



MELBOURNE RADIO - SURVEY 7 2018

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	3.8	3.8	0.0	2.6	2.9	-0.3	2.6	2.9	-0.3	2.6	2.6	0.0	5.7	6.5	-0.8	4.5	4.2	0.3	3.2	2.1	1.1
3AW	14.5	13.5	1.0	1.8	0.7	1.1	1.7	0.8	0.9	1.4	1.0	0.4	9.7	11.6	-1.9	24.0	21.1	2.9	31.9	30.3	1.6
Macquarie Sports 1278	0.2	0.4	-0.2	0.1	*	*	0.2	0.2	0.0	0.1	0.4	-0.3	0.5	0.6	-0.1	0.1	0.2	-0.1	0.2	0.7	-0.5
101.9 FOX FM	9.5	9.4	0.1	20.5	12.9	7.6	15.6	19.0	-3.4	20.3	20.2	0.1	7.4	7.0	0.4	5.5	5.1	0.4	0.2	0.4	-0.2
GOLD104.3	9.5	9.3	0.2	9.6	9.4	0.2	12.7	10.3	2.4	7.5	10.0	-2.5	12.0	12.0	0.0	10.5	11.1	-0.6	7.0	3.9	3.1
KIIS 101.1 FM	5.6	5.4	0.2	11.5	12.0	-0.5	10.8	7.0	3.8	9.2	8.6	0.6	6.2	7.5	-1.3	3.0	1.8	1.2	0.2	0.1	0.1
105.1 TRIPLE M	7.1	6.5	0.6	8.1	6.5	1.6	7.2	8.9	-1.7	6.3	7.1	-0.8	10.5	7.6	2.9	10.5	9.5	1.0	2.0	1.7	0.3
NOVA 100	6.7	6.8	-0.1	19.4	22.2	-2.8	10.1	10.3	-0.2	12.0	9.3	2.7	7.5	8.8	-1.3	1.8	1.7	0.1	0.3	0.3	0.0
smoothfm 91.5	9.8	9.9	-0.1	6.5	6.6	-0.1	5.8	7.7	-1.9	7.4	6.2	1.2	10.0	6.3	3.7	12.8	16.2	-3.4	11.9	14.5	-2.6
ABC MEL	9.4	9.1	0.3	1.8	1.7	0.1	2.7	2.2	0.5	3.9	2.6	1.3	4.7	5.0	-0.3	11.9	11.9	0.0	21.2	22.4	-1.2
3RN	2.2	2.4	-0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.8	0.4	0.4	1.5	1.2	0.3	3.1	3.9	-0.8	4.9	6.0	-1.1
ABC NEWS	1.1	1.4	-0.3	0.5	1.4	-0.9	0.8	0.4	0.4	0.8	0.7	0.1	1.0	2.5	-1.5	1.4	1.1	0.3	1.6	1.7	-0.1
3JJJ	5.3	6.0	-0.7	3.4	5.1	-1.7	12.9	14.9	-2.0	10.9	14.1	-3.2	6.3	4.7	1.6	1.4	0.5	0.9	0.1	0.7	-0.6
ABCFM	2.3	3.0	-0.7	1.3	1.4	-0.1	0.7	0.2	0.5	0.9	1.3	-0.4	1.2	2.2	-1.0	1.6	1.7	-0.1	5.9	7.8	-1.9

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	4.2	4.0	0.2	3.7	3.6	0.1	5.1	4.4	0.7	4.6	4.5	0.1	3.9	3.6	0.3	2.6	3.1	-0.5	2.5	3.0	-0.5
3AW	14.8	14.0	0.8	19.8	18.4	1.4	15.7	14.8	0.9	10.8	10.8	0.0	10.6	9.9	0.7	16.5	15.3	1.2	13.4	12.0	1.4
Macquarie Sports 1278	0.3	0.5	-0.2	0.2	0.2	0.0	0.2	0.4	-0.2	0.3	0.3	0.0	0.5	1.0	-0.5	0.1	0.7	-0.6	0.1	0.3	-0.2
101.9 FOX FM	9.8	9.8	0.0	9.0	9.6	-0.6	9.3	9.6	-0.3	11.5	10.5	1.0	11.0	10.5	0.5	6.7	7.7	-1.0	8.6	7.9	0.7
GOLD104.3	9.3	9.2	0.1	7.9	6.7	1.2	10.0	9.6	0.4	11.0	11.3	-0.3	9.5	9.7	-0.2	7.6	8.7	-1.1	10.0	9.6	0.4
KIIS 101.1 FM	5.5	5.4	0.1	5.5	5.9	-0.4	4.7	4.3	0.4	5.5	4.9	0.6	5.7	6.1	-0.4	6.7	6.3	0.4	5.9	5.4	0.5
105.1 TRIPLE M	7.6	6.6	1.0	7.7	7.7	0.0	6.7	5.2	1.5	8.9	6.9	2.0	7.5	7.1	0.4	5.3	5.0	0.3	5.6	6.1	-0.5
NOVA 100	6.8	7.0	-0.2	7.6	7.8	-0.2	5.2	5.3	-0.1	6.0	6.6	-0.6	8.4	8.1	0.3	7.6	7.1	0.5	6.4	6.1	0.3
smoothfm 91.5	9.4	9.5	-0.1	8.1	8.2	-0.1	10.4	10.4	0.0	10.0	10.3	-0.3	9.6	9.8	-0.2	9.2	9.2	0.0	11.0	11.3	-0.3
ABC MEL	9.4	9.0	0.4	10.4	10.0	0.4	11.6	12.0	-0.4	7.1	6.2	0.9	8.5	7.5	1.0	9.5	9.3	0.2	9.1	9.5	-0.4
3RN	2.2	2.3	-0.1	3.2	3.2	0.0	1.1	1.5	-0.4	1.5	1.8	-0.3	2.3	2.4	-0.1	3.4	3.4	0.0	2.4	2.6	-0.2
ABC NEWS	1.1	1.4	-0.3	1.6	1.7	-0.1	0.7	0.9	-0.2	0.9	1.4	-0.5	0.5	0.9	-0.4	1.8	2.2	-0.4	1.4	1.7	-0.3
3JJJ	5.4	6.2	-0.8	4.9	5.8	-0.9	5.2	6.3	-1.1	5.7	6.6	-0.9	5.7	6.5	-0.8	5.9	5.4	0.5	5.2	5.5	-0.3
ABCFM	2.2	2.8	-0.6	2.0	2.0	0.0	1.7	2.9	-1.2	2.3	3.0	-0.7	2.5	3.0	-0.5	3.3	4.2	-0.9	2.8	3.6	-0.8



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 7 2018

Cumulative Audience (000's) by Demographic, Listening via DAB+ or Internet, 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	+/-	
AUSSIE	63	43	20	13	10	3	22	6	16	5	4	1	6	3	3	10	7	3	7	12	-5	
BUDDHA HITS	25	28	-3	8	7	1	4	*	*	6	10	-4	3	8	-5	2	4	-2	2	*	*	
Chemist Warehouse Remix	23	33	-10	5	10	-5	6	7	-1	8	13	-5	*	*	*	2	*	*	3	3	0	
Coles Radio	76	64	12	13	6	7	20	11	9	16	26	-10	20	15	5	5	4	1	2	*	*	
EASY HITS	57	47	10	18	13	5	9	5	4	22	15	7	4	6	-2	2	3	-1	2	4	-2	
Edge Digital	16	11	5	3	1	2	*	*	*	10	3	7	3	6	-3	*	*	*	*	*	*	
Kinderling Kids	17	16	1	6	7	-1	3	*	*	6	5	1	2	4	-2	*	*	*	*	*	*	
Koffee	18	25	-7	5	3	2	2	*	*	1	1	0	4	12	-8	5	6	-1	*	2	*	
Kool	17	23	-6	5	9	-4	5	2	3	*	2	*	5	8	-3	2	2	0	*	*	*	
MMM CLASSIC ROCK	56	62	-6	7	8	-1	3	5	-2	11	14	-3	18	22	-4	10	7	3	7	6	1	
MMM COUNTRY	19	22	-3	*	4	*	5	3	2	5	3	2	4	7	-3	*	*	*	4	4	0	
MMM GREATEST HITS	20	12	8	3	5	-2	3	*	*	4	*	*	2	2	0	8	4	4	*	2	*	
MMM MODERN DIGITAL	1	7	-6	*	*	*	*	*	*	1	7	-6	*	*	*	*	*	*	*	*	*	*
NTS News Talk Sport	15	6	9	2	2	0	5	2	3	6	2	4	*	*	*	1	*	*	*	*	*	
OLDSKOOL HITS	68	83	-15	17	18	-1	2	*	*	21	26	-5	26	36	-10	2	2	0	*	1	*	
Rythmos	18	20	-2	4	9	-5	3	3	0	7	5	2	2	2	0	2	2	0	*	*	*	
The 80s iHeartRadio	61	48	13	13	10	3	7	3	4	20	11	9	17	20	-3	4	5	-1	*	*	*	
The 90s iHeartRadio	46	46	0	7	12	-5	7	7	0	20	16	4	11	10	1	2	*	*	*	*	*	
URBAN HITS	28	33	-5	3	3	0	7	11	-4	12	14	-2	3	5	-2	*	*	*	2	*	*	
triple j Unearthed	31	35	-4	2	13	-11	6	11	-5	17	11	6	6	*	*	*	*	*	*	*	*	
ABC Country	41	46	-5	10	16	-6	5	3	2	12	7	5	9	15	-6	2	3	-1	4	2	2	
ABC Grandstand	33	44	-11	*	2	*	3	*	*	4	9	-5	10	14	-4	9	9	0	7	10	-3	
ABC Jazz	46	56	-10	9	12	-3	2	*	*	19	23	-4	4	9	-5	5	4	1	7	8	-1	
ABC KIDS LISTEN	50	39	11	16	10	6	10	5	5	13	15	-2	7	7	0	4	1	3	*	*	*	
Double J	69	77	-8	10	11	-1	8	10	-2	25	26	-1	20	19	1	6	9	-3	*	2	*	
Total Digital/Internet Only	626	623	3	83	85	-2	85	55	30	190	200	-10	156	174	-18	67	56	11	45	53	-8	

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 4453]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00mn			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	+/-
AUSSIE	41	26	15	21	16	5	21	16	5	17	13	4	19	8	11	*	1	*	36	26	10
BUDDHA HITS	19	17	2	10	8	2	3	*	*	7	9	-2	8	9	-1	7	10	-3	14	28	-14
Chemist Warehouse Remix	19	26	-7	7	5	2	7	7	0	9	12	-3	4	5	-1	2	9	-7	6	11	-5
Coles Radio	65	49	16	14	9	5	27	27	0	26	10	16	27	21	6	8	8	0	31	23	8
EASY HITS	39	31	8	10	13	-3	8	10	-2	16	18	-2	15	14	1	7	11	-4	28	24	4
Edge Digital	14	11	3	4	9	-5	*	4	*	4	4	0	8	3	5	4	*	*	6	2	4
Kinderling Kids	10	12	-2	2	1	1	3	7	-4	5	7	-2	7	7	0	2	1	1	11	7	4
Koffee	13	16	-3	2	5	-3	4	5	-1	6	10	-4	6	12	-6	*	*	*	9	16	-7
Kool	13	21	-8	6	10	-4	4	11	-7	4	11	-7	4	5	-1	5	2	3	6	5	1
MMM CLASSIC ROCK	44	49	-5	12	13	-1	10	15	-5	12	17	-5	23	34	-11	11	10	1	24	23	1
MMM COUNTRY	19	19	0	5	6	-1	11	9	2	10	7	3	7	11	-4	6	3	3	11	12	-1
MMM GREATEST HITS	20	10	10	9	3	6	6	4	2	6	5	1	6	3	3	8	2	6	4	7	-3
MMM MODERN DIGITAL	1	7	-6	1	1	0	*	*	*	*	*	*	*	5	*	*	*	*	*	*	*
NTS News Talk Sport	13	6	7	*	*	*	5	2	3	7	4	3	2	*	*	*	*	*	7	2	5
OLDSKOOL HITS	62	65	-3	12	21	-9	20	28	-8	30	38	-8	46	45	1	22	18	4	41	37	4
Rythmos	14	12	2	*	*	*	*	*	*	7	10	-3	8	4	4	2	2	0	7	10	-3
The 80s iHeartRadio	52	43	9	22	16	6	9	8	1	25	21	4	28	26	2	15	6	9	28	20	8
The 90s iHeartRadio	37	44	-7	17	18	-1	12	18	-6	16	21	-5	16	16	0	7	10	-3	18	16	2
URBAN HITS	27	25	2	9	8	1	7	8	-1	7	10	-3	7	5	2	5	4	1	10	14	-4
triple j Unearthed	23	33	-10	8	13	-5	9	13	-4	12	21	-9	12	14	-2	6	6	0	15	6	9
ABC Country	27	24	3	10	4	6	15	9	6	7	11	-4	6	12	-6	8	2	6	16	26	-10
ABC Grandstand	13	13	0	2	2	0	*	*	*	*	3	*	*	*	*	10	8	2	26	38	-12
ABC Jazz	36	41	-5	14	11	3	10	12	-2	10	15	-5	16	18	-2	14	12	2	24	38	-14
ABC KIDS LISTEN	39	30	9	16	12	4	8	8	0	16	8	8	9	8	1	7	2	5	30	21	9
Double J	57	52	5	20	12	8	13	21	-8	30	25	5	34	24	10	18	13	5	42	42	0
Total Digital/Internet Only	515	499	16	201	176	25	213	209	4	245	251	-6	285	278	7	155	130	25	364	381	-17