



MELBOURNE RADIO - SURVEY 1 2018

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	2.7	3.2	-0.5	1.7	1.2	0.5	0.8	1.2	-0.4	1.8	3.1	-1.3	3.7	5.4	-1.7	3.9	3.7	0.2	2.6	2.3	0.3
3AW	13.2	15.0	-1.8	1.3	1.4	-0.1	3.7	1.3	2.4	1.7	1.4	0.3	10.5	8.0	2.5	21.8	21.5	0.3	28.1	39.2	-11.1
TalkingLifestyle1278	0.2	0.3	-0.1	0.2	*	*	0.1	*	*	0.2	0.1	0.1	0.1	*	*	0.4	0.4	0.0	0.4	0.8	-0.4
101.9 FOX FM	10.8	8.4	2.4	22.2	20.0	2.2	27.2	16.4	10.8	15.5	16.8	-1.3	11.1	6.9	4.2	4.1	2.0	2.1	1.6	0.3	1.3
GOLD104.3	9.7	9.6	0.1	8.7	6.2	2.5	7.8	12.8	-5.0	10.1	6.6	3.5	12.0	15.8	-3.8	13.7	11.5	2.2	4.8	5.0	-0.2
KIIS 101.1 FM	5.7	7.5	-1.8	12.5	15.4	-2.9	9.5	13.1	-3.6	8.3	11.2	-2.9	7.0	9.5	-2.5	3.0	3.5	-0.5	0.3	0.4	-0.1
105.1 TRIPLE M	7.4	6.3	1.1	6.0	5.9	0.1	6.8	7.9	-1.1	9.9	8.2	1.7	10.7	10.5	0.2	8.4	4.8	3.6	1.1	0.9	0.2
NOVA 100	7.0	8.0	-1.0	17.5	23.1	-5.6	13.7	14.4	-0.7	11.0	11.4	-0.4	6.6	9.4	-2.8	3.3	3.3	0.0	0.9	0.2	0.7
smoothfm 91.5	10.3	7.8	2.5	6.5	4.2	2.3	5.2	8.7	-3.5	6.8	5.1	1.7	10.3	7.4	2.9	14.9	12.1	2.8	13.3	8.7	4.6
ABC MEL	8.1	9.3	-1.2	1.1	1.3	-0.2	0.8	0.6	0.2	2.7	3.7	-1.0	5.6	5.7	-0.1	9.5	15.8	-6.3	19.9	19.4	0.5
3RN	2.5	2.8	-0.3	0.4	0.4	0.0	1.2	*	*	0.6	0.8	-0.2	1.5	2.0	-0.5	2.5	4.1	-1.6	6.6	6.2	0.4
ABC NEWS	1.9	1.2	0.7	0.7	1.0	-0.3	1.2	0.7	0.5	1.1	1.3	-0.2	2.4	1.5	0.9	1.4	0.8	0.6	2.8	1.3	1.5
3JJJ	4.8	5.4	-0.6	3.9	4.6	-0.7	14.3	8.6	5.7	11.8	14.2	-2.4	2.4	3.1	-0.7	1.0	3.5	-2.5	0.4	*	*
ABCFM	2.5	3.3	-0.8	1.6	2.7	-1.1	0.1	0.7	-0.6	1.1	0.6	0.5	1.4	4.4	-3.0	2.1	2.6	-0.5	6.7	6.3	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
SEN	2.9	3.6	-0.7	3.2	3.6	-0.4	3.1	4.4	-1.3	2.1	3.6	-1.5	3.1	3.5	-0.4	3.0	2.1	0.9	2.2	2.0	0.2						
3AW	13.9	15.3	-1.4	19.0	20.1	-1.1	13.9	16.6	-2.7	10.6	11.3	-0.7	10.4	10.7	-0.3	14.0	17.2	-3.2	11.2	14.2	-3.0						
TalkingLifestyle1278	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.3	0.3	0.0	0.3	0.1	0.2	0.1	0.5	-0.4	0.3	0.4	-0.1						
101.9 FOX FM	11.4	8.7	2.7	10.3	7.0	3.3	10.7	7.8	2.9	13.7	10.2	3.5	12.7	11.0	1.7	8.1	7.2	0.9	8.7	7.7	1.0						
GOLD104.3	9.6	9.2	0.4	7.4	7.4	0.0	11.1	10.0	1.1	12.4	11.2	1.2	8.1	9.2	-1.1	7.8	7.7	0.1	10.1	11.1	-1.0						
KIIS 101.1 FM	5.7	7.4	-1.7	5.1	6.3	-1.2	4.8	6.3	-1.5	5.8	7.6	-1.8	7.4	9.4	-2.0	6.4	9.2	-2.8	5.6	7.6	-2.0						
105.1 TRIPLE M	8.1	7.0	1.1	7.9	7.6	0.3	8.2	7.2	1.0	8.9	7.8	1.1	8.7	6.5	2.2	4.5	3.9	0.6	5.2	3.8	1.4						
NOVA 100	7.1	8.1	-1.0	8.4	8.2	0.2	5.2	5.7	-0.5	6.6	8.1	-1.5	8.7	10.5	-1.8	6.6	9.0	-2.4	6.7	7.8	-1.1						
smoothfm 91.5	9.7	7.3	2.4	7.8	5.3	2.5	11.3	8.1	3.2	11.4	9.0	2.4	8.8	7.1	1.7	9.1	7.5	1.6	12.1	9.5	2.6						
ABC MEL	8.2	9.7	-1.5	10.1	13.0	-2.9	10.8	11.6	-0.8	5.0	6.4	-1.4	6.7	6.8	-0.1	8.3	9.4	-1.1	7.7	8.0	-0.3						
3RN	2.4	2.6	-0.2	3.9	3.9	0.0	1.2	1.6	-0.4	1.7	1.3	0.4	2.3	3.2	-0.9	3.6	3.4	0.2	2.8	3.3	-0.5						
ABC NEWS	1.8	1.1	0.7	2.4	1.6	0.8	1.3	0.7	0.6	1.2	0.7	0.5	1.7	0.7	1.0	2.8	2.2	0.6	2.2	1.5	0.7						
3JJJ	4.5	5.7	-1.2	4.1	4.8	-0.7	4.1	5.9	-1.8	4.7	6.8	-2.1	4.7	6.1	-0.6	4.1	4.1	0.0	5.9	4.7	1.2						
ABCFM	2.3	3.1	-0.8	2.0	3.1	-1.1	2.5	3.3	-0.8	1.8	2.9	-1.1	2.9	2.8	0.1	3.7	3.9	-0.2	3.2	3.9	-0.7						



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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	263	256	7	22	6	16	14	20	-6	50	43	7	88	92	-4	46	46	0	43	50	-7
3AW	606	637	-31	9	21	-12	25	21	4	39	38	1	156	131	25	133	152	-19	245	275	-30
TalkingLifestyle1278	46	54	-8	6	2	4	2	6	-4	9	3	6	4	4	0	5	9	-4	19	28	-9
101.9 FOX FM	1208	1132	76	193	205	-12	250	234	16	402	404	-2	275	221	54	59	50	9	29	18	11
GOLD104.3	949	924	25	80	77	3	70	99	-29	242	221	21	271	290	-19	181	135	46	104	103	1
KIIS 101.1 FM	837	860	-23	150	162	-12	161	162	-1	264	283	-19	195	195	0	54	47	7	12	11	1
105.1 TRIPLE M	604	622	-18	65	70	-5	80	79	1	215	197	18	167	205	-38	64	56	8	13	16	-3
NOVA 100	1023	1038	-15	201	213	-12	183	190	-7	365	347	18	210	233	-23	39	47	-8	24	8	16
smoothfm 91.5	877	783	94	60	51	9	68	95	-27	200	165	35	194	170	24	171	150	21	184	151	33
ABC MEL	656	690	-34	17	22	-5	26	12	14	81	78	3	159	144	15	123	174	-51	249	259	-10
3RN	219	238	-19	10	1	9	11	*	*	33	29	4	45	59	-14	36	65	-29	83	85	-2
ABC NEWS	268	189	79	16	10	6	25	14	11	49	38	11	78	62	16	34	30	4	65	35	30
3JJJ	544	450	94	44	49	-5	136	76	60	241	228	13	95	72	23	21	24	-3	6	1	5
ABCFM	208	208	0	9	8	1	6	8	-2	28	28	0	50	53	-3	26	28	-2	89	83	6
Total	4218	4131	87	417	415	2	471	481	-10	1104	1069	35	990	964	26	556	540	16	681	662	19

Cumulative Audience (000's) by Session, P10+ [Potential: 4453]

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	240	239	1	141	160	-19	99	143	-44	117	118	-1	132	143	-11	68	55	13	150	144	6	150	144	6	150	144	6
3AW	577	618	-41	477	494	-17	358	370	-12	307	321	-14	294	305	-11	175	192	-17	409	426	-17	409	426	-17	409	426	-17
TalkingLifestyle1278	42	48	-6	20	16	4	17	23	-6	24	25	-1	14	8	6	6	17	-11	24	27	-3	24	27	-3	24	27	-3
101.9 FOX FM	1105	1040	65	657	552	105	468	380	88	594	539	55	669	617	52	321	237	84	682	640	42	682	640	42	682	640	42
GOLD104.3	822	809	13	379	419	-40	419	335	84	486	443	43	401	448	-47	225	213	12	592	587	5	592	587	5	592	587	5
KIIS 101.1 FM	764	802	-38	401	471	-70	294	333	-39	368	425	-57	422	442	-20	233	253	-20	492	533	-41	492	533	-41	492	533	-41
105.1 TRIPLE M	553	570	-17	299	358	-59	236	221	15	259	266	-7	317	315	2	127	121	6	301	302	-1	301	302	-1	301	302	-1
NOVA 100	941	948	-7	547	536	11	343	361	-18	442	494	-52	505	512	-7	261	291	-30	608	608	0	608	608	0	608	608	0
smoothfm 91.5	775	687	88	419	347	72	410	332	78	433	386	47	439	357	82	255	188	67	600	521	79	600	521	79	600	521	79
ABC MEL	601	650	-49	415	474	-59	343	357	-14	266	292	-26	275	318	-43	185	195	-10	414	431	-17	414	431	-17	414	431	-17
3RN	201	214	-13	125	141	-16	76	84	-8	94	87	7	80	117	-37	67	66	1	128	151	-23	128	151	-23	128	151	-23
ABC NEWS	226	163	63	139	98	41	62	54	8	72	59	13	100	56	44	75	57	18	158	117	41	158	117	41	158	117	41
3JJJ	478	402	76	272	250	22	191	183	8	237	222	15	286	251	35	141	119	22	347	253	94	347	253	94	347	253	94
ABCFM	183	190	-7	88	120	-32	87	94	-7	91	87	4	104	80	24	80	73	7	150	152	-2	150	152	-2	150	152	-2
Total	4120	4032	88	3206	3218	-12	2629	2478	151	2833	2790	43	3040	2960	80	1826	1771	55	3518	3398	120	3518	3398	120	3518	3398	120



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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	14	17	-3	1	*	*	*	1	*	2	4	-2	5	7	-2	3	3	0	3	3	0
3AW	70	79	-9	*	1	*	2	1	1	2	2	0	14	10	4	19	17	2	33	49	-16
TalkingLifestyle1278	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
101.9 FOX FM	57	44	13	7	7	0	12	7	5	17	19	-2	15	8	7	3	2	1	2	*	*
GOLD104.3	51	50	1	3	2	1	3	6	-3	11	8	3	16	19	-3	12	9	3	6	6	0
KIIS 101.1 FM	30	39	-9	4	5	-1	4	6	-2	9	13	-4	10	12	-2	3	3	0	*	*	*
105.1 TRIPLE M	39	33	6	2	2	0	3	4	-1	11	9	2	15	13	2	7	4	3	1	1	0
NOVA 100	37	42	-5	6	8	-2	6	7	-1	12	13	-1	9	12	-3	3	3	0	1	*	*
smoothfm 91.5	54	41	13	2	1	1	2	4	-2	8	6	2	14	9	5	13	10	3	16	11	5
ABC MEL	43	49	-6	*	*	*	*	*	*	3	4	-1	8	7	1	8	13	-5	24	24	0
3RN	13	14	-1	*	*	*	1	*	*	1	1	0	2	2	0	2	3	-1	8	8	0
ABC NEWS	10	6	4	*	*	*	1	*	*	1	1	0	3	2	1	1	1	0	3	2	1
3JJJ	25	28	-3	1	2	-1	6	4	2	13	16	-3	3	4	-1	1	3	-2	*	*	*
ABCFM	13	17	-4	1	1	0	*	*	*	1	1	0	2	5	-3	2	2	0	8	8	0
Total	529	522	7	33	35	-2	44	45	-1	113	114	-1	136	122	14	85	81	4	119	124	-5

Average Audience (000's) by Session, P10+ [Potential: 4453]

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	16	20	-4	26	30	-4	24	32	-8	14	23	-9	19	22	-3	5	4	1	9	9	0						
3AW	79	86	-7	156	170	-14	108	119	-11	69	71	-2	62	65	-3	25	32	-7	48	60	-12						
TalkingLifestyle1278	1	1	0	1	1	0	2	3	-1	2	2	0	2	1	1	*	1	*	1	2	-1						
101.9 FOX FM	65	49	16	84	59	25	84	56	28	89	64	25	77	67	10	14	14	0	37	32	5						
GOLD104.3	55	52	3	61	62	-1	87	72	15	81	71	10	49	56	-7	14	14	0	43	47	-4						
KIIS 101.1 FM	33	42	-9	42	53	-11	38	45	-7	38	48	-10	44	58	-14	12	17	-5	24	32	-8						
105.1 TRIPLE M	46	40	6	65	64	1	64	52	12	58	49	9	52	40	12	8	7	1	22	16	6						
NOVA 100	41	46	-5	69	69	0	40	41	-1	43	51	-8	53	64	-11	12	17	-5	29	33	-4						
smoothfm 91.5	55	41	14	64	45	19	88	58	30	75	57	18	53	44	9	16	14	2	52	40	12						
ABC MEL	47	55	-8	83	110	-27	84	83	1	33	40	-7	40	42	-2	15	18	-3	33	34	-1						
3RN	14	15	-1	32	33	-1	9	12	-3	11	8	3	14	19	-5	6	6	0	12	14	-2						
ABC NEWS	10	6	4	20	14	6	10	5	5	8	4	4	10	5	5	5	4	1	9	6	3						
3JJJ	26	32	-6	34	41	-7	32	42	-10	30	43	-13	33	37	-4	7	8	-1	25	20	5						
ABCFM	13	18	-5	16	26	-10	19	24	-5	12	18	-6	17	17	0	7	7	0	14	17	-3						
Total	570	561	9	823	843	-20	781	718	63	655	629	26	603	611	-8	179	186	-7	428	423	5						