



# MELBOURNE RADIO - SURVEY 2 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	3.0	2.8	0.2	1.4	2.2	-0.8	0.3	1.1	-0.8	3.1	3.6	-0.5	2.9	3.8	-0.9	5.3	3.0	2.3	3.0	1.8	1.2
3AW	16.9	16.3	0.6	3.8	3.7	0.1	2.7	2.4	0.3	2.4	1.7	0.7	10.6	8.5	2.1	25.5	21.0	4.5	36.7	39.0	-2.3
RSN 927	0.5	0.3	0.2	*	*	*	0.1	*	*	0.3	0.4	-0.1	0.5	0.6	-0.1	0.4	0.2	0.2	0.7	0.2	0.5
Magic 1278	1.0	1.5	-0.5	0.1	0.1	0.0	0.3	0.3	0.0	0.1	0.8	-0.7	0.8	0.9	-0.1	0.9	0.9	0.0	2.3	3.6	-1.3
3MP 1377	0.6	0.7	-0.1	*	0.1	*	0.2	0.6	-0.4	*	0.1	*	1.1	0.2	0.9	0.6	0.4	0.2	0.8	1.9	-1.1
101.9 FOX FM	7.2	7.5	-0.3	18.6	12.3	6.3	9.8	11.7	-1.9	12.1	13.1	-1.0	8.6	8.6	0.0	4.5	5.6	-1.1	0.1	0.8	-0.7
GOLD104.3	11.3	11.0	0.3	9.9	11.3	-1.4	10.6	5.7	4.9	6.8	8.4	-1.6	16.3	15.8	0.5	15.5	16.5	-1.0	7.7	6.8	0.9
KIIS 101.1 FM	5.5	5.8	-0.3	12.2	10.0	2.2	13.5	13.9	-0.4	9.9	10.6	-0.7	4.6	5.7	-1.1	3.3	3.7	-0.4	0.2	0.2	0.0
105.1 TRIPLE M	5.3	5.2	0.1	2.7	8.0	-5.3	5.8	10.1	-4.3	6.7	5.9	0.8	7.1	6.6	0.5	8.4	6.2	2.2	0.9	0.8	0.1
NOVA 100	7.1	6.3	0.8	24.4	20.3	4.1	13.2	6.9	6.3	12.4	11.7	0.7	6.5	7.0	-0.5	2.8	2.3	0.5	0.3	0.3	0.0
smoothfm 91.5	8.4	8.9	-0.5	5.1	6.3	-1.2	3.8	4.5	-0.7	7.8	8.3	-0.5	11.6	11.9	-0.3	7.8	8.4	-0.6	8.2	8.7	-0.5
ABC MEL	8.6	8.7	-0.1	2.5	2.8	-0.3	1.9	2.8	-0.9	6.1	4.1	2.0	5.1	7.3	-2.2	5.8	8.2	-2.4	19.5	17.2	2.3
3RN	2.4	2.4	0.0	0.3	0.4	-0.1	*	*	*	1.1	1.2	-0.1	1.6	1.6	0.0	2.6	3.2	-0.6	5.4	4.7	0.7
ABC NEWSRADIO	1.7	1.8	-0.1	1.4	1.0	0.4	0.8	0.5	0.3	3.1	1.9	1.2	1.4	2.3	-0.9	1.5	2.3	-0.8	1.5	1.7	-0.2
3JJJ	5.5	5.9	-0.4	4.9	9.5	-4.6	20.0	19.3	0.7	10.7	11.6	-0.9	4.6	4.0	0.6	1.5	2.2	-0.7	0.3	0.4	-0.1
ABC CLASSIC	2.7	2.7	0.0	0.8	0.7	0.1	0.4	0.6	-0.2	1.2	1.7	-0.5	2.0	1.1	0.9	4.8	5.1	-0.3	4.6	4.6	0.0

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	3.2	3.0	0.2	3.1	3.2	-0.1	3.8	3.2	0.6	3.1	3.1	0.0	3.4	2.9	0.5	1.9	2.3	-0.4	2.5	2.0	0.5	2.5	2.0	0.5	2.5	2.0	0.5
3AW	17.2	16.6	0.6	21.5	22.2	-0.7	19.5	19.0	0.5	13.3	12.1	1.2	14.7	13.1	1.6	14.6	13.2	1.4	16.2	15.3	0.9	14.6	13.2	1.4	16.2	15.3	0.9
RSN 927	0.3	0.2	0.1	0.7	0.6	0.1	0.5	0.2	0.3	0.1	0.1	0.0	0.1	*	*	0.2	0.1	0.1	0.9	0.6	0.3	0.2	0.1	0.1	0.9	0.6	0.3
Magic 1278	1.0	1.3	-0.3	0.3	0.8	-0.5	1.0	1.1	-0.1	1.6	1.9	-0.3	1.0	1.4	-0.4	0.9	1.3	-0.4	1.1	2.1	-1.0	0.9	1.3	-0.4	1.1	2.1	-1.0
3MP 1377	0.6	0.6	0.0	0.5	0.4	0.1	0.6	0.5	0.1	0.7	0.9	-0.2	0.4	0.4	0.0	0.6	1.4	-0.8	0.7	0.8	-0.1	0.6	1.4	-0.8	0.7	0.8	-0.1
101.9 FOX FM	7.2	7.6	-0.4	7.2	7.2	0.0	6.2	6.8	-0.6	7.1	7.7	-0.6	8.8	9.5	-0.7	7.0	6.6	0.4	7.1	7.1	0.0	7.0	6.6	0.4	7.1	7.1	0.0
GOLD104.3	11.4	11.2	0.2	8.3	8.9	-0.6	12.6	12.6	0.0	15.0	13.9	1.1	10.7	10.4	0.3	9.0	8.4	0.6	10.7	10.2	0.5	9.0	8.4	0.6	10.7	10.2	0.5
KIIS 101.1 FM	5.5	5.9	-0.4	5.6	6.2	-0.6	4.5	5.6	-1.1	5.7	6.2	-0.5	6.5	6.2	0.3	5.7	4.4	1.3	5.5	5.6	-0.1	5.7	4.4	1.3	5.5	5.6	-0.1
105.1 TRIPLE M	5.5	5.6	-0.1	6.2	6.2	0.0	5.3	4.7	0.6	5.7	5.8	-0.1	5.2	6.6	-1.4	4.2	3.8	0.4	4.5	4.1	0.4	4.2	3.8	0.4	4.5	4.1	0.4
NOVA 100	7.1	6.4	0.7	7.9	6.8	1.1	5.4	5.1	0.3	6.9	6.3	0.6	9.2	7.7	1.5	6.0	6.1	-0.1	7.1	6.2	0.9	6.0	6.1	-0.1	7.1	6.2	0.9
smoothfm 91.5	8.2	8.9	-0.7	6.3	7.2	-0.9	9.1	9.7	-0.6	9.4	9.9	-0.5	8.0	8.2	-0.2	8.0	10.1	-2.1	9.0	8.9	0.1	8.0	10.1	-2.1	9.0	8.9	0.1
ABC MEL	8.7	8.9	-0.2	10.7	10.7	0.0	9.5	9.1	0.4	6.9	6.7	0.2	7.2	7.9	-0.7	9.3	12.0	-2.7	8.3	8.1	0.2	9.3	12.0	-2.7	8.3	8.1	0.2
3RN	2.3	2.2	0.1	3.6	3.9	-0.3	1.2	1.1	0.1	1.4	1.2	0.2	2.0	2.2	-0.2	3.9	3.4	0.5	2.8	2.8	0.0	3.9	3.4	0.5	2.8	2.8	0.0
ABC NEWSRADIO	1.8	1.8	0.0	2.8	2.4	0.4	1.4	1.3	0.1	1.1	0.9	0.2	1.7	1.9	-0.2	2.1	3.5	-1.4	1.5	2.1	-0.6	2.1	3.5	-1.4	1.5	2.1	-0.6
3JJJ	5.7	5.6	0.1	4.4	4.2	0.2	5.7	5.9	-0.2	6.9	6.8	0.1	6.6	6.4	0.2	4.4	3.8	0.6	4.8	6.8	-2.0	4.4	3.8	0.6	4.8	6.8	-2.0
ABC CLASSIC	2.6	2.5	0.1	2.2	1.7	0.5	2.7	2.5	0.2	2.6	3.1	-0.5	2.4	2.7	-0.3	3.2	2.6	0.6	3.4	3.3	0.1	3.2	2.6	0.6	3.4	3.3	0.1



## MELBOURNE RADIO - SURVEY 2 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	280	288	-8	20	26	-6	14	30	-16	55	75	-20	85	82	3	60	42	18	46	33	13
3AW	808	753	55	59	44	15	30	32	-2	64	72	-8	158	125	33	174	146	28	323	334	-11
RSN 927	59	58	1	5	5	0	3	*	*	10	17	-7	11	15	-4	11	6	5	18	15	3
Magic 1278	112	118	-6	5	6	-1	12	10	2	11	15	-4	13	13	0	22	20	2	48	53	-5
3MP 1377	69	76	-7	2	8	-6	9	6	3	2	12	-10	12	5	7	12	8	4	31	37	-6
101.9 FOX FM	1076	1092	-16	177	166	11	187	184	3	399	435	-36	219	222	-3	77	67	10	16	18	-2
GOLD104.3	1111	1100	11	88	98	-10	91	89	2	257	243	14	304	308	-4	215	222	-7	157	140	17
KIIS 101.1 FM	917	981	-64	146	164	-18	192	197	-5	346	381	-35	165	163	2	56	58	-2	12	18	-6
105.1 TRIPLE M	600	650	-50	72	101	-29	64	87	-23	169	174	-5	178	172	6	88	88	0	29	29	0
NOVA 100	1054	1041	13	188	218	-30	173	159	14	408	388	20	212	205	7	58	47	11	15	23	-8
smoothfm 91.5	910	972	-62	70	97	-27	85	98	-13	241	264	-23	243	240	3	133	123	10	139	149	-10
ABC MEL	674	740	-66	40	46	-6	28	37	-9	102	113	-11	141	166	-25	124	127	-3	239	251	-12
3RN	234	260	-26	10	14	-4	2	*	*	35	46	-11	59	58	1	34	50	-16	93	93	0
ABC NEWSRADIO	318	347	-29	31	27	4	26	21	5	90	99	-9	66	87	-21	37	43	-6	69	70	-1
3JJJ	642	650	-8	55	78	-23	173	144	29	278	273	5	89	92	-3	35	45	-10	12	18	-6
ABC CLASSIC	237	244	-7	18	24	-6	9	15	-6	31	43	-12	60	35	25	37	38	-1	83	89	-6
Total	4561	4573	-12	465	467	-2	513	515	-2	1255	1258	-3	1000	999	1	571	572	-1	758	762	-4

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	250	260	-10	159	140	19	138	110	28	143	138	5	152	138	14	64	58	6	181	154	27						
3AW	770	706	64	598	551	47	477	446	31	440	404	36	418	376	42	242	195	47	559	533	26						
RSN 927	41	37	4	22	23	-1	20	13	7	8	6	2	9	10	-1	6	9	-3	52	46	6						
Magic 1278	92	91	1	35	39	-4	44	49	-5	51	51	0	48	59	-11	20	14	6	66	79	-13						
3MP 1377	60	70	-10	20	24	-4	26	33	-7	27	40	-13	26	29	-3	15	21	-6	46	44	2						
101.9 FOX FM	995	981	14	526	515	11	420	420	0	490	498	-8	560	556	4	236	239	-3	604	647	-43						
GOLD104.3	988	1001	-13	490	462	28	519	531	-12	583	565	18	552	542	10	251	250	1	678	658	20						
KIIS 101.1 FM	801	850	-49	453	449	4	310	401	-91	358	408	-50	412	428	-16	170	182	-12	578	615	-37						
105.1 TRIPLE M	523	587	-64	289	308	-19	205	240	-35	231	265	-34	262	308	-46	112	119	-7	304	346	-42						
NOVA 100	914	905	9	544	487	57	329	338	-9	429	407	22	457	461	-4	214	212	2	617	603	14						
smoothfm 91.5	823	880	-57	376	420	-44	414	434	-20	441	460	-19	428	447	-19	209	255	-46	551	581	-30						
ABC MEL	602	667	-65	411	444	-33	325	354	-29	274	310	-36	290	313	-23	177	202	-25	437	474	-37						
3RN	214	233	-19	126	134	-8	67	92	-25	70	75	-5	84	97	-13	85	91	-6	133	168	-35						
ABC NEWSRADIO	276	292	-16	167	145	22	106	114	-8	93	87	6	99	108	-9	69	103	-34	184	221	-37						
3JJJ	574	566	8	294	298	-4	261	266	-5	294	297	-3	334	318	16	138	128	10	369	421	-52						
ABC CLASSIC	212	206	6	111	76	35	104	90	14	106	110	-4	85	103	-18	79	59	20	167	157	10						
Total	4414	4472	-58	3374	3261	113	2860	2971	-111	3012	3116	-104	3218	3237	-19	1761	1748	13	3746	3816	-70						



## MELBOURNE RADIO - SURVEY 2 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	17	15	2	*	1	*	*	*	*	3	4	-1	4	5	-1	5	2	3	4	3	1
3AW	94	88	6	1	1	0	1	1	0	3	2	1	14	11	3	23	17	6	52	55	-3
RSN 927	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	*	*
Magic 1278	5	8	-3	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	5	-2
3MP 1377	3	4	-1	*	*	*	*	*	*	*	*	*	2	*	*	1	*	*	1	3	-2
101.9 FOX FM	40	40	0	6	4	2	4	5	-1	13	14	-1	12	11	1	4	5	-1	*	1	*
GOLD104.3	62	59	3	3	4	-1	5	2	3	7	9	-2	22	21	1	14	14	0	11	10	1
KIIS 101.1 FM	31	31	0	4	3	1	6	6	0	11	12	-1	6	7	-1	3	3	0	*	*	*
105.1 TRIPLE M	29	28	1	1	3	-2	3	4	-1	7	6	1	10	9	1	7	5	2	1	1	0
NOVA 100	40	34	6	8	7	1	6	3	3	13	13	0	9	9	0	2	2	0	*	*	*
smoothfm 91.5	46	48	-2	2	2	0	2	2	0	8	9	-1	16	16	0	7	7	0	12	12	0
ABC MEL	48	47	1	1	1	0	1	1	0	7	4	3	7	10	-3	5	7	-2	27	24	3
3RN	13	13	0	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1	8	7	1
ABC NEWSRADIO	9	10	-1	1	*	*	*	*	*	3	2	1	2	3	-1	1	2	-1	2	2	0
3JJJ	30	32	-2	2	3	-1	9	8	1	11	13	-2	6	5	1	1	2	-1	*	1	*
ABC CLASSIC	15	14	1	*	*	*	*	*	*	1	2	-1	3	1	2	4	4	0	6	7	-1
Total	554	538	16	35	34	1	46	42	4	107	108	-1	136	131	5	88	82	6	141	141	0

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
SEN 1116	19	17	2	25	25	0	31	26	5	22	21	1	22	17	5	4	4	0	11	9	2						
3AW	102	95	7	174	173	1	160	156	4	93	81	12	94	80	14	29	24	5	73	69	4						
RSN 927	2	1	1	5	4	1	4	2	2	1	1	0	*	*	*	*	*	*	4	3	1						
Magic 1278	6	7	-1	2	6	-4	8	9	-1	11	13	-2	6	8	-2	2	2	0	5	9	-4						
3MP 1377	3	4	-1	4	3	1	5	4	1	5	6	-1	3	3	0	1	3	-2	3	4	-1						
101.9 FOX FM	43	43	0	58	56	2	51	55	-4	50	52	-2	57	58	-1	14	12	2	32	32	0						
GOLD104.3	68	64	4	67	70	-3	104	104	0	105	93	12	69	63	6	18	15	3	48	46	2						
KIIS 101.1 FM	33	34	-1	45	48	-3	37	46	-9	40	42	-2	42	38	4	11	8	3	25	25	0						
105.1 TRIPLE M	33	32	1	50	48	2	43	39	4	40	39	1	33	40	-7	8	7	1	20	18	2						
NOVA 100	43	37	6	64	53	11	44	42	2	48	42	6	59	47	12	12	11	1	32	28	4						
smoothfm 91.5	49	51	-2	51	56	-5	75	79	-4	66	66	0	52	50	2	16	18	-2	40	40	0						
ABC MEL	52	51	1	86	83	3	78	74	4	48	45	3	46	48	-2	18	22	-4	37	36	1						
3RN	13	13	0	29	30	-1	10	9	1	10	8	2	13	14	-1	8	6	2	13	13	0						
ABC NEWSRADIO	11	10	1	22	18	4	11	11	0	7	6	1	11	11	0	4	6	-2	7	9	-2						
3JJJ	34	32	2	36	32	4	46	48	-2	48	45	3	42	39	3	9	7	2	22	31	-9						
ABC CLASSIC	15	14	1	18	13	5	22	21	1	18	21	-3	15	16	-1	6	5	1	15	15	0						
Total	595	573	22	808	778	30	820	819	1	699	672	27	643	608	35	199	184	15	449	451	-2						