



# 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

EMBARGOED UNTIL 9:30AM (AEST)

# MELBOURNE RADIO - DAB+ STATIONS ONLY - 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	+/-
BUDDHA HITS	36	37	-1	7	6	1	5	5	0	8	11	-3	9	11	-2	4	*	*	2	4	-2
Chemist Warehouse Remix	22	32	-10	3	3	0	5	*	*	11	24	-13	3	4	-1	*	*	*	*	2	*
Coles Radio	76	79	-3	8	9	-1	14	19	-5	32	37	-5	13	13	0	4	1	3	4	*	*
EASY HITS	35	45	-10	2	3	-1	4	2	2	12	21	-9	11	12	-1	4	5	-1	2	2	0
Edge Digital	20	23	-3	4	2	2	2	4	-2	9	15	-6	*	*	*	2	*	*	2	1	1
Kinderling Kids	20	26	-6	2	3	-1	2	*	*	8	11	-3	9	11	-2	*	*	*	*	1	*
Koffee	22	27	-5	8	9	-1	*	2	*	6	10	-4	3	2	1	5	5	0	*	*	*
MMM AUSSIE	14	18	-4	3	3	0	*	*	*	2	*	*	6	11	-5	1	1	0	1	3	-2
MMM CLASSIC ROCK	41	44	-3	2	4	-2	5	9	-4	13	8	5	11	15	-4	10	8	2	*	*	*
MMM COUNTRY	22	18	4	5	2	3	2	5	-3	5	6	-1	7	5	2	2	*	*	1	1	0
MMM GREATEST HITS	31	28	3	8	10	-2	2	2	0	2	*	*	8	10	-2	8	6	2	3	*	*
NTS News Talk Sport	7	9	-2	4	*	*	*	3	*	2	5	-3	*	*	*	1	1	0	*	*	*
OLDSKOOL HITS	59	49	10	9	7	2	7	6	1	20	11	9	20	23	-3	3	3	0	*	*	*
Rythmos	15	28	-13	4	4	0	6	6	0	3	7	-4	2	4	-2	*	3	*	1	4	-3
The 80s iHeartRadio	53	60	-7	10	10	0	*	5	*	9	13	-4	22	21	1	9	8	1	2	3	-1
The 90s iHeartRadio	59	56	3	8	11	-3	10	11	-1	18	19	-1	18	12	6	3	3	0	1	*	*
URBAN HITS	30	35	-5	7	5	2	12	9	3	6	12	-6	5	8	-3	*	*	*	*	*	*
triple j Unearthed	37	30	7	16	10	6	6	4	2	13	6	7	*	7	*	*	*	*	2	2	0
ABC Country	18	20	-2	3	4	-1	*	*	*	7	6	1	4	*	*	*	1	*	4	8	-4
ABC Grandstand	30	26	4	2	2	0	*	*	*	3	6	-3	9	10	-1	10	2	8	6	5	1
ABC Jazz	27	40	-13	5	6	-1	2	5	-3	6	10	-4	4	10	-6	3	6	-3	6	3	3
ABC KIDS LISTEN	48	33	15	17	15	2	4	3	1	21	13	8	5	2	3	*	*	*	1	*	*
Double J	58	67	-9	2	5	-3	7	17	-10	20	14	6	21	23	-2	7	5	2	1	4	-3
Total Digital/Internet Only	555	559	-4	72	61	11	71	84	-13	171	170	1	134	151	-17	66	51	15	41	41	0

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	27	33	-6	13	18	-5	7	10	-3	8	13	-5	11	12	-1	13	15	-2	20	18	2
Chemist Warehouse Remix	16	31	-15	7	14	-7	8	13	-5	5	8	-3	7	9	-2	7	8	-1	7	4	3
Coles Radio	68	68	0	14	22	-8	19	17	2	23	11	12	30	30	0	23	32	-9	38	39	-1
EASY HITS	32	38	-6	7	17	-10	3	10	-7	16	14	2	16	23	-7	9	18	-9	5	13	-8
Edge Digital	15	18	-3	8	10	-2	4	1	3	4	2	2	6	9	-3	4	2	2	10	9	1
Kinderling Kids	20	22	-2	6	7	-1	11	13	-2	6	4	2	6	4	2	5	*	*	10	12	-2
Koffee	18	21	-3	2	7	-5	2	6	-4	14	16	-2	5	6	-1	2	*	*	5	11	-6
MMM AUSSIE	14	15	-1	4	4	0	3	9	-6	5	3	2	4	2	2	1	3	-2	8	11	-3
MMM CLASSIC ROCK	35	33	2	22	16	6	16	14	2	11	14	-3	14	12	2	16	11	5	25	33	-8
MMM COUNTRY	16	16	0	3	3	0	4	7	-3	10	13	-3	8	8	0	8	5	3	14	9	5
MMM GREATEST HITS	25	21	4	14	6	8	9	9	0	18	13	5	14	11	3	*	*	*	14	8	6
NTS News Talk Sport	6	7	-1	*	2	*	*	*	*	*	4	*	4	3	1	4	*	*	3	6	-3
OLDSKOOL HITS	48	43	5	20	13	7	21	15	6	30	22	8	13	18	-5	6	11	-5	26	21	5
Rythmos	7	19	-12	4	10	-6	5	7	-2	2	6	-4	*	*	*	2	4	-2	10	12	-2
The 80s iHeartRadio	48	54	-6	11	20	-9	18	23	-5	20	25	-5	16	17	-1	7	13	-6	22	28	-6
The 90s iHeartRadio	46	46	0	18	19	-1	23	21	2	31	29	2	18	20	-2	16	14	2	39	35	4
URBAN HITS	24	31	-7	16	14	2	7	7	0	10	14	-4	18	18	0	5	10	-5	11	13	-2
triple j Unearthed	34	23	11	16	7	9	3	5	-2	7	5	2	14	5	9	11	9	2	15	14	1
ABC Country	15	17	-2	6	8	-2	10	8	2	5	4	1	2	2	0	8	5	3	11	10	1
ABC Grandstand	21	14	7	5	6	-1	1	1	0	1	1	0	6	4	2	10	3	7	22	18	4
ABC Jazz	23	40	-17	4	15	-11	6	9	-3	4	10	-6	8	13	-5	10	17	-7	15	21	-6
ABC KIDS LISTEN	46	29	17	18	12	6	19	13	6	17	15	2	15	7	8	16	6	10	32	17	15
Double J	44	58	-14	21	21	0	25	25	0	26	17	9	22	23	-1	17	25	-8	40	37	3
Total Digital/Internet Only	473	494	-21	201	216	-15	202	226	-24	227	216	11	234	218	16	167	185	-18	347	329	18

Survey Period: Sun Apr 21 to Sat Jun 29.

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