



MELBOURNE RADIO - SURVEY 4 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	3.1	3.4	-0.3	3.6	2.9	0.7	2.2	3.0	-0.8	2.2	2.4	-0.2	4.1	4.4	-0.3	5.4	5.2	0.2	1.6	2.3	-0.7
3AW	13.8	14.4	-0.6	4.1	4.4	-0.3	1.2	0.6	0.6	2.1	2.2	-0.1	8.3	9.7	-1.4	21.3	20.9	0.4	31.8	33.2	-1.4
Macquarie Sports 1278	0.3	0.4	-0.1	0.5	0.4	0.1	*	*	*	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	0.5	0.8	-0.3
101.9 FOX FM	10.4	10.5	-0.1	23.8	20.6	3.2	27.1	25.4	1.7	17.4	18.9	-1.5	8.8	9.9	-1.1	3.3	3.8	-0.5	0.7	0.4	0.3
GOLD104.3	10.8	10.6	0.2	5.4	4.7	0.7	13.3	11.5	1.8	6.4	9.3	-2.9	16.4	14.4	2.0	15.8	14.3	1.5	6.8	6.3	0.5
KIIS 101.1 FM	5.1	5.5	-0.4	13.0	15.7	-2.7	10.9	14.9	-4.0	8.1	7.5	0.6	5.2	5.6	-0.4	2.0	1.5	0.5	0.3	0.5	-0.2
105.1 TRIPLE M	6.4	6.6	-0.2	5.9	6.6	-0.7	7.0	5.4	1.6	10.3	9.1	1.2	9.6	11.4	-1.8	4.7	5.5	-0.8	0.8	0.6	0.2
NOVA 100	6.6	6.8	-0.2	14.5	18.8	-4.3	14.5	14.4	0.1	11.6	11.0	0.6	7.3	6.8	0.5	1.2	1.4	-0.2	0.2	1.1	-0.9
smoothfm 91.5	9.1	8.9	0.2	5.5	5.6	-0.1	6.3	6.9	-0.6	7.5	8.2	-0.7	9.0	8.6	0.4	11.0	12.0	-1.0	11.2	9.3	1.9
ABC MEL	8.5	8.7	-0.2	1.4	1.8	-0.4	1.2	0.5	0.7	2.2	2.6	-0.4	6.3	7.1	-0.8	12.4	11.4	1.0	18.0	18.4	-0.4
3RN	3.2	3.0	0.2	0.4	0.5	-0.1	0.8	0.3	0.5	0.8	0.7	0.1	2.9	2.3	0.6	5.2	5.9	-0.7	6.0	5.5	0.5
ABC NEWS	1.2	1.3	-0.1	0.4	*	*	0.3	0.3	0.0	1.0	0.9	0.1	2.0	1.8	0.2	1.0	1.5	-0.5	1.4	1.5	-0.1
3JJJ	3.9	4.0	-0.1	3.4	3.8	-0.4	7.0	8.9	-1.9	10.1	10.3	-0.2	3.2	2.9	0.3	0.7	0.9	-0.2	0.1	*	*
ABCFM	3.6	3.4	0.2	1.2	0.8	0.4	0.1	0.1	0.0	0.9	1.1	-0.2	2.3	2.2	0.1	2.4	2.9	-0.5	9.9	8.9	1.0

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	3.1	3.4	-0.3	3.1	3.5	-0.4	3.1	3.7	-0.6	3.0	3.0	0.0	3.5	3.2	0.3	2.7	3.6	-0.9	3.0	3.5	-0.5						
3AW	14.3	14.9	-0.6	19.2	20.0	-0.8	15.7	15.3	0.4	11.3	11.7	-0.4	9.6	10.4	-0.8	13.6	16.2	-2.6	12.1	13.0	-0.9						
Macquarie Sports 1278	0.4	0.4	0.0	0.1	0.2	-0.1	0.1	0.4	-0.3	0.4	0.5	-0.1	1.1	0.9	0.2	0.1	0.2	-0.1	0.2	0.3	-0.1						
101.9 FOX FM	10.7	11.0	-0.3	9.9	9.4	0.5	9.2	10.6	-1.4	11.9	12.4	-0.5	13.2	13.3	-0.1	9.2	8.2	1.0	9.4	8.9	0.5						
GOLD104.3	10.8	10.7	0.1	8.7	8.0	0.7	11.6	11.9	-0.3	13.7	14.4	-0.7	10.1	9.7	0.4	8.2	7.8	0.4	11.0	10.1	0.9						
KIIS 101.1 FM	5.2	5.6	-0.4	4.9	4.8	0.1	4.3	4.7	-0.4	5.0	6.0	-1.0	7.0	7.3	-0.3	5.2	5.4	-0.2	4.9	5.3	-0.4						
105.1 TRIPLE M	6.7	7.0	-0.3	7.5	7.7	-0.2	6.1	6.3	-0.2	7.4	8.0	-0.6	5.8	7.0	-1.2	6.1	4.2	1.9	5.3	5.3	0.0						
NOVA 100	6.7	6.8	-0.1	6.9	6.4	0.5	5.6	5.7	-0.1	7.2	7.1	0.1	7.6	8.5	-0.9	5.6	6.9	-1.3	6.5	6.8	-0.3						
smoothfm 91.5	8.5	8.4	0.1	7.3	7.7	-0.4	10.1	9.0	1.1	9.4	9.1	0.3	7.3	7.7	-0.4	8.4	8.0	0.4	10.8	10.7	0.1						
ABC MEL	8.4	8.7	-0.3	9.2	9.6	-0.4	11.4	12.1	-0.7	5.7	5.7	0.0	7.1	6.7	0.4	8.8	9.7	-0.9	8.6	8.5	0.1						
3RN	3.2	2.9	0.3	4.8	4.7	0.1	1.6	1.7	-0.1	2.2	1.8	0.4	3.3	2.8	0.5	5.1	3.7	1.4	3.3	3.4	-0.1						
ABC NEWS	1.2	1.2	0.0	1.9	2.1	-0.2	0.6	0.6	0.0	0.5	0.6	-0.1	1.0	1.0	0.0	2.4	1.9	0.5	1.4	1.5	-0.1						
3JJJ	4.0	3.9	0.1	4.1	3.9	0.2	3.6	3.6	0.0	3.5	3.6	-0.1	5.1	5.2	-0.1	3.3	3.1	0.2	3.7	4.2	-0.5						
ABCFM	3.4	3.2	0.2	3.1	2.9	0.2	3.3	3.0	0.3	3.2	3.1	0.1	4.0	3.8	0.2	3.4	3.3	0.1	4.3	4.1	0.2						



MELBOURNE RADIO - SURVEY 4 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	285	310	-25	16	21	-5	17	30	-13	67	60	7	92	97	-5	54	51	3	39	50	-11
3AW	669	650	19	31	30	1	18	10	8	42	40	2	136	136	0	181	160	21	260	275	-15
Macquarie Sports 1278	38	32	6	4	2	2	*	*	*	9	7	2	6	4	2	5	6	-1	13	13	0
101.9 FOX FM	1199	1197	2	204	209	-5	242	239	3	433	414	19	235	243	-8	64	71	-7	23	21	2
GOLD104.3	1054	1029	25	99	88	11	119	112	7	220	261	-41	326	298	28	175	168	7	115	104	11
KIIS 101.1 FM	815	838	-23	150	157	-7	153	185	-32	284	258	26	167	176	-9	51	47	4	10	14	-4
105.1 TRIPLE M	627	639	-12	64	69	-5	75	72	3	242	222	20	179	193	-14	48	64	-16	19	19	0
NOVA 100	906	935	-29	169	187	-18	154	184	-30	350	340	10	180	180	0	42	35	7	11	10	1
smoothfm 91.5	867	880	-13	66	69	-3	75	70	5	201	215	-14	196	204	-8	160	164	-4	168	158	10
ABC MEL	643	679	-36	26	30	-4	16	18	-2	85	97	-12	147	150	-3	133	149	-16	236	234	2
3RN	261	254	7	5	8	-3	4	4	0	38	32	6	55	57	-2	65	59	6	95	94	1
ABC NEWS	199	190	9	12	2	10	10	15	-5	40	51	-11	49	39	10	34	35	-1	54	48	6
3JJJ	438	442	-4	31	34	-3	99	98	1	196	206	-10	93	73	20	13	27	-14	6	3	3
ABCFM	196	251	-55	12	12	0	6	8	-2	37	52	-15	25	42	-17	31	41	-10	86	96	-10
Total	4223	4222	1	424	423	1	474	475	-1	1116	1109	7	975	980	-5	548	552	-4	686	683	3

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	253	261	-8	145	149	-4	116	121	-5	121	127	-6	143	138	5	76	88	-12	170	183	-13
3AW	639	633	6	517	491	26	361	377	-16	356	370	-14	331	334	-3	194	228	-34	446	467	-21
Macquarie Sports 1278	34	32	2	14	13	1	9	15	-6	13	14	-1	25	19	6	4	5	-1	15	14	1
101.9 FOX FM	1102	1111	-9	637	600	37	454	505	-51	600	596	4	679	654	25	321	287	34	747	715	32
GOLD104.3	935	912	23	462	436	26	434	435	-1	506	524	-18	470	472	-2	248	243	5	629	591	38
KIIS 101.1 FM	711	747	-36	405	403	2	257	292	-35	363	385	-22	409	411	-2	199	211	-12	498	512	-14
105.1 TRIPLE M	527	545	-18	309	315	-6	214	230	-16	264	293	-29	284	317	-33	146	133	13	358	356	2
NOVA 100	833	853	-20	467	420	47	295	345	-50	403	412	-9	448	448	0	222	246	-24	543	579	-36
smoothfm 91.5	767	765	2	406	410	-4	370	366	4	395	395	0	369	403	-34	209	213	-4	585	600	-15
ABC MEL	583	610	-27	409	434	-25	342	343	-1	269	250	19	283	275	8	177	183	-6	418	409	9
3RN	254	239	15	180	167	13	87	92	-5	100	101	-1	127	107	20	92	75	17	163	158	5
ABC NEWS	181	169	12	114	99	15	53	44	9	55	51	4	50	47	3	60	42	18	126	114	12
3JJJ	387	386	1	228	224	4	135	159	-24	168	158	10	229	239	-10	127	125	2	277	281	-4
ABCFM	184	221	-37	100	123	-23	92	106	-14	116	131	-15	94	117	-23	68	72	-4	146	183	-37
Total	4140	4103	37	3343	3214	129	2620	2743	-123	2848	2846	2	3043	3039	4	1810	1823	-13	3552	3556	-4



MELBOURNE RADIO - SURVEY 4 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	17	18	-1	1	1	0	1	1	0	3	3	0	5	6	-1	5	5	0	2	3	-1
3AW	77	78	-1	1	1	0	1	*	*	3	3	0	11	13	-2	19	19	0	43	42	1
Macquarie Sports 1278	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
101.9 FOX FM	58	57	1	8	7	1	13	11	2	21	21	0	12	13	-1	3	3	0	1	*	*
GOLD104.3	61	57	4	2	2	0	7	5	2	8	10	-2	22	19	3	14	13	1	9	8	1
KIIS 101.1 FM	29	30	-1	5	5	0	5	7	-2	10	9	1	7	7	0	2	1	1	*	1	*
105.1 TRIPLE M	36	36	0	2	2	0	3	2	1	13	10	3	13	15	-2	4	5	-1	1	1	0
NOVA 100	37	37	0	5	6	-1	7	6	1	14	12	2	10	9	1	1	1	0	*	1	*
smoothfm 91.5	51	48	3	2	2	0	3	3	0	9	9	0	12	11	1	10	11	-1	15	12	3
ABC MEL	47	47	0	1	1	0	1	*	*	3	3	0	8	9	-1	11	10	1	24	23	1
3RN	18	16	2	*	*	*	*	*	*	1	1	0	4	3	1	5	5	0	8	7	1
ABC NEWS	7	7	0	*	*	*	*	*	*	1	1	0	3	2	1	1	1	0	2	2	0
3JJJ	22	22	0	1	1	0	3	4	-1	12	12	0	4	4	0	1	1	0	*	*	*
ABCFM	20	18	2	*	*	*	*	*	*	1	1	0	3	3	0	2	3	-1	13	11	2
Total	561	541	20	36	34	2	49	45	4	121	113	8	132	132	0	88	91	-3	136	126	10

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	19	0	27	29	-2	25	29	-4	20	20	0	23	19	4	5	7	-2	14	16	-2
3AW	86	86	0	166	165	1	127	120	7	77	76	1	62	63	-1	26	31	-5	57	59	-2
Macquarie Sports 1278	2	3	-1	1	2	-1	1	3	-2	3	3	0	7	6	1	*	*	*	1	1	0
101.9 FOX FM	64	63	1	85	77	8	74	84	-10	81	81	0	85	81	4	17	15	2	44	41	3
GOLD104.3	64	62	2	75	66	9	94	94	0	93	94	-1	65	59	6	16	15	1	52	46	6
KIIS 101.1 FM	31	32	-1	42	40	2	35	37	-2	34	39	-5	45	45	0	10	10	0	23	24	-1
105.1 TRIPLE M	40	41	-1	65	64	1	49	50	-1	50	52	-2	38	43	-5	11	8	3	25	24	1
NOVA 100	40	39	1	59	52	7	45	45	0	49	46	3	49	52	-3	11	13	-2	31	31	0
smoothfm 91.5	51	48	3	63	64	-1	81	71	10	64	60	4	47	47	0	16	15	1	51	49	2
ABC MEL	50	50	0	79	79	0	92	96	-4	39	37	2	46	41	5	17	18	-1	41	39	2
3RN	19	17	2	41	39	2	13	14	-1	15	12	3	22	17	5	10	7	3	15	15	0
ABC NEWS	7	7	0	17	17	0	5	5	0	4	4	0	7	6	1	5	4	1	7	7	0
3JJJ	24	22	2	35	32	3	29	28	1	24	24	0	33	32	1	6	6	0	17	19	-2
ABCFM	20	18	2	27	24	3	27	23	4	22	20	2	26	23	3	6	6	0	20	19	1
Total	597	575	22	864	825	39	804	787	17	680	653	27	647	610	37	190	190	0	471	455	16