



# MELBOURNE RADIO - SURVEY 2 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	2.9	2.4	0.5	1.0	0.1	0.9	0.6	0.5	0.1	3.0	2.4	0.6	4.0	3.1	0.9	3.3	4.8	-1.5	2.9	1.7	1.2
3AW	15.2	14.4	0.8	1.0	1.8	-0.8	0.2	1.1	-0.9	3.2	3.0	0.2	10.0	7.5	2.5	25.1	20.7	4.4	34.1	35.9	-1.8
Macquarie Sports 1278	0.4	0.3	0.1	0.4	0.6	-0.2	*	0.2	*	*	*	*	0.7	0.5	0.2	0.3	0.3	0.0	0.5	0.2	0.3
101.9 FOX FM	9.6	10.4	-0.8	17.9	20.0	-2.1	20.3	20.8	-0.5	17.5	17.2	0.3	8.9	10.8	-1.9	4.7	5.3	-0.6	0.5	0.6	-0.1
GOLD104.3	10.1	9.4	0.7	6.9	6.6	0.3	7.0	6.0	1.0	6.6	6.4	0.2	18.4	17.0	1.4	11.4	12.4	-1.0	5.7	4.4	1.3
KIIS 101.1 FM	4.8	4.8	0.0	11.6	11.4	0.2	12.7	11.5	1.2	8.5	8.2	0.3	2.3	3.0	-0.7	1.8	2.7	-0.9	1.2	0.6	0.6
105.1 TRIPLE M	6.9	7.6	-0.7	9.4	7.7	1.7	5.7	8.6	-2.9	7.0	7.5	-0.5	12.2	12.4	-0.2	7.4	8.0	-0.6	0.9	2.3	-1.4
NOVA 100	7.3	7.3	0.0	19.9	21.8	-1.9	12.0	11.6	0.4	9.6	10.4	-0.8	9.2	8.4	0.8	3.1	3.3	-0.2	0.4	0.4	0.0
smoothfm 91.5	11.0	9.7	1.3	9.2	6.1	3.1	6.7	4.8	1.9	8.2	9.5	-1.3	10.8	10.3	0.5	12.6	12.2	0.4	14.9	10.3	4.6
ABC MEL	7.8	8.9	-1.1	2.7	2.1	0.6	0.9	1.0	-0.1	2.4	1.6	0.8	3.8	5.8	-2.0	12.0	12.5	-0.5	18.1	21.1	-3.0
3RN	3.0	3.1	-0.1	0.1	0.2	-0.1	4.1	4.6	-0.5	0.7	0.6	0.1	1.8	2.5	-0.7	5.7	4.1	1.6	4.8	5.5	-0.7
ABC NEWS	1.3	1.3	0.0	1.4	0.9	0.5	0.5	0.7	-0.2	1.4	0.8	0.6	0.6	0.9	-0.3	2.6	1.9	0.7	1.3	2.2	-0.9
3JJJ	5.1	6.3	-1.2	5.4	6.2	-0.8	15.3	13.7	1.6	12.4	15.8	-3.4	2.9	4.7	-1.8	0.5	1.5	-1.0	0.1	0.1	0.0
ABC CLASSIC	2.8	2.2	0.6	0.5	0.7	-0.2	0.1	0.1	0.0	3.1	0.6	2.5	1.7	0.8	0.9	2.2	1.5	0.7	5.8	6.7	-0.9

## 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	3.1	2.6	0.5	3.4	2.9	0.5	3.0	2.2	0.8	2.9	2.5	0.4	2.7	2.6	0.1	4.0	3.4	0.6	2.2	1.8	0.4
3AW	15.8	14.7	1.1	19.5	19.9	-0.4	16.2	14.0	2.2	11.7	10.4	1.3	12.7	10.8	1.9	20.2	19.1	1.1	13.1	13.5	-0.4
Macquarie Sports 1278	0.4	0.3	0.1	0.1	0.2	-0.1	0.3	0.3	0.0	0.4	0.2	0.2	1.1	0.5	0.6	0.6	0.5	0.1	0.2	0.2	0.0
101.9 FOX FM	9.9	10.6	-0.7	8.7	10.2	-1.5	8.9	10.4	-1.5	11.9	11.6	0.3	10.6	11.5	-0.9	8.5	7.7	0.8	8.8	9.5	-0.7
GOLD104.3	10.0	9.2	0.8	7.3	6.8	0.5	11.3	10.4	0.9	12.9	12.0	0.9	10.2	9.2	1.0	6.4	6.5	-0.1	10.5	10.1	0.4
KIIS 101.1 FM	4.8	4.9	-0.1	4.9	4.9	0.0	3.8	3.6	0.2	4.8	4.7	0.1	6.3	6.7	-0.4	4.0	4.4	-0.4	4.7	4.4	0.3
105.1 TRIPLE M	7.2	8.4	-1.2	8.1	8.4	-0.3	6.2	7.8	-1.6	7.1	9.5	-2.4	8.1	9.2	-1.1	5.4	4.3	1.1	5.9	5.2	0.7
NOVA 100	7.4	7.3	0.1	7.6	7.5	0.1	6.2	5.7	0.5	7.3	6.6	0.7	8.5	9.5	-1.0	7.4	8.0	-0.6	6.9	7.5	-0.6
smoothfm 91.5	10.7	9.2	1.5	9.5	7.8	1.7	12.4	10.3	2.1	11.9	10.8	1.1	9.6	8.0	1.6	9.6	9.2	0.4	12.1	11.1	1.0
ABC MEL	8.0	9.3	-1.3	8.6	10.1	-1.5	11.0	12.2	-1.2	5.7	6.2	-0.5	6.8	7.9	-1.1	8.2	11.5	-3.3	7.1	7.7	-0.6
3RN	2.8	2.9	-0.1	4.4	4.6	-0.2	1.8	1.6	0.2	1.8	2.1	-0.3	2.7	2.7	0.0	3.4	3.2	0.2	3.5	3.6	-0.1
ABC NEWS	1.1	1.3	-0.2	1.5	1.6	-0.1	0.7	1.1	-0.4	0.7	0.8	-0.1	1.1	1.0	0.1	2.3	2.4	-0.1	1.7	1.5	0.2
3JJJ	5.4	6.3	-0.9	5.6	5.6	0.0	5.5	7.2	-1.7	5.5	7.5	-2.0	5.7	5.6	0.1	3.3	4.0	-0.7	4.0	6.6	-2.6
ABC CLASSIC	2.8	2.2	0.6	2.2	1.7	0.5	2.9	2.5	0.4	2.9	2.3	0.6	2.9	2.6	0.3	3.5	1.6	1.9	3.0	2.3	0.7



# MELBOURNE RADIO - SURVEY 2 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	260	233	27	21	5	16	14	13	1	52	43	9	89	80	9	43	50	-7	42	42	0
3AW	650	647	3	24	26	-2	10	15	-5	54	50	4	125	100	25	149	150	-1	290	307	-17
Macquarie Sports 1278	48	39	9	4	5	-1	2	4	-2	7	2	5	15	12	3	5	4	1	15	12	3
101.9 FOX FM	1074	1149	-75	175	183	-8	189	227	-38	395	407	-12	213	230	-17	87	80	7	15	21	-6
GOLD104.3	1027	1039	-12	83	93	-10	103	101	2	226	223	3	339	354	-15	156	164	-8	120	104	16
KIIS 101.1 FM	819	828	-9	160	160	0	171	168	3	299	293	6	123	137	-14	48	56	-8	17	14	3
105.1 TRIPLE M	673	625	48	93	81	12	83	79	4	173	161	12	206	202	4	90	64	26	29	38	-9
NOVA 100	931	1029	-98	180	215	-35	174	174	0	320	351	-31	199	215	-16	42	58	-16	17	15	2
smoothfm 91.5	996	996	0	77	69	8	101	93	8	221	240	-19	245	249	-4	156	161	-5	196	184	12
ABC MEL	633	696	-63	23	35	-12	23	20	3	69	61	8	133	169	-36	133	135	-2	251	277	-26
3RN	226	272	-46	2	7	-5	8	18	-10	26	26	0	42	67	-25	70	60	10	78	94	-16
ABC NEWS	203	223	-20	21	20	1	15	19	-4	37	35	2	39	50	-11	45	39	6	46	61	-15
3JJJ	550	624	-74	56	67	-11	149	129	20	217	265	-48	94	122	-28	26	28	-2	8	13	-5
ABC CLASSIC	209	203	6	7	10	-3	5	3	2	36	22	14	42	43	-1	35	17	18	84	108	-24
<b>Total</b>	<b>4313</b>	<b>4313</b>	<b>0</b>	<b>438</b>	<b>439</b>	<b>-1</b>	<b>495</b>	<b>501</b>	<b>-6</b>	<b>1131</b>	<b>1138</b>	<b>-7</b>	<b>984</b>	<b>978</b>	<b>6</b>	<b>559</b>	<b>555</b>	<b>4</b>	<b>707</b>	<b>701</b>	<b>6</b>

Cumulative 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	227	206	21	146	127	19	112	89	23	110	104	6	110	115	-5	54	55	-1	140	128	12						
3AW	625	624	1	487	491	-4	395	373	22	373	385	-12	363	355	8	240	235	5	451	474	-23						
Macquarie Sports 1278	42	35	7	12	15	-3	12	10	2	23	15	8	33	26	7	14	17	-3	13	14	-1						
101.9 FOX FM	986	1038	-52	586	622	-36	421	448	-27	581	551	30	556	574	-18	300	277	23	634	703	-69						
GOLD104.3	901	897	4	462	443	19	420	408	12	477	522	-45	484	475	9	238	244	-6	629	616	13						
KIIS 101.1 FM	736	747	-11	401	403	-2	277	286	-9	378	339	39	375	365	10	187	170	17	449	461	-12						
105.1 TRIPLE M	601	568	33	354	347	7	233	234	-1	277	299	-22	353	357	-4	155	136	19	381	337	44						
NOVA 100	854	941	-87	511	585	-74	320	357	-37	420	435	-15	502	543	-41	250	268	-18	543	593	-50						
smoothfm 91.5	873	881	-8	504	471	33	438	408	30	505	504	1	486	432	54	278	242	36	678	653	25						
ABC MEL	584	644	-60	369	438	-69	305	347	-42	262	281	-19	253	297	-44	192	218	-26	380	428	-48						
3RN	201	233	-32	146	167	-21	83	100	-17	83	105	-22	93	116	-23	69	65	4	155	201	-46						
ABC NEWS	172	182	-10	98	109	-11	63	73	-10	53	64	-11	49	47	2	55	54	1	131	143	-12						
3JJJ	488	535	-47	306	331	-25	199	229	-30	255	288	-33	267	280	-13	137	146	-9	328	413	-85						
ABC CLASSIC	177	182	-5	97	80	17	96	101	-5	101	106	-5	84	89	-5	63	50	13	139	122	17						
<b>Total</b>	<b>4196</b>	<b>4190</b>	<b>6</b>	<b>3376</b>	<b>3388</b>	<b>-12</b>	<b>2607</b>	<b>2641</b>	<b>-34</b>	<b>2920</b>	<b>2944</b>	<b>-24</b>	<b>3071</b>	<b>3053</b>	<b>18</b>	<b>1842</b>	<b>1802</b>	<b>40</b>	<b>3601</b>	<b>3624</b>	<b>-23</b>						



# MELBOURNE RADIO - SURVEY 2 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	15	13	2	*	*	*	*	*	*	3	3	0	5	4	1	3	4	-1	4	2	2
3AW	79	76	3	*	1	*	*	*	*	3	3	0	13	10	3	20	16	4	42	46	-4
Macquarie Sports 1278	2	1	1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	*	*
101.9 FOX FM	50	55	-5	6	7	-1	10	9	1	19	19	0	11	14	-3	4	4	0	1	1	0
GOLD104.3	53	50	3	2	2	0	3	3	0	7	7	0	24	23	1	9	10	-1	7	6	1
KIIS 101.1 FM	25	25	0	4	4	0	6	5	1	9	9	0	3	4	-1	1	2	-1	1	1	0
105.1 TRIPLE M	36	40	-4	3	3	0	3	4	-1	7	8	-1	16	16	0	6	6	0	1	3	-2
NOVA 100	38	39	-1	7	8	-1	6	5	1	10	12	-2	12	11	1	2	3	-1	1	1	0
smoothfm 91.5	58	51	7	3	2	1	3	2	1	9	11	-2	14	14	0	10	9	1	18	13	5
ABC MEL	41	47	-6	1	1	0	*	*	*	3	2	1	5	8	-3	10	10	0	22	27	-5
3RN	16	16	0	*	*	*	2	2	0	1	1	0	2	3	-1	5	3	2	6	7	-1
ABC NEWS	7	7	0	1	*	*	*	*	*	1	1	0	1	1	0	2	1	1	2	3	-1
3JJJ	26	34	-8	2	2	0	7	6	1	13	18	-5	4	6	-2	*	1	*	*	*	*
ABC CLASSIC	15	12	3	*	*	*	*	*	*	3	1	2	2	1	1	2	1	1	7	9	-2
Total	522	530	-8	36	36	0	47	44	3	106	112	-6	128	133	-5	81	78	3	124	127	-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	18	15	3	28	25	3	22	16	6	19	17	2	16	16	0	7	6	1	9	8	1						
3AW	89	84	5	164	172	-8	119	103	16	76	68	8	77	65	12	37	33	4	54	58	-4						
Macquarie Sports 1278	2	2	0	1	2	-1	2	2	0	3	1	2	7	3	4	1	1	0	1	1	0						
101.9 FOX FM	56	60	-4	73	88	-15	66	77	-11	78	76	2	64	69	-5	16	13	3	36	41	-5						
GOLD104.3	56	53	3	61	59	2	83	77	6	84	79	5	62	55	7	12	11	1	43	43	0						
KIIS 101.1 FM	27	28	-1	41	43	-2	28	26	2	31	31	0	38	40	-2	7	8	-1	19	19	0						
105.1 TRIPLE M	41	48	-7	68	73	-5	46	58	-12	46	63	-17	49	55	-6	10	7	3	24	22	2						
NOVA 100	42	42	0	64	65	-1	45	42	3	47	44	3	51	57	-6	14	14	0	28	32	-4						
smoothfm 91.5	61	53	8	80	68	12	91	76	15	77	71	6	58	48	10	18	16	2	50	48	2						
ABC MEL	46	53	-7	73	87	-14	81	90	-9	37	41	-4	41	48	-7	15	20	-5	29	33	-4						
3RN	16	17	-1	37	39	-2	14	12	2	12	14	-2	16	17	-1	6	6	0	14	16	-2						
ABC NEWS	6	7	-1	13	14	-1	5	8	-3	5	5	0	7	6	1	4	4	0	7	6	1						
3JJJ	30	36	-6	47	48	-1	40	53	-13	36	49	-13	35	34	1	6	7	-1	16	28	-12						
ABC CLASSIC	16	12	4	19	15	4	21	19	2	19	15	4	18	16	2	6	3	3	12	10	2						
Total	567	569	-2	841	865	-24	734	737	-3	650	656	-6	606	603	3	184	172	12	411	430	-19						