



MELBOURNE RADIO - SURVEY 2 2018

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	2.7	0.4	1.5	1.7	-0.2	0.5	0.8	-0.3	1.7	1.8	-0.1	4.5	3.7	0.8	5.0	3.9	1.1	3.0	2.6	0.4
3AW	13.7	13.2	0.5	1.7	1.3	0.4	3.9	3.7	0.2	1.9	1.7	0.2	9.8	10.5	-0.7	23.3	21.8	1.5	28.6	28.1	0.5
TalkingLifestyle1278	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1	0.7	0.4	0.3
101.9 FOX FM	11.4	10.8	0.6	19.5	22.2	-2.7	30.2	27.2	3.0	17.7	15.5	2.2	12.3	11.1	1.2	3.6	4.1	-0.5	1.2	1.6	-0.4
GOLD104.3	10.0	9.7	0.3	7.5	8.7	-1.2	6.2	7.8	-1.6	11.6	10.1	1.5	10.9	12.0	-1.1	14.7	13.7	1.0	6.2	4.8	1.4
KIIS 101.1 FM	5.6	5.7	-0.1	16.7	12.5	4.2	12.4	9.5	2.9	7.6	8.3	-0.7	6.2	7.0	-0.8	2.0	3.0	-1.0	0.4	0.3	0.1
105.1 TRIPLE M	6.6	7.4	-0.8	6.6	6.0	0.6	4.5	6.8	-2.3	9.1	9.9	-0.8	10.9	10.7	0.2	5.7	8.4	-2.7	1.0	1.1	-0.1
NOVA 100	7.1	7.0	0.1	20.2	17.5	2.7	9.7	13.7	-4.0	11.2	11.0	0.2	7.1	6.6	0.5	2.8	3.3	-0.5	1.8	0.9	0.9
smoothfm 91.5	10.1	10.3	-0.2	5.7	6.5	-0.8	8.3	5.2	3.1	7.7	6.8	0.9	10.5	10.3	0.2	14.6	14.9	-0.3	10.5	13.3	-2.8
ABC MEL	8.3	8.1	0.2	1.2	1.1	0.1	0.5	0.8	-0.3	2.5	2.7	-0.2	6.2	5.6	0.6	9.1	9.5	-0.4	20.0	19.9	0.1
3RN	3.1	2.5	0.6	0.3	0.4	-0.1	1.2	1.2	0.0	0.9	0.6	0.3	1.9	1.5	0.4	4.5	2.5	2.0	6.8	6.6	0.2
ABC NEWS	1.7	1.9	-0.2	0.3	0.7	-0.4	1.0	1.2	-0.2	1.3	1.1	0.2	2.2	2.4	-0.2	1.3	1.4	-0.1	2.4	2.8	-0.4
3JJJ	4.3	4.8	-0.5	3.7	3.9	-0.2	10.4	14.3	-3.9	10.6	11.8	-1.2	3.1	2.4	0.7	0.7	1.0	-0.3	0.3	0.4	-0.1
ABCFM	2.6	2.5	0.1	1.3	1.6	-0.3	0.1	0.1	0.0	1.0	1.1	-0.1	1.4	1.4	0.0	2.1	2.1	0.0	7.1	6.7	0.4

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	2.9	0.3	3.5	3.2	0.3	3.2	3.1	0.1	2.6	2.1	0.5	3.2	3.1	0.1	4.0	3.0	1.0	2.9	2.2	0.7							
3AW	14.2	13.9	0.3	19.0	19.0	0.0	13.9	13.9	0.0	11.1	10.6	0.5	10.8	10.4	0.4	15.1	14.0	1.1	12.0	11.2	0.8							
TalkingLifestyle1278	0.3	0.2	0.1	0.1	0.1	0.0	0.4	0.2	0.2	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.1	0.1	0.4	0.3	0.1							
101.9 FOX FM	12.1	11.4	0.7	10.3	10.3	0.0	12.4	10.7	1.7	14.5	13.7	0.8	13.4	12.7	0.7	7.7	8.1	-0.4	9.1	8.7	0.4							
GOLD104.3	9.9	9.6	0.3	7.0	7.4	-0.4	11.1	11.1	0.0	12.9	12.4	0.5	9.3	8.1	1.2	7.8	7.8	0.0	10.5	10.1	0.4							
KIIS 101.1 FM	5.6	5.7	-0.1	5.0	5.1	-0.1	4.3	4.8	-0.5	5.9	5.8	0.1	7.8	7.4	0.4	5.8	6.4	-0.6	5.8	5.6	0.2							
105.1 TRIPLE M	7.0	8.1	-1.1	6.9	7.9	-1.0	6.6	8.2	-1.6	7.8	8.9	-1.1	7.4	8.7	-1.3	4.8	4.5	0.3	5.4	5.2	0.2							
NOVA 100	7.1	7.1	0.0	8.0	8.4	-0.4	5.6	5.2	0.4	5.9	6.6	-0.7	9.3	8.7	0.6	7.2	6.6	0.6	7.1	6.7	0.4							
smoothfm 91.5	9.7	9.7	0.0	8.1	7.8	0.3	10.4	11.3	-0.9	11.3	11.4	-0.1	9.0	8.8	0.2	9.4	9.1	0.3	11.4	12.1	-0.7							
ABC MEL	8.5	8.2	0.3	10.0	10.1	-0.1	12.3	10.8	1.5	5.2	5.0	0.2	5.8	6.7	-0.9	8.8	8.3	0.5	7.4	7.7	-0.3							
3RN	3.0	2.4	0.6	4.6	3.9	0.7	1.7	1.2	0.5	2.0	1.7	0.3	3.0	2.3	0.7	3.5	3.6	-0.1	3.5	2.8	0.7							
ABC NEWS	1.6	1.8	-0.2	2.7	2.4	0.3	1.0	1.3	-0.3	1.1	1.2	-0.1	1.4	1.7	-0.3	1.6	2.8	-1.2	2.0	2.2	-0.2							
3JJJ	4.3	4.5	-0.2	4.0	4.1	-0.1	3.9	4.1	-0.2	4.6	4.7	-0.1	5.2	5.5	-0.3	3.9	4.1	-0.2	4.2	5.9	-1.7							
ABCFM	2.4	2.3	0.1	2.3	2.0	0.3	2.3	2.5	-0.2	2.0	1.8	0.2	2.7	2.9	-0.2	3.3	3.7	-0.4	3.5	3.2	0.3							



MELBOURNE RADIO - SURVEY 2 2018

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	287	263	24	19	22	-3	19	14	5	53	50	3	92	88	4	52	46	6	52	43	9
3AW	609	606	3	12	9	3	13	25	-12	32	39	-7	142	156	-14	154	133	21	256	245	11
TalkingLifestyle1278	39	46	-7	5	6	-1	2	2	0	8	9	-1	4	4	0	4	5	-1	16	19	-3
101.9 FOX FM	1151	1208	-57	192	193	-1	236	250	-14	401	402	-1	241	275	-34	55	59	-4	26	29	-3
GOLD104.3	964	949	15	74	80	-6	84	70	14	265	242	23	284	271	13	160	181	-21	97	104	-7
KIIS 101.1 FM	806	837	-31	152	150	2	167	161	6	242	264	-22	191	195	-4	42	54	-12	11	12	-1
105.1 TRIPLE M	650	604	46	71	65	6	77	80	-3	229	215	14	189	167	22	65	64	1	20	13	7
NOVA 100	975	1023	-48	200	201	-1	175	183	-8	348	365	-17	194	210	-16	36	39	-3	22	24	-2
smoothfm 91.5	892	877	15	61	60	1	72	68	4	218	200	18	204	194	10	176	171	5	162	184	-22
ABC MEL	670	656	14	23	17	6	25	26	-1	88	81	7	155	159	-4	131	123	8	247	249	-2
3RN	240	219	21	7	10	-3	7	11	-4	35	33	2	56	45	11	42	36	6	93	83	10
ABC NEWS	251	268	-17	3	16	-13	28	25	3	64	49	15	61	78	-17	32	34	-2	64	65	-1
3JJJ	516	544	-28	51	44	7	108	136	-28	230	241	-11	99	95	4	24	21	3	4	6	-2
ABCFM	247	208	39	11	9	2	12	6	6	46	28	18	52	50	2	31	26	5	94	89	5
Total	4213	4218	-5	418	417	1	472	471	1	1098	1104	-6	985	990	-5	557	556	1	682	681	1

Cumulative Audience (000's) by Session, P10+ [Potential: 4453]

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	250	240	10	151	141	10	111	99	12	134	117	17	146	132	14	77	68	9	175	150	25						
3AW	585	577	8	477	477	0	371	358	13	340	307	33	329	294	35	207	175	32	436	409	27						
TalkingLifestyle1278	38	42	-4	11	20	-9	16	17	-1	22	24	-2	21	14	7	9	6	3	21	24	-3						
101.9 FOX FM	1066	1105	-39	608	657	-49	517	468	49	591	594	-3	649	669	-20	275	321	-46	666	682	-16						
GOLD104.3	853	822	31	405	379	26	434	419	15	489	486	3	446	401	45	230	225	5	567	592	-25						
KIIS 101.1 FM	725	764	-39	388	401	-13	286	294	-8	351	368	-17	430	422	8	206	233	-27	493	492	1						
105.1 TRIPLE M	572	553	19	306	299	7	243	236	7	293	259	34	329	317	12	133	127	6	352	301	51						
NOVA 100	883	941	-58	488	547	-59	356	343	13	387	442	-55	497	505	-8	256	261	-5	578	608	-30						
smoothfm 91.5	796	775	21	433	419	14	395	410	-15	455	433	22	454	439	15	269	255	14	599	600	-1						
ABC MEL	608	601	7	432	415	17	349	343	6	258	266	-8	274	275	-1	194	185	9	400	414	-14						
3RN	222	201	21	142	125	17	95	76	19	112	94	18	104	80	24	66	67	-1	143	128	15						
ABC NEWS	215	226	-11	130	139	-9	60	62	-2	75	72	3	84	100	-16	47	75	-28	152	158	-6						
3JJJ	472	478	-6	263	272	-9	200	191	9	214	237	-23	288	286	2	122	141	-19	293	347	-54						
ABCFM	209	183	26	103	88	15	92	87	5	105	91	14	110	104	6	84	80	4	164	150	14						
Total	4105	4120	-15	3190	3206	-16	2718	2629	89	2865	2833	32	3098	3040	58	1821	1826	-5	3508	3518	-10						



MELBOURNE RADIO - SURVEY 2 2018

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	14	3	1	1	0	*	*	*	2	2	0	6	5	1	4	3	1	4	3	1
3AW	72	70	2	1	*	*	2	2	0	2	2	0	13	14	-1	21	19	2	34	33	1
TalkingLifestyle1278	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
101.9 FOX FM	60	57	3	7	7	0	13	12	1	20	17	3	16	15	1	3	3	0	1	2	-1
GOLD104.3	53	51	2	2	3	-1	3	3	0	13	11	2	14	16	-2	13	12	1	7	6	1
KIIS 101.1 FM	30	30	0	6	4	2	5	4	1	9	9	0	8	10	-2	2	3	-1	*	*	*
105.1 TRIPLE M	35	39	-4	2	2	0	2	3	-1	10	11	-1	14	15	-1	5	7	-2	1	1	0
NOVA 100	37	37	0	7	6	1	4	6	-2	13	12	1	9	9	0	3	3	0	2	1	1
smoothfm 91.5	53	54	-1	2	2	0	4	2	2	9	8	1	14	14	0	13	13	0	13	16	-3
ABC MEL	43	43	0	*	*	*	*	*	*	3	3	0	8	8	0	8	8	0	24	24	0
3RN	16	13	3	*	*	*	1	1	0	1	1	0	3	2	1	4	2	2	8	8	0
ABC NEWS	9	10	-1	*	*	*	*	1	*	1	1	0	3	3	0	1	1	0	3	3	0
3JJJ	23	25	-2	1	1	0	4	6	-2	12	13	-1	4	3	1	1	1	0	*	*	*
ABCFM	14	13	1	*	1	*	*	*	*	1	1	0	2	2	0	2	2	0	9	8	1
Total	527	529	-2	33	33	0	43	44	-1	113	113	0	129	136	-7	88	85	3	120	119	1

Average Audience (000's) by Session, P10+ [Potential: 4453]

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	16	2	28	26	2	25	24	1	17	14	3	19	19	0	7	5	2	13	9	4						
3AW	80	79	1	152	156	-4	108	108	0	71	69	2	66	62	4	28	25	3	52	48	4						
TalkingLifestyle1278	2	1	1	1	1	0	3	2	1	2	2	0	2	2	0	*	*	*	2	1	1						
101.9 FOX FM	68	65	3	82	84	-2	96	84	12	93	89	4	82	77	5	14	14	0	39	37	2						
GOLD104.3	56	55	1	56	61	-5	86	87	-1	83	81	2	57	49	8	15	14	1	45	43	2						
KIIS 101.1 FM	32	33	-1	40	42	-2	33	38	-5	38	38	0	47	44	3	11	12	-1	25	24	1						
105.1 TRIPLE M	39	46	-7	56	65	-9	51	64	-13	50	58	-8	45	52	-7	9	8	1	23	22	1						
NOVA 100	40	41	-1	64	69	-5	43	40	3	38	43	-5	56	53	3	13	12	1	31	29	2						
smoothfm 91.5	55	55	0	65	64	1	81	88	-7	73	75	-2	54	53	1	17	16	1	49	52	-3						
ABC MEL	48	47	1	80	83	-3	96	84	12	33	33	0	35	40	-5	16	15	1	32	33	-1						
3RN	17	14	3	37	32	5	14	9	5	13	11	2	18	14	4	7	6	1	15	12	3						
ABC NEWS	9	10	-1	21	20	1	8	10	-2	7	8	-1	8	10	-2	3	5	-2	9	9	0						
3JJJ	24	26	-2	32	34	-2	30	32	-2	30	30	0	31	33	-2	7	7	0	18	25	-7						
ABCFM	13	13	0	18	16	2	18	19	-1	13	12	1	17	17	0	6	7	-1	15	14	1						
Total	565	570	-5	800	823	-23	777	781	-4	644	655	-11	607	603	4	186	179	7	431	428	3						