



# MELBOURNE RADIO - SURVEY 7 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	3.1	3.7	-0.6	0.8	1.4	-0.6	1.4	0.6	0.8	2.7	4.2	-1.5	4.8	5.3	-0.5	3.9	3.4	0.5	2.3	3.7	-1.4
3AW	15.2	13.9	1.3	1.4	2.1	-0.7	2.1	2.2	-0.1	1.4	1.4	0.0	11.8	11.0	0.8	23.5	21.6	1.9	32.9	29.2	3.7
Macquarie Sports 1278	0.4	0.3	0.1	0.5	0.4	0.1	1.0	0.2	0.8	0.6	0.3	0.3	0.1	0.2	-0.1	0.6	0.8	-0.2	0.1	0.2	-0.1
101.9 FOX FM	8.6	9.4	-0.8	20.0	19.1	0.9	17.0	20.4	-3.4	14.5	16.6	-2.1	8.6	8.9	-0.3	4.3	4.4	-0.1	0.9	1.1	-0.2
GOLD104.3	12.5	12.0	0.5	10.6	8.6	2.0	12.6	11.7	0.9	15.6	13.4	2.2	17.3	14.6	2.7	12.6	16.9	-4.3	5.2	6.2	-1.0
KIIS 101.1 FM	5.5	5.8	-0.3	10.6	12.1	-1.5	13.6	14.7	-1.1	9.9	9.5	0.4	4.4	6.0	-1.6	3.4	2.6	0.8	0.3	0.2	0.1
105.1 TRIPLE M	6.5	6.2	0.3	7.3	5.4	1.9	7.3	5.2	2.1	8.1	8.1	0.0	9.4	10.7	-1.3	6.1	5.0	1.1	1.9	1.4	0.5
NOVA 100	7.1	7.2	-0.1	20.6	22.6	-2.0	8.9	12.6	-3.7	11.4	10.9	0.5	8.1	7.3	0.8	3.5	3.3	0.2	0.6	0.6	0.0
smoothfm 91.5	9.1	9.2	-0.1	6.1	8.7	-2.6	6.2	5.5	0.7	8.0	6.7	1.3	8.0	7.9	0.1	12.4	11.2	1.2	10.5	12.8	-2.3
ABC MEL	9.2	8.6	0.6	1.8	2.8	-1.0	2.4	3.1	-0.7	2.3	1.9	0.4	6.2	4.6	1.6	10.5	10.6	-0.1	21.7	20.2	1.5
3RN	2.6	2.5	0.1	0.4	0.8	-0.4	0.9	1.1	-0.2	0.9	0.2	0.7	1.9	1.4	0.5	3.1	3.4	-0.3	5.7	5.9	-0.2
ABC NEWS	1.7	1.2	0.5	1.2	1.1	0.1	3.3	0.9	2.4	1.0	1.0	0.0	0.9	1.3	-0.4	2.2	1.6	0.6	2.5	1.2	1.3
3JJJ	3.9	3.9	0.0	3.8	3.3	0.5	12.3	12.4	-0.1	8.8	8.2	0.6	2.7	3.0	-0.3	1.3	1.2	0.1	*	0.2	*
ABC CLASSIC	2.9	3.3	-0.4	0.6	0.3	0.3	0.3	0.4	-0.1	0.8	1.0	-0.2	1.4	1.3	0.1	2.6	3.9	-1.3	8.0	8.5	-0.5

## 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	3.2	3.8	-0.6	3.8	4.3	-0.5	3.2	4.1	-0.9	2.9	3.7	-0.8	3.3	3.6	-0.3	2.1	2.3	-0.2	2.6	3.6	-1.0						
3AW	15.6	14.4	1.2	20.6	17.3	3.3	15.8	15.9	-0.1	12.2	12.0	0.2	12.3	11.1	1.2	14.7	14.5	0.2	13.8	12.3	1.5						
Macquarie Sports 1278	0.4	0.3	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.5	0.3	0.2	1.2	0.7	0.5	0.3	0.6	-0.3	0.2	0.3	-0.1						
101.9 FOX FM	9.0	9.9	-0.9	8.7	9.6	-0.9	7.9	8.9	-1.0	9.9	10.8	-0.9	10.5	11.8	-1.3	6.7	7.5	-0.8	7.5	7.8	-0.3						
GOLD104.3	12.6	12.1	0.5	9.1	9.5	-0.4	14.1	12.6	1.5	16.8	14.5	2.3	11.2	12.6	-1.4	10.6	11.5	-0.9	12.2	11.9	0.3						
KIIS 101.1 FM	5.6	6.0	-0.4	5.4	5.8	-0.4	4.9	6.0	-1.1	5.8	6.6	-0.8	6.7	6.2	0.5	4.9	4.6	0.3	5.2	5.2	0.0						
105.1 TRIPLE M	6.8	6.2	0.6	5.5	6.0	-0.5	7.7	6.4	1.3	8.2	6.8	1.4	7.1	6.3	0.8	3.8	4.7	-0.9	5.3	6.1	-0.8						
NOVA 100	7.1	7.1	0.0	8.1	8.6	-0.5	4.7	4.5	0.2	6.6	6.3	0.3	9.0	9.3	-0.3	6.9	6.9	0.0	7.3	7.4	-0.1						
smoothfm 91.5	8.9	9.0	-0.1	7.6	7.5	0.1	9.7	9.7	0.0	10.3	10.7	-0.4	8.3	9.0	-0.7	8.5	7.8	0.7	9.6	9.9	-0.3						
ABC MEL	9.4	8.5	0.9	10.4	9.9	0.5	13.2	11.8	1.4	5.3	5.0	0.3	7.8	6.5	1.3	12.1	10.5	1.6	8.6	8.6	0.0						
3RN	2.3	2.4	-0.1	3.6	3.7	-0.1	1.0	0.9	0.1	1.6	1.7	-0.1	2.3	2.4	-0.1	3.7	4.1	-0.4	3.6	2.7	0.9						
ABC NEWS	1.7	1.2	0.5	2.8	2.1	0.7	1.2	0.7	0.5	0.8	0.5	0.3	0.8	0.8	0.0	3.4	2.1	1.3	2.0	1.2	0.8						
3JJJ	4.0	4.0	0.0	3.9	3.6	0.3	3.3	3.6	-0.3	4.1	4.4	-0.3	5.1	4.7	0.4	4.2	3.6	0.6	3.6	3.4	0.2						
ABC CLASSIC	2.6	3.1	-0.5	2.4	2.6	-0.2	2.7	3.4	-0.7	2.8	3.5	-0.7	2.3	2.9	-0.6	3.2	2.6	0.6	4.0	4.0	0.0						



# MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	+/-
Chemist Warehouse Remix	18	18	0	3	3	0	*	*	*	9	7	2	4	7	-3	*	*	*	1	*	*
Coles Radio	85	80	5	7	14	-7	15	14	1	28	24	4	21	15	6	13	13	0	2	*	*
Edge Digital	19	21	-2	2	1	1	4	7	-3	8	11	-3	4	*	*	*	1	*	2	*	*
GOLD 80s	70	82	-12	12	10	2	4	4	0	21	19	2	25	36	-11	5	8	-3	2	4	-2
KIIS 90s	60	51	9	7	6	1	4	2	2	32	27	5	14	12	2	3	4	-1	*	*	*
Kinderling Kids	27	28	-1	7	7	0	2	*	*	9	10	-1	10	11	-1	*	*	*	*	*	*
MMM AUSSIE	19	13	6	3	*	*	*	3	*	7	2	5	8	8	0	*	*	*	*	*	*
MMM CLASSIC ROCK	33	41	-8	4	3	1	*	4	*	4	4	0	10	9	1	13	19	-6	2	2	0
MMM COUNTRY	17	13	4	4	*	*	2	2	0	2	2	0	3	3	0	5	4	1	2	2	0
MMM GREATEST HITS	34	20	14	8	5	3	2	2	0	11	1	10	12	6	6	*	2	*	1	4	-3
NTS News Talk Sport	10	6	4	5	3	2	*	*	*	3	3	0	2	*	*	*	*	*	*	*	*
Rythmos	17	15	2	2	1	1	2	2	0	9	5	4	3	4	-1	*	1	*	*	2	*
THE FOX BUDDHA HITS	28	28	0	4	3	1	2	*	*	7	10	-3	11	6	5	*	3	*	5	6	-1
THE FOX EASY HITS	23	31	-8	2	5	-3	2	2	0	6	11	-5	11	4	7	2	6	-4	*	3	*
THE FOX OLDSKOOL	65	65	0	6	5	1	9	9	0	23	20	3	19	26	-7	8	5	3	*	*	*
THE FOX URBAN HITS	13	18	-5	3	1	2	*	*	*	10	16	-6	*	*	*	*	*	*	*	*	*
triple j Unearthed	43	42	1	7	8	-1	14	16	-2	19	14	5	2	4	-2	*	*	*	*	*	*
ABC Country	36	16	20	5	*	*	3	*	*	8	5	3	3	*	*	5	1	4	12	10	2
ABC Grandstand	30	37	-7	6	*	*	*	*	*	2	9	-7	4	8	-4	10	10	0	8	11	-3
ABC Jazz	44	51	-7	5	1	4	6	3	3	9	12	-3	10	14	-4	5	4	1	10	17	-7
ABC KIDS LISTEN	29	22	7	11	9	2	2	3	-1	8	4	4	7	4	3	*	1	*	*	2	*
Double J	54	34	20	7	2	5	5	5	0	24	15	9	16	10	6	2	2	0	*	*	*
Total Digital/Internet Only	569	589	-20	56	62	-6	61	71	-10	187	177	10	163	161	2	58	62	-4	44	55	-11

## 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	+/-
Chemist Warehouse Remix	14	14	0	3	5	-2	4	3	1	6	3	3	3	1	2	2	2	0	3	4	-1
Coles Radio	75	70	5	18	26	-8	20	23	-3	35	43	-8	33	30	3	19	6	13	42	39	3
Edge Digital	14	19	-5	4	5	-1	6	4	2	*	9	*	7	7	0	6	9	-3	13	8	5
GOLD 80s	54	66	-12	16	24	-8	19	16	3	20	19	1	18	20	-2	19	26	-7	31	41	-10
KIIS 90s	52	46	6	27	13	14	16	7	9	22	19	3	24	14	10	25	13	12	32	22	10
Kinderling Kids	25	21	4	6	8	-2	4	6	-2	11	7	4	11	6	5	10	3	7	13	12	1
MMM AUSSIE	14	10	4	3	*	*	4	2	2	4	4	0	5	8	-3	2	*	*	6	5	1
MMM CLASSIC ROCK	27	33	-6	14	18	-4	10	7	3	14	12	2	12	11	1	8	10	-2	19	19	0
MMM COUNTRY	10	7	3	2	*	*	5	*	*	7	3	4	4	5	-1	6	4	2	14	11	3
MMM GREATEST HITS	27	15	12	5	4	1	11	9	2	8	3	5	16	3	13	7	2	5	19	11	8
NTS News Talk Sport	6	3	3	4	*	*	2	*	*	5	3	2	5	3	2	2	*	*	5	3	2
Rythmos	13	12	1	2	3	-1	5	5	0	5	5	0	4	3	1	4	2	2	8	8	0
THE FOX BUDDHA HITS	23	24	-1	17	15	2	9	5	4	5	7	-2	11	17	-6	7	4	3	17	12	5
THE FOX EASY HITS	15	23	-8	9	11	-2	6	10	-4	5	15	-10	4	7	-3	*	2	*	15	17	-2
THE FOX OLDSKOOL	50	54	-4	18	24	-6	17	12	5	17	24	-7	22	23	-1	11	16	-5	35	34	1
THE FOX URBAN HITS	13	18	-5	5	7	-2	3	3	0	8	3	5	2	10	-8	3	7	-4	5	4	1
triple j Unearthed	34	36	-2	13	13	0	14	15	-1	21	16	5	11	9	2	12	18	-6	21	22	-1
ABC Country	29	13	16	3	2	1	10	9	1	16	6	10	10	4	6	14	6	8	15	10	5
ABC Grandstand	15	18	-3	4	*	*	1	2	-1	2	*	*	3	2	1	8	15	-7	18	31	-13
ABC Jazz	44	47	-3	9	11	-2	6	13	-7	13	16	-3	13	13	0	23	29	-6	16	26	-10
ABC KIDS LISTEN	24	19	5	15	11	4	5	2	3	11	6	5	10	10	0	13	6	7	14	9	5
Double J	39	25	14	16	8	8	19	10	9	19	15	4	22	13	9	8	6	2	31	16	15
Total Digital/Internet Only	471	484	-13	204	190	14	172	157	15	221	224	-3	207	218	-11	174	173	1	354	353	1

Please note: BUDDHA HITS, EASY HITS, OLDSKOOL HITS, URBAN HITS changed to THE FOX BUDDHA HITS, THE FOX EASY HITS, THE FOX OLDSKOOL, THE FOX URBAN HITS effective Sept 29.