



# MELBOURNE RADIO - SURVEY 7 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	+/-
1116 SEN Sports	3.1	3.7	-0.6	0.6	1.3	-0.7	7.0	8.6	-1.6	2.2	1.7	0.5	3.4	5.7	-2.3	3.1	4.5	-1.4	3.1	2.2	0.9
3AW	18.9	18.2	0.7	2.7	5.0	-2.3	0.5	0.5	0.0	6.3	7.0	-0.7	13.3	11.0	2.3	26.5	25.6	0.9	34.3	33.8	0.5
RSN 927	0.6	0.6	0.0	0.1	0.1	0.0	0.8	0.1	0.7	0.1	0.1	0.0	1.2	1.1	0.1	0.4	0.9	-0.5	0.6	0.6	0.0
Magic 1278	1.5	1.7	-0.2	*	0.1	*	0.9	0.3	0.6	0.4	0.1	0.3	1.2	1.8	-0.6	2.5	2.9	-0.4	2.4	2.4	0.0
3MP 1377	1.0	1.2	-0.2	0.6	0.5	0.1	0.7	0.8	-0.1	0.3	0.3	0.0	0.9	1.4	-0.5	0.5	0.6	-0.1	1.9	2.2	-0.3
101.9 FOX FM	5.5	6.6	-1.1	14.1	16.7	-2.6	4.2	3.7	0.5	14.8	17.3	-2.5	5.2	6.3	-1.1	2.5	3.1	-0.6	0.2	0.3	-0.1
GOLD104.3	10.9	10.9	0.0	10.7	9.6	1.1	6.4	7.2	-0.8	9.3	9.0	0.3	19.5	18.9	0.6	13.4	13.8	-0.4	5.2	4.8	0.4
KIIS 101.1 FM	4.6	4.6	0.0	11.4	12.9	-1.5	11.4	12.3	-0.9	8.7	9.8	-1.1	3.8	3.3	0.5	2.5	2.0	0.5	0.6	0.3	0.3
105.1 TRIPLE M	4.0	4.7	-0.7	4.8	10.0	-5.2	0.8	2.5	-1.7	6.7	5.8	0.9	8.3	8.1	0.2	3.1	4.3	-1.2	0.3	0.7	-0.4
NOVA 100	6.5	6.3	0.2	19.6	15.7	3.9	21.8	16.4	5.4	10.8	12.3	-1.5	5.7	7.0	-1.3	2.0	1.6	0.4	0.4	0.5	-0.1
smoothfm 91.5	7.0	6.8	0.2	8.9	6.8	2.1	8.4	12.1	-3.7	4.7	4.5	0.2	6.1	5.8	0.3	8.8	8.6	0.2	7.2	6.7	0.5
ABC MEL	11.2	12.0	-0.8	2.1	1.8	0.3	2.3	2.4	-0.1	3.2	5.3	-2.1	7.3	8.0	-0.7	17.1	14.5	2.6	19.7	22.6	-2.9
3RN	3.4	3.2	0.2	0.3	0.3	0.0	1.0	0.1	0.9	0.7	0.7	0.0	2.1	1.8	0.3	2.1	2.6	-0.5	7.9	7.7	0.2
ABC NEWSRADIO	2.3	2.1	0.2	0.7	0.9	-0.2	1.6	0.7	0.9	1.5	1.4	0.1	2.3	2.2	0.1	2.4	3.0	-0.6	3.3	2.4	0.9
3JJJ	4.3	4.0	0.3	4.9	5.7	-0.8	13.9	17.9	-4.0	13.8	10.0	3.8	2.2	2.2	0.0	0.8	0.8	0.0	*	*	*
ABC CLASSIC	3.2	2.8	0.4	1.5	0.7	0.8	1.4	2.0	-0.6	1.6	0.8	0.8	1.5	1.2	0.3	1.1	1.0	0.1	7.3	6.9	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
1116 SEN Sports	3.2	3.7	-0.5	3.4	3.8	-0.4	3.5	4.1	-0.6	3.3	4.0	-0.7	2.6	3.3	-0.7	1.8	2.4	-0.6	2.8	3.4	-0.6	2.8	3.4	-0.6	2.8	3.4	-0.6
3AW	19.6	18.7	0.9	24.3	23.8	0.5	21.3	20.7	0.6	15.5	13.7	1.8	16.3	15.3	1.0	20.9	21.4	-0.5	16.6	16.5	0.1	16.6	16.5	0.1	16.6	16.5	0.1
RSN 927	0.5	0.5	0.0	1.0	1.0	0.0	0.6	0.7	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.4	*	*	0.8	1.0	-0.2	0.8	1.0	-0.2	0.8	1.0	-0.2
Magic 1278	1.3	1.5	-0.2	0.5	0.4	0.1	1.5	1.4	0.1	1.9	2.3	-0.4	1.3	1.6	-0.3	1.3	2.6	-1.3	2.3	2.1	0.2	2.3	2.1	0.2	2.3	2.1	0.2
3MP 1377	0.9	1.0	-0.1	0.6	0.9	-0.3	0.6	0.7	-0.1	1.1	1.2	-0.1	0.8	0.9	-0.1	1.8	1.6	0.2	1.5	1.8	-0.3	1.5	1.8	-0.3	1.5	1.8	-0.3
101.9 FOX FM	5.5	6.8	-1.3	4.7	5.9	-1.2	4.7	5.8	-1.1	6.1	8.0	-1.9	7.3	8.6	-1.3	4.9	5.0	-0.1	5.3	5.8	-0.5	5.3	5.8	-0.5	5.3	5.8	-0.5
GOLD104.3	10.8	11.0	-0.2	8.6	9.4	-0.8	11.5	11.6	-0.1	13.3	13.7	-0.4	10.7	10.4	0.3	6.5	6.1	0.4	11.1	10.2	0.9	11.1	10.2	0.9	11.1	10.2	0.9
KIIS 101.1 FM	4.6	4.6	0.0	4.7	4.8	-0.1	4.2	4.0	0.2	4.6	4.9	-0.3	5.2	5.0	0.2	4.5	4.1	0.4	4.4	4.5	-0.1	4.4	4.5	-0.1	4.4	4.5	-0.1
105.1 TRIPLE M	4.0	4.6	-0.6	3.6	4.1	-0.5	3.3	4.1	-0.8	4.5	4.4	0.1	5.1	6.3	-1.2	3.0	5.1	-2.1	4.1	4.9	-0.8	4.1	4.9	-0.8	4.1	4.9	-0.8
NOVA 100	6.6	6.5	0.1	6.9	7.1	-0.2	5.8	5.7	0.1	6.5	6.3	0.2	7.6	6.7	0.9	7.7	7.7	0.0	6.0	5.8	0.2	6.0	5.8	0.2	6.0	5.8	0.2
smoothfm 91.5	6.7	6.6	0.1	5.1	4.4	0.7	7.0	7.3	-0.3	7.7	8.1	-0.4	6.1	6.4	-0.3	8.3	6.9	1.4	8.1	7.3	0.8	8.1	7.3	0.8	8.1	7.3	0.8
ABC MEL	11.8	12.4	-0.6	14.3	14.6	-0.3	13.9	14.2	-0.3	7.8	8.6	-0.8	11.8	12.6	-0.8	11.3	13.1	-1.8	9.4	10.6	-1.2	11.3	13.1	-1.8	9.4	10.6	-1.2
3RN	3.2	3.0	0.2	4.9	4.5	0.4	1.4	1.6	-0.2	2.6	2.3	0.3	3.2	3.0	0.2	5.2	5.5	-0.3	4.3	3.9	0.4	5.2	5.5	-0.3	4.3	3.9	0.4
ABC NEWSRADIO	2.2	2.0	0.2	3.2	2.8	0.4	1.9	1.8	0.1	1.9	1.8	0.1	1.4	1.3	0.1	3.0	2.4	0.6	2.6	2.3	0.3	3.0	2.4	0.6	2.6	2.3	0.3
3JJJ	4.3	4.0	0.3	3.6	3.2	0.4	3.9	3.6	0.3	5.5	5.1	0.4	4.6	4.9	-0.3	3.1	2.3	0.8	4.2	3.9	0.3	3.1	2.3	0.8	4.2	3.9	0.3
ABC CLASSIC	3.0	2.6	0.4	1.8	1.7	0.1	2.9	2.7	0.2	3.8	3.2	0.6	3.6	2.9	0.7	3.9	2.7	1.2	3.7	3.2	0.5	3.9	2.7	1.2	3.7	3.2	0.5



# MELBOURNE RADIO - SURVEY 7 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	+/-
1116 SEN Sports	353	377	-24	17	24	-7	49	48	1	63	59	4	66	100	-34	56	62	-6	101	85	16
3AW	815	830	-15	28	30	-2	13	8	5	82	99	-17	178	171	7	187	182	5	328	339	-11
RSN 927	105	106	-1	6	5	1	12	4	8	12	12	0	31	28	3	15	23	-8	30	33	-3
Magic 1278	126	119	7	2	5	-3	8	4	4	17	16	1	17	21	-4	24	29	-5	56	43	13
3MP 1377	132	139	-7	19	13	6	4	4	0	23	22	1	22	28	-6	20	22	-2	45	50	-5
101.9 FOX FM	909	994	-85	181	203	-22	115	103	12	382	419	-37	165	184	-19	52	63	-11	14	21	-7
GOLD104.3	1011	1023	-12	97	90	7	90	74	16	229	249	-20	296	315	-19	161	174	-13	139	122	17
KIIS 101.1 FM	870	889	-19	158	165	-7	160	138	22	340	359	-19	132	148	-16	50	57	-7	30	21	9
105.1 TRIPLE M	507	589	-82	72	88	-16	35	45	-10	173	180	-7	149	174	-25	54	72	-18	25	31	-6
NOVA 100	884	961	-77	193	203	-10	113	138	-25	324	333	-9	185	211	-26	43	47	-4	26	30	-4
smoothfm 91.5	833	866	-33	111	92	19	66	69	-3	184	189	-5	187	202	-15	125	137	-12	159	177	-18
ABC MEL	852	882	-30	40	36	4	42	43	-1	94	120	-26	178	196	-18	172	167	5	327	320	7
3RN	261	248	13	7	5	2	9	9	0	26	28	-2	49	47	2	48	54	-6	122	106	16
ABC NEWSRADIO	381	379	2	26	25	1	28	20	8	74	79	-5	86	100	-14	59	64	-5	108	92	16
3JJJ	530	502	28	84	85	-1	98	111	-13	249	214	35	77	66	11	19	22	-3	2	5	-3
ABC CLASSIC	276	260	16	20	9	11	18	19	-1	60	49	11	35	38	-3	23	28	-5	119	118	1
Total	4557	4552	5	459	463	-4	511	496	15	1250	1252	-2	994	1007	-13	570	571	-1	772	764	8

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
1116 SEN Sports	308	321	-13	141	151	-10	133	137	-4	135	163	-28	114	158	-44	60	58	2	201	223	-22
3AW	767	781	-14	559	581	-22	509	493	16	442	441	1	374	394	-20	227	244	-17	573	580	-7
RSN 927	76	72	4	41	43	-2	25	33	-8	13	15	-2	10	12	-2	12	*	*	57	61	-4
Magic 1278	99	92	7	38	32	6	59	43	16	64	63	1	38	38	0	21	15	6	86	79	7
3MP 1377	104	107	-3	33	32	1	29	37	-8	52	55	-3	27	41	-14	31	27	4	81	85	-4
101.9 FOX FM	807	913	-106	353	436	-83	343	376	-33	415	488	-73	397	468	-71	138	141	-3	464	508	-44
GOLD104.3	865	906	-41	409	430	-21	452	465	-13	491	512	-21	429	453	-24	149	149	0	624	600	24
KIIS 101.1 FM	758	798	-40	313	322	-9	296	289	7	368	373	-5	326	359	-33	140	150	-10	449	470	-21
105.1 TRIPLE M	417	485	-68	173	204	-31	190	212	-22	190	217	-27	202	232	-30	66	75	-9	268	301	-33
NOVA 100	765	871	-106	370	379	-9	343	375	-32	334	398	-64	368	412	-44	140	151	-11	508	528	-20
smoothfm 91.5	710	764	-54	310	310	0	326	370	-44	373	414	-41	312	363	-51	156	167	-11	526	530	-4
ABC MEL	763	782	-19	511	521	-10	479	484	-5	350	408	-58	321	352	-31	171	179	-8	504	511	-7
3RN	224	213	11	153	147	6	86	80	6	104	90	14	82	88	-6	71	71	0	166	153	13
ABC NEWSRADIO	319	326	-7	177	175	2	144	140	4	109	97	12	79	89	-10	75	61	14	220	216	4
3JJJ	473	448	25	202	194	8	205	190	15	275	237	38	239	245	-6	99	83	16	322	295	27
ABC CLASSIC	229	211	18	82	85	-3	107	98	9	118	104	14	102	91	11	59	55	4	173	172	1
Total	4351	4373	-22	3012	3081	-69	3055	3014	41	2994	3080	-86	2811	2940	-129	1341	1345	-4	3782	3715	67



# MELBOURNE RADIO - SURVEY 7 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	+/-
1116 SEN Sports	17	20	-3	*	*	*	3	3	0	2	2	0	4	7	-3	3	4	-1	5	4	1
3AW	103	101	2	1	2	-1	*	*	*	6	7	-1	16	14	2	24	24	0	57	53	4
RSN 927	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0
Magic 1278	8	9	-1	*	*	*	*	*	*	*	*	*	1	2	-1	2	3	-1	4	4	0
3MP 1377	6	7	-1	*	*	*	*	*	*	*	*	*	1	2	-1	*	1	*	3	3	0
101.9 FOX FM	30	36	-6	6	6	0	2	1	1	14	17	-3	6	8	-2	2	3	-1	*	*	*
GOLD104.3	59	60	-1	4	4	0	2	2	0	9	9	0	24	24	0	12	13	-1	9	8	1
KIIS 101.1 FM	25	25	0	5	5	0	4	4	0	8	10	-2	5	4	1	2	2	0	1	*	*
105.1 TRIPLE M	22	26	-4	2	4	-2	*	1	*	6	6	0	10	10	0	3	4	-1	1	1	0
NOVA 100	35	35	0	8	6	2	8	6	2	10	12	-2	7	9	-2	2	1	1	1	1	0
smoothfm 91.5	38	37	1	4	3	1	3	4	-1	4	5	-1	7	7	0	8	8	0	12	11	1
ABC MEL	61	66	-5	1	1	0	1	1	0	3	5	-2	9	10	-1	15	14	1	33	36	-3
3RN	19	18	1	*	*	*	*	*	*	1	1	0	3	2	1	2	2	0	13	12	1
ABC NEWSRADIO	13	11	2	*	*	*	1	*	*	1	1	0	3	3	0	2	3	-1	5	4	1
3JJJ	23	22	1	2	2	0	5	6	-1	13	10	3	3	3	0	1	1	0	*	*	*
ABC CLASSIC	17	15	2	1	*	*	1	1	0	1	1	0	2	2	0	1	1	0	12	11	1
Total	546	553	-7	41	37	4	37	34	3	93	101	-8	120	128	-8	89	95	-6	166	158	8

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
1116 SEN Sports	19	22	-3	26	30	-4	32	37	-5	25	30	-5	14	19	-5	3	4	-1	13	15	-2						
3AW	115	112	3	185	189	-4	192	187	5	114	104	10	92	90	2	33	33	0	75	73	2						
RSN 927	3	3	0	7	8	-1	5	6	-1	2	2	0	1	1	0	1	*	*	4	4	0						
Magic 1278	8	9	-1	4	3	1	13	13	0	14	18	-4	7	10	-3	2	4	-2	10	9	1						
3MP 1377	5	6	-1	5	7	-2	5	7	-2	8	9	-1	5	5	0	3	2	1	7	8	-1						
101.9 FOX FM	32	41	-9	36	46	-10	42	52	-10	45	61	-16	41	51	-10	8	8	0	24	26	-2						
GOLD104.3	63	66	-3	66	75	-9	104	104	0	98	104	-6	60	61	-1	10	9	1	50	45	5						
KIIS 101.1 FM	27	28	-1	36	38	-2	38	36	2	34	37	-3	29	29	0	7	6	1	20	20	0						
105.1 TRIPLE M	23	27	-4	28	32	-4	30	37	-7	33	33	0	29	37	-8	5	8	-3	18	22	-4						
NOVA 100	39	39	0	52	56	-4	52	51	1	47	48	-1	43	39	4	12	12	0	27	26	1						
smoothfm 91.5	39	40	-1	39	35	4	63	66	-3	57	61	-4	34	38	-4	13	11	2	36	32	4						
ABC MEL	69	74	-5	109	116	-7	125	128	-3	57	65	-8	66	74	-8	18	20	-2	42	47	-5						
3RN	18	18	0	38	36	2	12	14	-2	19	18	1	18	17	1	8	8	0	19	18	1						
ABC NEWSRADIO	13	12	1	25	22	3	17	16	1	14	14	0	8	8	0	5	4	1	12	10	2						
3JJJ	25	24	1	27	25	2	35	32	3	40	38	2	26	29	-3	5	4	1	19	17	2						
ABC CLASSIC	18	16	2	14	14	0	26	24	2	28	25	3	20	17	3	6	4	2	17	14	3						
Total	584	597	-13	763	794	-31	900	904	-4	736	756	-20	563	588	-25	159	154	5	452	444	8						