



# MELBOURNE RADIO - SURVEY 3 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	3.4	3.1	0.3	2.9	1.5	1.4	3.0	0.5	2.5	2.4	1.7	0.7	4.4	4.5	-0.1	5.2	5.0	0.2	2.3	3.0	-0.7
3AW	14.4	13.7	0.7	4.4	1.7	2.7	0.6	3.9	-3.3	2.2	1.9	0.3	9.7	9.8	-0.1	20.9	23.3	-2.4	33.2	28.6	4.6
MACQUARIE SPORT 1278	0.4	0.3	0.1	0.4	0.2	0.2	*	0.1	*	0.4	0.1	0.3	0.2	0.1	0.1	0.4	0.3	0.1	0.8	0.7	0.1
101.9 FOX FM	10.5	11.4	-0.9	20.6	19.5	1.1	25.4	30.2	-4.8	18.9	17.7	1.2	9.9	12.3	-2.4	3.8	3.6	0.2	0.4	1.2	-0.8
GOLD104.3	10.6	10.0	0.6	4.7	7.5	-2.8	11.5	6.2	5.3	9.3	11.6	-2.3	14.4	10.9	3.5	14.3	14.7	-0.4	6.3	6.2	0.1
KIIS 101.1 FM	5.5	5.6	-0.1	15.7	16.7	-1.0	14.9	12.4	2.5	7.5	7.6	-0.1	5.6	6.2	-0.6	1.5	2.0	-0.5	0.5	0.4	0.1
105.1 TRIPLE M	6.6	6.6	0.0	6.6	6.6	0.0	5.4	4.5	0.9	9.1	9.1	0.0	11.4	10.9	0.5	5.5	5.7	-0.2	0.6	1.0	-0.4
NOVA 100	6.8	7.1	-0.3	18.8	20.2	-1.4	14.4	9.7	4.7	11.0	11.2	-0.2	6.8	7.1	-0.3	1.4	2.8	-1.4	1.1	1.8	-0.7
smoothfm 91.5	8.9	10.1	-1.2	5.6	5.7	-0.1	6.9	8.3	-1.4	8.2	7.7	0.5	8.6	10.5	-1.9	12.0	14.6	-2.6	9.3	10.5	-1.2
ABC MEL	8.7	8.3	0.4	1.8	1.2	0.6	0.5	0.5	0.0	2.6	2.5	0.1	7.1	6.2	0.9	11.4	9.1	2.3	18.4	20.0	-1.6
3RN	3.0	3.1	-0.1	0.5	0.3	0.2	0.3	1.2	-0.9	0.7	0.9	-0.2	2.3	1.9	0.4	5.9	4.5	1.4	5.5	6.8	-1.3
ABC NEWS	1.3	1.7	-0.4	*	0.3	*	0.3	1.0	-0.7	0.9	1.3	-0.4	1.8	2.2	-0.4	1.5	1.3	0.2	1.5	2.4	-0.9
3JJJ	4.0	4.3	-0.3	3.8	3.7	0.1	8.9	10.4	-1.5	10.3	10.6	-0.3	2.9	3.1	-0.2	0.9	0.7	0.2	*	0.3	*
ABCFM	3.4	2.6	0.8	0.8	1.3	-0.5	0.1	0.1	0.0	1.1	1.0	0.1	2.2	1.4	0.8	2.9	2.1	0.8	8.9	7.1	1.8

## Share Movement (%) by Session, P10+

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
SEN	3.4	3.2	0.2	3.5	3.5	0.0	3.7	3.2	0.5	3.0	2.6	0.4	3.2	3.2	0.0	3.6	4.0	-0.4	3.5	2.9	0.6
3AW	14.9	14.2	0.7	20.0	19.0	1.0	15.3	13.9	1.4	11.7	11.1	0.6	10.4	10.8	-0.4	16.2	15.1	1.1	13.0	12.0	1.0
MACQUARIE SPORT 1278	0.4	0.3	0.1	0.2	0.1	0.1	0.4	0.4	0.0	0.5	0.3	0.2	0.9	0.4	0.5	0.2	0.2	0.0	0.3	0.4	-0.1
101.9 FOX FM	11.0	12.1	-1.1	9.4	10.3	-0.9	10.6	12.4	-1.8	12.4	14.5	-2.1	13.3	13.4	-0.1	8.2	7.7	0.5	8.9	9.1	-0.2
GOLD104.3	10.7	9.9	0.8	8.0	7.0	1.0	11.9	11.1	0.8	14.4	12.9	1.5	9.7	9.3	0.4	7.8	7.8	0.0	10.1	10.5	-0.4
KIIS 101.1 FM	5.6	5.6	0.0	4.8	5.0	-0.2	4.7	4.3	0.4	6.0	5.9	0.1	7.3	7.8	-0.5	5.4	5.8	-0.4	5.3	5.8	-0.5
105.1 TRIPLE M	7.0	7.0	0.0	7.7	6.9	0.8	6.3	6.6	-0.3	8.0	7.8	0.2	7.0	7.4	-0.4	4.2	4.8	-0.6	5.3	5.4	-0.1
NOVA 100	6.8	7.1	-0.3	6.4	8.0	-1.6	5.7	5.6	0.1	7.1	5.9	1.2	8.5	9.3	-0.8	6.9	7.2	-0.3	6.8	7.1	-0.3
smoothfm 91.5	8.4	9.7	-1.3	7.7	8.1	-0.4	9.0	10.4	-1.4	9.1	11.3	-2.2	7.7	9.0	-1.3	8.0	9.4	-1.4	10.7	11.4	-0.7
ABC MEL	8.7	8.5	0.2	9.6	10.0	-0.4	12.1	12.3	-0.2	5.7	5.2	0.5	6.7	5.8	0.9	9.7	8.8	0.9	8.5	7.4	1.1
3RN	2.9	3.0	-0.1	4.7	4.6	0.1	1.7	1.7	0.0	1.8	2.0	-0.2	2.8	3.0	-0.2	3.7	3.5	0.2	3.4	3.5	-0.1
ABC NEWS	1.2	1.6	-0.4	2.1	2.7	-0.6	0.6	1.0	-0.4	0.6	1.1	-0.5	1.0	1.4	-0.4	1.9	1.6	0.3	1.5	2.0	-0.5
3JJJ	3.9	4.3	-0.4	3.9	4.0	-0.1	3.6	3.9	-0.3	3.6	4.6	-1.0	5.2	5.2	0.0	3.1	3.9	-0.8	4.2	4.2	0.0
ABCFM	3.2	2.4	0.8	2.9	2.3	0.6	3.0	2.3	0.7	3.1	2.0	1.1	3.8	2.7	1.1	3.3	3.3	0.0	4.1	3.5	0.6

Please note: TalkingLifestyle1278 changed to MACQUARIE SPORT 1278 effective 4th April 2018.



# MELBOURNE RADIO - SURVEY 3 2018

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	310	287	23	21	19	2	30	19	11	60	53	7	97	92	5	51	52	-1	50	52	-2
3AW	650	609	41	30	12	18	10	13	-3	40	32	8	136	142	-6	160	154	6	275	256	19
MACQUARIE SPORT 1278	32	39	-7	2	5	-3	*	2	*	7	8	-1	4	4	0	6	4	2	13	16	-3
101.9 FOX FM	1197	1151	46	209	192	17	239	236	3	414	401	13	243	241	2	71	55	16	21	26	-5
GOLD104.3	1029	964	65	88	74	14	112	84	28	261	265	-4	298	284	14	168	160	8	104	97	7
KIIS 101.1 FM	838	806	32	157	152	5	185	167	18	258	242	16	176	191	-15	47	42	5	14	11	3
105.1 TRIPLE M	639	650	-11	69	71	-2	72	77	-5	222	229	-7	193	189	4	64	65	-1	19	20	-1
NOVA 100	935	975	-40	187	200	-13	184	175	9	340	348	-8	180	194	-14	35	36	-1	10	22	-12
smoothfm 91.5	880	892	-12	69	61	8	70	72	-2	215	218	-3	204	204	0	164	176	-12	158	162	-4
ABC MEL	679	670	9	30	23	7	18	25	-7	97	88	9	150	155	-5	149	131	18	234	247	-13
3RN	254	240	14	8	7	1	4	7	-3	32	35	-3	57	56	1	59	42	17	94	93	1
ABC NEWS	190	251	-61	2	3	-1	15	28	-13	51	64	-13	39	61	-22	35	32	3	48	64	-16
3JJJ	442	516	-74	34	51	-17	98	108	-10	206	230	-24	73	99	-26	27	24	3	3	4	-1
ABCFM	251	247	4	12	11	1	8	12	-4	52	46	6	42	52	-10	41	31	10	96	94	2
Total	4222	4213	9	423	418	5	475	472	3	1109	1098	11	980	985	-5	552	557	-5	683	682	1

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

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	261	250	11	149	151	-2	121	111	10	127	134	-7	138	146	-8	88	77	11	183	175	8
3AW	633	585	48	491	477	14	377	371	6	370	340	30	334	329	5	228	207	21	467	436	31
MACQUARIE SPORT 1278	32	38	-6	13	11	2	15	16	-1	14	22	-8	19	21	-2	5	9	-4	14	21	-7
101.9 FOX FM	1111	1066	45	600	608	-8	505	517	-12	596	591	5	654	649	5	287	275	12	715	666	49
GOLD104.3	912	853	59	436	405	31	435	434	1	524	489	35	472	446	26	243	230	13	591	567	24
KIIS 101.1 FM	747	725	22	403	388	15	292	286	6	385	351	34	411	430	-19	211	206	5	512	493	19
105.1 TRIPLE M	545	572	-27	315	306	9	230	243	-13	293	293	0	317	329	-12	133	133	0	356	352	4
NOVA 100	853	883	-30	420	488	-68	345	356	-11	412	387	25	448	497	-49	246	256	-10	579	578	1
smoothfm 91.5	765	796	-31	410	433	-23	366	395	-29	395	455	-60	403	454	-51	213	269	-56	600	599	1
ABC MEL	610	608	2	434	432	2	343	349	-6	250	258	-8	275	274	1	183	194	-11	409	400	9
3RN	239	222	17	167	142	25	92	95	-3	101	112	-11	107	104	3	75	66	9	158	143	15
ABC NEWS	169	215	-46	99	130	-31	44	60	-16	51	75	-24	47	84	-37	42	47	-5	114	152	-38
3JJJ	386	472	-86	224	263	-39	159	200	-41	158	214	-56	239	288	-49	125	122	3	281	293	-12
ABCFM	221	209	12	123	103	20	106	92	14	131	105	26	117	110	7	72	84	-12	183	164	19
Total	4103	4105	-2	3214	3190	24	2743	2718	25	2846	2865	-19	3039	3098	-59	1823	1821	2	3556	3508	48

Please note: TalkingLifestyle1278 changed to MACQUARIE SPORT 1278 effective 4th April 2018.



# MELBOURNE RADIO - SURVEY 3 2018

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	18	17	1	1	1	0	1	*	*	3	2	1	6	6	0	5	4	1	3	4	-1
3AW	78	72	6	1	1	0	*	2	*	3	2	1	13	13	0	19	21	-2	42	34	8
MACQUARIE SPORT 1278	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
101.9 FOX FM	57	60	-3	7	7	0	11	13	-2	21	20	1	13	16	-3	3	3	0	*	1	*
GOLD104.3	57	53	4	2	2	0	5	3	2	10	13	-3	19	14	5	13	13	0	8	7	1
KIIS 101.1 FM	30	30	0	5	6	-1	7	5	2	9	9	0	7	8	-1	1	2	-1	1	*	*
105.1 TRIPLE M	36	35	1	2	2	0	2	2	0	10	10	0	15	14	1	5	5	0	1	1	0
NOVA 100	37	37	0	6	7	-1	6	4	2	12	13	-1	9	9	0	1	3	-2	1	2	-1
smoothfm 91.5	48	53	-5	2	2	0	3	4	-1	9	9	0	11	14	-3	11	13	-2	12	13	-1
ABC MEL	47	43	4	1	*	*	*	*	*	3	3	0	9	8	1	10	8	2	23	24	-1
3RN	16	16	0	*	*	*	*	1	*	1	1	0	3	3	0	5	4	1	7	8	-1
ABC NEWS	7	9	-2	*	*	*	*	*	*	1	1	0	2	3	-1	1	1	0	2	3	-1
3JJJ	22	23	-1	1	1	0	4	4	0	12	12	0	4	4	0	1	1	0	*	*	*
ABCFM	18	14	4	*	*	*	*	*	*	1	1	0	3	2	1	3	2	1	11	9	2
<b>Total</b>	<b>541</b>	<b>527</b>	<b>14</b>	<b>34</b>	<b>33</b>	<b>1</b>	<b>45</b>	<b>43</b>	<b>2</b>	<b>113</b>	<b>113</b>	<b>0</b>	<b>132</b>	<b>129</b>	<b>3</b>	<b>91</b>	<b>88</b>	<b>3</b>	<b>126</b>	<b>120</b>	<b>6</b>

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

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 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	+/-
SEN	19	18	1	29	28	1	29	25	4	20	17	3	19	19	0	7	7	0	16	13	3
3AW	86	80	6	165	152	13	120	108	12	76	71	5	63	66	-3	31	28	3	59	52	7
MACQUARIE SPORT 1278	3	2	1	2	1	1	3	3	0	3	2	1	6	2	4	*	*	*	1	2	-1
101.9 FOX FM	63	68	-5	77	82	-5	84	96	-12	81	93	-12	81	82	-1	15	14	1	41	39	2
GOLD104.3	62	56	6	66	56	10	94	86	8	94	83	11	59	57	2	15	15	0	46	45	1
KIIS 101.1 FM	32	32	0	40	40	0	37	33	4	39	38	1	45	47	-2	10	11	-1	24	25	-1
105.1 TRIPLE M	41	39	2	64	56	8	50	51	-1	52	50	2	43	45	-2	8	9	-1	24	23	1
NOVA 100	39	40	-1	52	64	-12	45	43	2	46	38	8	52	56	-4	13	13	0	31	31	0
smoothfm 91.5	48	55	-7	64	65	-1	71	81	-10	60	73	-13	47	54	-7	15	17	-2	49	49	0
ABC MEL	50	48	2	79	80	-1	96	96	0	37	33	4	41	35	6	18	16	2	39	32	7
3RN	17	17	0	39	37	2	14	14	0	12	13	-1	17	18	-1	7	7	0	15	15	0
ABC NEWS	7	9	-2	17	21	-4	5	8	-3	4	7	-3	6	8	-2	4	3	1	7	9	-2
3JJJ	22	24	-2	32	32	0	28	30	-2	24	30	-6	32	31	1	6	7	-1	19	18	1
ABCFM	18	13	5	24	18	6	23	18	5	20	13	7	23	17	6	6	6	0	19	15	4
<b>Total</b>	<b>575</b>	<b>565</b>	<b>10</b>	<b>825</b>	<b>800</b>	<b>25</b>	<b>787</b>	<b>777</b>	<b>10</b>	<b>653</b>	<b>644</b>	<b>9</b>	<b>610</b>	<b>607</b>	<b>3</b>	<b>190</b>	<b>186</b>	<b>4</b>	<b>455</b>	<b>431</b>	<b>24</b>

Please note: TalkingLifestyle1278 changed to MACQUARIE SPORT 1278 effective 4th April 2018.