



MELBOURNE RADIO - SURVEY 8 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	3.6	3.1	0.5	1.4	0.8	0.6	1.5	1.4	0.1	2.9	2.7	0.2	7.0	4.8	2.2	3.1	3.9	-0.8	2.3	2.3	0.0
3AW	15.6	15.2	0.4	1.1	1.4	-0.3	0.4	2.1	-1.7	2.1	1.4	0.7	11.8	11.8	0.0	24.4	23.5	0.9	35.5	32.9	2.6
Macquarie Sports 1278	0.4	0.4	0.0	0.6	0.5	0.1	1.2	1.0	0.2	0.5	0.6	-0.1	0.1	0.1	0.0	0.1	0.6	-0.5	0.4	0.1	0.3
101.9 FOX FM	7.3	8.6	-1.3	14.4	20.0	-5.6	16.2	17.0	-0.8	11.6	14.5	-2.9	7.5	8.6	-1.1	3.8	4.3	-0.5	0.4	0.9	-0.5
GOLD104.3	11.0	12.5	-1.5	10.8	10.6	0.2	8.7	12.6	-3.9	11.3	15.6	-4.3	17.6	17.3	0.3	11.2	12.6	-1.4	3.8	5.2	-1.4
KIIS 101.1 FM	5.7	5.5	0.2	12.8	10.6	2.2	14.6	13.6	1.0	10.5	9.9	0.6	4.0	4.4	-0.4	2.8	3.4	-0.6	0.2	0.3	-0.1
105.1 TRIPLE M	6.8	6.5	0.3	8.2	7.3	0.9	7.2	7.3	-0.1	9.3	8.1	1.2	8.8	9.4	-0.6	7.7	6.1	1.6	1.1	1.9	-0.8
NOVA 100	7.2	7.1	0.1	21.1	20.6	0.5	12.8	8.9	3.9	10.0	11.4	-1.4	7.9	8.1	-0.2	4.0	3.5	0.5	0.3	0.6	-0.3
smoothfm 91.5	8.5	9.1	-0.6	6.7	6.1	0.6	6.4	6.2	0.2	7.8	8.0	-0.2	6.0	8.0	-2.0	14.0	12.4	1.6	9.2	10.5	-1.3
ABC MEL	9.3	9.2	0.1	1.9	1.8	0.1	0.6	2.4	-1.8	2.3	2.3	0.0	8.0	6.2	1.8	9.3	10.5	-1.2	22.2	21.7	0.5
3RN	3.0	2.6	0.4	0.9	0.4	0.5	0.1	0.9	-0.8	0.9	0.9	0.0	2.8	1.9	0.9	3.9	3.1	0.8	6.1	5.7	0.4
ABC NEWS	1.9	1.7	0.2	1.6	1.2	0.4	3.9	3.3	0.6	1.8	1.0	0.8	1.1	0.9	0.2	2.5	2.2	0.3	1.9	2.5	-0.6
3JJJ	5.0	3.9	1.1	4.2	3.8	0.4	12.3	12.3	0.0	11.4	8.8	2.6	3.4	2.7	0.7	3.3	1.3	2.0	0.1	*	*
ABC CLASSIC	2.5	2.9	-0.4	1.8	0.6	1.2	1.2	0.3	0.9	1.3	0.8	0.5	1.2	1.4	-0.2	0.6	2.6	-2.0	7.0	8.0	-1.0

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	3.2	0.6	3.7	3.8	-0.1	4.1	3.2	0.9	4.0	2.9	1.1	4.1	3.3	0.8	2.1	2.1	0.0	3.0	2.6	0.4						
3AW	15.8	15.6	0.2	20.2	20.6	-0.4	16.8	15.8	1.0	13.5	12.2	1.3	12.2	12.3	-0.1	12.4	14.7	-2.3	14.9	13.8	1.1						
Macquarie Sports 1278	0.4	0.4	0.0	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.5	-0.1	1.2	1.2	0.0	0.4	0.3	0.1	0.2	0.2	0.0						
101.9 FOX FM	7.6	9.0	-1.4	6.7	8.7	-2.0	7.2	7.9	-0.7	8.7	9.9	-1.2	8.7	10.5	-1.8	5.9	6.7	-0.8	6.1	7.5	-1.4						
GOLD104.3	11.1	12.6	-1.5	7.8	9.1	-1.3	13.0	14.1	-1.1	15.1	16.8	-1.7	9.5	11.2	-1.7	9.0	10.6	-1.6	10.4	12.2	-1.8						
KIIS 101.1 FM	5.8	5.6	0.2	6.4	5.4	1.0	4.1	4.9	-0.8	5.8	5.8	0.0	6.8	6.7	0.1	5.4	4.9	0.5	5.5	5.2	0.3						
105.1 TRIPLE M	7.5	6.8	0.7	7.0	5.5	1.5	8.5	7.7	0.8	8.2	8.2	0.0	7.6	7.1	0.5	3.7	3.8	-0.1	4.5	5.3	-0.8						
NOVA 100	7.1	7.1	0.0	8.2	8.1	0.1	5.2	4.7	0.5	6.2	6.6	-0.4	9.1	9.0	0.1	7.3	6.9	0.4	7.5	7.3	0.2						
smoothfm 91.5	8.2	8.9	-0.7	6.7	7.6	-0.9	8.9	9.7	-0.8	9.6	10.3	-0.7	7.3	8.3	-1.0	9.6	8.5	1.1	9.5	9.6	-0.1						
ABC MEL	9.2	9.4	-0.2	10.6	10.4	0.2	11.5	13.2	-1.7	5.6	5.3	0.3	8.2	7.8	0.4	12.1	12.1	0.0	9.4	8.6	0.8						
3RN	2.7	2.3	0.4	4.7	3.6	1.1	1.1	1.0	0.1	1.5	1.6	-0.1	3.0	2.3	0.7	3.6	3.7	-0.1	4.0	3.6	0.4						
ABC NEWS	1.8	1.7	0.1	2.6	2.8	-0.2	1.2	1.2	0.0	1.1	0.8	0.3	1.1	0.8	0.3	4.0	3.4	0.6	2.3	2.0	0.3						
3JJJ	5.3	4.0	1.3	4.7	3.9	0.8	4.7	3.3	1.4	6.0	4.1	1.9	5.9	5.1	0.8	5.3	4.2	1.1	4.2	3.6	0.6						
ABC CLASSIC	2.3	2.6	-0.3	2.3	2.4	-0.1	2.3	2.7	-0.4	1.9	2.8	-0.9	2.2	2.3	-0.1	3.5	3.2	0.3	3.3	4.0	-0.7						



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 15-17			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	1	3	-2	5	*	*	6	9	-3	3	4	-1	*	*	*	1	1	0
Coles Radio	77	85	-8	8	7	1	18	15	3	26	28	-2	17	21	-4	4	13	-9	4	2	2
Edge Digital	18	19	-1	*	2	*	2	4	-2	8	8	0	7	4	3	*	*	*	2	2	0
Elf Radio	9	na	*	2	na	*	*	na	*	4	na	*	2	na	*	*	na	*	1	na	*
GOLD 80s	69	70	-1	15	12	3	5	4	1	14	21	-7	24	25	-1	8	5	3	4	2	2
KIIS 90s	54	60	-6	13	7	6	4	4	0	18	32	-14	17	14	3	2	3	-1	*	*	*
Kinderling Kids	16	27	-11	4	7	-3	2	2	0	5	9	-4	6	10	-4	*	*	*	*	*	*
MMM AUSSIE	20	19	1	4	3	1	*	*	*	6	7	-1	8	8	0	*	*	*	2	*	*
MMM CLASSIC ROCK	36	33	3	6	4	2	2	*	*	6	4	2	15	10	5	5	13	-8	1	2	-1
MMM COUNTRY	25	17	8	5	4	1	2	2	0	4	2	2	7	3	4	5	5	0	2	2	0
MMM GREATEST HITS	38	34	4	2	8	-6	*	2	*	12	11	1	17	12	5	2	*	*	4	1	3
NTS News Talk Sport	8	10	-2	2	5	-3	*	*	*	2	3	-1	3	2	1	*	*	*	*	*	*
Rythmos	15	17	-2	2	2	0	*	2	*	10	9	1	2	3	-1	*	*	*	*	*	*
smooth relax	49	na	*	3	na	*	6	na	*	9	na	*	14	na	*	6	na	*	12	na	*
THE FOX BUDDHA HITS	23	28	-5	2	4	-2	2	2	0	3	7	-4	12	11	1	*	*	*	3	5	-2
THE FOX EASY HITS	17	23	-6	3	2	1	*	2	*	3	6	-3	8	11	-3	*	2	*	2	*	*
THE FOX OLDSKOOL	43	65	-22	2	6	-4	6	9	-3	15	23	-8	10	19	-9	4	8	-4	6	*	*
THE FOX URBAN HITS	18	13	5	6	3	3	2	*	*	8	10	-2	3	*	*	*	*	*	*	*	*
triple j Unearthed	42	43	-1	6	7	-1	13	14	-1	24	19	5	*	2	*	*	*	*	*	*	*
ABC Country	32	36	-4	5	5	0	4	3	1	3	8	-5	3	3	0	3	5	-2	14	12	2
ABC Grandstand	31	30	1	8	6	2	2	*	*	3	2	1	10	4	6	2	10	-8	6	8	-2
ABC Jazz	48	44	4	4	5	-1	8	6	2	11	9	2	14	10	4	5	5	0	5	10	-5
ABC KIDS LISTEN	28	29	-1	5	11	-6	5	2	3	10	8	2	2	7	-5	2	*	*	3	*	*
Double J	59	54	5	7	7	0	2	5	-3	32	24	8	16	16	0	*	2	*	1	*	*
Total Digital/Internet Only	559	569	-10	46	56	-10	60	61	-1	186	187	-1	163	163	0	43	58	-15	60	44	16

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	15	14	1	5	3	2	10	4	6	8	6	2	7	3	4	5	2	3	8	3	5
Coles Radio	62	75	-13	13	18	-5	13	20	-7	20	35	-15	38	33	5	24	19	5	43	42	1
Edge Digital	10	14	-4	5	4	1	7	6	1	*	*	*	7	7	0	1	6	-5	12	13	-1
Elf Radio	8	na	*	1	na	*	2	na	*	6	na	*	*	na	*	2	na	*	1	na	*
GOLD 80s	53	54	-1	20	16	4	22	19	3	10	20	-10	16	18	-2	12	19	-7	32	31	1
KIIS 90s	42	52	-10	28	27	1	13	16	-3	15	22	-7	23	24	-1	17	25	-8	27	32	-5
Kinderling Kids	16	25	-9	8	6	2	4	4	0	8	11	-3	8	11	-3	7	10	-3	10	13	-3
MMM AUSSIE	12	14	-2	4	3	1	6	4	2	2	4	-2	*	5	*	3	2	1	11	6	5
MMM CLASSIC ROCK	23	27	-4	15	14	1	14	10	4	13	14	-1	13	12	1	9	8	1	25	19	6
MMM COUNTRY	18	10	8	2	2	0	7	5	2	10	7	3	12	4	8	6	6	0	22	14	8
MMM GREATEST HITS	35	27	8	7	5	2	8	11	-3	14	8	6	27	16	11	10	7	3	18	19	-1
NTS News Talk Sport	8	6	2	6	4	2	2	2	0	2	5	-3	2	5	-3	3	2	1	3	5	-2
Rythmos	11	13	-2	7	2	5	*	5	*	2	5	-3	2	4	-2	4	4	0	11	8	3
smooth relax	34	na	*	15	na	*	16	na	*	10	na	*	7	na	*	14	na	*	29	na	*
THE FOX BUDDHA HITS	17	23	-6	12	17	-5	9	9	0	7	5	2	9	11	-2	4	7	-3	14	17	-3
THE FOX EASY HITS	15	15	0	10	9	1	6	6	0	5	5	0	5	4	1	*	*	*	8	15	-7
THE FOX OLDSKOOL	36	50	-14	9	18	-9	15	17	-2	9	17	-8	17	22	-5	10	11	-1	16	35	-19
THE FOX URBAN HITS	16	13	3	8	5	3	7	3	4	9	8	1	2	2	0	4	3	1	8	5	3
triple j Unearthed	31	34	-3	9	13	-4	9	14	-5	17	21	-4	9	11	-2	4	12	-8	19	21	-2
ABC Country	29	29	0	8	3	5	8	10	-2	15	16	-1	10	10	0	13	14	-1	10	15	-5
ABC Grandstand	20	15	5	6	4	2	4	1	3	8	2	6	4	3	1	4	8	-4	16	18	-2
ABC Jazz	41	44	-3	17	9	8	9	6	3	9	13	-4	11	13	-2	21	23	-2	17	16	1
ABC KIDS LISTEN	23	24	-1	12	15	-3	9	5	4	11	11	0	9	10	-1	9	13	-4	9	14	-5
Double J	43	39	4	10	16	-6	19	19	0	25	19	6	18	22	-4	9	8	1	33	31	2
Total Digital/Internet Only	469	471	-2	224	204	20	193	172	21	203	221	-18	214	207	7	166	174	-8	326	354	-28

Please note: Elf Radio & smooth relax commenced broadcasting on Sept 29.