



MELBOURNE RADIO - SURVEY 3 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	3.3	2.9	0.4	1.9	1.0	0.9	0.6	0.6	0.0	3.7	3.0	0.7	3.7	4.0	-0.3	3.9	3.3	0.6	3.7	2.9	0.8
3AW	15.1	15.2	-0.1	1.2	1.0	0.2	1.1	0.2	0.9	2.7	3.2	-0.5	9.3	10.0	-0.7	24.6	25.1	-0.5	35.2	34.1	1.1
Macquarie Sports 1278	0.3	0.4	-0.1	0.5	0.4	0.1	*	*	*	0.2	*	*	0.6	0.7	-0.1	0.2	0.3	-0.1	0.3	0.5	-0.2
101.9 FOX FM	9.0	9.6	-0.6	16.3	17.9	-1.6	17.7	20.3	-2.6	17.8	17.5	0.3	8.2	8.9	-0.7	3.7	4.7	-1.0	0.5	0.5	0.0
GOLD104.3	9.9	10.1	-0.2	7.6	6.9	0.7	6.1	7.0	-0.9	8.3	6.6	1.7	16.3	18.4	-2.1	13.5	11.4	2.1	4.4	5.7	-1.3
KIIS 101.1 FM	5.7	4.8	0.9	13.1	11.6	1.5	12.0	12.7	-0.7	9.5	8.5	1.0	4.9	2.3	2.6	2.1	1.8	0.3	1.1	1.2	-0.1
105.1 TRIPLE M	6.9	6.9	0.0	6.7	9.4	-2.7	6.9	5.7	1.2	7.6	7.0	0.6	11.7	12.2	-0.5	7.7	7.4	0.3	0.7	0.9	-0.2
NOVA 100	7.5	7.3	0.2	23.0	19.9	3.1	12.1	12.0	0.1	10.0	9.6	0.4	8.8	9.2	-0.4	2.9	3.1	-0.2	0.5	0.4	0.1
smoothfm 91.5	10.3	11.0	-0.7	7.7	9.2	-1.5	5.5	6.7	-1.2	8.9	8.2	0.7	8.4	10.8	-2.4	13.1	12.6	0.5	14.4	14.9	-0.5
ABC MEL	8.2	7.8	0.4	2.0	2.7	-0.7	0.4	0.9	-0.5	3.1	2.4	0.7	4.7	3.8	0.9	10.4	12.0	-1.6	19.4	18.1	1.3
3RN	2.5	3.0	-0.5	0.7	0.1	0.6	*	4.1	*	0.6	0.7	-0.1	1.3	1.8	-0.5	5.5	5.7	-0.2	5.1	4.8	0.3
ABC NEWS	1.3	1.3	0.0	1.1	1.4	-0.3	0.3	0.5	-0.2	1.5	1.4	0.1	1.1	0.6	0.5	2.3	2.6	-0.3	1.3	1.3	0.0
3JJJ	4.7	5.1	-0.4	5.0	5.4	-0.4	15.2	15.3	-0.1	9.4	12.4	-3.0	3.9	2.9	1.0	0.7	0.5	0.2	0.1	0.1	0.0
ABC CLASSIC	2.8	2.8	0.0	0.2	0.5	-0.3	0.6	0.1	0.5	3.8	3.1	0.7	1.5	1.7	-0.2	2.1	2.2	-0.1	5.3	5.8	-0.5

Share Movement (%) by Session, P10+

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 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	+/-	This	Last
SEN	3.4	3.1	0.3	4.0	3.4	0.6	3.5	3.0	0.5	3.0	2.9	0.1	2.9	2.7	0.2	3.6	4.0	-0.4	3.1	2.2	0.9
3AW	15.7	15.8	-0.1	19.1	19.5	-0.4	17.7	16.2	1.5	11.9	11.7	0.2	12.1	12.7	-0.6	17.5	20.2	-2.7	13.2	13.1	0.1
Macquarie Sports 1278	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	0.3	0.4	-0.1	1.2	1.1	0.1	0.6	0.6	0.0	0.2	0.2	0.0
101.9 FOX FM	9.4	9.9	-0.5	8.9	8.7	0.2	9.2	8.9	0.3	11.0	11.9	-0.9	9.7	10.6	-0.9	6.9	8.5	-1.6	7.6	8.8	-1.2
GOLD104.3	9.9	10.0	-0.1	7.7	7.3	0.4	10.4	11.3	-0.9	12.5	12.9	-0.4	10.6	10.2	0.4	7.5	6.4	1.1	9.9	10.5	-0.6
KIIS 101.1 FM	5.8	4.8	1.0	5.2	4.9	0.3	5.3	3.8	1.5	6.6	4.8	1.8	6.3	6.3	0.0	5.4	4.0	1.4	5.5	4.7	0.8
105.1 TRIPLE M	6.9	7.2	-0.3	7.3	8.1	-0.8	6.2	6.2	0.0	6.8	7.1	-0.3	7.7	8.1	-0.4	5.8	5.4	0.4	6.9	5.9	1.0
NOVA 100	7.8	7.4	0.4	7.8	7.6	0.2	7.1	6.2	0.9	8.1	7.3	0.8	8.6	8.5	0.1	6.8	7.4	-0.6	6.4	6.9	-0.5
smoothfm 91.5	10.0	10.7	-0.7	8.9	9.5	-0.6	10.6	12.4	-1.8	11.5	11.9	-0.4	9.8	9.6	0.2	8.8	9.6	-0.8	11.4	12.1	-0.7
ABC MEL	8.1	8.0	0.1	9.7	8.6	1.1	10.4	11.0	-0.6	5.2	5.7	-0.5	6.6	6.8	-0.2	8.1	8.2	-0.1	8.6	7.1	1.5
3RN	2.4	2.8	-0.4	4.1	4.4	-0.3	1.3	1.8	-0.5	1.3	1.8	-0.5	2.2	2.7	-0.5	3.1	3.4	-0.3	3.1	3.5	-0.4
ABC NEWS	1.2	1.1	0.1	1.6	1.5	0.1	0.6	0.7	-0.1	0.7	0.7	0.0	1.5	1.1	0.4	2.4	2.3	0.1	1.7	1.7	0.0
3JJJ	5.0	5.4	-0.4	5.2	5.6	-0.4	4.7	5.5	-0.8	4.8	5.5	-0.7	5.9	5.7	0.2	3.5	3.3	0.2	3.7	4.0	-0.3
ABC CLASSIC	2.6	2.8	-0.2	2.1	2.2	-0.1	2.4	2.9	-0.5	3.1	2.9	0.2	2.8	2.9	-0.1	3.3	3.5	-0.2	3.4	3.0	0.4

EMBARGOED UNTIL 9:30AM (AEST)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	37	28	9	6	4	2	5	*	*	11	9	2	11	9	2	*	1	*	4	5	-1
Chemist Warehouse Remix	32	28	4	3	*	*	*	2	*	24	23	1	4	2	2	*	*	*	2	2	0
Coles Radio	79	65	14	9	8	1	19	10	9	37	37	0	13	8	5	1	2	-1	*	*	*
EASY HITS	45	54	-9	3	12	-9	2	2	0	21	22	-1	12	9	3	5	5	0	2	3	-1
Edge Digital	23	25	-2	2	2	0	4	5	-1	15	11	4	*	*	*	*	2	*	1	5	-4
Kinderling Kids	26	42	-16	3	18	-15	*	*	*	11	13	-2	11	8	3	*	2	*	1	1	0
Koffee	27	29	-2	9	4	5	2	5	-3	10	8	2	2	7	-5	5	5	0	*	*	*
MMM AUSSIE	18	17	1	3	*	*	*	*	*	*	5	*	11	7	4	1	3	-2	3	2	1
MMM CLASSIC ROCK	44	54	-10	4	10	-6	9	6	3	8	12	-4	15	15	0	8	8	0	*	3	*
MMM COUNTRY	18	20	-2	2	2	0	5	8	-3	6	7	-1	5	3	2	*	*	*	1	1	0
MMM GREATEST HITS	28	37	-9	10	9	1	2	9	-7	*	5	*	10	7	3	6	5	1	*	2	*
NTS News Talk Sport	9	12	-3	*	*	*	3	3	0	5	7	-2	*	*	*	1	*	*	*	2	*
OLDSKOOL HITS	49	36	13	7	7	0	6	*	*	11	9	2	23	12	11	3	5	-2	*	3	*
Rythmos	28	33	-5	4	3	1	6	3	3	7	11	-4	4	4	0	3	6	-3	4	5	-1
The 80s iHeartRadio	60	45	15	10	4	6	5	8	-3	13	12	1	21	14	7	8	4	4	3	3	0
The 90s iHeartRadio	56	35	21	11	5	6	11	7	4	19	14	5	12	4	8	3	4	-1	*	1	*
URBAN HITS	35	27	8	5	5	0	9	6	3	12	14	-2	8	2	6	*	*	*	*	*	*
triple j Uearthed	30	31	-1	10	7	3	4	6	-2	6	5	1	7	8	-1	*	*	*	2	4	-2
ABC Country	20	32	-12	4	5	-1	*	3	*	6	8	-2	*	2	*	1	6	-5	8	8	0
ABC Grandstand	26	35	-9	2	4	-2	*	4	*	6	8	-2	10	9	1	2	3	-1	5	8	-3
ABC Jazz	40	49	-9	6	4	2	5	3	2	10	16	-6	10	13	-3	6	8	-2	3	5	-2
ABC KIDS LISTEN	33	45	-12	15	22	-7	3	2	1	13	15	-2	2	5	-3	*	2	*	*	*	*
Double J	67	71	-4	5	13	-8	17	13	4	14	10	4	23	28	-5	5	3	2	4	5	-1
Total Digital/Internet Only	559	574	-15	61	72	-11	84	72	12	170	194	-24	151	123	28	51	58	-7	41	55	-14

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	33	26	7	18	13	5	10	11	-1	13	16	-3	12	15	-3	15	12	3	18	15	3
Chemist Warehouse Remix	31	26	5	14	15	-1	13	9	4	8	7	1	9	6	3	8	5	3	4	7	-3
Coles Radio	68	57	11	22	14	8	17	8	9	11	16	-5	30	19	11	32	24	8	39	29	10
EASY HITS	38	46	-8	17	24	-7	10	15	-5	14	20	-6	23	20	3	18	17	1	13	18	-5
Edge Digital	18	22	-4	10	15	-5	1	3	-2	2	6	-4	9	11	-2	2	2	0	9	7	2
Kinderling Kids	22	32	-10	7	14	-7	13	15	-2	4	8	-4	4	5	-1	*	*	*	12	25	-13
Koffee	21	20	1	7	13	-6	6	6	0	16	11	5	6	5	1	*	*	*	11	15	-4
MMM AUSSIE	15	12	3	4	2	2	9	7	2	3	*	*	2	5	-3	3	7	-4	11	11	0
MMM CLASSIC ROCK	33	36	-3	16	18	-2	14	10	4	14	19	-5	12	16	-4	11	12	-1	33	44	-11
MMM COUNTRY	16	20	-4	3	7	-4	7	7	0	13	6	7	8	9	-1	5	1	4	9	8	1
MMM GREATEST HITS	21	20	1	6	7	-1	9	8	1	13	7	6	11	8	3	*	2	*	8	20	-12
NTS News Talk Sport	7	12	-5	2	4	-2	*	2	*	4	5	-1	3	3	0	*	*	*	6	5	1
OLDSKOOL HITS	43	34	9	13	8	5	15	13	2	22	23	-1	18	20	-2	11	9	2	21	16	5
Rythmos	19	25	-6	10	12	-2	7	9	-2	6	6	0	*	*	*	4	7	-3	12	12	0
The 80s iHeartRadio	54	40	14	20	18	2	23	15	8	25	23	2	17	19	-2	13	9	4	28	25	3
The 90s iHeartRadio	46	28	18	19	9	10	21	15	6	29	15	14	20	8	12	14	3	11	35	14	21
URBAN HITS	31	25	6	14	9	5	7	3	4	14	8	6	18	8	10	10	7	3	13	10	3
triple j Uearthed	23	22	1	7	5	2	5	6	-1	5	8	-3	5	8	-3	9	4	5	14	14	0
ABC Country	17	28	-11	8	14	-6	8	6	2	4	12	-8	2	9	-7	5	8	-3	10	14	-4
ABC Grandstand	14	16	-2	6	7	-1	1	2	-1	1	5	-4	4	*	*	3	2	1	18	22	-4
ABC Jazz	40	49	-9	15	18	-3	9	13	-4	10	14	-4	13	16	-3	17	20	-3	21	26	-5
ABC KIDS LISTEN	29	36	-7	12	18	-6	13	8	5	15	17	-2	7	13	-6	6	10	-4	17	26	-9
Double J	58	55	3	21	18	3	25	20	5	17	16	1	23	14	9	25	17	8	37	38	-1
Total Digital/Internet Only	494	490	4	216	222	-6	226	192	34	216	213	3	218	201	17	185	158	27	329	344	-15

Survey Period: Sun Mar 10 to Sat Apr 13 & Sun Apr 21 to Sat May 25.

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