



MELBOURNE RADIO - SURVEY 7 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	3.1	3.7	-0.6	0.8	1.4	-0.6	1.4	0.6	0.8	2.7	4.2	-1.5	4.8	5.3	-0.5	3.9	3.4	0.5	2.3	3.7	-1.4
3AW	15.2	13.9	1.3	1.4	2.1	-0.7	2.1	2.2	-0.1	1.4	1.4	0.0	11.8	11.0	0.8	23.5	21.6	1.9	32.9	29.2	3.7
Macquarie Sports 1278	0.4	0.3	0.1	0.5	0.4	0.1	1.0	0.2	0.8	0.6	0.3	0.3	0.1	0.2	-0.1	0.6	0.8	-0.2	0.1	0.2	-0.1
101.9 FOX FM	8.6	9.4	-0.8	20.0	19.1	0.9	17.0	20.4	-3.4	14.5	16.6	-2.1	8.6	8.9	-0.3	4.3	4.4	-0.1	0.9	1.1	-0.2
GOLD104.3	12.5	12.0	0.5	10.6	8.6	2.0	12.6	11.7	0.9	15.6	13.4	2.2	17.3	14.6	2.7	12.6	16.9	-4.3	5.2	6.2	-1.0
KIIS 101.1 FM	5.5	5.8	-0.3	10.6	12.1	-1.5	13.6	14.7	-1.1	9.9	9.5	0.4	4.4	6.0	-1.6	3.4	2.6	0.8	0.3	0.2	0.1
105.1 TRIPLE M	6.5	6.2	0.3	7.3	5.4	1.9	7.3	5.2	2.1	8.1	8.1	0.0	9.4	10.7	-1.3	6.1	5.0	1.1	1.9	1.4	0.5
NOVA 100	7.1	7.2	-0.1	20.6	22.6	-2.0	8.9	12.6	-3.7	11.4	10.9	0.5	8.1	7.3	0.8	3.5	3.3	0.2	0.6	0.6	0.0
smoothfm 91.5	9.1	9.2	-0.1	6.1	8.7	-2.6	6.2	5.5	0.7	8.0	6.7	1.3	8.0	7.9	0.1	12.4	11.2	1.2	10.5	12.8	-2.3
ABC MEL	9.2	8.6	0.6	1.8	2.8	-1.0	2.4	3.1	-0.7	2.3	1.9	0.4	6.2	4.6	1.6	10.5	10.6	-0.1	21.7	20.2	1.5
3RN	2.6	2.5	0.1	0.4	0.8	-0.4	0.9	1.1	-0.2	0.9	0.2	0.7	1.9	1.4	0.5	3.1	3.4	-0.3	5.7	5.9	-0.2
ABC NEWS	1.7	1.2	0.5	1.2	1.1	0.1	3.3	0.9	2.4	1.0	1.0	0.0	0.9	1.3	-0.4	2.2	1.6	0.6	2.5	1.2	1.3
3JJJ	3.9	3.9	0.0	3.8	3.3	0.5	12.3	12.4	-0.1	8.8	8.2	0.6	2.7	3.0	-0.3	1.3	1.2	0.1	*	0.2	*
ABC CLASSIC	2.9	3.3	-0.4	0.6	0.3	0.3	0.3	0.4	-0.1	0.8	1.0	-0.2	1.4	1.3	0.1	2.6	3.9	-1.3	8.0	8.5	-0.5

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	3.2	3.8	-0.6	3.8	4.3	-0.5	3.2	4.1	-0.9	2.9	3.7	-0.8	3.3	3.6	-0.3	2.1	2.3	-0.2	2.6	3.6	-1.0						
3AW	15.6	14.4	1.2	20.6	17.3	3.3	15.8	15.9	-0.1	12.2	12.0	0.2	12.3	11.1	1.2	14.7	14.5	0.2	13.8	12.3	1.5						
Macquarie Sports 1278	0.4	0.3	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.5	0.3	0.2	1.2	0.7	0.5	0.3	0.6	-0.3	0.2	0.3	-0.1						
101.9 FOX FM	9.0	9.9	-0.9	8.7	9.6	-0.9	7.9	8.9	-1.0	9.9	10.8	-0.9	10.5	11.8	-1.3	6.7	7.5	-0.8	7.5	7.8	-0.3						
GOLD104.3	12.6	12.1	0.5	9.1	9.5	-0.4	14.1	12.6	1.5	16.8	14.5	2.3	11.2	12.6	-1.4	10.6	11.5	-0.9	12.2	11.9	0.3						
KIIS 101.1 FM	5.6	6.0	-0.4	5.4	5.8	-0.4	4.9	6.0	-1.1	5.8	6.6	-0.8	6.7	6.2	0.5	4.9	4.6	0.3	5.2	5.2	0.0						
105.1 TRIPLE M	6.8	6.2	0.6	5.5	6.0	-0.5	7.7	6.4	1.3	8.2	6.8	1.4	7.1	6.3	0.8	3.8	4.7	-0.9	5.3	6.1	-0.8						
NOVA 100	7.1	7.1	0.0	8.1	8.6	-0.5	4.7	4.5	0.2	6.6	6.3	0.3	9.0	9.3	-0.3	6.9	6.9	0.0	7.3	7.4	-0.1						
smoothfm 91.5	8.9	9.0	-0.1	7.6	7.5	0.1	9.7	9.7	0.0	10.3	10.7	-0.4	8.3	9.0	-0.7	8.5	7.8	0.7	9.6	9.9	-0.3						
ABC MEL	9.4	8.5	0.9	10.4	9.9	0.5	13.2	11.8	1.4	5.3	5.0	0.3	7.8	6.5	1.3	12.1	10.5	1.6	8.6	8.6	0.0						
3RN	2.3	2.4	-0.1	3.6	3.7	-0.1	1.0	0.9	0.1	1.6	1.7	-0.1	2.3	2.4	-0.1	3.7	4.1	-0.4	3.6	2.7	0.9						
ABC NEWS	1.7	1.2	0.5	2.8	2.1	0.7	1.2	0.7	0.5	0.8	0.5	0.3	0.8	0.8	0.0	3.4	2.1	1.3	2.0	1.2	0.8						
3JJJ	4.0	4.0	0.0	3.9	3.6	0.3	3.3	3.6	-0.3	4.1	4.4	-0.3	5.1	4.7	0.4	4.2	3.6	0.6	3.6	3.4	0.2						
ABC CLASSIC	2.6	3.1	-0.5	2.4	2.6	-0.2	2.7	3.4	-0.7	2.8	3.5	-0.7	2.3	2.9	-0.6	3.2	2.6	0.6	4.0	4.0	0.0						



MELBOURNE RADIO - SURVEY 7 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	303	350	-47	14	19	-5	20	13	7	68	82	-14	92	103	-11	56	65	-9	54	68	-14
3AW	739	754	-15	31	38	-7	36	33	3	58	57	1	163	174	-11	177	175	2	274	277	-3
Macquarie Sports 1278	80	80	0	12	8	4	5	5	0	28	21	7	10	11	-1	11	18	-7	13	16	-3
101.9 FOX FM	1072	1151	-79	169	189	-20	199	206	-7	434	444	-10	186	206	-20	62	69	-7	23	36	-13
GOLD104.3	1105	1068	37	89	95	-6	105	106	-1	267	253	14	365	302	63	172	191	-19	106	122	-16
KIIS 101.1 FM	931	903	28	163	165	-2	180	174	6	337	315	22	184	187	-3	52	43	9	16	20	-4
105.1 TRIPLE M	641	655	-14	77	77	0	67	60	7	190	230	-40	207	182	25	57	72	-15	44	34	10
NOVA 100	1069	1077	-8	228	220	8	140	174	-34	409	395	14	217	218	-1	62	54	8	15	18	-3
smoothfm 91.5	921	989	-68	94	97	-3	64	90	-26	242	240	2	199	225	-26	146	146	0	177	191	-14
ABC MEL	663	645	18	26	34	-8	23	29	-6	86	68	18	134	131	3	117	126	-9	278	258	20
3RN	252	226	26	10	11	-1	11	13	-2	29	18	11	58	54	4	46	47	-1	97	83	14
ABC NEWS	231	216	15	22	17	5	22	14	8	47	49	-2	39	56	-17	39	35	4	62	46	16
3JJJ	516	512	4	49	48	1	125	118	7	235	245	-10	84	79	5	22	20	2	3	2	1
ABC CLASSIC	220	259	-39	9	8	1	8	15	-7	27	44	-17	49	48	1	37	48	-11	90	96	-6
Total	4322	4319	3	435	438	-3	480	486	-6	1154	1145	9	988	992	-4	555	554	1	709	705	4

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	268	307	-39	169	185	-16	133	143	-10	150	165	-15	148	162	-14	67	90	-23	188	220	-32
3AW	715	717	-2	568	541	27	415	413	2	418	374	44	389	345	44	204	217	-13	502	497	5
Macquarie Sports 1278	68	70	-2	24	22	2	20	14	6	33	34	-1	32	25	7	18	30	-12	29	29	0
101.9 FOX FM	967	1040	-73	596	622	-26	379	436	-57	514	549	-35	520	588	-68	225	267	-42	655	683	-28
GOLD104.3	983	953	30	543	532	11	466	459	7	560	539	21	502	525	-23	241	260	-19	711	677	34
KIIS 101.1 FM	825	800	25	475	467	8	296	305	-9	409	425	-16	453	408	45	180	206	-26	571	549	22
105.1 TRIPLE M	559	551	8	312	277	35	268	209	59	288	264	24	286	274	12	128	151	-23	376	415	-39
NOVA 100	966	971	-5	580	584	-4	337	345	-8	446	451	-5	521	540	-19	244	262	-18	622	680	-58
smoothfm 91.5	829	894	-65	450	475	-25	397	404	-7	431	492	-61	425	493	-68	213	230	-17	572	642	-70
ABC MEL	607	576	31	425	403	22	355	322	33	293	255	38	258	262	-4	194	182	12	415	427	-12
3RN	218	204	14	136	130	6	82	60	22	73	79	-6	93	91	2	83	77	6	167	140	27
ABC NEWS	195	186	9	131	120	11	65	61	4	57	61	-4	65	64	1	72	56	16	151	114	37
3JJJ	451	464	-13	288	287	1	158	171	-13	203	211	-8	265	262	3	147	128	19	307	278	29
ABC CLASSIC	186	229	-43	111	125	-14	93	104	-11	98	123	-25	101	128	-27	60	68	-8	145	158	-13
Total	4212	4228	-16	3438	3448	-10	2630	2609	21	2920	2919	1	2980	3087	-107	1670	1800	-130	3567	3616	-49



MELBOURNE RADIO - SURVEY 7 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	20	-3	*	*	*	1	*	*	3	5	-2	6	7	-1	3	3	0	3	5	-2
3AW	82	74	8	*	1	*	1	1	0	2	2	0	16	14	2	21	19	2	42	38	4
Macquarie Sports 1278	2	2	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	*	*	*
101.9 FOX FM	46	50	-4	7	7	0	7	8	-1	16	19	-3	11	11	0	4	4	0	1	1	0
GOLD104.3	67	64	3	4	3	1	5	5	0	17	15	2	23	19	4	11	15	-4	7	8	-1
KIIS 101.1 FM	30	31	-1	4	4	0	6	6	0	11	11	0	6	8	-2	3	2	1	*	*	*
105.1 TRIPLE M	35	33	2	2	2	0	3	2	1	9	9	0	12	14	-2	5	4	1	2	2	0
NOVA 100	38	38	0	7	8	-1	4	5	-1	13	12	1	11	9	2	3	3	0	1	1	0
smoothfm 91.5	49	49	0	2	3	-1	3	2	1	9	8	1	11	10	1	11	10	1	13	17	-4
ABC MEL	50	46	4	1	1	0	1	1	0	3	2	1	8	6	2	9	9	0	28	26	2
3RN	14	13	1	*	*	*	*	*	*	1	*	*	3	2	1	3	3	0	7	8	-1
ABC NEWS	9	6	3	*	*	*	1	*	*	1	1	0	1	2	-1	2	1	1	3	2	1
3JJJ	21	21	0	1	1	0	5	5	0	10	9	1	4	4	0	1	1	0	*	*	*
ABC CLASSIC	16	17	-1	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1	10	11	-1
Total	537	532	5	34	34	0	43	41	2	110	113	-3	133	128	5	90	86	4	128	129	-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	19	22	-3	34	36	-2	24	30	-6	20	24	-4	21	22	-1	4	4	0	11	16	-5
3AW	91	82	9	185	147	38	122	117	5	81	78	3	76	70	6	24	25	-1	58	54	4
Macquarie Sports 1278	3	2	1	2	1	1	1	1	0	3	2	1	7	4	3	*	1	*	1	1	0
101.9 FOX FM	52	57	-5	78	81	-3	61	66	-5	66	70	-4	65	74	-9	11	13	-2	32	34	-2
GOLD104.3	73	69	4	82	81	1	109	93	16	112	94	18	70	79	-9	17	20	-3	52	52	0
KIIS 101.1 FM	33	34	-1	49	49	0	38	45	-7	39	43	-4	41	39	2	8	8	0	22	23	-1
105.1 TRIPLE M	40	36	4	50	51	-1	60	47	13	55	44	11	44	39	5	6	8	-2	23	27	-4
NOVA 100	41	41	0	73	73	0	36	33	3	44	41	3	56	58	-2	11	12	-1	31	32	-1
smoothfm 91.5	52	51	1	68	64	4	75	72	3	69	69	0	52	56	-4	14	13	1	40	43	-3
ABC MEL	55	49	6	93	84	9	102	87	15	35	33	2	48	41	7	20	18	2	36	38	-2
3RN	14	14	0	32	32	0	8	7	1	11	11	0	14	15	-1	6	7	-1	15	12	3
ABC NEWS	10	7	3	25	18	7	9	5	4	5	4	1	5	5	0	6	4	2	8	5	3
3JJJ	23	23	0	35	31	4	25	27	-2	27	29	-2	31	29	2	7	6	1	15	15	0
ABC CLASSIC	15	17	-2	21	22	-1	21	25	-4	19	23	-4	14	18	-4	5	5	0	17	17	0
Total	584	570	14	896	848	48	771	739	32	667	651	16	620	628	-8	165	173	-8	422	438	-16