



MELBOURNE RADIO - SURVEY 6 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	3.8	2.9	0.9	2.9	3.1	-0.2	2.9	0.6	2.3	2.6	1.7	0.9	6.5	5.5	1.0	4.2	4.3	-0.1	2.1	1.4	0.7
3AW	13.5	13.2	0.3	0.7	1.2	-0.5	0.8	0.9	-0.1	1.0	1.0	0.0	11.6	10.4	1.2	21.1	20.2	0.9	30.3	30.9	-0.6
Macquarie Sports 1278	0.4	0.3	0.1	*	0.1	*	0.2	*	*	0.4	0.4	0.0	0.6	0.2	0.4	0.2	0.4	-0.2	0.7	0.6	0.1
101.9 FOX FM	9.4	10.0	-0.6	12.9	17.8	-4.9	19.0	26.4	-7.4	20.2	16.7	3.5	7.0	8.6	-1.6	5.1	3.9	1.2	0.4	0.9	-0.5
GOLD104.3	9.3	9.9	-0.6	9.4	7.5	1.9	10.3	9.2	1.1	10.0	8.1	1.9	12.0	12.9	-0.9	11.1	15.1	-4.0	3.9	5.8	-1.9
KIIS 101.1 FM	5.4	5.4	0.0	12.0	12.9	-0.9	7.0	7.7	-0.7	8.6	8.8	-0.2	7.5	6.3	1.2	1.8	2.8	-1.0	0.1	0.1	0.0
105.1 TRIPLE M	6.5	6.0	0.5	6.5	5.5	1.0	8.9	9.0	-0.1	7.1	9.6	-2.5	7.6	7.2	0.4	9.5	5.2	4.3	1.7	0.9	0.8
NOVA 100	6.8	6.9	-0.1	22.2	19.1	3.1	10.3	12.4	-2.1	9.3	10.6	-1.3	8.8	8.1	0.7	1.7	1.4	0.3	0.3	0.3	0.0
smoothfm 91.5	9.9	10.4	-0.5	6.6	5.8	0.8	7.7	6.8	0.9	6.2	6.9	-0.7	6.3	7.1	-0.8	16.2	15.9	0.3	14.5	15.8	-1.3
ABC MEL	9.1	8.0	1.1	1.7	0.9	0.8	2.2	1.9	0.3	2.6	2.1	0.5	5.0	5.6	-0.6	11.9	12.8	-0.9	22.4	17.1	5.3
3RN	2.4	3.3	-0.9	0.1	0.1	0.0	0.1	0.7	-0.6	0.4	0.8	-0.4	1.2	2.5	-1.3	3.9	4.8	-0.9	6.0	7.6	-1.6
ABC NEWS	1.4	1.3	0.1	1.4	1.2	0.2	0.4	0.3	0.1	0.7	0.8	-0.1	2.5	2.5	0.0	1.1	0.5	0.6	1.7	1.2	0.5
3JJJ	6.0	5.6	0.4	5.1	4.8	0.3	14.9	11.4	3.5	14.1	13.7	0.4	4.7	4.5	0.2	0.5	0.3	0.2	0.7	0.6	0.1
ABCFM	3.0	3.2	-0.2	1.4	1.3	0.1	0.2	0.2	0.0	1.3	1.0	0.3	2.2	2.9	-0.7	1.7	1.4	0.3	7.8	8.3	-0.5

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	4.0	3.0	1.0	3.6	3.2	0.4	4.4	2.4	2.0	4.5	3.1	1.4	3.6	3.4	0.2	3.1	2.8	0.3	3.0	2.8	0.2
3AW	14.0	13.7	0.3	18.4	18.6	-0.2	14.8	15.0	-0.2	10.8	10.5	0.3	9.9	9.8	0.1	15.3	12.9	2.4	12.0	11.4	0.6
Macquarie Sports 1278	0.5	0.3	0.2	0.2	0.1	0.1	0.4	0.2	0.2	0.3	0.3	0.0	1.0	0.9	0.1	0.7	0.5	0.2	0.3	0.3	0.0
101.9 FOX FM	9.8	10.2	-0.4	9.6	10.3	-0.7	9.6	8.9	0.7	10.5	10.4	0.1	10.5	12.0	-1.5	7.7	9.4	-1.7	7.9	9.1	-1.2
GOLD104.3	9.2	9.7	-0.5	6.7	7.4	-0.7	9.6	10.1	-0.5	11.3	12.1	-0.8	9.7	10.2	-0.5	8.7	7.9	0.8	9.6	10.4	-0.8
KIIS 101.1 FM	5.4	5.4	0.0	5.9	5.9	0.0	4.3	4.0	0.3	4.9	4.6	0.3	6.1	7.2	-1.1	6.3	5.8	0.5	5.4	5.6	-0.2
105.1 TRIPLE M	6.6	6.2	0.4	7.7	7.0	0.7	5.2	5.3	-0.1	6.9	7.0	-0.1	7.1	5.2	1.9	5.0	6.0	-1.0	6.1	5.3	0.8
NOVA 100	7.0	7.0	0.0	7.8	7.7	0.1	5.3	5.5	-0.2	6.6	6.9	-0.3	8.1	7.9	0.2	7.1	6.4	0.7	6.1	6.6	-0.5
smoothfm 91.5	9.5	10.0	-0.5	8.2	7.7	0.5	10.4	11.8	-1.4	10.3	11.3	-1.0	9.8	9.4	0.4	9.2	9.7	-0.5	11.3	11.6	-0.3
ABC MEL	9.0	8.0	1.0	10.0	8.5	1.5	12.0	11.8	0.2	6.2	5.4	0.8	7.5	6.7	0.8	9.3	7.5	1.8	9.5	8.0	1.5
3RN	2.3	3.4	-1.1	3.2	4.5	-1.3	1.5	2.0	-0.5	1.8	2.6	-0.8	2.4	3.7	-1.3	3.4	4.9	-1.5	2.6	3.3	-0.7
ABC NEWS	1.4	1.2	0.2	1.7	1.7	0.0	0.9	0.8	0.1	1.4	1.0	0.4	0.9	1.0	-0.1	2.2	1.8	0.4	1.7	1.4	0.3
3JJJ	6.2	5.8	0.4	5.8	5.4	0.4	6.3	6.0	0.3	6.6	6.3	0.3	6.5	6.0	0.5	5.4	4.9	0.5	5.5	4.7	0.8
ABCFM	2.8	2.9	-0.1	2.0	2.4	-0.4	2.9	2.9	0.0	3.0	2.8	0.2	3.0	3.5	-0.5	4.2	3.7	0.5	3.6	4.0	-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	315	272	43	23	23	0	31	10	21	62	58	4	91	85	6	60	55	5	47	41	6
3AW	637	637	0	14	12	2	10	17	-7	27	34	-7	162	149	13	163	175	-12	260	249	11
Macquarie Sports 1278	41	39	2	2	2	0	2	*	*	7	6	1	10	10	0	5	6	-1	15	16	-1
101.9 FOX FM	1080	1137	-57	186	185	1	206	233	-27	407	422	-15	203	207	-4	54	60	-6	25	31	-6
GOLD104.3	985	1003	-18	101	91	10	102	101	1	259	245	14	278	304	-26	156	164	-8	89	98	-9
KIIS 101.1 FM	835	840	-5	159	155	4	129	126	3	303	315	-12	198	181	17	36	56	-20	9	7	2
105.1 TRIPLE M	621	631	-10	60	67	-7	78	78	0	190	228	-38	177	172	5	94	62	32	21	25	-4
NOVA 100	947	935	12	188	185	3	173	158	15	324	329	-5	222	211	11	30	38	-8	11	14	-3
smoothfm 91.5	885	888	-3	68	59	9	75	71	4	224	216	8	169	181	-12	181	186	-5	168	175	-7
ABC MEL	690	625	65	25	17	8	27	25	2	86	82	4	124	132	-8	147	128	19	280	241	39
3RN	226	257	-31	4	2	2	3	2	1	15	22	-7	43	63	-20	54	65	-11	108	103	5
ABC NEWS	220	202	18	18	16	2	14	9	5	34	43	-9	58	53	5	36	26	10	60	54	6
3JJJ	548	524	24	55	53	2	132	124	8	234	214	20	96	108	-12	22	14	8	9	11	-2
ABCFM	217	177	40	14	11	3	14	11	3	31	20	11	44	42	2	28	17	11	87	76	11
Total	4198	4205	-7	416	420	-4	472	474	-2	1093	1101	-8	979	972	7	551	550	1	687	687	0

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	278	247	31	163	144	19	139	108	31	138	127	11	161	146	15	65	67	-2	196	174	22						
3AW	605	597	8	488	508	-20	371	360	11	345	344	1	331	326	5	195	184	11	458	429	29						
Macquarie Sports 1278	37	33	4	10	7	3	12	5	7	8	11	-3	26	27	-1	11	7	4	19	22	-3						
101.9 FOX FM	991	1036	-45	610	634	-24	443	439	4	536	557	-21	551	618	-67	275	300	-25	606	691	-85						
GOLD104.3	849	884	-35	373	395	-22	359	408	-49	512	498	14	470	470	0	221	213	8	601	634	-33						
KIIS 101.1 FM	731	733	-2	433	433	0	262	265	-3	364	369	-5	377	416	-39	223	210	13	506	507	-1						
105.1 TRIPLE M	538	540	-2	322	292	30	216	198	18	272	265	7	290	265	25	147	145	2	352	362	-10						
NOVA 100	857	848	9	505	517	-12	322	322	0	429	421	8	479	485	-6	249	243	6	552	554	-2						
smoothfm 91.5	795	801	-6	413	429	-16	357	370	-13	460	478	-18	433	401	32	248	247	1	570	583	-13						
ABC MEL	613	559	54	437	390	47	371	349	22	312	278	34	319	285	34	224	195	29	461	412	49						
3RN	198	242	-44	121	161	-40	74	93	-19	85	101	-16	98	133	-35	55	82	-27	157	166	-9						
ABC NEWS	185	177	8	101	114	-13	57	60	-3	73	70	3	64	60	4	58	53	5	146	128	18						
3JJJ	493	465	28	290	278	12	221	200	21	242	223	19	299	284	15	145	138	7	331	328	3						
ABCFM	187	162	25	103	83	20	84	77	7	106	94	12	103	89	14	66	60	6	133	118	15						
Total	4075	4098	-23	3301	3348	-47	2589	2583	6	2820	2869	-49	3045	3070	-25	1738	1749	-11	3516	3569	-53						



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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	20	16	4	1	1	0	1	*	*	3	2	1	9	7	2	4	4	0	3	2	1
3AW	73	73	0	*	*	*	*	*	*	1	1	0	15	14	1	19	17	2	37	40	-3
Macquarie Sports 1278	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0
101.9 FOX FM	51	55	-4	4	7	-3	9	12	-3	24	21	3	9	12	-3	5	3	2	*	1	*
GOLD104.3	50	55	-5	3	3	0	5	4	1	12	10	2	16	17	-1	10	13	-3	5	7	-2
KIIS 101.1 FM	29	30	-1	4	5	-1	3	3	0	10	11	-1	10	9	1	2	2	0	*	*	*
105.1 TRIPLE M	35	33	2	2	2	0	4	4	0	8	12	-4	10	10	0	8	4	4	2	1	1
NOVA 100	37	38	-1	8	7	1	5	6	-1	11	13	-2	12	11	1	2	1	1	*	*	*
smoothfm 91.5	54	57	-3	2	2	0	3	3	0	7	9	-2	8	10	-2	14	14	0	18	20	-2
ABC MEL	49	45	4	1	*	*	1	1	0	3	3	0	7	8	-1	11	11	0	28	22	6
3RN	13	19	-6	*	*	*	*	*	*	*	1	*	2	3	-1	3	4	-1	7	10	-3
ABC NEWS	8	7	1	*	*	*	*	*	*	1	1	0	3	3	0	1	*	*	2	2	0
3JJJ	33	31	2	2	2	0	7	5	2	16	17	-1	6	6	0	*	*	*	1	1	0
ABCFM	16	18	-2	*	*	*	*	*	*	2	1	1	3	4	-1	2	1	1	10	11	-1
Total	541	555	-14	34	37	-3	46	45	1	117	123	-6	133	134	-1	89	87	2	123	129	-6

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	23	18	5	32	27	5	34	20	14	31	22	9	22	22	0	6	5	1	13	12	1						
3AW	82	82	0	159	157	2	116	122	-6	74	74	0	60	63	-3	27	24	3	52	51	1						
Macquarie Sports 1278	3	2	1	2	1	1	3	2	1	2	2	0	6	6	0	1	1	0	1	1	0						
101.9 FOX FM	58	61	-3	83	87	-4	76	72	4	72	73	-1	64	77	-13	14	17	-3	34	40	-6						
GOLD104.3	54	58	-4	58	63	-5	75	82	-7	78	85	-7	59	66	-7	15	14	1	41	46	-5						
KIIS 101.1 FM	31	32	-1	51	50	1	34	33	1	34	33	1	37	46	-9	11	11	0	23	25	-2						
105.1 TRIPLE M	39	37	2	66	59	7	41	43	-2	47	50	-3	43	33	10	9	11	-2	26	24	2						
NOVA 100	41	42	-1	68	65	3	42	45	-3	45	49	-4	50	51	-1	12	12	0	26	30	-4						
smoothfm 91.5	56	60	-4	70	65	5	81	96	-15	71	80	-9	60	60	0	16	18	-2	49	52	-3						
ABC MEL	53	48	5	87	72	15	94	96	-2	43	38	5	46	43	3	16	14	2	41	36	5						
3RN	14	20	-6	27	38	-11	11	16	-5	12	18	-6	15	24	-9	6	9	-3	11	15	-4						
ABC NEWS	8	7	1	15	14	1	7	7	0	9	7	2	6	7	-1	4	3	1	7	6	1						
3JJJ	36	35	1	50	45	5	49	49	0	46	45	1	39	39	0	9	9	0	23	21	2						
ABCFM	16	17	-1	17	21	-4	23	23	0	21	20	1	18	22	-4	7	7	0	15	18	-3						
Total	586	598	-12	864	846	18	784	812	-28	689	705	-16	610	642	-32	175	183	-8	430	447	-17						