.7	17.4	2.3	11.7	11.2	0.5	3.1	3.4	-0.3	0.5	0.6	-0.1	0.2	0.2	0.0
ABC CLASSIC	2.2	3.1	-0.9	0.7	1.0	-0.3	0.4	0.3	0.1	2.0	2.6	-0.6	0.9	2.2	-1.3	2.3	1.9	0.4	4.4	6.2	-1.8

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	3.2	3.2	0.0	2.9	3.2	-0.3	2.9	2.9	0.0	3.9	3.6	0.3	3.5	3.5	0.0	1.9	2.4	-0.5	2.1	2.5	-0.4						
3AW	20.3	21.4	-1.1	25.0	28.4	-3.4	22.1	22.6	-0.5	16.0	16.5	-0.5	16.9	17.8	-0.9	20.7	20.4	0.3	17.2	18.0	-0.8						
Magic 1278	1.3	1.2	0.1	0.8	0.8	0.0	1.2	1.0	0.2	1.7	1.7	0.0	1.1	0.7	0.4	1.9	1.9	0.0	1.7	1.5	0.2						
101.9 FOX FM	6.9	5.4	1.5	6.6	5.0	1.6	6.4	5.2	1.2	7.4	6.1	1.3	7.7	5.7	2.0	6.0	4.6	1.4	6.0	4.4	1.6						
GOLD104.3	9.0	8.9	0.1	7.5	7.3	0.2	9.7	9.3	0.4	10.9	11.1	-0.2	7.8	7.8	0.0	7.7	7.1	0.6	9.0	8.8	0.2						
KIIS 101.1 FM	4.5	4.3	0.2	5.4	4.7	0.7	3.5	3.6	-0.1	4.4	4.7	-0.3	4.8	4.5	0.3	4.0	4.1	-0.1	4.5	4.6	-0.1						
105.1 TRIPLE M	6.4	6.3	0.1	6.8	5.8	1.0	6.2	6.0	0.2	6.8	6.7	0.1	6.5	7.9	-1.4	2.9	4.1	-1.2	5.5	5.7	-0.2						
NOVA 100	5.7	5.8	-0.1	6.3	5.9	0.4	4.7	5.1	-0.4	6.0	6.2	-0.2	6.8	6.3	0.5	4.2	4.9	-0.7	5.3	5.0	0.3						
smoothfm 91.5	7.4	6.3	1.1	5.3	5.0	0.3	7.3	5.9	1.4	8.8	8.0	0.8	7.5	6.1	1.4	9.8	6.3	3.5	9.0	7.3	1.7						
ABC MEL	11.0	12.3	-1.3	12.6	13.7	-1.1	13.5	14.8	-1.3	8.1	9.0	-0.9	10.6	12.2	-1.6	9.1	10.5	-1.4	9.7	11.1	-1.4						
3RN	3.2	3.2	0.0	5.5	5.6	-0.1	1.7	1.8	-0.1	2.0	2.1	-0.1	3.0	3.0	0.0	5.4	4.9	0.5	4.2	4.4	-0.2						
ABC NEWSRADIO	1.7	1.6	0.1	2.6	2.5	0.1	1.7	1.6	0.1	1.1	0.8	0.3	1.1	0.8	0.3	2.6	3.0	-0.4	2.3	2.2	0.1						
3JJJ	4.9	4.5	0.4	3.7	3.0	0.7	4.6	4.7	-0.1	5.8	5.5	0.3	5.8	5.1	0.7	4.5	4.1	0.4	4.8	4.2	0.6						
ABC CLASSIC	2.2	3.1	-0.9	1.6	2.0	-0.4	2.3	3.3	-1.0	2.3	3.5	-1.2	2.0	3.0	-1.0	3.4	4.5	-1.1	2.5	3.2	-0.7						



MELBOURNE RADIO - SURVEY 8 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	336	382	-46	29	36	-7	20	17	3	56	83	-27	106	96	10	60	68	-8	65	82	-17
3AW	881	958	-77	43	50	-7	30	39	-9	78	97	-19	212	215	-3	183	209	-26	337	347	-10
Magic 1278	110	98	12	5	6	-1	8	4	4	21	12	9	6	8	-2	25	24	1	47	43	4
101.9 FOX FM	1056	949	107	216	222	-6	211	147	64	353	341	12	196	173	23	55	50	5	24	16	8
GOLD104.3	1046	1023	23	105	106	-1	81	88	-7	244	233	11	321	317	4	174	166	8	121	113	8
KIIS 101.1 FM	903	860	43	174	181	-7	179	165	14	329	300	29	150	139	11	54	53	1	18	22	-4
105.1 TRIPLE M	676	722	-46	100	115	-15	58	62	-4	178	189	-11	212	226	-14	87	88	-1	40	44	-4
NOVA 100	937	941	-4	193	206	-13	143	125	18	331	361	-30	207	189	18	45	43	2	18	17	1
smoothfm 91.5	883	817	66	96	72	24	55	50	5	210	204	6	187	177	10	152	139	13	184	176	8
ABC MEL	831	902	-71	26	38	-12	17	29	-12	104	116	-12	179	197	-18	198	198	0	307	325	-18
3RN	317	321	-4	16	19	-3	3	8	-5	34	25	9	53	53	0	66	68	-2	145	148	-3
ABC NEWSRADIO	394	428	-34	24	24	0	32	31	1	70	87	-17	84	103	-19	87	83	4	96	99	-3
3JJJ	606	557	49	70	51	19	147	133	14	254	253	1	90	71	19	26	30	-4	19	19	0
ABC CLASSIC	256	261	-5	17	14	3	11	4	7	52	59	-7	39	42	-3	47	44	3	89	98	-9
Total	4452	4441	11	444	448	-4	491	491	0	1169	1159	10	1016	1012	4	584	582	2	748	749	-1

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	287	309	-22	135	144	-9	135	149	-14	133	136	-3	144	137	7	62	80	-18	179	231	-52						
3AW	847	917	-70	628	701	-73	551	603	-52	498	492	6	441	451	-10	242	277	-35	604	651	-47						
Magic 1278	101	89	12	36	29	7	55	46	9	63	61	2	40	33	7	33	22	11	73	65	8						
101.9 FOX FM	918	819	99	476	391	85	396	390	6	493	453	40	400	341	59	181	141	40	591	516	75						
GOLD104.3	879	868	11	396	362	34	439	445	-6	521	496	25	381	362	19	177	146	31	615	590	25						
KIIS 101.1 FM	760	706	54	395	315	80	303	302	1	380	369	11	337	284	53	155	133	22	501	493	8						
105.1 TRIPLE M	587	625	-38	301	290	11	243	275	-32	297	308	-11	277	309	-32	79	94	-15	350	365	-15						
NOVA 100	828	833	-5	417	369	48	359	410	-51	440	425	15	405	380	25	165	151	14	539	525	14						
smoothfm 91.5	770	703	67	335	284	51	372	330	42	424	377	47	345	295	50	174	139	35	540	477	63						
ABC MEL	751	796	-45	483	527	-44	468	499	-31	374	387	-13	338	384	-46	175	205	-30	517	606	-89						
3RN	275	277	-2	172	163	9	89	108	-19	105	111	-6	99	104	-5	82	88	-6	203	205	-2						
ABC NEWSRADIO	324	348	-24	182	190	-8	130	156	-26	115	101	14	76	72	4	82	83	-1	228	232	-4						
3JJJ	526	475	51	234	181	53	240	248	-8	298	275	23	279	233	46	112	105	7	357	330	27						
ABC CLASSIC	196	217	-21	85	97	-12	108	122	-14	96	117	-21	72	85	-13	64	71	-7	170	153	17						
Total	4320	4311	9	3156	3053	103	2994	3187	-193	3151	3119	32	2981	2863	118	1538	1477	61	3720	3732	-12						



MELBOURNE RADIO - SURVEY 8 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	17	19	-2	1	1	0	*	*	*	3	4	-1	6	5	1	4	4	0	3	5	-2
3AW	114	126	-12	2	1	1	1	1	0	6	6	0	23	24	-1	23	30	-7	59	64	-5
Magic 1278	8	8	0	*	*	*	1	*	*	1	1	0	*	1	*	2	2	0	4	4	0
101.9 FOX FM	39	32	7	6	6	0	7	3	4	13	12	1	9	9	0	3	2	1	*	*	*
GOLD104.3	53	54	-1	3	4	-1	2	3	-1	8	9	-1	25	24	1	10	9	1	5	6	-1
KIIS 101.1 FM	26	27	-1	5	6	-1	4	4	0	9	8	1	6	5	1	1	2	-1	1	1	0
105.1 TRIPLE M	36	38	-2	3	3	0	2	2	0	7	8	-1	16	16	0	6	7	-1	1	1	0
NOVA 100	33	34	-1	4	6	-2	5	5	0	12	12	0	10	9	1	1	1	0	*	*	*
smoothfm 91.5	45	40	5	2	1	1	1	2	-1	7	7	0	8	8	0	12	10	2	15	12	3
ABC MEL	63	73	-10	*	1	*	*	2	*	4	4	0	10	12	-2	17	18	-1	31	36	-5
3RN	20	21	-1	*	*	*	*	*	*	1	2	-1	3	2	1	4	5	-1	11	13	-2
ABC NEWSRADIO	11	11	0	*	*	*	1	*	*	2	2	0	2	3	-1	3	2	1	3	3	0
3JJJ	28	27	1	3	2	1	7	7	0	13	13	0	5	5	0	1	1	0	*	*	*
ABC CLASSIC	13	19	-6	*	*	*	*	*	*	2	3	-1	1	3	-2	2	2	0	7	10	-3
Total	584	612	-28	38	41	-3	36	37	-1	109	112	-3	147	152	-5	100	102	-2	154	167	-13

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	20	21	-1	24	27	-3	28	29	-1	30	29	1	22	23	-1	3	4	-1	10	13	-3
3AW	127	140	-13	213	239	-26	210	231	-21	123	134	-11	104	114	-10	35	36	-1	82	92	-10
Magic 1278	8	8	0	7	6	1	11	10	1	13	14	-1	7	4	3	3	3	0	8	8	0
101.9 FOX FM	43	35	8	56	42	14	61	54	7	57	49	8	48	37	11	10	8	2	29	22	7
GOLD104.3	56	58	-2	64	61	3	93	96	-3	83	91	-8	48	50	-2	13	13	0	43	45	-2
KIIS 101.1 FM	28	28	0	46	39	7	33	37	-4	34	38	-4	30	28	2	7	7	0	22	23	-1
105.1 TRIPLE M	40	41	-1	58	49	9	59	61	-2	52	55	-3	40	51	-11	5	7	-2	26	29	-3
NOVA 100	36	38	-2	54	50	4	44	53	-9	46	50	-4	42	40	2	7	9	-2	25	25	0
smoothfm 91.5	46	41	5	46	42	4	70	60	10	67	65	2	46	39	7	17	11	6	43	37	6
ABC MEL	69	80	-11	107	116	-9	128	152	-24	62	73	-11	65	78	-13	15	19	-4	46	56	-10
3RN	20	21	-1	47	47	0	16	18	-2	15	17	-2	18	19	-1	9	9	0	20	23	-3
ABC NEWSRADIO	11	10	1	22	21	1	16	17	-1	8	7	1	6	5	1	4	5	-1	11	11	0
3JJJ	30	30	0	31	25	6	44	48	-4	44	45	-1	36	33	3	8	7	1	23	22	1
ABC CLASSIC	14	20	-6	14	17	-3	22	34	-12	18	29	-11	12	19	-7	6	8	-2	12	17	-5
Total	626	653	-27	852	841	11	951	1024	-73	766	815	-49	614	640	-26	169	178	-9	478	509	-31