



MELBOURNE RADIO - SURVEY 6 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	3.7	4.5	-0.8	1.4	2.3	-0.9	0.6	1.0	-0.4	4.2	4.9	-0.7	5.3	7.2	-1.9	3.4	3.2	0.2	3.7	4.3	-0.6
3AW	13.9	15.2	-1.3	2.1	2.0	0.1	2.2	0.5	1.7	1.4	2.6	-1.2	11.0	10.6	0.4	21.6	16.8	4.8	29.2	38.3	-9.1
Macquarie Sports 1278	0.3	0.2	0.1	0.4	0.5	-0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.8	0.3	0.5	0.2	0.3	-0.1
101.9 FOX FM	9.4	10.2	-0.8	19.1	18.7	0.4	20.4	25.0	-4.6	16.6	16.1	0.5	8.9	10.8	-1.9	4.4	4.4	0.0	1.1	1.0	0.1
GOLD104.3	12.0	9.8	2.2	8.6	9.6	-1.0	11.7	5.3	6.4	13.4	9.5	3.9	14.6	12.0	2.6	16.9	18.3	-1.4	6.2	3.9	2.3
KIIS 101.1 FM	5.8	6.7	-0.9	12.1	13.2	-1.1	14.7	18.7	-4.0	9.5	10.1	-0.6	6.0	6.3	-0.3	2.6	3.4	-0.8	0.2	0.7	-0.5
105.1 TRIPLE M	6.2	6.4	-0.2	5.4	6.2	-0.8	5.2	4.8	0.4	8.1	8.7	-0.6	10.7	10.4	0.3	5.0	7.3	-2.3	1.4	0.6	0.8
NOVA 100	7.2	7.2	0.0	22.6	22.2	0.4	12.6	13.7	-1.1	10.9	11.0	-0.1	7.3	6.2	1.1	3.3	3.2	0.1	0.6	0.9	-0.3
smoothfm 91.5	9.2	9.4	-0.2	8.7	10.1	-1.4	5.5	4.6	0.9	6.7	7.0	-0.3	7.9	8.8	-0.9	11.2	10.2	1.0	12.8	13.0	-0.2
ABC MEL	8.6	8.0	0.6	2.8	2.3	0.5	3.1	0.9	2.2	1.9	2.3	-0.4	4.6	4.9	-0.3	10.6	12.3	-1.7	20.2	17.3	2.9
3RN	2.5	2.9	-0.4	0.8	0.9	-0.1	1.1	0.6	0.5	0.2	1.1	-0.9	1.4	2.6	-1.2	3.4	4.7	-1.3	5.9	4.9	1.0
ABC NEWS	1.2	1.4	-0.2	1.1	0.6	0.5	0.9	0.5	0.4	1.0	1.4	-0.4	1.3	1.2	0.1	1.6	2.2	-0.6	1.2	1.4	-0.2
3JJJ	3.9	4.3	-0.4	3.3	2.8	0.5	12.4	15.4	-3.0	8.2	9.6	-1.4	3.0	1.9	1.1	1.2	1.6	-0.4	0.2	0.2	0.0
ABC CLASSIC	3.3	2.2	1.1	0.3	0.3	0.0	0.4	0.2	0.2	1.0	0.8	0.2	1.3	1.0	0.3	3.9	2.2	1.7	8.5	5.8	2.7

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	3.8	4.5	-0.7	4.3	4.8	-0.5	4.1	5.3	-1.2	3.7	4.6	-0.9	3.6	4.2	-0.6	2.3	1.9	0.4	3.6	4.6	-1.0						
3AW	14.4	15.4	-1.0	17.3	18.6	-1.3	15.9	17.2	-1.3	12.0	12.8	-0.8	11.1	11.4	-0.3	14.5	16.6	-2.1	12.3	14.4	-2.1						
Macquarie Sports 1278	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.7	0.2	0.5	0.6	0.5	0.1	0.3	0.4	-0.1						
101.9 FOX FM	9.9	10.9	-1.0	9.6	10.0	-0.4	8.9	10.5	-1.6	10.8	12.0	-1.2	11.8	12.3	-0.5	7.5	8.9	-1.4	7.8	7.7	0.1						
GOLD104.3	12.1	10.0	2.1	9.5	8.0	1.5	12.6	10.3	2.3	14.5	12.3	2.2	12.6	10.5	2.1	11.5	8.2	3.3	11.9	9.2	2.7						
KIIS 101.1 FM	6.0	6.8	-0.8	5.8	7.2	-1.4	6.0	6.4	-0.4	6.6	6.6	0.0	6.2	7.6	-1.4	4.6	6.2	-1.6	5.2	6.3	-1.1						
105.1 TRIPLE M	6.2	6.4	-0.2	6.0	6.3	-0.3	6.4	6.2	0.2	6.8	7.1	-0.3	6.3	6.4	-0.1	4.7	5.0	-0.3	6.1	6.5	-0.4						
NOVA 100	7.1	7.1	0.0	8.6	8.6	0.0	4.5	4.7	-0.2	6.3	6.3	0.0	9.3	8.9	0.4	6.9	7.3	-0.4	7.4	7.3	0.1						
smoothfm 91.5	9.0	9.2	-0.2	7.5	6.9	0.6	9.7	9.9	-0.2	10.7	11.7	-1.0	9.0	9.0	0.0	7.8	7.7	0.1	9.9	10.2	-0.3						
ABC MEL	8.5	7.8	0.7	9.9	8.2	1.7	11.8	10.5	1.3	5.0	5.6	-0.6	6.5	7.1	-0.6	10.5	8.1	2.4	8.6	8.7	-0.1						
3RN	2.4	2.8	-0.4	3.7	4.8	-1.1	0.9	1.2	-0.3	1.7	1.3	0.4	2.4	2.8	-0.4	4.1	4.7	-0.6	2.7	3.2	-0.5						
ABC NEWS	1.2	1.3	-0.1	2.1	1.8	0.3	0.7	0.7	0.0	0.5	0.7	-0.2	0.8	1.3	-0.5	2.1	3.0	-0.9	1.2	1.6	-0.4						
3JJJ	4.0	4.6	-0.6	3.6	3.9	-0.3	3.6	4.3	-0.7	4.4	5.7	-1.3	4.7	5.1	-0.4	3.6	3.4	0.2	3.4	3.1	0.3						
ABC CLASSIC	3.1	2.1	1.0	2.6	2.1	0.5	3.4	2.4	1.0	3.5	1.9	1.6	2.9	1.8	1.1	2.6	2.3	0.3	4.0	2.6	1.4						

EMBARGOED UNTIL 9:30AM (AEST)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	33	-5	3	5	-2	*	*	*	10	7	3	6	8	-2	3	7	-4	6	5	1
Chemist Warehouse Remix	18	11	7	3	*	*	*	5	*	7	4	3	7	2	5	*	*	*	*	*	*
Coles Radio	80	75	5	14	12	2	14	13	1	24	25	-1	15	13	2	13	7	6	*	5	*
EASY HITS	31	40	-9	5	6	-1	2	5	-3	11	13	-2	4	8	-4	6	6	0	3	3	0
Edge Digital	21	19	2	1	2	-1	7	5	2	11	7	4	*	*	*	1	3	-2	*	1	*
GOLD 80s	82	50	32	10	5	5	4	*	*	19	9	10	36	23	13	8	8	0	4	4	0
KIIS 90s	51	40	11	6	5	1	2	2	0	27	15	12	12	12	0	4	5	-1	*	1	*
Kinderling Kids	28	25	3	7	4	3	*	2	*	10	11	-1	11	8	3	*	*	*	*	*	*
Koffee	21	17	4	3	5	-2	*	*	*	9	2	7	8	6	2	1	4	-3	*	*	*
MMM AUSSIE	13	12	1	*	*	*	3	4	-1	2	2	0	8	5	3	*	2	*	*	*	*
MMM CLASSIC ROCK	41	37	4	3	2	1	4	4	0	4	11	-7	9	5	4	19	15	4	2	*	*
MMM COUNTRY	13	19	-6	*	3	*	2	*	*	2	5	-3	3	7	-4	4	4	0	2	*	*
MMM GREATEST HITS	20	24	-4	5	4	1	2	*	*	1	2	-1	6	5	1	2	7	-5	4	6	-2
NTS News Talk Sport	6	5	1	3	3	0	*	*	*	3	2	1	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	65	52	13	5	6	-1	9	7	2	20	17	3	26	18	8	5	4	1	*	*	*
Rythmos	15	13	2	1	3	-2	2	3	-1	5	3	2	4	1	3	1	1	0	2	1	1
URBAN HITS	18	20	-2	1	1	0	*	4	*	16	15	1	*	*	*	*	*	*	*	*	*
triple j Unearthed	42	36	6	8	11	-3	16	9	7	14	14	0	4	1	3	*	*	*	*	2	*
ABC Country	16	14	2	*	*	*	*	*	*	5	5	0	*	4	*	1	*	*	10	4	6
ABC Grandstand	37	38	-1	*	*	*	*	*	*	9	9	0	8	10	-2	10	8	2	11	11	0
ABC Jazz	51	36	15	1	*	*	3	*	*	12	13	-1	14	9	5	4	3	1	17	11	6
ABC KIDS LISTEN	22	37	-15	9	8	1	3	4	-1	4	16	-12	4	4	0	1	1	0	2	3	-1
Double J	34	40	-6	2	*	*	5	*	*	15	21	-6	10	14	-4	2	4	-2	*	2	*
Total Digital/Internet Only	589	548	41	62	58	4	71	59	12	177	181	-4	161	126	35	62	67	-5	55	56	-1

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	24	23	1	15	10	5	5	5	0	7	7	0	17	17	0	4	7	-3	12	17	-5
Chemist Warehouse Remix	14	5	9	5	2	3	3	1	2	3	1	2	1	3	-2	2	2	0	4	7	-3
Coles Radio	70	63	7	26	13	13	23	14	9	43	38	5	30	31	-1	6	12	-6	39	40	-1
EASY HITS	23	37	-14	11	14	-3	10	11	-1	15	22	-7	7	15	-8	2	4	-2	17	10	7
Edge Digital	19	19	0	5	9	-4	4	7	-3	9	13	-4	7	7	0	9	6	3	8	4	4
GOLD 80s	66	43	23	24	14	10	16	12	4	19	12	7	20	15	5	26	7	19	41	27	14
KIIS 90s	46	33	13	13	12	1	7	13	-6	19	18	1	14	10	4	13	5	8	22	22	0
Kinderling Kids	21	21	0	8	12	-4	6	10	-4	7	6	1	6	6	0	3	5	-2	12	15	-3
Koffee	19	15	4	1	3	-2	6	1	5	11	8	3	16	10	6	*	2	*	9	5	4
MMM AUSSIE	10	8	2	*	1	*	2	2	0	4	2	2	8	5	3	*	2	*	5	7	-2
MMM CLASSIC ROCK	33	30	3	18	19	-1	7	6	1	12	10	2	11	8	3	10	11	-1	19	16	3
MMM COUNTRY	7	13	-6	*	1	*	*	*	*	3	5	-2	5	10	-5	4	6	-2	11	15	-4
MMM GREATEST HITS	15	20	-5	4	10	-6	9	8	1	3	9	-6	3	9	-6	2	*	*	11	11	0
NTS News Talk Sport	3	5	-2	*	*	*	*	*	*	3	*	*	3	3	0	*	3	*	3	2	1
OLDSKOOL HITS	54	42	12	24	20	4	12	13	-1	24	26	-2	23	15	8	16	8	8	34	21	13
Rythmos	12	8	4	3	3	0	5	3	2	5	4	1	3	1	2	2	2	0	8	8	0
URBAN HITS	18	18	0	7	10	-3	3	3	0	3	*	*	10	13	-3	7	6	1	4	4	0
triple j Unearthed	36	30	6	13	12	1	15	5	10	16	6	10	9	9	0	18	15	3	22	18	4
ABC Country	13	14	-1	2	5	-3	9	11	-2	6	7	-1	4	4	0	6	6	0	10	6	4
ABC Grandstand	18	25	-7	*	2	*	2	2	0	*	*	*	2	3	-1	15	21	-6	31	31	0
ABC Jazz	47	29	18	11	7	4	13	12	1	16	6	10	13	8	5	29	16	13	26	19	7
ABC KIDS LISTEN	19	35	-16	11	13	-2	2	9	-7	6	7	-1	10	17	-7	6	15	-9	9	21	-12
Double J	25	26	-1	8	8	0	10	10	0	15	19	-4	13	8	5	6	4	2	16	24	-8
Total Digital/Internet Only	484	445	39	190	179	11	157	147	10	224	208	16	218	220	-2	173	152	21	353	330	23

Survey Period: Sun Jul 14 to Sat Sept 21.

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