



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	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	3.1	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	2.2	1.8	0.4	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	13.1	13.5	-0.4	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	0.2	0.2	0.0	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	8.8	9.5	-0.7	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	10.5	10.1	0.4	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	4.7	4.4	0.3	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	5.9	5.2	0.7	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	6.9	7.5	-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	12.1	11.1	1.0	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	7.1	7.7	-0.6	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	3.5	3.6	-0.1	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	1.7	1.5	0.2	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	4.0	6.6	-2.6	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	3.0	2.3	0.7	3.0	2.3	0.7

EMBARGOED UNTIL 9:30AM (AEST)



MELBOURNE RADIO - DAB+ STATIONS ONLY - 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	+/-
BUDDHA HITS	28	18	10	4	4	0	*	*	*	9	7	2	9	2	7	1	3	-2	5	1	4
Chemist Warehouse Remix	28	20	8	*	*	*	2	3	-1	23	13	10	2	3	-1	*	*	*	2	1	1
Coles Radio	65	65	0	8	9	-1	10	12	-2	37	24	13	8	11	-3	2	5	-3	*	5	*
EASY HITS	54	54	0	12	17	-5	2	3	-1	22	15	7	9	8	1	5	4	1	3	8	-5
Edge Digital	25	19	6	2	4	-2	5	3	2	11	4	7	*	*	*	2	2	0	5	6	-1
Kinderling Kids	42	33	9	18	19	-1	*	2	*	13	5	8	8	5	3	2	2	0	1	1	0
Koffee	29	30	-1	4	2	2	5	10	-5	8	7	1	7	7	0	5	2	3	*	1	*
MMM AUSSIE	17	20	-3	*	3	*	*	5	*	5	5	0	7	3	4	3	4	-1	2	*	*
MMM CLASSIC ROCK	54	76	-22	10	11	-1	6	8	-2	12	12	0	15	24	-9	8	14	-6	3	8	-5
MMM COUNTRY	20	33	-13	2	5	-3	8	9	-1	7	7	0	3	4	-1	*	4	*	1	3	-2
MMM GREATEST HITS	37	29	8	9	2	7	9	9	0	5	6	-1	7	2	5	5	7	-2	2	3	-1
NTS News Talk Sport	12	17	-5	*	2	*	3	2	1	7	10	-3	*	*	*	*	*	*	2	3	-1
OLDSKOOL HITS	36	48	-12	7	4	3	*	8	*	9	17	-8	12	14	-2	5	2	3	3	3	0
Rythmos	33	31	2	3	2	1	3	3	0	11	13	-2	4	8	-4	6	2	4	5	4	1
The 80s iHeartRadio	45	57	-12	4	4	0	8	7	1	12	13	-1	14	25	-11	4	3	1	3	4	-1
The 90s iHeartRadio	35	51	-16	5	2	3	7	6	1	14	20	-6	4	15	-11	4	6	-2	1	1	0
URBAN HITS	27	25	2	5	6	-1	6	9	-3	14	8	6	2	*	*	*	*	*	*	3	*
triple j Uearthed	31	26	5	7	7	0	6	6	0	5	6	-1	8	3	5	*	3	*	4	1	3
ABC Country	32	42	-10	5	4	1	3	5	-2	8	14	-6	2	4	-2	6	6	0	8	8	0
ABC Grandstand	35	48	-13	4	8	-4	4	9	-5	8	8	0	9	7	2	3	4	-1	8	13	-5
ABC Jazz	49	39	10	4	4	0	3	3	0	16	10	6	13	7	6	8	7	1	5	8	-3
ABC KIDS LISTEN	45	56	-11	22	24	-2	2	3	-1	15	18	-3	5	6	-1	2	2	0	*	3	*
Double J	71	76	-5	13	15	-2	13	4	9	10	22	-12	28	30	-2	3	3	0	5	1	4
Total Digital/Internet Only	574	587	-13	72	86	-14	72	79	-7	194	179	15	123	118	5	58	61	-3	55	65	-10

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 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	+/-
BUDDHA HITS	26	17	9	13	4	9	11	4	7	16	10	6	15	11	4	12	9	3	15	9	6
Chemist Warehouse Remix	26	16	10	15	10	5	9	4	5	7	8	-1	6	2	4	5	2	3	7	10	-3
Coles Radio	57	60	-3	14	13	1	8	17	-9	16	19	-3	19	18	1	24	18	6	29	26	3
EASY HITS	46	47	-1	24	16	8	15	10	5	20	25	-5	20	21	-1	17	10	7	18	26	-8
Edge Digital	22	14	8	15	10	5	3	3	0	6	6	0	11	8	3	2	2	0	7	5	2
Kinderling Kids	32	27	5	14	12	2	15	13	2	8	8	0	5	4	1	*	4	*	25	17	8
Koffee	20	24	-4	13	10	3	6	12	-6	11	8	3	5	4	1	*	*	*	15	15	0
MMM AUSSIE	12	17	-5	2	3	-1	7	1	6	*	4	*	5	7	-2	7	7	0	11	8	3
MMM CLASSIC ROCK	36	59	-23	18	32	-14	10	20	-10	19	24	-5	16	30	-14	12	18	-6	44	44	0
MMM COUNTRY	20	28	-8	7	11	-4	7	5	2	6	5	1	9	10	-1	1	4	-3	8	13	-5
MMM GREATEST HITS	20	17	3	7	7	0	8	6	2	7	8	-1	8	3	5	2	2	0	20	15	5
NTS News Talk Sport	12	15	-3	4	4	0	2	5	-3	5	6	-1	3	*	*	*	2	*	5	2	3
OLDSKOOL HITS	34	40	-6	8	10	-2	13	17	-4	23	22	1	20	17	3	9	11	-2	16	21	-5
Rythmos	25	26	-1	12	6	6	9	10	-1	6	5	1	*	3	*	7	2	5	12	9	3
The 80s iHeartRadio	40	46	-6	18	21	-3	15	23	-8	23	29	-6	19	31	-12	9	8	1	25	22	3
The 90s iHeartRadio	28	39	-11	9	16	-7	15	26	-11	15	19	-4	8	15	-7	3	7	-4	14	14	0
URBAN HITS	25	20	5	9	10	-1	3	7	-4	8	4	4	8	5	3	7	3	4	10	13	-3
triple j Uearthed	22	21	1	5	5	0	6	5	1	8	13	-5	8	10	-2	4	3	1	14	9	5
ABC Country	28	33	-5	14	13	1	6	4	2	12	16	-4	9	15	-6	8	10	-2	14	14	0
ABC Grandstand	16	25	-9	7	4	3	2	12	-10	5	13	-8	*	5	*	2	*	*	22	24	-2
ABC Jazz	49	36	13	18	12	6	13	14	-1	14	8	6	16	12	4	20	10	10	26	21	5
ABC KIDS LISTEN	36	42	-6	18	19	-1	8	13	-5	17	18	-1	13	18	-5	10	12	-2	26	34	-8
Double J	55	53	2	18	19	-1	20	28	-8	16	29	-13	14	22	-8	17	14	3	38	39	-1
Total Digital/Internet Only	490	493	-3	222	218	4	192	204	-12	213	246	-33	201	228	-27	158	134	24	344	326	18

Survey Period: Sun Feb 10 to Sat Mar 2 & Sun Mar 10 to Sat Apr 13.

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.