



MELBOURNE RADIO - SURVEY 1 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	2.4	3.1	-0.7	0.1	2.4	-2.3	0.5	1.3	-0.8	2.4	1.9	0.5	3.1	4.4	-1.3	4.8	3.5	1.3	1.7	3.4	-1.7
3AW	14.4	14.8	-0.4	1.8	3.1	-1.3	1.1	2.7	-1.6	3.0	2.6	0.4	7.5	8.6	-1.1	20.7	19.5	1.2	35.9	36.2	-0.3
Macquarie Sports 1278	0.3	0.1	0.2	0.6	0.2	0.4	0.2	*	*	*	0.1	*	0.5	0.1	0.4	0.3	0.1	0.2	0.2	0.1	0.1
101.9 FOX FM	10.4	9.6	0.8	20.0	19.4	0.6	20.8	18.3	2.5	17.2	16.4	0.8	10.8	9.2	1.6	5.3	6.3	-1.0	0.6	0.8	-0.2
GOLD104.3	9.4	9.7	-0.3	6.6	7.0	-0.4	6.0	8.6	-2.6	6.4	7.1	-0.7	17.0	13.7	3.3	12.4	13.7	-1.3	4.4	6.4	-2.0
KIIS 101.1 FM	4.8	6.1	-1.3	11.4	12.0	-0.6	11.5	13.2	-1.7	8.2	10.1	-1.9	3.0	6.3	-3.3	2.7	3.7	-1.0	0.6	0.2	0.4
105.1 TRIPLE M	7.6	6.8	0.8	7.7	7.6	0.1	8.6	6.2	2.4	7.5	8.2	-0.7	12.4	10.7	1.7	8.0	7.6	0.4	2.3	1.0	1.3
NOVA 100	7.3	7.5	-0.2	21.8	21.3	0.5	11.6	11.3	0.3	10.4	14.0	-3.6	8.4	7.3	1.1	3.3	2.3	1.0	0.4	0.7	-0.3
smoothfm 91.5	9.7	10.6	-0.9	6.1	5.8	0.3	4.8	6.5	-1.7	9.5	8.3	1.2	10.3	11.9	-1.6	12.2	12.4	-0.2	10.3	12.9	-2.6
ABC MEL	8.9	9.0	-0.1	2.1	1.0	1.1	1.0	1.7	-0.7	1.6	3.5	-1.9	5.8	5.1	0.7	12.5	13.0	-0.5	21.1	20.1	1.0
3RN	3.1	2.6	0.5	0.2	0.1	0.1	4.6	*	*	0.6	1.0	-0.4	2.5	1.6	0.9	4.1	4.5	-0.4	5.5	5.3	0.2
ABC NEWS	1.3	1.1	0.2	0.9	0.7	0.2	0.7	1.4	-0.7	0.8	0.6	0.2	0.9	0.7	0.2	1.9	2.2	-0.3	2.2	1.1	1.1
3JJJ	6.3	5.4	0.9	6.2	5.3	0.9	13.7	14.0	-0.3	15.8	11.4	4.4	4.7	5.1	-0.4	1.5	2.1	-0.6	0.1	*	*
ABC CLASSIC	2.2	2.1	0.1	0.7	1.1	-0.4	0.1	0.6	-0.5	0.6	1.3	-0.7	0.8	1.6	-0.8	1.5	1.5	0.0	6.7	4.4	2.3

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	2.6	3.4	-0.8	2.9	3.5	-0.6	2.2	3.5	-1.3	2.5	3.8	-1.3	2.6	3.3	-0.7	3.4	1.5	1.9	1.8	2.4	-0.6
3AW	14.7	15.2	-0.5	19.9	19.4	0.5	14.0	16.1	-2.1	10.4	11.2	-0.8	10.8	11.0	-0.2	19.1	18.3	0.8	13.5	13.5	0.0
Macquarie Sports 1278	0.3	0.1	0.2	0.2	*	*	0.3	*	*	0.2	0.2	0.0	0.5	0.2	0.3	0.5	*	*	0.2	0.1	0.1
101.9 FOX FM	10.6	9.8	0.8	10.2	9.5	0.7	10.4	9.3	1.1	11.6	10.9	0.7	11.5	11.0	0.5	7.7	6.3	1.4	9.5	9.0	0.5
GOLD104.3	9.2	9.7	-0.5	6.8	8.4	-1.6	10.4	10.0	0.4	12.0	11.6	0.4	9.2	9.8	-0.6	6.5	7.5	-1.0	10.1	10.0	0.1
KIIS 101.1 FM	4.9	6.0	-1.1	4.9	5.7	-0.8	3.6	5.3	-1.7	4.7	6.3	-1.6	6.7	6.2	0.5	4.4	6.8	-2.4	4.4	6.7	-2.3
105.1 TRIPLE M	8.4	7.4	1.0	8.4	8.3	0.1	7.8	6.3	1.5	9.5	8.4	1.1	9.2	7.3	1.9	4.3	5.1	-0.8	5.2	4.6	0.6
NOVA 100	7.3	7.4	-0.1	7.5	7.2	0.3	5.7	5.1	0.6	6.6	7.5	-0.9	9.5	9.8	-0.3	8.0	8.4	-0.4	7.5	8.1	-0.6
smoothfm 91.5	9.2	10.4	-1.2	7.8	8.9	-1.1	10.3	11.5	-1.2	10.8	11.7	-0.9	8.0	10.2	-2.2	9.2	9.4	-0.2	11.1	11.4	-0.3
ABC MEL	9.3	9.3	0.0	10.1	10.0	0.1	12.2	12.1	0.1	6.2	6.5	-0.3	7.9	8.6	-0.7	11.5	8.7	2.8	7.7	8.3	-0.6
3RN	2.9	2.5	0.4	4.6	4.0	0.6	1.6	1.4	0.2	2.1	1.5	0.6	2.7	2.3	0.4	3.2	3.5	-0.3	3.6	2.8	0.8
ABC NEWS	1.3	1.1	0.2	1.6	1.6	0.0	1.1	1.0	0.1	0.8	0.7	0.1	1.0	0.6	0.4	2.4	1.5	0.9	1.5	1.0	0.5
3JJJ	6.3	5.6	0.7	5.6	4.4	1.2	7.2	6.1	1.1	7.5	6.4	1.1	5.6	6.0	-0.4	4.0	5.2	-1.2	6.6	5.0	1.6
ABC CLASSIC	2.2	1.9	0.3	1.7	1.7	0.0	2.5	1.7	0.8	2.3	1.7	0.6	2.6	2.2	0.4	1.6	3.1	-1.5	2.3	2.6	-0.3

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



MELBOURNE RADIO - SURVEY 1 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	233	258	-25	5	16	-11	13	11	2	43	55	-12	80	80	0	50	43	7	42	53	-11
3AW	647	681	-34	26	25	1	15	15	0	50	43	7	100	129	-29	150	158	-8	307	311	-4
Macquarie Sports 1278	39	24	15	5	3	2	4	*	*	2	9	-7	12	9	3	4	1	3	12	1	11
101.9 FOX FM	1149	1139	10	183	186	-3	227	217	10	407	443	-36	230	213	17	80	57	23	21	23	-2
GOLD104.3	1039	985	54	93	77	16	101	93	8	223	226	-3	354	304	50	164	168	-4	104	117	-13
KIIS 101.1 FM	828	894	-66	160	146	14	168	174	-6	293	346	-53	137	167	-30	56	52	4	14	8	6
105.1 TRIPLE M	625	575	50	81	69	12	79	59	20	161	187	-26	202	168	34	64	75	-11	38	19	19
NOVA 100	1029	1009	20	215	194	21	174	179	-5	351	380	-29	215	199	16	58	42	16	15	15	0
smoothfm 91.5	996	920	76	69	65	4	93	73	20	240	216	24	249	230	19	161	154	7	184	182	2
ABC MEL	696	646	50	35	16	19	20	23	-3	61	69	-8	169	137	32	135	141	-6	277	259	18
3RN	272	225	47	7	3	4	18	3	15	26	32	-6	67	52	15	60	47	13	94	87	7
ABC NEWS	223	199	24	20	9	11	19	34	-15	35	26	9	50	46	4	39	44	-5	61	41	20
3JJJ	624	501	123	67	49	18	129	101	28	265	229	36	122	96	26	28	24	4	13	2	11
ABC CLASSIC	203	195	8	10	15	-5	3	9	-6	22	31	-9	43	43	0	17	24	-7	108	72	36
Total	4313	4224	89	439	422	17	501	491	10	1138	1095	43	978	984	-6	555	547	8	701	685	16

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	206	229	-23	127	136	-9	89	108	-19	104	143	-39	115	115	0	55	47	8	128	150	-22
3AW	624	650	-26	491	533	-42	373	370	3	385	357	28	355	342	13	235	243	-8	474	481	-7
Macquarie Sports 1278	35	20	15	15	7	8	10	3	7	15	9	6	26	11	15	17	*	*	14	9	5
101.9 FOX FM	1038	1014	24	622	604	18	448	434	14	551	544	7	574	591	-17	277	241	36	703	680	23
GOLD104.3	897	843	54	443	431	12	408	372	36	522	469	53	475	471	4	244	228	16	616	638	-22
KIIS 101.1 FM	747	799	-52	403	427	-24	286	331	-45	339	381	-42	365	460	-95	170	226	-56	461	562	-101
105.1 TRIPLE M	568	533	35	347	321	26	234	205	29	299	267	32	357	303	54	136	144	-8	337	300	37
NOVA 100	941	915	26	585	511	74	357	347	10	435	438	-3	543	549	-6	268	230	38	593	601	-8
smoothfm 91.5	881	833	48	471	448	23	408	413	-5	504	498	6	432	456	-24	242	241	1	653	585	68
ABC MEL	644	595	49	438	439	-1	347	349	-2	281	312	-31	297	330	-33	218	172	46	428	406	22
3RN	233	209	24	167	144	23	100	81	19	105	99	6	116	95	21	65	79	-14	201	128	73
ABC NEWS	182	171	11	109	96	13	73	60	13	64	47	17	47	45	2	54	39	15	143	108	35
3JJJ	535	444	91	331	264	67	229	198	31	288	230	58	280	263	17	146	126	20	413	309	104
ABC CLASSIC	182	176	6	80	85	-5	101	84	17	106	86	20	89	80	9	50	61	-11	122	122	0
Total	4190	4098	92	3388	3343	45	2641	2585	56	2944	2869	75	3053	3051	2	1802	1781	21	3624	3516	108

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



MELBOURNE RADIO - SURVEY 1 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	13	16	-3	*	1	*	*	1	*	3	2	1	4	6	-2	4	3	1	2	4	-2
3AW	76	77	-1	1	1	0	*	1	*	3	3	0	10	11	-1	16	16	0	46	45	1
Macquarie Sports 1278	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
101.9 FOX FM	55	50	5	7	7	0	9	8	1	19	18	1	14	12	2	4	5	-1	1	1	0
GOLD104.3	50	51	-1	2	2	0	3	4	-1	7	8	-1	23	18	5	10	11	-1	6	8	-2
KIIS 101.1 FM	25	32	-7	4	4	0	5	6	-1	9	11	-2	4	8	-4	2	3	-1	1	*	*
105.1 TRIPLE M	40	35	5	3	3	0	4	3	1	8	9	-1	16	14	2	6	6	0	3	1	2
NOVA 100	39	39	0	8	7	1	5	5	0	12	15	-3	11	10	1	3	2	1	1	1	0
smoothfm 91.5	51	55	-4	2	2	0	2	3	-1	11	9	2	14	16	-2	9	10	-1	13	16	-3
ABC MEL	47	47	0	1	*	*	*	1	*	2	4	-2	8	7	1	10	11	-1	27	25	2
3RN	16	13	3	*	*	*	2	*	*	1	1	0	3	2	1	3	4	-1	7	7	0
ABC NEWS	7	5	2	*	*	*	*	1	*	1	1	0	1	1	0	1	2	-1	3	1	2
3JJJ	34	28	6	2	2	0	6	6	0	18	12	6	6	7	-1	1	2	-1	*	*	*
ABC CLASSIC	12	11	1	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0	9	5	4
Total	530	520	10	36	34	2	44	42	2	112	108	4	133	131	2	78	82	-4	127	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	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	15	19	-4	25	30	-5	16	26	-10	17	24	-7	16	20	-4	6	3	3	8	10	-2						
3AW	84	85	-1	172	165	7	103	120	-17	68	70	-2	65	68	-3	33	32	1	58	56	2						
Macquarie Sports 1278	2	1	1	2	*	*	2	*	*	1	1	0	3	1	2	1	*	*	1	*	*						
101.9 FOX FM	60	55	5	88	81	7	77	69	8	76	68	8	69	67	2	13	11	2	41	38	3						
GOLD104.3	53	54	-1	59	71	-12	77	74	3	79	72	7	55	60	-5	11	13	-2	43	41	2						
KIIS 101.1 FM	28	34	-6	43	49	-6	26	40	-14	31	39	-8	40	38	2	8	12	-4	19	28	-9						
105.1 TRIPLE M	48	42	6	73	70	3	58	47	11	63	52	11	55	45	10	7	9	-2	22	19	3						
NOVA 100	42	41	1	65	61	4	42	38	4	44	47	-3	57	60	-3	14	15	-1	32	34	-2						
smoothfm 91.5	53	59	-6	68	76	-8	76	85	-9	71	73	-2	48	62	-14	16	16	0	48	48	0						
ABC MEL	53	52	1	87	85	2	90	90	0	41	41	0	48	53	-5	20	15	5	33	34	-1						
3RN	17	14	3	39	34	5	12	11	1	14	9	5	17	14	3	6	6	0	16	12	4						
ABC NEWS	7	6	1	14	13	1	8	8	0	5	4	1	6	4	2	4	3	1	6	4	2						
3JJJ	36	31	5	48	37	11	53	45	8	49	40	9	34	36	-2	7	9	-2	28	21	7						
ABC CLASSIC	12	11	1	15	15	0	19	13	6	15	11	4	16	13	3	3	5	-2	10	11	-1						
Total	569	562	7	865	850	15	737	744	-7	656	625	31	603	612	-9	172	173	-1	430	415	15						

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.