



MELBOURNE RADIO - SURVEY 5 2019

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	4.5	4.1	0.4	2.3	2.3	0.0	1.0	1.1	-0.1	4.9	4.2	0.7	7.2	5.6	1.6	3.2	4.3	-1.1	4.3	3.9	0.4
3AW	15.2	15.6	-0.4	2.0	1.5	0.5	0.5	1.0	-0.5	2.6	2.3	0.3	10.6	9.1	1.5	16.8	17.8	-1.0	38.3	41.4	-3.1
Macquarie Sports 1278	0.2	0.2	0.0	0.5	0.7	-0.2	0.1	*	*	0.2	0.2	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	0.3	0.3	0.0
101.9 FOX FM	10.2	9.8	0.4	18.7	18.5	0.2	25.0	19.8	5.2	16.1	17.7	-1.6	10.8	9.9	0.9	4.4	3.6	0.8	1.0	0.9	0.1
GOLD104.3	9.8	9.0	0.8	9.6	9.2	0.4	5.3	3.7	1.6	9.5	7.2	2.3	12.0	14.2	-2.2	18.3	15.2	3.1	3.9	3.2	0.7
KIIS 101.1 FM	6.7	6.3	0.4	13.2	12.8	0.4	18.7	12.8	5.9	10.1	9.7	0.4	6.3	6.0	0.3	3.4	4.6	-1.2	0.7	0.9	-0.2
105.1 TRIPLE M	6.4	6.7	-0.3	6.2	6.6	-0.4	4.8	5.8	-1.0	8.7	7.7	1.0	10.4	11.1	-0.7	7.3	8.5	-1.2	0.6	0.6	0.0
NOVA 100	7.2	7.5	-0.3	22.2	23.4	-1.2	13.7	11.6	2.1	11.0	12.4	-1.4	6.2	6.5	-0.3	3.2	3.3	-0.1	0.9	0.9	0.0
smoothfm 91.5	9.4	8.8	0.6	10.1	6.2	3.9	4.6	4.3	0.3	7.0	8.5	-1.5	8.8	7.9	0.9	10.2	10.1	0.1	13.0	11.4	1.6
ABC MEL	8.0	8.3	-0.3	2.3	1.5	0.8	0.9	0.4	0.5	2.3	2.9	-0.6	4.9	6.2	-1.3	12.3	11.6	0.7	17.3	17.5	-0.2
3RN	2.9	3.1	-0.2	0.9	1.1	-0.2	0.6	0.3	0.3	1.1	1.4	-0.3	2.6	2.2	0.4	4.7	5.5	-0.8	4.9	5.3	-0.4
ABC NEWS	1.4	1.5	-0.1	0.6	0.3	0.3	0.5	0.5	0.0	1.4	1.3	0.1	1.2	1.2	0.0	2.2	2.7	-0.5	1.4	1.9	-0.5
3JJJ	4.3	4.8	-0.5	2.8	3.1	-0.3	15.4	17.4	-2.0	9.6	10.9	-1.3	1.9	2.9	-1.0	1.6	0.9	0.7	0.2	0.1	0.1
ABC CLASSIC	2.2	1.9	0.3	0.3	0.1	0.2	0.2	0.6	-0.4	0.8	1.2	-0.4	1.0	0.8	0.2	2.2	1.1	1.1	5.8	5.1	0.7

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	4.5	4.1	0.4	4.8	4.5	0.3	5.3	4.3	1.0	4.6	4.1	0.5	4.2	4.2	0.0	1.9	2.6	-0.7	4.6	4.2	0.4						
3AW	15.4	15.8	-0.4	18.6	19.5	-0.9	17.2	17.8	-0.6	12.8	11.9	0.9	11.4	12.0	-0.6	16.6	17.5	-0.9	14.4	15.1	-0.7						
Macquarie Sports 1278	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.4	-0.2	0.5	0.4	0.1	0.4	0.3	0.1						
101.9 FOX FM	10.9	10.5	0.4	10.0	10.5	-0.5	10.5	10.5	0.0	12.0	10.9	1.1	12.3	11.0	1.3	8.9	7.9	1.0	7.7	7.5	0.2						
GOLD104.3	10.0	8.9	1.1	8.0	7.0	1.0	10.3	9.1	1.2	12.3	11.2	1.1	10.5	9.1	1.4	8.2	7.5	0.7	9.2	9.3	-0.1						
KIIS 101.1 FM	6.8	6.5	0.3	7.2	6.5	0.7	6.4	6.0	0.4	6.6	6.8	-0.2	7.6	7.2	0.4	6.2	6.0	0.2	6.3	5.7	0.6						
105.1 TRIPLE M	6.4	6.6	-0.2	6.3	6.4	-0.1	6.2	6.2	0.0	7.1	7.5	-0.4	6.4	7.2	-0.8	5.0	4.7	0.3	6.5	7.0	-0.5						
NOVA 100	7.1	7.7	-0.6	8.6	8.2	0.4	4.7	6.3	-1.6	6.3	7.9	-1.6	8.9	8.8	0.1	7.3	6.7	0.6	7.3	6.7	0.6						
smoothfm 91.5	9.2	8.6	0.6	6.9	6.7	0.2	9.9	8.5	1.4	11.7	11.1	0.6	9.0	8.6	0.4	7.7	7.5	0.2	10.2	9.8	0.4						
ABC MEL	7.8	8.1	-0.3	8.2	8.8	-0.6	10.5	10.2	0.3	5.6	5.8	-0.2	7.1	7.5	-0.4	8.1	8.3	-0.2	8.7	9.0	-0.3						
3RN	2.8	2.9	-0.1	4.8	5.1	-0.3	1.2	1.4	-0.2	1.3	1.5	-0.2	2.8	3.0	-0.2	4.7	3.8	0.9	3.2	3.4	-0.2						
ABC NEWS	1.3	1.4	-0.1	1.8	1.9	-0.1	0.7	0.7	0.0	0.7	0.8	-0.1	1.3	1.6	-0.3	3.0	3.4	-0.4	1.6	1.8	-0.2						
3JJJ	4.6	5.2	-0.6	3.9	4.7	-0.8	4.3	5.4	-1.1	5.7	6.2	-0.5	5.1	5.8	-0.7	3.4	3.3	0.1	3.1	3.3	-0.2						
ABC CLASSIC	2.1	1.7	0.4	2.1	1.6	0.5	2.4	1.5	0.9	1.9	1.8	0.1	1.8	1.6	0.2	2.3	2.2	0.1	2.6	2.8	-0.2						



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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	399	372	27	36	39	-3	28	25	3	96	95	1	121	99	22	55	48	7	63	68	-5
3AW	745	709	36	43	38	5	12	22	-10	47	46	1	159	147	12	162	140	22	322	316	6
Macquarie Sports 1278	60	53	7	9	12	-3	4	*	*	19	16	3	5	6	-1	11	8	3	11	11	0
101.9 FOX FM	1178	1196	-18	204	215	-11	201	213	-12	430	445	-15	234	233	1	72	65	7	36	24	12
GOLD104.3	1016	1029	-13	113	114	-1	82	83	-1	249	239	10	282	326	-44	176	170	6	116	97	19
KIIS 101.1 FM	920	948	-28	167	183	-16	169	159	10	322	329	-7	195	190	5	45	64	-19	22	22	0
105.1 TRIPLE M	662	710	-48	81	87	-6	62	70	-8	214	191	23	181	223	-42	106	119	-13	18	20	-2
NOVA 100	1036	1087	-51	210	225	-15	183	181	2	358	378	-20	216	228	-12	47	57	-10	23	19	4
smoothfm 91.5	1012	972	40	102	89	13	99	91	8	235	232	3	223	216	7	144	143	1	208	203	5
ABC MEL	667	676	-9	30	22	8	26	12	14	87	85	2	153	160	-7	136	138	-2	235	259	-24
3RN	234	237	-3	11	10	1	9	4	5	26	38	-12	57	49	8	50	51	-1	81	85	-4
ABC NEWS	223	234	-11	10	12	-2	14	11	3	49	45	4	57	47	10	41	55	-14	52	65	-13
3JJJ	504	530	-26	45	55	-10	114	112	2	259	252	7	58	78	-20	20	23	-3	7	9	-2
ABC CLASSIC	236	212	24	8	8	0	8	9	-1	51	44	7	41	30	11	41	33	8	86	88	-2
Total	4319	4322	-3	437	435	2	485	487	-2	1144	1148	-4	995	994	1	555	553	2	703	705	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 4554]

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	332	315	17	202	190	12	149	133	16	174	153	21	183	169	14	86	77	9	251	215	36
3AW	710	677	33	540	519	21	424	415	9	391	398	-7	354	345	9	214	210	4	514	487	27
Macquarie Sports 1278	47	47	0	16	13	3	8	12	-4	21	24	-3	21	24	-3	20	14	6	30	23	7
101.9 FOX FM	1083	1087	-4	646	661	-15	490	490	0	613	620	-7	637	590	47	299	302	-3	700	712	-12
GOLD104.3	909	905	4	494	468	26	426	405	21	521	481	40	514	478	36	226	227	-1	589	619	-30
KIIS 101.1 FM	824	850	-26	488	503	-15	336	328	8	415	424	-9	424	414	10	245	241	4	561	566	-5
105.1 TRIPLE M	569	607	-38	282	338	-56	188	240	-52	277	300	-23	316	347	-31	140	157	-17	398	420	-22
NOVA 100	934	987	-53	562	571	-9	338	377	-39	442	499	-57	515	526	-11	278	279	-1	640	628	12
smoothfm 91.5	905	873	32	470	428	42	429	398	31	509	501	8	506	447	59	226	233	-7	647	616	31
ABC MEL	587	597	-10	402	417	-15	330	350	-20	275	292	-17	281	302	-21	171	184	-13	436	462	-26
3RN	213	215	-2	149	159	-10	72	71	1	88	83	5	113	105	8	82	71	11	154	160	-6
ABC NEWS	192	198	-6	113	113	0	64	65	-1	61	79	-18	66	81	-15	66	66	0	130	147	-17
3JJJ	458	479	-21	256	249	7	198	201	-3	227	230	-3	259	276	-17	122	138	-16	259	292	-33
ABC CLASSIC	209	188	21	100	78	22	90	69	21	95	93	2	98	80	18	72	70	2	131	127	4
Total	4213	4205	8	3405	3376	29	2651	2686	-35	2904	2911	-7	3146	3067	79	1851	1865	-14	3587	3594	-7



MELBOURNE RADIO - SURVEY 5 2019

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	24	21	3	1	1	0	*	*	*	6	5	1	9	7	2	3	3	0	6	5	1
3AW	80	81	-1	1	1	0	*	*	*	3	3	0	13	11	2	14	14	0	49	52	-3
Macquarie Sports 1278	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
101.9 FOX FM	54	51	3	7	7	0	10	8	2	19	20	-1	13	12	1	4	3	1	1	1	0
GOLD104.3	52	47	5	3	3	0	2	1	1	12	8	4	14	18	-4	16	12	4	5	4	1
KIIS 101.1 FM	36	33	3	5	5	0	7	5	2	12	11	1	8	7	1	3	4	-1	1	1	0
105.1 TRIPLE M	34	35	-1	2	2	0	2	2	0	11	9	2	12	14	-2	6	7	-1	1	1	0
NOVA 100	38	39	-1	8	8	0	5	5	0	13	14	-1	7	8	-1	3	3	0	1	1	0
smoothfm 91.5	50	46	4	4	2	2	2	2	0	8	10	-2	10	10	0	9	8	1	17	14	3
ABC MEL	42	43	-1	1	1	0	*	*	*	3	3	0	6	8	-2	11	9	2	22	22	0
3RN	15	16	-1	*	*	*	*	*	*	1	2	-1	3	3	0	4	4	0	6	7	-1
ABC NEWS	7	8	-1	*	*	*	*	*	*	2	2	0	1	2	-1	2	2	0	2	2	0
3JJJ	22	25	-3	1	1	0	6	7	-1	12	13	-1	2	4	-2	1	1	0	*	*	*
ABC CLASSIC	12	10	2	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1	7	6	1
Total	528	520	8	36	35	1	39	40	-1	121	115	6	119	124	-5	86	79	7	128	126	2

Average Audience (000's) by Session, P10+ [Potential: 4554]

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	26	23	3	40	38	2	39	32	7	30	26	4	26	25	1	3	5	-2	19	17	2
3AW	88	90	-2	158	165	-7	128	131	-3	83	77	6	71	71	0	30	33	-3	60	61	-1
Macquarie Sports 1278	1	1	0	1	1	0	1	1	0	1	1	0	1	2	-1	1	1	0	2	1	1
101.9 FOX FM	62	59	3	85	89	-4	78	78	0	79	70	9	77	65	12	16	15	1	32	30	2
GOLD104.3	57	50	7	68	60	8	77	67	10	80	72	8	66	54	12	15	14	1	38	37	1
KIIS 101.1 FM	39	37	2	61	55	6	47	44	3	43	44	-1	48	43	5	11	11	0	26	23	3
105.1 TRIPLE M	37	37	0	54	54	0	46	46	0	46	48	-2	40	43	-3	9	9	0	27	28	-1
NOVA 100	41	44	-3	73	70	3	35	46	-11	41	51	-10	55	52	3	13	13	0	30	27	3
smoothfm 91.5	53	49	4	59	57	2	74	63	11	77	71	6	56	51	5	14	14	0	42	40	2
ABC MEL	45	46	-1	70	74	-4	78	75	3	37	37	0	44	45	-1	15	16	-1	36	36	0
3RN	16	17	-1	41	43	-2	9	10	-1	8	10	-2	18	18	0	9	7	2	13	14	-1
ABC NEWS	8	8	0	16	16	0	5	5	0	5	5	0	8	10	-2	6	6	0	6	7	-1
3JJJ	26	30	-4	33	39	-6	32	40	-8	37	40	-3	32	34	-2	6	6	0	13	13	0
ABC CLASSIC	12	10	2	18	14	4	17	11	6	12	12	0	12	10	2	4	4	0	11	11	0
Total	573	567	6	851	846	5	743	735	8	653	646	7	625	595	30	182	190	-8	415	403	12