



MELBOURNE RADIO - SURVEY 6 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	3.7	4.5	-0.8	1.4	2.3	-0.9	0.6	1.0	-0.4	4.2	4.9	-0.7	5.3	7.2	-1.9	3.4	3.2	0.2	3.7	4.3	-0.6
3AW	13.9	15.2	-1.3	2.1	2.0	0.1	2.2	0.5	1.7	1.4	2.6	-1.2	11.0	10.6	0.4	21.6	16.8	4.8	29.2	38.3	-9.1
Macquarie Sports 1278	0.3	0.2	0.1	0.4	0.5	-0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.8	0.3	0.5	0.2	0.3	-0.1
101.9 FOX FM	9.4	10.2	-0.8	19.1	18.7	0.4	20.4	25.0	-4.6	16.6	16.1	0.5	8.9	10.8	-1.9	4.4	4.4	0.0	1.1	1.0	0.1
GOLD104.3	12.0	9.8	2.2	8.6	9.6	-1.0	11.7	5.3	6.4	13.4	9.5	3.9	14.6	12.0	2.6	16.9	18.3	-1.4	6.2	3.9	2.3
KIIS 101.1 FM	5.8	6.7	-0.9	12.1	13.2	-1.1	14.7	18.7	-4.0	9.5	10.1	-0.6	6.0	6.3	-0.3	2.6	3.4	-0.8	0.2	0.7	-0.5
105.1 TRIPLE M	6.2	6.4	-0.2	5.4	6.2	-0.8	5.2	4.8	0.4	8.1	8.7	-0.6	10.7	10.4	0.3	5.0	7.3	-2.3	1.4	0.6	0.8
NOVA 100	7.2	7.2	0.0	22.6	22.2	0.4	12.6	13.7	-1.1	10.9	11.0	-0.1	7.3	6.2	1.1	3.3	3.2	0.1	0.6	0.9	-0.3
smoothfm 91.5	9.2	9.4	-0.2	8.7	10.1	-1.4	5.5	4.6	0.9	6.7	7.0	-0.3	7.9	8.8	-0.9	11.2	10.2	1.0	12.8	13.0	-0.2
ABC MEL	8.6	8.0	0.6	2.8	2.3	0.5	3.1	0.9	2.2	1.9	2.3	-0.4	4.6	4.9	-0.3	10.6	12.3	-1.7	20.2	17.3	2.9
3RN	2.5	2.9	-0.4	0.8	0.9	-0.1	1.1	0.6	0.5	0.2	1.1	-0.9	1.4	2.6	-1.2	3.4	4.7	-1.3	5.9	4.9	1.0
ABC NEWS	1.2	1.4	-0.2	1.1	0.6	0.5	0.9	0.5	0.4	1.0	1.4	-0.4	1.3	1.2	0.1	1.6	2.2	-0.6	1.2	1.4	-0.2
3JJJ	3.9	4.3	-0.4	3.3	2.8	0.5	12.4	15.4	-3.0	8.2	9.6	-1.4	3.0	1.9	1.1	1.2	1.6	-0.4	0.2	0.2	0.0
ABC CLASSIC	3.3	2.2	1.1	0.3	0.3	0.0	0.4	0.2	0.2	1.0	0.8	0.2	1.3	1.0	0.3	3.9	2.2	1.7	8.5	5.8	2.7

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	3.8	4.5	-0.7	4.3	4.8	-0.5	4.1	5.3	-1.2	3.7	4.6	-0.9	3.6	4.2	-0.6	2.3	1.9	0.4	3.6	4.6	-1.0						
3AW	14.4	15.4	-1.0	17.3	18.6	-1.3	15.9	17.2	-1.3	12.0	12.8	-0.8	11.1	11.4	-0.3	14.5	16.6	-2.1	12.3	14.4	-2.1						
Macquarie Sports 1278	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.7	0.2	0.5	0.6	0.5	0.1	0.3	0.4	-0.1						
101.9 FOX FM	9.9	10.9	-1.0	9.6	10.0	-0.4	8.9	10.5	-1.6	10.8	12.0	-1.2	11.8	12.3	-0.5	7.5	8.9	-1.4	7.8	7.7	0.1						
GOLD104.3	12.1	10.0	2.1	9.5	8.0	1.5	12.6	10.3	2.3	14.5	12.3	2.2	12.6	10.5	2.1	11.5	8.2	3.3	11.9	9.2	2.7						
KIIS 101.1 FM	6.0	6.8	-0.8	5.8	7.2	-1.4	6.0	6.4	-0.4	6.6	6.6	0.0	6.2	7.6	-1.4	4.6	6.2	-1.6	5.2	6.3	-1.1						
105.1 TRIPLE M	6.2	6.4	-0.2	6.0	6.3	-0.3	6.4	6.2	0.2	6.8	7.1	-0.3	6.3	6.4	-0.1	4.7	5.0	-0.3	6.1	6.5	-0.4						
NOVA 100	7.1	7.1	0.0	8.6	8.6	0.0	4.5	4.7	-0.2	6.3	6.3	0.0	9.3	8.9	0.4	6.9	7.3	-0.4	7.4	7.3	0.1						
smoothfm 91.5	9.0	9.2	-0.2	7.5	6.9	0.6	9.7	9.9	-0.2	10.7	11.7	-1.0	9.0	9.0	0.0	7.8	7.7	0.1	9.9	10.2	-0.3						
ABC MEL	8.5	7.8	0.7	9.9	8.2	1.7	11.8	10.5	1.3	5.0	5.6	-0.6	6.5	7.1	-0.6	10.5	8.1	2.4	8.6	8.7	-0.1						
3RN	2.4	2.8	-0.4	3.7	4.8	-1.1	0.9	1.2	-0.3	1.7	1.3	0.4	2.4	2.8	-0.4	4.1	4.7	-0.6	2.7	3.2	-0.5						
ABC NEWS	1.2	1.3	-0.1	2.1	1.8	0.3	0.7	0.7	0.0	0.5	0.7	-0.2	0.8	1.3	-0.5	2.1	3.0	-0.9	1.2	1.6	-0.4						
3JJJ	4.0	4.6	-0.6	3.6	3.9	-0.3	3.6	4.3	-0.7	4.4	5.7	-1.3	4.7	5.1	-0.4	3.6	3.4	0.2	3.4	3.1	0.3						
ABC CLASSIC	3.1	2.1	1.0	2.6	2.1	0.5	3.4	2.4	1.0	3.5	1.9	1.6	2.9	1.8	1.1	2.6	2.3	0.3	4.0	2.6	1.4						



MELBOURNE RADIO - SURVEY 6 2019

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	350	399	-49	19	36	-17	13	28	-15	82	96	-14	103	121	-18	65	55	10	68	63	5
3AW	754	745	9	38	43	-5	33	12	21	57	47	10	174	159	15	175	162	13	277	322	-45
Macquarie Sports 1278	80	60	20	8	9	-1	5	4	1	21	19	2	11	5	6	18	11	7	16	11	5
101.9 FOX FM	1151	1178	-27	189	204	-15	206	201	5	444	430	14	206	234	-28	69	72	-3	36	36	0
GOLD104.3	1068	1016	52	95	113	-18	106	82	24	253	249	4	302	282	20	191	176	15	122	116	6
KIIS 101.1 FM	903	920	-17	165	167	-2	174	169	5	315	322	-7	187	195	-8	43	45	-2	20	22	-2
105.1 TRIPLE M	655	662	-7	77	81	-4	60	62	-2	230	214	16	182	181	1	72	106	-34	34	18	16
NOVA 100	1077	1036	41	220	210	10	174	183	-9	395	358	37	218	216	2	54	47	7	18	23	-5
smoothfm 91.5	989	1012	-23	97	102	-5	90	99	-9	240	235	5	225	223	2	146	144	2	191	208	-17
ABC MEL	645	667	-22	34	30	4	29	26	3	68	87	-19	131	153	-22	126	136	-10	258	235	23
3RN	226	234	-8	11	11	0	13	9	4	18	26	-8	54	57	-3	47	50	-3	83	81	2
ABC NEWS	216	223	-7	17	10	7	14	14	0	49	49	0	56	57	-1	35	41	-6	46	52	-6
3JJJ	512	504	8	48	45	3	118	114	4	245	259	-14	79	58	21	20	20	0	2	7	-5
ABC CLASSIC	259	236	23	8	8	0	15	8	7	44	51	-7	48	41	7	48	41	7	96	86	10
Total	4319	4319	0	438	437	1	486	485	1	1145	1144	1	992	995	-3	554	555	-1	705	703	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	307	332	-25	185	202	-17	143	149	-6	165	174	-9	162	183	-21	90	86	4	220	251	-31
3AW	717	710	7	541	540	1	413	424	-11	374	391	-17	345	354	-9	217	214	3	497	514	-17
Macquarie Sports 1278	70	47	23	22	16	6	14	8	6	34	21	13	25	21	4	30	20	10	29	30	-1
101.9 FOX FM	1040	1083	-43	622	646	-24	436	490	-54	549	613	-64	588	637	-49	267	299	-32	683	700	-17
GOLD104.3	953	909	44	532	494	38	459	426	33	539	521	18	525	514	11	260	226	34	677	589	88
KIIS 101.1 FM	800	824	-24	467	488	-21	305	336	-31	425	415	10	408	424	-16	206	245	-39	549	561	-12
105.1 TRIPLE M	551	569	-18	277	282	-5	209	188	21	264	277	-13	274	316	-42	151	140	11	415	398	17
NOVA 100	971	934	37	584	562	22	345	338	7	451	442	9	540	515	25	262	278	-16	680	640	40
smoothfm 91.5	894	905	-11	475	470	5	404	429	-25	492	509	-17	493	506	-13	230	226	4	642	647	-5
ABC MEL	576	587	-11	403	402	1	322	330	-8	255	275	-20	262	281	-19	182	171	11	427	436	-9
3RN	204	213	-9	130	149	-19	60	72	-12	79	88	-9	91	113	-22	77	82	-5	140	154	-14
ABC NEWS	186	192	-6	120	113	7	61	64	-3	61	61	0	64	66	-2	56	66	-10	114	130	-16
3JJJ	464	458	6	287	256	31	171	198	-27	211	227	-16	262	259	3	128	122	6	278	259	19
ABC CLASSIC	229	209	20	125	100	25	104	90	14	123	95	28	128	98	30	68	72	-4	158	131	27
Total	4228	4213	15	3448	3405	43	2609	2651	-42	2919	2904	15	3087	3146	-59	1800	1851	-51	3616	3587	29



MELBOURNE RADIO - SURVEY 6 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	20	24	-4	*	1	*	*	*	*	5	6	-1	7	9	-2	3	3	0	5	6	-1
3AW	74	80	-6	1	1	0	1	*	*	2	3	-1	14	13	1	19	14	5	38	49	-11
Macquarie Sports 1278	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*
101.9 FOX FM	50	54	-4	7	7	0	8	10	-2	19	19	0	11	13	-2	4	4	0	1	1	0
GOLD104.3	64	52	12	3	3	0	5	2	3	15	12	3	19	14	5	15	16	-1	8	5	3
KIIS 101.1 FM	31	36	-5	4	5	-1	6	7	-1	11	12	-1	8	8	0	2	3	-1	*	1	*
105.1 TRIPLE M	33	34	-1	2	2	0	2	2	0	9	11	-2	14	12	2	4	6	-2	2	1	1
NOVA 100	38	38	0	8	8	0	5	5	0	12	13	-1	9	7	2	3	3	0	1	1	0
smoothfm 91.5	49	50	-1	3	4	-1	2	2	0	8	8	0	10	10	0	10	9	1	17	17	0
ABC MEL	46	42	4	1	1	0	1	*	*	2	3	-1	6	6	0	9	11	-2	26	22	4
3RN	13	15	-2	*	*	*	*	*	*	*	1	*	2	3	-1	3	4	-1	8	6	2
ABC NEWS	6	7	-1	*	*	*	*	*	*	1	2	-1	2	1	1	1	2	-1	2	2	0
3JJJ	21	22	-1	1	1	0	5	6	-1	9	12	-3	4	2	2	1	1	0	*	*	*
ABC CLASSIC	17	12	5	*	*	*	*	*	*	1	1	0	2	1	1	3	2	1	11	7	4
Total	532	528	4	34	36	-2	41	39	2	113	121	-8	128	119	9	86	86	0	129	128	1

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	22	26	-4	36	40	-4	30	39	-9	24	30	-6	22	26	-4	4	3	1	16	19	-3
3AW	82	88	-6	147	158	-11	117	128	-11	78	83	-5	70	71	-1	25	30	-5	54	60	-6
Macquarie Sports 1278	2	1	1	1	1	0	1	1	0	2	1	1	4	1	3	1	1	0	1	2	-1
101.9 FOX FM	57	62	-5	81	85	-4	66	78	-12	70	79	-9	74	77	-3	13	16	-3	34	32	2
GOLD104.3	69	57	12	81	68	13	93	77	16	94	80	14	79	66	13	20	15	5	52	38	14
KIIS 101.1 FM	34	39	-5	49	61	-12	45	47	-2	43	43	0	39	48	-9	8	11	-3	23	26	-3
105.1 TRIPLE M	36	37	-1	51	54	-3	47	46	1	44	46	-2	39	40	-1	8	9	-1	27	27	0
NOVA 100	41	41	0	73	73	0	33	35	-2	41	41	0	58	55	3	12	13	-1	32	30	2
smoothfm 91.5	51	53	-2	64	59	5	72	74	-2	69	77	-8	56	56	0	13	14	-1	43	42	1
ABC MEL	49	45	4	84	70	14	87	78	9	33	37	-4	41	44	-3	18	15	3	38	36	2
3RN	14	16	-2	32	41	-9	7	9	-2	11	8	3	15	18	-3	7	9	-2	12	13	-1
ABC NEWS	7	8	-1	18	16	2	5	5	0	4	5	-1	5	8	-3	4	6	-2	5	6	-1
3JJJ	23	26	-3	31	33	-2	27	32	-5	29	37	-8	29	32	-3	6	6	0	15	13	2
ABC CLASSIC	17	12	5	22	18	4	25	17	8	23	12	11	18	12	6	5	4	1	17	11	6
Total	570	573	-3	848	851	-3	739	743	-4	651	653	-2	628	625	3	173	182	-9	438	415	23