



MELBOURNE RADIO - SURVEY 8 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	3.6	3.1	0.5	1.4	0.8	0.6	1.5	1.4	0.1	2.9	2.7	0.2	7.0	4.8	2.2	3.1	3.9	-0.8	2.3	2.3	0.0
3AW	15.6	15.2	0.4	1.1	1.4	-0.3	0.4	2.1	-1.7	2.1	1.4	0.7	11.8	11.8	0.0	24.4	23.5	0.9	35.5	32.9	2.6
Macquarie Sports 1278	0.4	0.4	0.0	0.6	0.5	0.1	1.2	1.0	0.2	0.5	0.6	-0.1	0.1	0.1	0.0	0.1	0.6	-0.5	0.4	0.1	0.3
101.9 FOX FM	7.3	8.6	-1.3	14.4	20.0	-5.6	16.2	17.0	-0.8	11.6	14.5	-2.9	7.5	8.6	-1.1	3.8	4.3	-0.5	0.4	0.9	-0.5
GOLD104.3	11.0	12.5	-1.5	10.8	10.6	0.2	8.7	12.6	-3.9	11.3	15.6	-4.3	17.6	17.3	0.3	11.2	12.6	-1.4	3.8	5.2	-1.4
KIIS 101.1 FM	5.7	5.5	0.2	12.8	10.6	2.2	14.6	13.6	1.0	10.5	9.9	0.6	4.0	4.4	-0.4	2.8	3.4	-0.6	0.2	0.3	-0.1
105.1 TRIPLE M	6.8	6.5	0.3	8.2	7.3	0.9	7.2	7.3	-0.1	9.3	8.1	1.2	8.8	9.4	-0.6	7.7	6.1	1.6	1.1	1.9	-0.8
NOVA 100	7.2	7.1	0.1	21.1	20.6	0.5	12.8	8.9	3.9	10.0	11.4	-1.4	7.9	8.1	-0.2	4.0	3.5	0.5	0.3	0.6	-0.3
smoothfm 91.5	8.5	9.1	-0.6	6.7	6.1	0.6	6.4	6.2	0.2	7.8	8.0	-0.2	6.0	8.0	-2.0	14.0	12.4	1.6	9.2	10.5	-1.3
ABC MEL	9.3	9.2	0.1	1.9	1.8	0.1	0.6	2.4	-1.8	2.3	2.3	0.0	8.0	6.2	1.8	9.3	10.5	-1.2	22.2	21.7	0.5
3RN	3.0	2.6	0.4	0.9	0.4	0.5	0.1	0.9	-0.8	0.9	0.9	0.0	2.8	1.9	0.9	3.9	3.1	0.8	6.1	5.7	0.4
ABC NEWS	1.9	1.7	0.2	1.6	1.2	0.4	3.9	3.3	0.6	1.8	1.0	0.8	1.1	0.9	0.2	2.5	2.2	0.3	1.9	2.5	-0.6
3JJJ	5.0	3.9	1.1	4.2	3.8	0.4	12.3	12.3	0.0	11.4	8.8	2.6	3.4	2.7	0.7	3.3	1.3	2.0	0.1	*	*
ABC CLASSIC	2.5	2.9	-0.4	1.8	0.6	1.2	1.2	0.3	0.9	1.3	0.8	0.5	1.2	1.4	-0.2	0.6	2.6	-2.0	7.0	8.0	-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	3.8	3.2	0.6	3.7	3.8	-0.1	4.1	3.2	0.9	4.0	2.9	1.1	4.1	3.3	0.8	2.1	2.1	0.0	3.0	2.6	0.4						
3AW	15.8	15.6	0.2	20.2	20.6	-0.4	16.8	15.8	1.0	13.5	12.2	1.3	12.2	12.3	-0.1	12.4	14.7	-2.3	14.9	13.8	1.1						
Macquarie Sports 1278	0.4	0.4	0.0	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.5	-0.1	1.2	1.2	0.0	0.4	0.3	0.1	0.2	0.2	0.0						
101.9 FOX FM	7.6	9.0	-1.4	6.7	8.7	-2.0	7.2	7.9	-0.7	8.7	9.9	-1.2	8.7	10.5	-1.8	5.9	6.7	-0.8	6.1	7.5	-1.4						
GOLD104.3	11.1	12.6	-1.5	7.8	9.1	-1.3	13.0	14.1	-1.1	15.1	16.8	-1.7	9.5	11.2	-1.7	9.0	10.6	-1.6	10.4	12.2	-1.8						
KIIS 101.1 FM	5.8	5.6	0.2	6.4	5.4	1.0	4.1	4.9	-0.8	5.8	5.8	0.0	6.8	6.7	0.1	5.4	4.9	0.5	5.5	5.2	0.3						
105.1 TRIPLE M	7.5	6.8	0.7	7.0	5.5	1.5	8.5	7.7	0.8	8.2	8.2	0.0	7.6	7.1	0.5	3.7	3.8	-0.1	4.5	5.3	-0.8						
NOVA 100	7.1	7.1	0.0	8.2	8.1	0.1	5.2	4.7	0.5	6.2	6.6	-0.4	9.1	9.0	0.1	7.3	6.9	0.4	7.5	7.3	0.2						
smoothfm 91.5	8.2	8.9	-0.7	6.7	7.6	-0.9	8.9	9.7	-0.8	9.6	10.3	-0.7	7.3	8.3	-1.0	9.6	8.5	1.1	9.5	9.6	-0.1						
ABC MEL	9.2	9.4	-0.2	10.6	10.4	0.2	11.5	13.2	-1.7	5.6	5.3	0.3	8.2	7.8	0.4	12.1	12.1	0.0	9.4	8.6	0.8						
3RN	2.7	2.3	0.4	4.7	3.6	1.1	1.1	1.0	0.1	1.5	1.6	-0.1	3.0	2.3	0.7	3.6	3.7	-0.1	4.0	3.6	0.4						
ABC NEWS	1.8	1.7	0.1	2.6	2.8	-0.2	1.2	1.2	0.0	1.1	0.8	0.3	1.1	0.8	0.3	4.0	3.4	0.6	2.3	2.0	0.3						
3JJJ	5.3	4.0	1.3	4.7	3.9	0.8	4.7	3.3	1.4	6.0	4.1	1.9	5.9	5.1	0.8	5.3	4.2	1.1	4.2	3.6	0.6						
ABC CLASSIC	2.3	2.6	-0.3	2.3	2.4	-0.1	2.3	2.7	-0.4	1.9	2.8	-0.9	2.2	2.3	-0.1	3.5	3.2	0.3	3.3	4.0	-0.7						



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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	290	303	-13	25	14	11	20	20	0	58	68	-10	101	92	9	39	56	-17	47	54	-7
3AW	717	739	-22	26	31	-5	16	36	-20	56	58	-2	164	163	1	169	177	-8	286	274	12
Macquarie Sports 1278	72	80	-8	12	12	0	6	5	1	27	28	-1	13	10	3	6	11	-5	9	13	-4
101.9 FOX FM	992	1072	-80	154	169	-15	191	199	-8	373	434	-61	192	186	6	64	62	2	19	23	-4
GOLD104.3	1085	1105	-20	84	89	-5	84	105	-21	290	267	23	361	365	-4	151	172	-21	115	106	9
KIIS 101.1 FM	906	931	-25	158	163	-5	183	180	3	324	337	-13	187	184	3	45	52	-7	8	16	-8
105.1 TRIPLE M	645	641	4	74	77	-3	68	67	1	183	190	-7	217	207	10	68	57	11	36	44	-8
NOVA 100	1069	1069	0	241	228	13	152	140	12	377	409	-32	231	217	14	51	62	-11	17	15	2
smoothfm 91.5	884	921	-37	85	94	-9	80	64	16	226	242	-16	180	199	-19	155	146	9	158	177	-19
ABC MEL	694	663	31	30	26	4	18	23	-5	90	86	4	143	134	9	127	117	10	287	278	9
3RN	278	252	26	7	10	-3	5	11	-6	32	29	3	73	58	15	53	46	7	107	97	10
ABC NEWS	252	231	21	28	22	6	31	22	9	56	47	9	46	39	7	39	39	0	52	62	-10
3JJJ	564	516	48	56	49	7	133	125	8	260	235	25	77	84	-7	33	22	11	5	3	2
ABC CLASSIC	244	220	24	15	9	6	19	8	11	47	27	20	57	49	8	22	37	-15	85	90	-5
Total	4320	4322	-2	434	435	-1	484	480	4	1146	1154	-8	991	988	3	556	555	1	708	709	-1

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	258	268	-10	170	169	1	120	133	-13	140	150	-10	158	148	10	52	67	-15	181	188	-7
3AW	697	715	-18	549	568	-19	427	415	12	445	418	27	401	389	12	169	204	-35	490	502	-12
Macquarie Sports 1278	55	68	-13	16	24	-8	11	20	-9	23	33	-10	30	32	-2	12	18	-6	30	29	1
101.9 FOX FM	882	967	-85	526	596	-70	345	379	-34	455	514	-59	474	520	-46	218	225	-7	569	655	-86
GOLD104.3	956	983	-27	484	543	-59	454	466	-12	540	560	-20	505	502	3	242	241	1	654	711	-57
KIIS 101.1 FM	814	825	-11	483	475	8	277	296	-19	376	409	-33	446	453	-7	185	180	5	547	571	-24
105.1 TRIPLE M	589	559	30	335	312	23	276	268	8	298	288	10	318	286	32	121	128	-7	308	376	-68
NOVA 100	954	966	-12	602	580	22	324	337	-13	466	446	20	522	521	1	253	244	9	621	622	-1
smoothfm 91.5	794	829	-35	445	450	-5	389	397	-8	418	431	-13	403	425	-22	222	213	9	562	572	-10
ABC MEL	622	607	15	441	425	16	330	355	-25	298	293	5	274	258	16	190	194	-4	431	415	16
3RN	252	218	34	169	136	33	99	82	17	103	73	30	114	93	21	81	83	-2	189	167	22
ABC NEWS	224	195	29	140	131	9	69	65	4	66	57	9	79	65	14	77	72	5	161	151	10
3JJJ	502	451	51	296	288	8	195	158	37	242	203	39	299	265	34	161	147	14	347	307	40
ABC CLASSIC	211	186	25	119	111	8	110	93	17	89	98	-9	98	101	-3	73	60	13	152	145	7
Total	4207	4212	-5	3407	3438	-31	2628	2630	-2	2912	2920	-8	3056	2980	76	1666	1670	-4	3528	3567	-39



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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	19	17	2	*	*	*	1	1	0	3	3	0	10	6	4	3	3	0	3	3	0
3AW	83	82	1	*	*	*	*	1	*	2	2	0	16	16	0	21	21	0	43	42	1
Macquarie Sports 1278	2	2	0	*	*	*	*	*	*	1	1	0	*	*	*	*	1	*	1	*	*
101.9 FOX FM	39	46	-7	5	7	-2	6	7	-1	13	16	-3	10	11	-1	3	4	-1	*	1	*
GOLD104.3	58	67	-9	4	4	0	3	5	-2	13	17	-4	24	23	1	10	11	-1	5	7	-2
KIIS 101.1 FM	30	30	0	4	4	0	6	6	0	12	11	1	6	6	0	2	3	-1	*	*	*
105.1 TRIPLE M	36	35	1	3	2	1	3	3	0	11	9	2	12	12	0	7	5	2	1	2	-1
NOVA 100	38	38	0	7	7	0	5	4	1	11	13	-2	11	11	0	3	3	0	*	1	*
smoothfm 91.5	45	49	-4	2	2	0	2	3	-1	9	9	0	8	11	-3	12	11	1	11	13	-2
ABC MEL	49	50	-1	1	1	0	*	1	*	3	3	0	11	8	3	8	9	-1	27	28	-1
3RN	16	14	2	*	*	*	*	*	*	1	1	0	4	3	1	3	3	0	7	7	0
ABC NEWS	10	9	1	1	*	*	2	1	1	2	1	1	1	1	0	2	2	0	2	3	-1
3JJJ	27	21	6	1	1	0	5	5	0	13	10	3	5	4	1	3	1	2	*	*	*
ABC CLASSIC	13	16	-3	1	*	*	*	*	*	1	1	0	2	2	0	1	2	-1	8	10	-2
Total	532	537	-5	35	34	1	39	43	-4	115	110	5	136	133	3	86	90	-4	121	128	-7

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	19	3	33	34	-1	32	24	8	26	20	6	26	21	5	4	4	0	12	11	1
3AW	92	91	1	179	185	-6	129	122	7	90	81	9	76	76	0	21	24	-3	60	58	2
Macquarie Sports 1278	2	3	-1	1	2	-1	2	1	1	2	3	-1	8	7	1	1	*	*	1	1	0
101.9 FOX FM	44	52	-8	60	78	-18	56	61	-5	58	66	-8	54	65	-11	10	11	-1	25	32	-7
GOLD104.3	65	73	-8	69	82	-13	100	109	-9	101	112	-11	59	70	-11	16	17	-1	42	52	-10
KIIS 101.1 FM	34	33	1	57	49	8	31	38	-7	38	39	-1	42	41	1	9	8	1	22	22	0
105.1 TRIPLE M	44	40	4	62	50	12	65	60	5	55	55	0	47	44	3	6	6	0	18	23	-5
NOVA 100	42	41	1	73	73	0	40	36	4	41	44	-3	56	56	0	13	11	2	30	31	-1
smoothfm 91.5	48	52	-4	59	68	-9	68	75	-7	64	69	-5	45	52	-7	17	14	3	38	40	-2
ABC MEL	54	55	-1	94	93	1	89	102	-13	37	35	2	51	48	3	21	20	1	38	36	2
3RN	16	14	2	42	32	10	8	8	0	10	11	-1	19	14	5	6	6	0	16	15	1
ABC NEWS	10	10	0	23	25	-2	9	9	0	7	5	2	7	5	2	7	6	1	9	8	1
3JJJ	31	23	8	42	35	7	36	25	11	40	27	13	36	31	5	9	7	2	17	15	2
ABC CLASSIC	13	15	-2	20	21	-1	18	21	-3	12	19	-7	13	14	-1	6	5	1	13	17	-4
Total	584	584	0	887	896	-9	769	771	-2	667	667	0	620	620	0	173	165	8	401	422	-21