



# MELBOURNE RADIO - SURVEY 4 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	4.1	3.3	0.8	2.3	1.9	0.4	1.1	0.6	0.5	4.2	3.7	0.5	5.6	3.7	1.9	4.3	3.9	0.4	3.9	3.7	0.2
3AW	15.6	15.1	0.5	1.5	1.2	0.3	1.0	1.1	-0.1	2.3	2.7	-0.4	9.1	9.3	-0.2	17.8	24.6	-6.8	41.4	35.2	6.2
Macquarie Sports 1278	0.2	0.3	-0.1	0.7	0.5	0.2	*	*	*	0.2	0.2	0.0	0.2	0.6	-0.4	0.3	0.2	0.1	0.3	0.3	0.0
101.9 FOX FM	9.8	9.0	0.8	18.5	16.3	2.2	19.8	17.7	2.1	17.7	17.8	-0.1	9.9	8.2	1.7	3.6	3.7	-0.1	0.9	0.5	0.4
GOLD104.3	9.0	9.9	-0.9	9.2	7.6	1.6	3.7	6.1	-2.4	7.2	8.3	-1.1	14.2	16.3	-2.1	15.2	13.5	1.7	3.2	4.4	-1.2
KIIS 101.1 FM	6.3	5.7	0.6	12.8	13.1	-0.3	12.8	12.0	0.8	9.7	9.5	0.2	6.0	4.9	1.1	4.6	2.1	2.5	0.9	1.1	-0.2
105.1 TRIPLE M	6.7	6.9	-0.2	6.6	6.7	-0.1	5.8	6.9	-1.1	7.7	7.6	0.1	11.1	11.7	-0.6	8.5	7.7	0.8	0.6	0.7	-0.1
NOVA 100	7.5	7.5	0.0	23.4	23.0	0.4	11.6	12.1	-0.5	12.4	10.0	2.4	6.5	8.8	-2.3	3.3	2.9	0.4	0.9	0.5	0.4
smoothfm 91.5	8.8	10.3	-1.5	6.2	7.7	-1.5	4.3	5.5	-1.2	8.5	8.9	-0.4	7.9	8.4	-0.5	10.1	13.1	-3.0	11.4	14.4	-3.0
ABC MEL	8.3	8.2	0.1	1.5	2.0	-0.5	0.4	0.4	0.0	2.9	3.1	-0.2	6.2	4.7	1.5	11.6	10.4	1.2	17.5	19.4	-1.9
3RN	3.1	2.5	0.6	1.1	0.7	0.4	0.3	*	*	1.4	0.6	0.8	2.2	1.3	0.9	5.5	5.5	0.0	5.3	5.1	0.2
ABC NEWS	1.5	1.3	0.2	0.3	1.1	-0.8	0.5	0.3	0.2	1.3	1.5	-0.2	1.2	1.1	0.1	2.7	2.3	0.4	1.9	1.3	0.6
3JJJ	4.8	4.7	0.1	3.1	5.0	-1.9	17.4	15.2	2.2	10.9	9.4	1.5	2.9	3.9	-1.0	0.9	0.7	0.2	0.1	0.1	0.0
ABC CLASSIC	1.9	2.8	-0.9	0.1	0.2	-0.1	0.6	0.6	0.0	1.2	3.8	-2.6	0.8	1.5	-0.7	1.1	2.1	-1.0	5.1	5.3	-0.2

## 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-12mn	Mon-Fri 5:30am-9:00am	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 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	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 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
SEN	4.1	3.4	0.7	4.5	4.0	0.5	4.3	3.5	0.8	4.1	3.0	1.1	4.2	2.9	1.3	2.6	3.6	-1.0	4.2	3.1	1.1
3AW	15.8	15.7	0.1	19.5	19.1	0.4	17.8	17.7	0.1	11.9	11.9	0.0	12.0	12.1	-0.1	17.5	17.5	0.0	15.1	13.2	1.9
Macquarie Sports 1278	0.2	0.4	-0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.3	-0.1	0.4	1.2	-0.8	0.4	0.6	-0.2	0.3	0.2	0.1
101.9 FOX FM	10.5	9.4	1.1	10.5	8.9	1.6	10.5	9.2	1.3	10.9	11.0	-0.1	11.0	9.7	1.3	7.9	6.9	1.0	7.5	7.6	-0.1
GOLD104.3	8.9	9.9	-1.0	7.0	7.7	-0.7	9.1	10.4	-1.3	11.2	12.5	-1.3	9.1	10.6	-1.5	7.5	7.5	0.0	9.3	9.9	-0.6
KIIS 101.1 FM	6.5	5.8	0.7	6.5	5.2	1.3	6.0	5.3	0.7	6.8	6.6	0.2	7.2	6.3	0.9	6.0	5.4	0.6	5.7	5.5	0.2
105.1 TRIPLE M	6.6	6.9	-0.3	6.4	7.3	-0.9	6.2	6.2	0.0	7.5	6.8	0.7	7.2	7.7	-0.5	4.7	5.8	-1.1	7.0	6.9	0.1
NOVA 100	7.7	7.8	-0.1	8.2	7.8	0.4	6.3	7.1	-0.8	7.9	8.1	-0.2	8.8	8.6	0.2	6.7	6.8	-0.1	6.7	6.4	0.3
smoothfm 91.5	8.6	10.0	-1.4	6.7	8.9	-2.2	8.5	10.6	-2.1	11.1	11.5	-0.4	8.6	9.8	-1.2	7.5	8.8	-1.3	9.8	11.4	-1.6
ABC MEL	8.1	8.1	0.0	8.8	9.7	-0.9	10.2	10.4	-0.2	5.8	5.2	0.6	7.5	6.6	0.9	8.3	8.1	0.2	9.0	8.6	0.4
3RN	2.9	2.4	0.5	5.1	4.1	1.0	1.4	1.3	0.1	1.5	1.3	0.2	3.0	2.2	0.8	3.8	3.1	0.7	3.4	3.1	0.3
ABC NEWS	1.4	1.2	0.2	1.9	1.6	0.3	0.7	0.6	0.1	0.8	0.7	0.1	1.6	1.5	0.1	3.4	2.4	1.0	1.8	1.7	0.1
3JJJ	5.2	5.0	0.2	4.7	5.2	-0.5	5.4	4.7	0.7	6.2	4.8	1.4	5.8	5.9	-0.1	3.3	3.5	-0.2	3.3	3.7	-0.4
ABC CLASSIC	1.7	2.6	-0.9	1.6	2.1	-0.5	1.5	2.4	-0.9	1.8	3.1	-1.3	1.6	2.8	-1.2	2.2	3.3	-1.1	2.8	3.4	-0.6



# MELBOURNE RADIO - SURVEY 4 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	372	306	66	39	35	4	25	10	15	95	71	24	99	89	10	48	40	8	68	60	8
3AW	709	687	22	38	30	8	22	27	-5	46	57	-11	147	151	-4	140	139	1	316	284	32
Macquarie Sports 1278	53	56	-3	12	8	4	*	2	*	16	13	3	6	16	-10	8	7	1	11	10	1
101.9 FOX FM	1196	1130	66	215	192	23	213	202	11	445	428	17	233	224	9	65	72	-7	24	11	13
GOLD104.3	1029	1040	-11	114	93	21	83	92	-9	239	242	-3	326	335	-9	170	167	3	97	112	-15
KIIS 101.1 FM	948	917	31	183	179	4	159	165	-6	329	322	7	190	173	17	64	56	8	22	21	1
105.1 TRIPLE M	710	726	-16	87	85	2	70	85	-15	191	207	-16	223	218	5	119	107	12	20	24	-4
NOVA 100	1087	1018	69	225	193	32	181	182	-1	378	340	38	228	234	-6	57	51	6	19	18	1
smoothfm 91.5	972	972	0	89	83	6	91	84	7	232	224	8	216	235	-19	143	156	-13	203	191	12
ABC MEL	676	643	33	22	25	-3	12	12	0	85	79	6	160	123	37	138	143	-5	259	263	-4
3RN	237	200	37	10	5	5	4	*	*	38	28	10	49	33	16	51	63	-12	85	70	15
ABC NEWS	234	203	31	12	19	-7	11	8	3	45	44	1	47	33	14	55	53	2	65	46	19
3JJJ	530	515	15	55	53	2	112	126	-14	252	210	42	78	89	-11	23	32	-9	9	5	4
ABC CLASSIC	212	217	-5	8	7	1	9	12	-3	44	49	-5	30	28	2	33	42	-9	88	78	10
Total	4322	4313	9	435	434	1	487	489	-2	1148	1137	11	994	991	3	553	555	-2	705	706	-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	315	266	49	190	169	21	133	119	14	153	120	33	169	129	40	77	69	8	215	164	51
3AW	677	652	25	519	493	26	415	406	9	398	367	31	345	334	11	210	212	-2	487	442	45
Macquarie Sports 1278	47	53	-6	13	11	2	12	12	0	24	25	-1	24	32	-8	14	18	-4	23	14	9
101.9 FOX FM	1087	1024	63	661	610	51	490	480	10	620	586	34	590	543	47	302	291	11	712	645	67
GOLD104.3	905	908	-3	468	472	-4	405	436	-31	481	453	28	478	499	-21	227	253	-26	619	636	-17
KIIS 101.1 FM	850	814	36	503	461	42	328	307	21	424	423	1	414	398	16	241	234	7	566	539	27
105.1 TRIPLE M	607	614	-7	338	343	-5	240	252	-12	300	276	24	347	338	9	157	180	-23	420	416	4
NOVA 100	987	930	57	571	515	56	377	372	5	499	479	20	526	519	7	279	272	7	628	572	56
smoothfm 91.5	873	867	6	428	466	-38	398	416	-18	501	498	3	447	464	-17	233	276	-43	616	641	-25
ABC MEL	597	581	16	417	395	22	350	335	15	292	272	20	302	267	35	184	183	1	462	427	35
3RN	215	189	26	159	135	24	71	59	12	83	72	11	105	78	27	71	64	7	160	134	26
ABC NEWS	198	175	23	113	95	18	65	60	5	79	66	13	81	77	4	66	56	10	147	121	26
3JJJ	479	469	10	249	269	-20	201	193	8	230	221	9	276	275	1	138	146	-8	292	294	-2
ABC CLASSIC	188	185	3	78	97	-19	69	81	-12	93	107	-14	80	89	-9	70	62	8	127	147	-20
Total	4205	4205	0	3376	3349	27	2686	2715	-29	2911	2885	26	3067	3038	29	1865	1888	-23	3594	3592	2



# MELBOURNE RADIO - SURVEY 4 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	21	17	4	1	1	0	*	*	*	5	4	1	7	5	2	3	3	0	5	4	1
3AW	81	77	4	1	*	*	*	*	*	3	3	0	11	12	-1	14	19	-5	52	43	9
Macquarie Sports 1278	1	2	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
101.9 FOX FM	51	46	5	7	6	1	8	8	0	20	19	1	12	10	2	3	3	0	1	1	0
GOLD104.3	47	51	-4	3	3	0	1	3	-2	8	9	-1	18	21	-3	12	11	1	4	5	-1
KIIS 101.1 FM	33	29	4	5	5	0	5	5	0	11	10	1	7	6	1	4	2	2	1	1	0
105.1 TRIPLE M	35	35	0	2	2	0	2	3	-1	9	8	1	14	15	-1	7	6	1	1	1	0
NOVA 100	39	38	1	8	8	0	5	5	0	14	11	3	8	11	-3	3	2	1	1	1	0
smoothfm 91.5	46	53	-7	2	3	-1	2	2	0	10	10	0	10	11	-1	8	10	-2	14	17	-3
ABC MEL	43	42	1	1	1	0	*	*	*	3	3	0	8	6	2	9	8	1	22	23	-1
3RN	16	13	3	*	*	*	*	*	*	2	1	1	3	2	1	4	4	0	7	6	1
ABC NEWS	8	7	1	*	*	*	*	*	*	2	2	0	2	1	1	2	2	0	2	2	0
3JJJ	25	24	1	1	2	-1	7	7	0	13	10	3	4	5	-1	1	1	0	*	*	*
ABC CLASSIC	10	14	-4	*	*	*	*	*	*	1	4	-3	1	2	-1	1	2	-1	6	6	0
<b>Total</b>	<b>520</b>	<b>512</b>	<b>8</b>	<b>35</b>	<b>35</b>	<b>0</b>	<b>40</b>	<b>44</b>	<b>-4</b>	<b>115</b>	<b>107</b>	<b>8</b>	<b>124</b>	<b>127</b>	<b>-3</b>	<b>79</b>	<b>78</b>	<b>1</b>	<b>126</b>	<b>121</b>	<b>5</b>

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 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	+/-
SEN	23	19	4	38	32	6	32	26	6	26	19	7	25	17	8	5	7	-2	17	13	4
3AW	90	87	3	165	154	11	131	131	0	77	76	1	71	70	1	33	33	0	61	53	8
Macquarie Sports 1278	1	2	-1	1	*	*	1	1	0	1	2	-1	2	7	-5	1	1	0	1	1	0
101.9 FOX FM	59	52	7	89	71	18	78	69	9	70	70	0	65	56	9	15	13	2	30	31	-1
GOLD104.3	50	55	-5	60	62	-2	67	77	-10	72	80	-8	54	61	-7	14	14	0	37	40	-3
KIIS 101.1 FM	37	32	5	55	42	13	44	39	5	44	42	2	43	36	7	11	10	1	23	22	1
105.1 TRIPLE M	37	38	-1	54	59	-5	46	46	0	48	43	5	43	45	-2	9	11	-2	28	28	0
NOVA 100	44	43	1	70	63	7	46	52	-6	51	52	-1	52	50	2	13	13	0	27	26	1
smoothfm 91.5	49	56	-7	57	71	-14	63	79	-16	71	73	-2	51	57	-6	14	17	-3	40	46	-6
ABC MEL	46	45	1	74	78	-4	75	78	-3	37	33	4	45	38	7	16	15	1	36	34	2
3RN	17	13	4	43	33	10	10	10	0	10	8	2	18	13	5	7	6	1	14	12	2
ABC NEWS	8	7	1	16	13	3	5	5	0	5	4	1	10	9	1	6	5	1	7	7	0
3JJJ	30	28	2	39	42	-3	40	35	5	40	31	9	34	34	0	6	7	-1	13	15	-2
ABC CLASSIC	10	15	-5	14	17	-3	11	18	-7	12	20	-8	10	16	-6	4	6	-2	11	14	-3
<b>Total</b>	<b>567</b>	<b>555</b>	<b>12</b>	<b>846</b>	<b>804</b>	<b>42</b>	<b>735</b>	<b>743</b>	<b>-8</b>	<b>646</b>	<b>638</b>	<b>8</b>	<b>595</b>	<b>578</b>	<b>17</b>	<b>190</b>	<b>189</b>	<b>1</b>	<b>403</b>	<b>402</b>	<b>1</b>