



MELBOURNE RADIO - SURVEY 4 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	2.8	2.9	-0.1	1.6	0.9	0.7	0.5	0.1	0.4	3.1	1.4	1.7	3.2	2.6	0.6	3.3	6.0	-2.7	2.8	3.8	-1.0
3AW	15.5	15.6	-0.1	5.9	2.0	3.9	0.4	1.5	-1.1	3.6	3.2	0.4	13.1	11.2	1.9	17.6	22.4	-4.8	32.5	32.8	-0.3
RSN 927	0.3	0.4	-0.1	*	*	*	*	0.1	*	*	*	*	0.4	0.1	0.3	0.5	0.5	0.0	0.4	1.1	-0.7
Magic 1278	1.3	1.0	0.3	*	0.1	*	0.7	0.2	0.5	1.6	0.6	1.0	1.4	0.7	0.7	1.4	1.0	0.4	1.5	1.9	-0.4
3MP 1377	1.0	0.9	0.1	0.1	*	*	*	0.2	*	0.1	0.1	0.0	0.8	1.3	-0.5	2.5	0.7	1.8	1.7	1.8	-0.1
101.9 FOX FM	7.0	7.8	-0.8	14.8	16.4	-1.6	11.3	10.3	1.0	13.4	14.3	-0.9	7.1	10.4	-3.3	3.8	3.6	0.2	0.6	0.1	0.5
GOLD104.3	10.4	11.1	-0.7	5.8	8.6	-2.8	11.3	13.1	-1.8	10.7	9.2	1.5	15.0	14.9	0.1	15.7	15.1	0.6	3.8	6.5	-2.7
KIIS 101.1 FM	5.5	6.4	-0.9	15.4	18.1	-2.7	10.7	14.4	-3.7	9.8	10.4	-0.6	4.9	5.9	-1.0	2.5	3.5	-1.0	0.5	0.2	0.3
105.1 TRIPLE M	4.7	5.2	-0.5	2.8	2.0	0.8	8.0	6.6	1.4	7.0	5.8	1.2	6.2	8.0	-1.8	4.7	8.2	-3.5	0.9	0.8	0.1
NOVA 100	6.7	7.8	-1.1	21.2	22.4	-1.2	11.4	14.5	-3.1	8.4	12.6	-4.2	7.6	8.9	-1.3	4.8	3.1	1.7	0.4	0.3	0.1
smoothfm 91.5	7.8	7.6	0.2	6.9	8.7	-1.8	5.9	3.3	2.6	6.5	5.5	1.0	7.8	7.7	0.1	9.4	8.0	1.4	8.9	10.1	-1.2
ABC MEL	11.1	8.8	2.3	2.3	1.0	1.3	5.5	2.8	2.7	4.3	4.5	-0.2	6.3	4.3	2.0	13.8	6.4	7.4	23.2	21.6	1.6
3RN	2.7	2.1	0.6	0.6	0.4	0.2	*	*	*	0.7	0.2	0.5	2.2	1.2	1.0	2.6	2.7	-0.1	6.2	4.9	1.3
ABC NEWSRADIO	2.0	1.6	0.4	0.4	0.6	-0.2	1.3	1.0	0.3	1.4	2.8	-1.4	3.1	1.7	1.4	2.2	1.6	0.6	1.8	0.9	0.9
3JJJ	4.9	5.2	-0.3	4.1	3.5	0.6	13.4	15.3	-1.9	10.9	12.8	-1.9	4.7	4.2	0.5	1.4	0.8	0.6	0.2	0.1	0.1
ABC CLASSIC	2.7	2.9	-0.2	0.6	1.1	-0.5	0.8	0.2	0.6	1.1	1.2	-0.1	0.6	1.6	-1.0	1.3	3.7	-2.4	7.6	6.1	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	2.9	3.0	-0.1	3.0	3.2	-0.2	2.8	3.3	-0.5	3.2	3.0	0.2	2.4	3.0	-0.6	2.6	2.2	0.4	2.4	2.2	0.2	2.4	2.2	0.2	2.4	2.2	0.2
3AW	16.3	16.3	0.0	20.1	20.1	0.0	18.9	18.5	0.4	12.3	12.3	0.0	12.7	13.5	-0.8	16.9	16.0	0.9	12.9	13.5	-0.6	12.9	13.5	-0.6	12.9	13.5	-0.6
RSN 927	0.2	0.3	-0.1	0.2	0.4	-0.2	0.2	0.5	-0.3	0.2	0.2	0.0	0.1	0.1	0.0	*	0.1	*	0.7	0.6	0.1	0.7	0.6	0.1	0.7	0.6	0.1
Magic 1278	1.3	0.9	0.4	0.7	0.3	0.4	1.6	1.1	0.5	1.9	1.7	0.2	0.6	0.4	0.2	1.8	1.3	0.5	1.4	1.1	0.3	1.4	1.1	0.3	1.4	1.1	0.3
3MP 1377	1.0	0.9	0.1	0.4	0.7	-0.3	1.0	0.9	0.1	1.5	1.3	0.2	1.0	0.7	0.3	1.6	0.3	1.3	1.1	1.1	0.0	1.1	1.1	0.0	1.1	1.1	0.0
101.9 FOX FM	7.2	8.0	-0.8	6.8	7.9	-1.1	6.3	7.1	-0.8	8.7	9.1	-0.4	7.9	8.9	-1.0	4.5	5.4	-0.9	6.3	7.1	-0.8	6.3	7.1	-0.8	6.3	7.1	-0.8
GOLD104.3	11.0	11.3	-0.3	8.6	8.0	0.6	12.2	12.4	-0.2	13.9	14.9	-1.0	10.8	10.6	0.2	6.6	8.7	-2.1	8.5	10.2	-1.7	8.5	10.2	-1.7	8.5	10.2	-1.7
KIIS 101.1 FM	5.5	6.4	-0.9	6.2	7.4	-1.2	4.2	4.7	-0.5	5.4	5.7	-0.3	6.9	8.1	-1.2	4.8	7.1	-2.3	5.5	6.5	-1.0	5.5	6.5	-1.0	5.5	6.5	-1.0
105.1 TRIPLE M	4.5	5.2	-0.7	4.6	5.8	-1.2	4.3	5.4	-1.1	4.2	5.2	-1.0	5.2	4.9	0.3	4.1	3.6	0.5	5.3	5.1	0.2	4.1	3.6	0.5	5.3	5.1	0.2
NOVA 100	6.7	7.9	-1.2	6.9	8.0	-1.1	5.4	6.1	-0.7	6.9	8.0	-1.1	8.4	10.4	-2.0	6.1	6.6	-0.5	6.6	7.6	-1.0	6.1	6.6	-0.5	6.6	7.6	-1.0
smoothfm 91.5	7.6	7.2	0.4	6.3	5.2	1.1	8.1	8.3	-0.2	8.8	8.2	0.6	7.5	7.2	0.3	6.7	6.8	-0.1	8.6	9.1	-0.5	6.7	6.8	-0.1	8.6	9.1	-0.5
ABC MEL	11.0	8.6	2.4	13.8	11.1	2.7	11.9	9.1	2.8	7.3	6.2	1.1	10.2	7.2	3.0	13.4	9.8	3.6	11.4	9.6	1.8	13.4	9.8	3.6	11.4	9.6	1.8
3RN	2.6	1.9	0.7	3.7	3.0	0.7	1.3	0.9	0.4	2.1	1.3	0.8	2.5	1.7	0.8	4.1	3.3	0.8	3.2	2.6	0.6	4.1	3.3	0.8	3.2	2.6	0.6
ABC NEWSRADIO	2.0	1.6	0.4	2.8	2.4	0.4	1.8	1.4	0.4	1.0	0.9	0.1	1.6	1.7	-0.1	4.6	1.8	2.8	1.9	1.3	0.6	4.6	1.8	2.8	1.9	1.3	0.6
3JJJ	5.2	5.5	-0.3	4.5	4.6	-0.1	5.5	5.5	0.0	6.0	6.2	-0.2	5.1	5.7	-0.6	3.6	6.0	-2.4	3.8	4.2	-0.4	3.6	6.0	-2.4	3.8	4.2	-0.4
ABC CLASSIC	2.2	2.6	-0.4	1.9	2.6	-0.7	2.2	2.5	-0.3	2.1	2.5	-0.4	2.6	2.5	0.1	2.9	3.6	-0.7	4.1	3.7	0.4	2.9	3.6	-0.7	4.1	3.7	0.4



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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	263	228	35	20	13	7	7	3	4	59	33	26	80	63	17	40	59	-19	56	56	0
3AW	783	750	33	37	38	-1	16	19	-3	98	67	31	187	160	27	145	161	-16	299	305	-6
RSN 927	40	43	-3	*	*	*	*	4	*	5	2	3	20	7	13	8	12	-4	7	17	-10
Magic 1278	135	105	30	5	4	1	3	4	-1	25	14	11	29	14	15	26	16	10	48	52	-4
3MP 1377	83	78	5	2	*	*	*	7	*	10	5	5	17	17	0	17	8	9	36	39	-3
101.9 FOX FM	1072	1134	-62	178	180	-2	188	209	-21	416	425	-9	203	226	-23	68	80	-12	19	14	5
GOLD104.3	1068	1070	-2	90	86	4	116	107	9	258	246	12	320	305	15	179	187	-8	104	141	-37
KIIS 101.1 FM	969	1049	-80	187	189	-2	185	226	-41	371	361	10	158	194	-36	45	66	-21	24	13	11
105.1 TRIPLE M	644	603	41	63	52	11	97	79	18	224	175	49	153	180	-27	74	85	-11	34	32	2
NOVA 100	1017	1056	-39	198	175	23	174	185	-11	316	359	-43	239	253	-14	62	68	-6	28	16	12
smoothfm 91.5	995	929	66	104	92	12	90	67	23	240	228	12	258	232	26	131	139	-8	172	171	1
ABC MEL	775	641	134	33	23	10	27	20	7	128	93	35	150	133	17	148	114	34	290	259	31
3RN	239	195	44	8	7	1	*	3	*	23	18	5	47	38	9	39	34	5	121	95	26
ABC NEWSRADIO	287	252	35	13	13	0	19	22	-3	62	76	-14	74	61	13	52	34	18	67	45	22
3JXX	565	600	-35	58	37	21	119	162	-43	260	294	-34	87	83	4	24	20	4	17	5	12
ABC CLASSIC	241	211	30	8	9	-1	13	3	10	42	37	5	28	45	-17	43	34	9	107	83	24
Total	4567	4563	4	467	462	5	518	514	4	1245	1251	-6	1006	1006	0	571	573	-2	760	758	2

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	223	206	17	132	129	3	121	122	-1	129	119	10	91	113	-22	55	62	-7	149	144	5						
3AW	739	722	17	561	559	2	474	470	4	434	420	14	360	380	-20	191	233	-42	516	514	2						
RSN 927	27	33	-6	12	13	-1	7	19	-12	18	14	4	6	10	-4	*	4	*	31	32	-1						
Magic 1278	124	96	28	50	37	13	58	50	8	80	55	25	46	36	10	28	30	-2	77	72	5						
3MP 1377	77	68	9	28	25	3	32	30	2	44	35	9	37	27	10	25	18	7	49	50	-1						
101.9 FOX FM	957	1042	-85	491	550	-59	380	426	-46	534	541	-7	482	539	-57	194	229	-35	630	649	-19						
GOLD104.3	924	943	-19	454	453	1	488	505	-17	577	585	-8	480	504	-24	211	258	-47	629	680	-51						
KIIS 101.1 FM	864	936	-72	485	532	-47	332	370	-38	443	463	-20	415	470	-55	186	229	-43	518	609	-91						
105.1 TRIPLE M	536	512	24	268	254	14	218	207	11	251	230	21	264	251	13	111	93	18	352	313	39						
NOVA 100	912	952	-40	513	546	-33	334	358	-24	443	499	-56	464	506	-42	197	235	-38	614	640	-26						
smoothfm 91.5	887	828	59	433	374	59	374	396	-22	495	468	27	408	406	2	172	192	-20	564	562	2						
ABC MEL	671	549	122	510	411	99	390	305	85	355	256	99	311	253	58	209	161	48	551	462	89						
3RN	205	168	37	127	104	23	70	45	25	93	62	31	100	72	28	64	49	15	175	132	43						
ABC NEWSRADIO	261	228	33	154	140	14	100	91	9	91	78	13	87	84	3	81	53	28	154	130	24						
3JXX	492	536	-44	284	291	-7	213	246	-33	261	298	-37	260	297	-37	103	155	-52	321	338	-17						
ABC CLASSIC	218	192	26	96	118	-22	109	99	10	108	103	5	111	87	24	57	73	-16	165	158	7						
Total	4444	4402	42	3469	3442	27	2872	2881	-9	3201	3101	100	3108	3148	-40	1660	1761	-101	3803	3783	20						



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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	15	16	-1	1	*	*	*	*	*	3	1	2	4	3	1	3	5	-2	4	5	-1
3AW	85	86	-1	2	1	1	*	1	*	4	3	1	18	14	4	14	20	-6	47	47	0
RSN 927	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	2	-1
Magic 1278	7	5	2	*	*	*	*	*	*	2	1	1	2	1	1	1	1	0	2	3	-1
3MP 1377	6	5	1	*	*	*	*	*	*	*	*	*	1	2	-1	2	1	1	2	3	-1
101.9 FOX FM	38	43	-5	6	6	0	5	5	0	14	16	-2	10	13	-3	3	3	0	1	*	*
GOLD104.3	57	61	-4	2	3	-1	5	6	-1	11	10	1	21	19	2	13	13	0	5	9	-4
KIIS 101.1 FM	30	35	-5	6	6	0	4	7	-3	10	11	-1	7	7	0	2	3	-1	1	*	*
105.1 TRIPLE M	26	29	-3	1	1	0	3	3	0	7	6	1	9	10	-1	4	7	-3	1	1	0
NOVA 100	37	43	-6	8	8	0	5	7	-2	9	14	-5	11	11	0	4	3	1	1	*	*
smoothfm 91.5	43	42	1	3	3	0	2	2	0	7	6	1	11	10	1	8	7	1	13	14	-1
ABC MEL	61	49	12	1	*	*	2	1	1	5	5	0	9	5	4	11	6	5	33	31	2
3RN	15	11	4	*	*	*	*	*	*	1	*	*	3	1	2	2	2	0	9	7	2
ABC NEWSRADIO	11	9	2	*	*	*	1	*	*	1	3	-2	4	2	2	2	1	1	3	1	2
3JXX	27	29	-2	2	1	1	6	7	-1	12	14	-2	7	5	2	1	1	0	*	*	*
ABC CLASSIC	15	16	-1	*	*	*	*	*	*	1	1	0	1	2	-1	1	3	-2	11	9	2
Total	550	548	2	38	34	4	42	49	-7	106	109	-3	139	125	14	81	89	-8	144	143	1

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	17	18	-1	25	26	-1	24	28	-4	23	21	2	14	18	-4	4	4	0	11	10	1						
3AW	96	96	0	164	164	0	160	155	5	91	88	3	73	82	-9	29	30	-1	58	59	-1						
RSN 927	1	2	-1	1	3	-2	2	4	-2	1	2	-1	1	1	0	*	*	*	3	3	0						
Magic 1278	8	6	2	6	2	4	14	9	5	14	12	2	4	2	2	3	2	1	6	5	1						
3MP 1377	6	5	1	3	6	-3	9	8	1	11	9	2	6	4	2	3	1	2	5	5	0						
101.9 FOX FM	43	47	-4	56	64	-8	53	59	-6	64	65	-1	45	53	-8	8	10	-2	28	31	-3						
GOLD104.3	65	67	-2	70	66	4	103	104	-1	102	106	-4	62	64	-2	11	16	-5	38	45	-7						
KIIS 101.1 FM	33	38	-5	51	60	-9	36	39	-3	40	41	-1	39	49	-10	8	13	-5	25	28	-3						
105.1 TRIPLE M	26	31	-5	38	48	-10	37	45	-8	31	37	-6	30	30	0	7	7	0	24	22	2						
NOVA 100	40	47	-7	56	66	-10	46	51	-5	51	57	-6	48	63	-15	11	12	-1	30	33	-3						
smoothfm 91.5	45	42	3	51	42	9	68	70	-2	65	59	6	43	44	-1	12	13	-1	39	40	-1						
ABC MEL	65	51	14	113	91	22	100	76	24	54	44	10	59	44	15	23	18	5	51	42	9						
3RN	15	11	4	30	25	5	11	7	4	15	9	6	14	10	4	7	6	1	14	11	3						
ABC NEWSRADIO	12	10	2	23	20	3	15	12	3	7	6	1	9	10	-1	8	3	5	8	6	2						
3JXX	31	33	-2	37	38	-1	46	46	0	45	44	1	29	34	-5	6	11	-5	17	18	-1						
ABC CLASSIC	13	16	-3	16	21	-5	19	21	-2	15	18	-3	15	15	0	5	7	-2	18	16	2						
Total	591	592	-1	817	819	-2	846	836	10	738	712	26	573	604	-31	172	186	-14	449	438	11						