



MELBOURNE RADIO - SURVEY 3 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	3.3	2.9	0.4	1.9	1.0	0.9	0.6	0.6	0.0	3.7	3.0	0.7	3.7	4.0	-0.3	3.9	3.3	0.6	3.7	2.9	0.8
3AW	15.1	15.2	-0.1	1.2	1.0	0.2	1.1	0.2	0.9	2.7	3.2	-0.5	9.3	10.0	-0.7	24.6	25.1	-0.5	35.2	34.1	1.1
Macquarie Sports 1278	0.3	0.4	-0.1	0.5	0.4	0.1	*	*	*	0.2	*	*	0.6	0.7	-0.1	0.2	0.3	-0.1	0.3	0.5	-0.2
101.9 FOX FM	9.0	9.6	-0.6	16.3	17.9	-1.6	17.7	20.3	-2.6	17.8	17.5	0.3	8.2	8.9	-0.7	3.7	4.7	-1.0	0.5	0.5	0.0
GOLD104.3	9.9	10.1	-0.2	7.6	6.9	0.7	6.1	7.0	-0.9	8.3	6.6	1.7	16.3	18.4	-2.1	13.5	11.4	2.1	4.4	5.7	-1.3
KIIS 101.1 FM	5.7	4.8	0.9	13.1	11.6	1.5	12.0	12.7	-0.7	9.5	8.5	1.0	4.9	2.3	2.6	2.1	1.8	0.3	1.1	1.2	-0.1
105.1 TRIPLE M	6.9	6.9	0.0	6.7	9.4	-2.7	6.9	5.7	1.2	7.6	7.0	0.6	11.7	12.2	-0.5	7.7	7.4	0.3	0.7	0.9	-0.2
NOVA 100	7.5	7.3	0.2	23.0	19.9	3.1	12.1	12.0	0.1	10.0	9.6	0.4	8.8	9.2	-0.4	2.9	3.1	-0.2	0.5	0.4	0.1
smoothfm 91.5	10.3	11.0	-0.7	7.7	9.2	-1.5	5.5	6.7	-1.2	8.9	8.2	0.7	8.4	10.8	-2.4	13.1	12.6	0.5	14.4	14.9	-0.5
ABC MEL	8.2	7.8	0.4	2.0	2.7	-0.7	0.4	0.9	-0.5	3.1	2.4	0.7	4.7	3.8	0.9	10.4	12.0	-1.6	19.4	18.1	1.3
3RN	2.5	3.0	-0.5	0.7	0.1	0.6	*	4.1	*	0.6	0.7	-0.1	1.3	1.8	-0.5	5.5	5.7	-0.2	5.1	4.8	0.3
ABC NEWS	1.3	1.3	0.0	1.1	1.4	-0.3	0.3	0.5	-0.2	1.5	1.4	0.1	1.1	0.6	0.5	2.3	2.6	-0.3	1.3	1.3	0.0
3JJJ	4.7	5.1	-0.4	5.0	5.4	-0.4	15.2	15.3	-0.1	9.4	12.4	-3.0	3.9	2.9	1.0	0.7	0.5	0.2	0.1	0.1	0.0
ABC CLASSIC	2.8	2.8	0.0	0.2	0.5	-0.3	0.6	0.1	0.5	3.8	3.1	0.7	1.5	1.7	-0.2	2.1	2.2	-0.1	5.3	5.8	-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-12mn	+/-	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	+/-	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	+/-	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	+/-	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	+/-	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	+/-	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	+/-
SEN	3.4	3.1	0.3	4.0	3.4	0.6	3.5	3.0	0.5	3.0	2.9	0.1	2.9	2.7	0.2	3.6	4.0	-0.4	3.1	2.2	0.9
3AW	15.7	15.8	-0.1	19.1	19.5	-0.4	17.7	16.2	1.5	11.9	11.7	0.2	12.1	12.7	-0.6	17.5	20.2	-2.7	13.2	13.1	0.1
Macquarie Sports 1278	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	0.3	0.4	-0.1	1.2	1.1	0.1	0.6	0.6	0.0	0.2	0.2	0.0
101.9 FOX FM	9.4	9.9	-0.5	8.9	8.7	0.2	9.2	8.9	0.3	11.0	11.9	-0.9	9.7	10.6	-0.9	6.9	8.5	-1.6	7.6	8.8	-1.2
GOLD104.3	9.9	10.0	-0.1	7.7	7.3	0.4	10.4	11.3	-0.9	12.5	12.9	-0.4	10.6	10.2	0.4	7.5	6.4	1.1	9.9	10.5	-0.6
KIIS 101.1 FM	5.8	4.8	1.0	5.2	4.9	0.3	5.3	3.8	1.5	6.6	4.8	1.8	6.3	6.3	0.0	5.4	4.0	1.4	5.5	4.7	0.8
105.1 TRIPLE M	6.9	7.2	-0.3	7.3	8.1	-0.8	6.2	6.2	0.0	6.8	7.1	-0.3	7.7	8.1	-0.4	5.8	5.4	0.4	6.9	5.9	1.0
NOVA 100	7.8	7.4	0.4	7.8	7.6	0.2	7.1	6.2	0.9	8.1	7.3	0.8	8.6	8.5	0.1	6.8	7.4	-0.6	6.4	6.9	-0.5
smoothfm 91.5	10.0	10.7	-0.7	8.9	9.5	-0.6	10.6	12.4	-1.8	11.5	11.9	-0.4	9.8	9.6	0.2	8.8	9.6	-0.8	11.4	12.1	-0.7
ABC MEL	8.1	8.0	0.1	9.7	8.6	1.1	10.4	11.0	-0.6	5.2	5.7	-0.5	6.6	6.8	-0.2	8.1	8.2	-0.1	8.6	7.1	1.5
3RN	2.4	2.8	-0.4	4.1	4.4	-0.3	1.3	1.8	-0.5	1.3	1.8	-0.5	2.2	2.7	-0.5	3.1	3.4	-0.3	3.1	3.5	-0.4
ABC NEWS	1.2	1.1	0.1	1.6	1.5	0.1	0.6	0.7	-0.1	0.7	0.7	0.0	1.5	1.1	0.4	2.4	2.3	0.1	1.7	1.7	0.0
3JJJ	5.0	5.4	-0.4	5.2	5.6	-0.4	4.7	5.5	-0.8	4.8	5.5	-0.7	5.9	5.7	0.2	3.5	3.3	0.2	3.7	4.0	-0.3
ABC CLASSIC	2.6	2.8	-0.2	2.1	2.2	-0.1	2.4	2.9	-0.5	3.1	2.9	0.2	2.8	2.9	-0.1	3.3	3.5	-0.2	3.4	3.0	0.4



MELBOURNE RADIO - SURVEY 3 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	306	260	46	35	21	14	10	14	-4	71	52	19	89	89	0	40	43	-3	60	42	18
3AW	687	650	37	30	24	6	27	10	17	57	54	3	151	125	26	139	149	-10	284	290	-6
Macquarie Sports 1278	56	48	8	8	4	4	2	2	0	13	7	6	16	15	1	7	5	2	10	15	-5
101.9 FOX FM	1130	1074	56	192	175	17	202	189	13	428	395	33	224	213	11	72	87	-15	11	15	-4
GOLD104.3	1040	1027	13	93	83	10	92	103	-11	242	226	16	335	339	-4	167	156	11	112	120	-8
KIIS 101.1 FM	917	819	98	179	160	19	165	171	-6	322	299	23	173	123	50	56	48	8	21	17	4
105.1 TRIPLE M	726	673	53	85	93	-8	85	83	2	207	173	34	218	206	12	107	90	17	24	29	-5
NOVA 100	1018	931	87	193	180	13	182	174	8	340	320	20	234	199	35	51	42	9	18	17	1
smoothfm 91.5	972	996	-24	83	77	6	84	101	-17	224	221	3	235	245	-10	156	156	0	191	196	-5
ABC MEL	643	633	10	25	23	2	12	23	-11	79	69	10	123	133	-10	143	133	10	263	251	12
3RN	200	226	-26	5	2	3	*	8	*	28	26	2	33	42	-9	63	70	-7	70	78	-8
ABC NEWS	203	203	0	19	21	-2	8	15	-7	44	37	7	33	39	-6	53	45	8	46	46	0
3JJJ	515	550	-35	53	56	-3	126	149	-23	210	217	-7	89	94	-5	32	26	6	5	8	-3
ABC CLASSIC	217	209	8	7	7	0	12	5	7	49	36	13	28	42	-14	42	35	7	78	84	-6
Total	4313	4313	0	434	438	-4	489	495	-6	1137	1131	6	991	984	7	555	559	-4	706	707	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 4554]

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	266	227	39	169	146	23	119	112	7	120	110	10	129	110	19	69	54	15	164	140	24
3AW	652	625	27	493	487	6	406	395	11	367	373	-6	334	363	-29	212	240	-28	442	451	-9
Macquarie Sports 1278	53	42	11	11	12	-1	12	12	0	25	23	2	32	33	-1	18	14	4	14	13	1
101.9 FOX FM	1024	986	38	610	586	24	480	421	59	586	581	5	543	556	-13	291	300	-9	645	634	11
GOLD104.3	908	901	7	472	462	10	436	420	16	453	477	-24	499	484	15	253	238	15	636	629	7
KIIS 101.1 FM	814	736	78	461	401	60	307	277	30	423	378	45	398	375	23	234	187	47	539	449	90
105.1 TRIPLE M	614	601	13	343	354	-11	252	233	19	276	277	-1	338	353	-15	180	155	25	416	381	35
NOVA 100	930	854	76	515	511	4	372	320	52	479	420	59	519	502	17	272	250	22	572	543	29
smoothfm 91.5	867	873	-6	466	504	-38	416	438	-22	498	505	-7	464	486	-22	276	278	-2	641	678	-37
ABC MEL	581	584	-3	395	369	26	335	305	30	272	262	10	267	253	14	183	192	-9	427	380	47
3RN	189	201	-12	135	146	-11	59	83	-24	72	83	-11	78	93	-15	64	69	-5	134	155	-21
ABC NEWS	175	172	3	95	98	-3	60	63	-3	66	53	13	77	49	28	56	55	1	121	131	-10
3JJJ	469	488	-19	269	306	-37	193	199	-6	221	255	-34	275	267	8	146	137	9	294	328	-34
ABC CLASSIC	185	177	8	97	97	0	81	96	-15	107	101	6	89	84	5	62	63	-1	147	139	8
Total	4205	4196	9	3349	3376	-27	2715	2607	108	2885	2920	-35	3038	3071	-33	1888	1842	46	3592	3601	-9



MELBOURNE RADIO - SURVEY 3 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	17	15	2	1	*	*	*	*	*	4	3	1	5	5	0	3	3	0	4	4	0
3AW	77	79	-2	*	*	*	*	*	*	3	3	0	12	13	-1	19	20	-1	43	42	1
Macquarie Sports 1278	2	2	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	*	1	*
101.9 FOX FM	46	50	-4	6	6	0	8	10	-2	19	19	0	10	11	-1	3	4	-1	1	1	0
GOLD104.3	51	53	-2	3	2	1	3	3	0	9	7	2	21	24	-3	11	9	2	5	7	-2
KIIS 101.1 FM	29	25	4	5	4	1	5	6	-1	10	9	1	6	3	3	2	1	1	1	1	0
105.1 TRIPLE M	35	36	-1	2	3	-1	3	3	0	8	7	1	15	16	-1	6	6	0	1	1	0
NOVA 100	38	38	0	8	7	1	5	6	-1	11	10	1	11	12	-1	2	2	0	1	1	0
smoothfm 91.5	53	58	-5	3	3	0	2	3	-1	10	9	1	11	14	-3	10	10	0	17	18	-1
ABC MEL	42	41	1	1	1	0	*	*	*	3	3	0	6	5	1	8	10	-2	23	22	1
3RN	13	16	-3	*	*	*	*	2	*	1	1	0	2	2	0	4	5	-1	6	6	0
ABC NEWS	7	7	0	*	1	*	*	*	*	2	1	1	1	1	0	2	2	0	2	2	0
3JJJ	24	26	-2	2	2	0	7	7	0	10	13	-3	5	4	1	1	*	*	*	*	*
ABC CLASSIC	14	15	-1	*	*	*	*	*	*	4	3	1	2	2	0	2	2	0	6	7	-1
Total	512	522	-10	35	36	-1	44	47	-3	107	106	1	127	128	-1	78	81	-3	121	124	-3

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
SEN	19	18	1	32	28	4	26	22	4	19	19	0	17	16	1	7	7	0	13	9	4
3AW	87	89	-2	154	164	-10	131	119	12	76	76	0	70	77	-7	33	37	-4	53	54	-1
Macquarie Sports 1278	2	2	0	*	1	*	1	2	-1	2	3	-1	7	7	0	1	1	0	1	1	0
101.9 FOX FM	52	56	-4	71	73	-2	69	66	3	70	78	-8	56	64	-8	13	16	-3	31	36	-5
GOLD104.3	55	56	-1	62	61	1	77	83	-6	80	84	-4	61	62	-1	14	12	2	40	43	-3
KIIS 101.1 FM	32	27	5	42	41	1	39	28	11	42	31	11	36	38	-2	10	7	3	22	19	3
105.1 TRIPLE M	38	41	-3	59	68	-9	46	46	0	43	46	-3	45	49	-4	11	10	1	28	24	4
NOVA 100	43	42	1	63	64	-1	52	45	7	52	47	5	50	51	-1	13	14	-1	26	28	-2
smoothfm 91.5	56	61	-5	71	80	-9	79	91	-12	73	77	-4	57	58	-1	17	18	-1	46	50	-4
ABC MEL	45	46	-1	78	73	5	78	81	-3	33	37	-4	38	41	-3	15	15	0	34	29	5
3RN	13	16	-3	33	37	-4	10	14	-4	8	12	-4	13	16	-3	6	6	0	12	14	-2
ABC NEWS	7	6	1	13	13	0	5	5	0	4	5	-1	9	7	2	5	4	1	7	7	0
3JJJ	28	30	-2	42	47	-5	35	40	-5	31	36	-5	34	35	-1	7	6	1	15	16	-1
ABC CLASSIC	15	16	-1	17	19	-2	18	21	-3	20	19	1	16	18	-2	6	6	0	14	12	2
Total	555	567	-12	804	841	-37	743	734	9	638	650	-12	578	606	-28	189	184	5	402	411	-9