



# MELBOURNE RADIO - SURVEY 5 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	4.5	4.1	0.4	2.3	2.3	0.0	1.0	1.1	-0.1	4.9	4.2	0.7	7.2	5.6	1.6	3.2	4.3	-1.1	4.3	3.9	0.4
3AW	15.2	15.6	-0.4	2.0	1.5	0.5	0.5	1.0	-0.5	2.6	2.3	0.3	10.6	9.1	1.5	16.8	17.8	-1.0	38.3	41.4	-3.1
Macquarie Sports 1278	0.2	0.2	0.0	0.5	0.7	-0.2	0.1	*	*	0.2	0.2	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	0.3	0.3	0.0
101.9 FOX FM	10.2	9.8	0.4	18.7	18.5	0.2	25.0	19.8	5.2	16.1	17.7	-1.6	10.8	9.9	0.9	4.4	3.6	0.8	1.0	0.9	0.1
GOLD104.3	9.8	9.0	0.8	9.6	9.2	0.4	5.3	3.7	1.6	9.5	7.2	2.3	12.0	14.2	-2.2	18.3	15.2	3.1	3.9	3.2	0.7
KIIS 101.1 FM	6.7	6.3	0.4	13.2	12.8	0.4	18.7	12.8	5.9	10.1	9.7	0.4	6.3	6.0	0.3	3.4	4.6	-1.2	0.7	0.9	-0.2
105.1 TRIPLE M	6.4	6.7	-0.3	6.2	6.6	-0.4	4.8	5.8	-1.0	8.7	7.7	1.0	10.4	11.1	-0.7	7.3	8.5	-1.2	0.6	0.6	0.0
NOVA 100	7.2	7.5	-0.3	22.2	23.4	-1.2	13.7	11.6	2.1	11.0	12.4	-1.4	6.2	6.5	-0.3	3.2	3.3	-0.1	0.9	0.9	0.0
smoothfm 91.5	9.4	8.8	0.6	10.1	6.2	3.9	4.6	4.3	0.3	7.0	8.5	-1.5	8.8	7.9	0.9	10.2	10.1	0.1	13.0	11.4	1.6
ABC MEL	8.0	8.3	-0.3	2.3	1.5	0.8	0.9	0.4	0.5	2.3	2.9	-0.6	4.9	6.2	-1.3	12.3	11.6	0.7	17.3	17.5	-0.2
3RN	2.9	3.1	-0.2	0.9	1.1	-0.2	0.6	0.3	0.3	1.1	1.4	-0.3	2.6	2.2	0.4	4.7	5.5	-0.8	4.9	5.3	-0.4
ABC NEWS	1.4	1.5	-0.1	0.6	0.3	0.3	0.5	0.5	0.0	1.4	1.3	0.1	1.2	1.2	0.0	2.2	2.7	-0.5	1.4	1.9	-0.5
3JJJ	4.3	4.8	-0.5	2.8	3.1	-0.3	15.4	17.4	-2.0	9.6	10.9	-1.3	1.9	2.9	-1.0	1.6	0.9	0.7	0.2	0.1	0.1
ABC CLASSIC	2.2	1.9	0.3	0.3	0.1	0.2	0.2	0.6	-0.4	0.8	1.2	-0.4	1.0	0.8	0.2	2.2	1.1	1.1	5.8	5.1	0.7

## 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	4.5	4.1	0.4	4.8	4.5	0.3	5.3	4.3	1.0	4.6	4.1	0.5	4.2	4.2	0.0	1.9	2.6	-0.7	4.6	4.2	0.4						
3AW	15.4	15.8	-0.4	18.6	19.5	-0.9	17.2	17.8	-0.6	12.8	11.9	0.9	11.4	12.0	-0.6	16.6	17.5	-0.9	14.4	15.1	-0.7						
Macquarie Sports 1278	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.4	-0.2	0.5	0.4	0.1	0.4	0.3	0.1						
101.9 FOX FM	10.9	10.5	0.4	10.0	10.5	-0.5	10.5	10.5	0.0	12.0	10.9	1.1	12.3	11.0	1.3	8.9	7.9	1.0	7.7	7.5	0.2						
GOLD104.3	10.0	8.9	1.1	8.0	7.0	1.0	10.3	9.1	1.2	12.3	11.2	1.1	10.5	9.1	1.4	8.2	7.5	0.7	9.2	9.3	-0.1						
KIIS 101.1 FM	6.8	6.5	0.3	7.2	6.5	0.7	6.4	6.0	0.4	6.6	6.8	-0.2	7.6	7.2	0.4	6.2	6.0	0.2	6.3	5.7	0.6						
105.1 TRIPLE M	6.4	6.6	-0.2	6.3	6.4	-0.1	6.2	6.2	0.0	7.1	7.5	-0.4	6.4	7.2	-0.8	5.0	4.7	0.3	6.5	7.0	-0.5						
NOVA 100	7.1	7.7	-0.6	8.6	8.2	0.4	4.7	6.3	-1.6	6.3	7.9	-1.6	8.9	8.8	0.1	7.3	6.7	0.6	7.3	6.7	0.6						
smoothfm 91.5	9.2	8.6	0.6	6.9	6.7	0.2	9.9	8.5	1.4	11.7	11.1	0.6	9.0	8.6	0.4	7.7	7.5	0.2	10.2	9.8	0.4						
ABC MEL	7.8	8.1	-0.3	8.2	8.8	-0.6	10.5	10.2	0.3	5.6	5.8	-0.2	7.1	7.5	-0.4	8.1	8.3	-0.2	8.7	9.0	-0.3						
3RN	2.8	2.9	-0.1	4.8	5.1	-0.3	1.2	1.4	-0.2	1.3	1.5	-0.2	2.8	3.0	-0.2	4.7	3.8	0.9	3.2	3.4	-0.2						
ABC NEWS	1.3	1.4	-0.1	1.8	1.9	-0.1	0.7	0.7	0.0	0.7	0.8	-0.1	1.3	1.6	-0.3	3.0	3.4	-0.4	1.6	1.8	-0.2						
3JJJ	4.6	5.2	-0.6	3.9	4.7	-0.8	4.3	5.4	-1.1	5.7	6.2	-0.5	5.1	5.8	-0.7	3.4	3.3	0.1	3.1	3.3	-0.2						
ABC CLASSIC	2.1	1.7	0.4	2.1	1.6	0.5	2.4	1.5	0.9	1.9	1.8	0.1	1.8	1.6	0.2	2.3	2.2	0.1	2.6	2.8	-0.2						

EMBARGOED UNTIL 9:30AM (AEST)



# MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	33	36	-3	5	7	-2	*	5	*	7	8	-1	8	9	-1	7	4	3	5	2	3
Chemist Warehouse Remix	11	22	-11	*	3	*	5	5	0	4	11	-7	2	3	-1	*	*	*	*	*	*
Coles Radio	75	76	-1	12	8	4	13	14	-1	25	32	-7	13	13	0	7	4	3	5	4	1
EASY HITS	40	35	5	6	2	4	5	4	1	13	12	1	8	11	-3	6	4	2	3	2	1
Edge Digital	19	20	-1	2	4	-2	5	2	3	7	9	-2	*	*	*	3	2	1	1	2	-1
GOLD 80s	50	53	-3	5	10	-5	*	*	*	9	9	0	23	22	1	8	9	-1	4	2	2
KIIS 90s	40	59	-19	5	8	-3	2	10	-8	15	18	-3	12	18	-6	5	3	2	1	1	0
Kinderling Kids	25	20	5	4	2	2	2	2	0	11	8	3	8	9	-1	*	*	*	*	*	*
Koffee	17	22	-5	5	8	-3	*	*	*	2	6	-4	6	3	3	4	5	-1	*	*	*
MMM AUSSIE	12	14	-2	*	3	*	4	*	*	2	2	0	5	6	-1	2	1	1	*	1	*
MMM CLASSIC ROCK	37	41	-4	2	2	0	4	5	-1	11	13	-2	5	11	-6	15	10	5	*	*	*
MMM COUNTRY	19	22	-3	3	5	-2	*	2	*	5	5	0	7	7	0	4	2	2	*	1	*
MMM GREATEST HITS	24	31	-7	4	8	-4	*	2	*	2	2	0	5	8	-3	7	8	-1	6	3	3
NTS News Talk Sport	5	7	-2	3	4	-1	*	*	*	2	2	0	*	*	*	*	1	*	*	*	*
OLDSKOOL HITS	52	59	-7	6	9	-3	7	7	0	17	20	-3	18	20	-2	4	3	1	*	*	*
Rythmos	13	15	-2	3	4	-1	3	6	-3	3	3	0	1	2	-1	1	*	*	1	1	0
URBAN HITS	20	30	-10	1	7	-6	4	12	-8	15	6	9	*	5	*	*	*	*	*	*	*
triple j Uearthed	36	37	-1	11	16	-5	9	6	3	14	13	1	1	*	*	*	*	2	2	0	
ABC Country	14	18	-4	*	3	*	*	*	*	5	7	-2	4	4	0	*	*	*	4	4	0
ABC Grandstand	38	30	8	*	2	*	*	*	*	9	3	6	10	9	1	8	10	-2	11	6	5
ABC Jazz	36	27	9	*	5	*	*	2	*	13	6	7	9	4	5	3	3	0	11	6	5
ABC KIDS LISTEN	37	48	-11	8	17	-9	4	4	0	16	21	-5	4	5	-1	1	*	*	3	1	2
Double J	40	58	-18	*	2	*	*	7	*	21	20	1	14	21	-7	4	7	-3	2	1	1
Total Digital/Internet Only	548	555	-7	58	72	-14	59	71	-12	181	171	10	126	134	-8	67	66	1	56	41	15

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	+/-
BUDDHA HITS	23	27	-4	10	13	-3	5	7	-2	7	8	-1	17	11	6	7	13	-6	17	20	-3
Chemist Warehouse Remix	5	16	-11	2	7	-5	1	8	-7	1	5	-4	3	7	-4	2	7	-5	7	7	0
Coles Radio	63	68	-5	13	14	-1	14	19	-5	38	23	15	31	30	1	12	23	-11	40	38	2
EASY HITS	37	32	5	14	7	7	11	3	8	22	16	6	15	16	-1	4	9	-5	10	5	5
Edge Digital	19	15	4	9	8	1	7	4	3	13	4	9	7	6	1	6	4	2	4	10	-6
GOLD 80s	43	48	-5	14	11	3	12	18	-6	12	20	-8	15	16	-1	7	7	0	27	22	5
KIIS 90s	33	46	-13	12	18	-6	13	23	-10	18	31	-13	10	18	-8	5	16	-11	22	39	-17
Kinderling Kids	21	20	1	12	6	6	10	11	-1	6	6	0	6	6	0	5	5	0	15	10	5
Koffee	15	18	-3	3	2	1	1	2	-1	8	14	-6	10	5	5	2	2	0	5	5	0
MMM AUSSIE	8	14	-6	1	4	-3	2	3	-1	2	5	-3	5	4	1	2	1	1	7	8	-1
MMM CLASSIC ROCK	30	35	-5	19	22	-3	6	16	-10	10	11	-1	8	14	-6	11	16	-5	16	25	-9
MMM COUNTRY	13	16	-3	1	3	-2	*	4	*	5	10	-5	10	8	2	6	8	-2	15	14	1
MMM GREATEST HITS	20	25	-5	10	14	-4	8	9	-1	9	18	-9	9	14	-5	*	*	*	11	14	-3
NTS News Talk Sport	5	6	-1	*	*	*	*	*	*	*	*	*	3	4	-1	3	4	-1	2	3	-1
OLDSKOOL HITS	42	48	-6	20	20	0	13	21	-8	26	30	-4	15	13	2	8	6	2	21	26	-5
Rythmos	8	7	1	3	4	-1	3	5	-2	4	2	2	1	*	*	2	2	0	8	10	-2
URBAN HITS	18	24	-6	10	16	-6	3	7	-4	*	10	*	13	18	-5	6	5	1	4	11	-7
triple j Uearthed	30	34	-4	12	16	-4	5	3	2	6	7	-1	9	14	-5	15	11	4	18	15	3
ABC Country	14	15	-1	5	6	-1	11	10	1	7	5	2	4	2	2	6	8	-2	6	11	-5
ABC Grandstand	25	21	4	2	5	-3	2	1	1	*	1	*	3	6	-3	21	10	11	31	22	9
ABC Jazz	29	23	6	7	4	3	12	6	6	6	4	2	8	8	0	16	10	6	19	15	4
ABC KIDS LISTEN	35	46	-11	13	18	-5	9	19	-10	7	17	-10	17	15	2	15	16	-1	21	32	-11
Double J	26	44	-18	8	21	-13	10	25	-15	19	26	-7	8	22	-14	4	17	-13	24	40	-16
Total Digital/Internet Only	445	473	-28	179	201	-22	147	202	-55	208	227	-19	220	234	-14	152	167	-15	330	347	-17

Please note: The 80s iHeartRadio changed to GOLD 80s & The 90s iHeartRadio changed to KIIS 90s effective Jul 14.

Survey Period: Sun May 26 to Sat Jun 29 & Sun Jul 14 to Sat Aug 17.

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