



# MELBOURNE RADIO - SURVEY 3 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	2.9	3.0	-0.1	0.9	1.4	-0.5	0.1	0.3	-0.2	1.4	3.1	-1.7	2.6	2.9	-0.3	6.0	5.3	0.7	3.8	3.0	0.8
3AW	15.6	16.9	-1.3	2.0	3.8	-1.8	1.5	2.7	-1.2	3.2	2.4	0.8	11.2	10.6	0.6	22.4	25.5	-3.1	32.8	36.7	-3.9
RSN 927	0.4	0.5	-0.1	*	*	*	0.1	0.1	0.0	*	0.3	*	0.1	0.5	-0.4	0.5	0.4	0.1	1.1	0.7	0.4
Magic 1278	1.0	1.0	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.6	0.1	0.5	0.7	0.8	-0.1	1.0	0.9	0.1	1.9	2.3	-0.4
3MP 1377	0.9	0.6	0.3	*	*	*	0.2	0.2	0.0	0.1	*	*	1.3	1.1	0.2	0.7	0.6	0.1	1.8	0.8	1.0
101.9 FOX FM	7.8	7.2	0.6	16.4	18.6	-2.2	10.3	9.8	0.5	14.3	12.1	2.2	10.4	8.6	1.8	3.6	4.5	-0.9	0.1	0.1	0.0
GOLD104.3	11.1	11.3	-0.2	8.6	9.9	-1.3	13.1	10.6	2.5	9.2	6.8	2.4	14.9	16.3	-1.4	15.1	15.5	-0.4	6.5	7.7	-1.2
KIIS 101.1 FM	6.4	5.5	0.9	18.1	12.2	5.9	14.4	13.5	0.9	10.4	9.9	0.5	5.9	4.6	1.3	3.5	3.3	0.2	0.2	0.2	0.0
105.1 TRIPLE M	5.2	5.3	-0.1	2.0	2.7	-0.7	6.6	5.8	0.8	5.8	6.7	-0.9	8.0	7.1	0.9	8.2	8.4	-0.2	0.8	0.9	-0.1
NOVA 100	7.8	7.1	0.7	22.4	24.4	-2.0	14.5	13.2	1.3	12.6	12.4	0.2	8.9	6.5	2.4	3.1	2.8	0.3	0.3	0.3	0.0
smoothfm 91.5	7.6	8.4	-0.8	8.7	5.1	3.6	3.3	3.8	-0.5	5.5	7.8	-2.3	7.7	11.6	-3.9	8.0	7.8	0.2	10.1	8.2	1.9
ABC MEL	8.8	8.6	0.2	1.0	2.5	-1.5	2.8	1.9	0.9	4.5	6.1	-1.6	4.3	5.1	-0.8	6.4	5.8	0.6	21.6	19.5	2.1
3RN	2.1	2.4	-0.3	0.4	0.3	0.1	*	*	*	0.2	1.1	-0.9	1.2	1.6	-0.4	2.7	2.6	0.1	4.9	5.4	-0.5
ABC NEWSRADIO	1.6	1.7	-0.1	0.6	1.4	-0.8	1.0	0.8	0.2	2.8	3.1	-0.3	1.7	1.4	0.3	1.6	1.5	0.1	0.9	1.5	-0.6
3JJJ	5.2	5.5	-0.3	3.5	4.9	-1.4	15.3	20.0	-4.7	12.8	10.7	2.1	4.2	4.6	-0.4	0.8	1.5	-0.7	0.1	0.3	-0.2
ABC CLASSIC	2.9	2.7	0.2	1.1	0.8	0.3	0.2	0.4	-0.2	1.2	1.2	0.0	1.6	2.0	-0.4	3.7	4.8	-1.1	6.1	4.6	1.5

## 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	3.1	0.1	3.3	3.8	-0.5	3.0	3.1	-0.1	3.0	3.4	-0.4	2.2	1.9	0.3	2.2	2.5	-0.3						
3AW	16.3	17.2	-0.9	20.1	21.5	-1.4	18.5	19.5	-1.0	12.3	13.3	-1.0	13.5	14.7	-1.2	16.0	14.6	1.4	13.5	16.2	-2.7						
RSN 927	0.3	0.3	0.0	0.4	0.7	-0.3	0.5	0.5	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.6	0.9	-0.3						
Magic 1278	0.9	1.0	-0.1	0.3	0.3	0.0	1.1	1.0	0.1	1.7	1.6	0.1	0.4	1.0	-0.6	1.3	0.9	0.4	1.1	1.1	0.0						
3MP 1377	0.9	0.6	0.3	0.7	0.5	0.2	0.9	0.6	0.3	1.3	0.7	0.6	0.7	0.4	0.3	0.3	0.6	-0.3	1.1	0.7	0.4						
101.9 FOX FM	8.0	7.2	0.8	7.9	7.2	0.7	7.1	6.2	0.9	9.1	7.1	2.0	8.9	8.8	0.1	5.4	7.0	-1.6	7.1	7.1	0.0						
GOLD104.3	11.3	11.4	-0.1	8.0	8.3	-0.3	12.4	12.6	-0.2	14.9	15.0	-0.1	10.6	10.7	-0.1	8.7	9.0	-0.3	10.2	10.7	-0.5						
KIIS 101.1 FM	6.4	5.5	0.9	7.4	5.6	1.8	4.7	4.5	0.2	5.7	5.7	0.0	8.1	6.5	1.6	7.1	5.7	1.4	6.5	5.5	1.0						
105.1 TRIPLE M	5.2	5.5	-0.3	5.8	6.2	-0.4	5.4	5.3	0.1	5.2	5.7	-0.5	4.9	5.2	-0.3	3.6	4.2	-0.6	5.1	4.5	0.6						
NOVA 100	7.9	7.1	0.8	8.0	7.9	0.1	6.1	5.4	0.7	8.0	6.9	1.1	10.4	9.2	1.2	6.6	6.0	0.6	7.6	7.1	0.5						
smoothfm 91.5	7.2	8.2	-1.0	5.2	6.3	-1.1	8.3	9.1	-0.8	8.2	9.4	-1.2	7.2	8.0	-0.8	6.8	8.0	-1.2	9.1	9.0	0.1						
ABC MEL	8.6	8.7	-0.1	11.1	10.7	0.4	9.1	9.5	-0.4	6.2	6.9	-0.7	7.2	7.2	0.0	9.8	9.3	0.5	9.6	8.3	1.3						
3RN	1.9	2.3	-0.4	3.0	3.6	-0.6	0.9	1.2	-0.3	1.3	1.4	-0.1	1.7	2.0	-0.3	3.3	3.9	-0.6	2.6	2.8	-0.2						
ABC NEWSRADIO	1.6	1.8	-0.2	2.4	2.8	-0.4	1.4	1.4	0.0	0.9	1.1	-0.2	1.7	1.7	0.0	1.8	2.1	-0.3	1.3	1.5	-0.2						
3JJJ	5.5	5.7	-0.2	4.6	4.4	0.2	5.5	5.7	-0.2	6.2	6.9	-0.7	5.7	6.6	-0.9	6.0	4.4	1.6	4.2	4.8	-0.6						
ABC CLASSIC	2.6	2.6	0.0	2.6	2.2	0.4	2.5	2.7	-0.2	2.5	2.6	-0.1	2.5	2.4	0.1	3.6	3.2	0.4	3.7	3.4	0.3						



# MELBOURNE RADIO - SURVEY 3 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	228	280	-52	13	20	-7	3	14	-11	33	55	-22	63	85	-22	59	60	-1	56	46	10
3AW	750	808	-58	38	59	-21	19	30	-11	67	64	3	160	158	2	161	174	-13	305	323	-18
RSN 927	43	59	-16	*	5	*	4	3	1	2	10	-8	7	11	-4	12	11	1	17	18	-1
Magic 1278	105	112	-7	4	5	-1	4	12	-8	14	11	3	14	13	1	16	22	-6	52	48	4
3MP 1377	78	69	9	*	2	*	7	9	-2	5	2	3	17	12	5	8	12	-4	39	31	8
101.9 FOX FM	1134	1076	58	180	177	3	209	187	22	425	399	26	226	219	7	80	77	3	14	16	-2
GOLD104.3	1070	1111	-41	86	88	-2	107	91	16	246	257	-11	305	304	1	187	215	-28	141	157	-16
KIIS 101.1 FM	1049	917	132	189	146	43	226	192	34	361	346	15	194	165	29	66	56	10	13	12	1
105.1 TRIPLE M	603	600	3	52	72	-20	79	64	15	175	169	6	180	178	2	85	88	-3	32	29	3
NOVA 100	1056	1054	2	175	188	-13	185	173	12	359	408	-49	253	212	41	68	58	10	16	15	1
smoothfm 91.5	929	910	19	92	70	22	67	85	-18	228	241	-13	232	243	-11	139	133	6	171	139	32
ABC MEL	641	674	-33	23	40	-17	20	28	-8	93	102	-9	133	141	-8	114	124	-10	259	239	20
3RN	195	234	-39	7	10	-3	3	2	1	18	35	-17	38	59	-21	34	34	0	95	93	2
ABC NEWSRADIO	252	318	-66	13	31	-18	22	26	-4	76	90	-14	61	66	-5	34	37	-3	45	69	-24
3JXX	600	642	-42	37	55	-18	162	173	-11	294	278	16	83	89	-6	20	35	-15	5	12	-7
ABC CLASSIC	211	237	-26	9	18	-9	3	9	-6	37	31	6	45	60	-15	34	37	-3	83	83	0
Total	4563	4561	2	462	465	-3	514	513	1	1251	1255	-4	1006	1000	6	573	571	2	758	758	0

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	206	250	-44	129	159	-30	122	138	-16	119	143	-24	113	152	-39	62	64	-2	144	181	-37	144	181	-37	144	181	-37
3AW	722	770	-48	559	598	-39	470	477	-7	420	440	-20	380	418	-38	233	242	-9	514	559	-45	514	559	-45	514	559	-45
RSN 927	33	41	-8	13	22	-9	19	20	-1	14	8	6	10	9	1	4	6	-2	32	52	-20	32	52	-20	32	52	-20
Magic 1278	96	92	4	37	35	2	50	44	6	55	51	4	36	48	-12	30	20	10	72	66	6	72	66	6	72	66	6
3MP 1377	68	60	8	25	20	5	30	26	4	35	27	8	27	26	1	18	15	3	50	46	4	50	46	4	50	46	4
101.9 FOX FM	1042	995	47	550	526	24	426	420	6	541	490	51	539	560	-21	229	236	-7	649	604	45	649	604	45	649	604	45
GOLD104.3	943	988	-45	453	490	-37	505	519	-14	585	583	2	504	552	-48	258	251	7	680	678	2	680	678	2	680	678	2
KIIS 101.1 FM	936	801	135	532	453	79	370	310	60	463	358	105	470	412	58	229	170	59	609	578	31	609	578	31	609	578	31
105.1 TRIPLE M	512	523	-11	254	289	-35	207	205	2	230	231	-1	251	262	-11	93	112	-19	313	304	9	313	304	9	313	304	9
NOVA 100	952	914	38	546	544	2	358	329	29	499	429	70	506	457	49	235	214	21	640	617	23	640	617	23	640	617	23
smoothfm 91.5	828	823	5	374	376	-2	396	414	-18	468	441	27	406	428	-22	192	209	-17	562	551	11	562	551	11	562	551	11
ABC MEL	549	602	-53	411	411	0	305	325	-20	256	274	-18	253	290	-37	161	177	-16	462	437	25	462	437	25	462	437	25
3RN	168	214	-46	104	126	-22	45	67	-22	62	70	-8	72	84	-12	49	85	-36	132	133	-1	132	133	-1	132	133	-1
ABC NEWSRADIO	228	276	-48	140	167	-27	91	106	-15	78	93	-15	84	99	-15	53	69	-16	130	184	-54	130	184	-54	130	184	-54
3JXX	536	574	-38	291	294	-3	246	261	-15	298	294	4	297	334	-37	155	138	17	338	369	-31	338	369	-31	338	369	-31
ABC CLASSIC	192	212	-20	118	111	7	99	104	-5	103	106	-3	87	85	2	73	79	-6	158	167	-9	158	167	-9	158	167	-9
Total	4402	4414	-12	3442	3374	68	2881	2860	21	3101	3012	89	3148	3218	-70	1761	1761	0	3783	3746	37	3783	3746	37	3783	3746	37



# MELBOURNE RADIO - SURVEY 3 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	16	17	-1	*	*	*	*	*	*	1	3	-2	3	4	-1	5	5	0	5	4	1
3AW	86	94	-8	1	1	0	1	1	0	3	3	0	14	14	0	20	23	-3	47	52	-5
RSN 927	2	3	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	1	1
Magic 1278	5	5	0	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	3	3	0
3MP 1377	5	3	2	*	*	*	*	*	*	*	*	*	2	2	0	1	1	0	3	1	2
101.9 FOX FM	43	40	3	6	6	0	5	4	1	16	13	3	13	12	1	3	4	-1	*	*	*
GOLD104.3	61	62	-1	3	3	0	6	5	1	10	7	3	19	22	-3	13	14	-1	9	11	-2
KIIS 101.1 FM	35	31	4	6	4	2	7	6	1	11	11	0	7	6	1	3	3	0	*	*	*
105.1 TRIPLE M	29	29	0	1	1	0	3	3	0	6	7	-1	10	10	0	7	7	0	1	1	0
NOVA 100	43	40	3	8	8	0	7	6	1	14	13	1	11	9	2	3	2	1	*	*	*
smoothfm 91.5	42	46	-4	3	2	1	2	2	0	6	8	-2	10	16	-6	7	7	0	14	12	2
ABC MEL	49	48	1	*	1	*	1	1	0	5	7	-2	5	7	-2	6	5	1	31	27	4
3RN	11	13	-2	*	*	*	*	*	*	*	1	*	1	2	-1	2	2	0	7	8	-1
ABC NEWSRADIO	9	9	0	*	1	*	*	*	*	3	3	0	2	2	0	1	1	0	1	2	-1
3JXX	29	30	-1	1	2	-1	7	9	-2	14	11	3	5	6	-1	1	1	0	*	*	*
ABC CLASSIC	16	15	1	*	*	*	*	*	*	1	1	0	2	3	-1	3	4	-1	9	6	3
Total	548	554	-6	34	35	-1	49	46	3	109	107	2	125	136	-11	89	88	1	143	141	2

## Average Audience (000's) by Session, P10+ [Potential: 4817]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1116	18	19	-1	26	25	1	28	31	-3	21	22	-1	18	22	-4	4	4	0	10	11	-1
3AW	96	102	-6	164	174	-10	155	160	-5	88	93	-5	82	94	-12	30	29	1	59	73	-14
RSN 927	2	2	0	3	5	-2	4	4	0	2	1	1	1	*	*	*	*	3	4	-1	
Magic 1278	6	6	0	2	2	0	9	8	1	12	11	1	2	6	-4	2	2	0	5	5	0
3MP 1377	5	3	2	6	4	2	8	5	3	9	5	4	4	3	1	1	1	0	5	3	2
101.9 FOX FM	47	43	4	64	58	6	59	51	8	65	50	15	53	57	-4	10	14	-4	31	32	-1
GOLD104.3	67	68	-1	66	67	-1	104	104	0	106	105	1	64	69	-5	16	18	-2	45	48	-3
KIIS 101.1 FM	38	33	5	60	45	15	39	37	2	41	40	1	49	42	7	13	11	2	28	25	3
105.1 TRIPLE M	31	33	-2	48	50	-2	45	43	2	37	40	-3	30	33	-3	7	8	-1	22	20	2
NOVA 100	47	43	4	66	64	2	51	44	7	57	48	9	63	59	4	12	12	0	33	32	1
smoothfm 91.5	42	49	-7	42	51	-9	70	75	-5	59	66	-7	44	52	-8	13	16	-3	40	40	0
ABC MEL	51	52	-1	91	86	5	76	78	-2	44	48	-4	44	46	-2	18	18	0	42	37	5
3RN	11	13	-2	25	29	-4	7	10	-3	9	10	-1	10	13	-3	6	8	-2	11	13	-2
ABC NEWSRADIO	10	11	-1	20	22	-2	12	11	1	6	7	-1	10	11	-1	3	4	-1	6	7	-1
3JXX	33	34	-1	38	36	2	46	46	0	44	48	-4	34	42	-8	11	9	2	18	22	-4
ABC CLASSIC	16	15	1	21	18	3	21	22	-1	18	18	0	15	15	0	7	6	1	16	15	1
Total	592	595	-3	819	808	11	836	820	16	712	699	13	604	643	-39	186	199	-13	438	449	-11