



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	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	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				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				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				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				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				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				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				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				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				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				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				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				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				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				2.3	2.6	-0.3

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

EMBARGOED UNTIL 9:30AM (AEDT)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2019

Cumulative Audience (000's) by Demographic, Listening via DAB+ or Internet, 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	+/-
BUDDHA HITS	18	25	-7	4	8	-4	*	6	*	7	2	5	2	6	-4	3	2	1	1	2	-1
Chemist Warehouse Remix	20	17	3	*	1	*	3	5	-2	13	1	12	3	7	-4	*	2	*	1	*	*
Coles Radio	65	59	6	9	7	2	12	12	0	24	16	8	11	19	-8	5	3	2	5	2	3
EASY HITS	54	44	10	17	8	9	3	4	-1	15	19	-4	8	9	-1	4	2	2	8	2	6
Edge Digital	19	17	2	4	3	1	3	4	-1	4	10	-6	*	*	*	2	*	*	6	*	*
Kinderling Kids	33	20	13	19	7	12	2	3	-1	5	6	-1	5	2	3	2	1	1	1	*	*
Koffee	30	25	5	2	5	-3	10	5	5	7	3	4	7	7	0	2	5	-3	1	*	*
MMM AUSSIE	20	na	*	3	na	*	5	na	*	5	na	*	3	na	*	4	na	*	*	na	*
MMM CLASSIC ROCK	76	59	17	11	8	3	8	4	4	12	12	0	24	21	3	14	5	9	8	8	0
MMM COUNTRY	33	23	10	5	1	4	9	2	7	7	5	2	4	7	-3	4	4	0	3	4	-1
MMM GREATEST HITS	29	20	9	2	4	-2	9	3	6	6	7	-1	2	2	0	7	4	3	3	*	*
NTS News Talk Sport	17	16	1	2	3	-1	2	7	-5	10	5	5	*	*	*	*	2	*	3	*	*
OLDSKOOL HITS	48	54	-6	4	15	-11	8	5	3	17	17	0	14	14	0	2	2	0	3	2	1
Rythmos	31	11	20	2	5	-3	3	*	*	13	3	10	8	2	6	2	2	0	4	*	*
The 80s iHeartRadio	57	48	9	4	8	-4	7	6	1	13	15	-2	25	15	10	3	3	0	4	*	*
The 90s iHeartRadio	51	43	8	2	4	-2	6	5	1	20	21	-1	15	11	4	6	2	4	1	*	*
URBAN HITS	25	24	1	6	5	1	9	4	5	8	11	-3	*	2	*	*	*	3	2	1	
triple j Uearthed	26	47	-21	7	4	3	6	12	-6	6	17	-11	3	14	-11	3	*	*	1	*	*
ABC Country	42	35	7	4	5	-1	5	6	-1	14	12	2	4	4	0	6	*	*	8	8	0
ABC Grandstand	48	25	23	8	5	3	9	3	6	8	2	6	7	5	2	4	6	-2	13	5	8
ABC Jazz	39	37	2	4	4	0	3	2	1	10	14	-4	7	4	3	7	4	3	8	8	0
ABC KIDS LISTEN	56	51	5	24	20	4	3	9	-6	18	17	1	6	2	4	2	3	-1	3	*	*
Double J	76	65	11	15	12	3	4	8	-4	22	20	2	30	20	10	3	2	1	1	2	-1
Total Digital/Internet Only	587	601	-14	86	82	4	79	89	-10	179	173	6	118	159	-41	61	60	1	65	38	27

Cumulative Audience (000's) by Session, Listening via Digital or Internet, 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	+/-
BUDDHA HITS	17	25	-8	4	10	-6	4	9	-5	10	13	-3	11	7	4	9	4	5	9	*	*
Chemist Warehouse Remix	16	17	-1	10	7	3	4	3	1	8	9	-1	2	8	-6	2	5	-3	10	8	2
Coles Radio	60	54	6	13	15	-2	17	21	-4	19	26	-7	18	17	1	18	8	10	26	25	1
EASY HITS	47	32	15	16	14	2	10	5	5	25	9	16	21	11	10	10	4	6	26	19	7
Edge Digital	14	15	-1	10	4	6	3	1	2	6	5	1	8	6	2	2	5	-3	5	9	-4
Kinderling Kids	27	15	12	12	4	8	13	*	*	8	4	4	4	8	-4	4	2	2	17	5	12
Koffee	24	17	7	10	3	7	12	8	4	8	7	1	4	8	-4	*	7	*	15	11	4
MMM AUSSIE	17	na	*	3	na	*	1	na	*	4	na	*	7	na	*	7	na	*	8	na	*
MMM CLASSIC ROCK	59	39	20	32	17	15	20	12	8	24	12	12	30	20	10	18	15	3	44	36	8
MMM COUNTRY	28	22	6	11	7	4	5	9	-4	5	6	-1	10	8	2	4	12	-8	13	13	0
MMM GREATEST HITS	17	19	-2	7	9	-2	6	3	3	8	4	4	3	4	-1	2	8	-6	15	4	11
NTS News Talk Sport	15	11	4	4	*	*	5	2	3	6	8	-2	*	3	*	2	*	*	2	12	-10
OLDSKOOL HITS	40	51	-11	10	16	-6	17	12	5	22	17	5	17	37	-20	11	19	-8	21	44	-23
Rythmos	26	10	16	6	2	4	10	2	8	5	4	1	3	8	-5	2	2	0	9	8	1
The 80s iHeartRadio	46	39	7	21	10	11	23	12	11	29	16	13	31	23	8	8	23	-15	22	34	-12
The 90s iHeartRadio	39	33	6	16	16	0	26	8	18	19	14	5	15	15	0	7	8	-1	14	25	-11
URBAN HITS	20	23	-3	10	8	2	7	11	-4	4	6	-2	5	6	-1	3	8	-5	13	8	5
triple j Uearthed	21	32	-11	5	9	-4	5	15	-10	13	15	-2	10	14	-4	3	10	-7	9	28	-19
ABC Country	33	33	0	13	19	-6	4	15	-11	16	9	7	15	4	11	10	10	0	14	9	5
ABC Grandstand	25	12	13	4	2	2	12	4	8	13	3	10	5	3	2	*	9	*	24	19	5
ABC Jazz	36	32	4	12	12	0	14	10	4	8	14	-6	12	18	-6	10	12	-2	21	17	4
ABC KIDS LISTEN	42	37	5	19	19	0	13	18	-5	18	16	2	18	17	1	12	6	6	34	37	-3
Double J	53	54	-1	19	20	-1	28	10	18	29	30	-1	22	24	-2	14	14	0	39	41	-2
Total Digital/Internet Only	493	494	-1	218	219	-1	204	208	-4	246	240	6	228	250	-22	134	168	-34	326	378	-52

Survey Period: Sun Jan 20 to Sat Mar 2.

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