



MELBOURNE RADIO - SURVEY 8 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	3.1	3.8	-0.7	2.4	2.6	-0.2	1.3	2.6	-1.3	1.9	2.6	-0.7	4.4	5.7	-1.3	3.5	4.5	-1.0	3.4	3.2	0.2
3AW	14.8	14.5	0.3	3.1	1.8	1.3	2.7	1.7	1.0	2.6	1.4	1.2	8.6	9.7	-1.1	19.5	24.0	-4.5	36.2	31.9	4.3
Macquarie Sports 1278	0.1	0.2	-0.1	0.2	0.1	0.1	*	0.2	*	0.1	0.1	0.0	0.1	0.5	-0.4	0.1	0.1	0.0	0.1	0.2	-0.1
101.9 FOX FM	9.6	9.5	0.1	19.4	20.5	-1.1	18.3	15.6	2.7	16.4	20.3	-3.9	9.2	7.4	1.8	6.3	5.5	0.8	0.8	0.2	0.6
GOLD104.3	9.7	9.5	0.2	7.0	9.6	-2.6	8.6	12.7	-4.1	7.1	7.5	-0.4	13.7	12.0	1.7	13.7	10.5	3.2	6.4	7.0	-0.6
KIIS 101.1 FM	6.1	5.6	0.5	12.0	11.5	0.5	13.2	10.8	2.4	10.1	9.2	0.9	6.3	6.2	0.1	3.7	3.0	0.7	0.2	0.2	0.0
105.1 TRIPLE M	6.8	7.1	-0.3	7.6	8.1	-0.5	6.2	7.2	-1.0	8.2	6.3	1.9	10.7	10.5	0.2	7.6	10.5	-2.9	1.0	2.0	-1.0
NOVA 100	7.5	6.7	0.8	21.3	19.4	1.9	11.3	10.1	1.2	14.0	12.0	2.0	7.3	7.5	-0.2	2.3	1.8	0.5	0.7	0.3	0.4
smoothfm 91.5	10.6	9.8	0.8	5.8	6.5	-0.7	6.5	5.8	0.7	8.3	7.4	0.9	11.9	10.0	1.9	12.4	12.8	-0.4	12.9	11.9	1.0
ABC MEL	9.0	9.4	-0.4	1.0	1.8	-0.8	1.7	2.7	-1.0	3.5	3.9	-0.4	5.1	4.7	0.4	13.0	11.9	1.1	20.1	21.2	-1.1
3RN	2.6	2.2	0.4	0.1	0.1	0.0	*	0.2	*	1.0	0.8	0.2	1.6	1.5	0.1	4.5	3.1	1.4	5.3	4.9	0.4
ABC NEWS	1.1	1.1	0.0	0.7	0.5	0.2	1.4	0.8	0.6	0.6	0.8	-0.2	0.7	1.0	-0.3	2.2	1.4	0.8	1.1	1.6	-0.5
3JJJ	5.4	5.3	0.1	5.3	3.4	1.9	14.0	12.9	1.1	11.4	10.9	0.5	5.1	6.3	-1.2	2.1	1.4	0.7	*	0.1	*
ABCFM	2.1	2.3	-0.2	1.1	1.3	-0.2	0.6	0.7	-0.1	1.3	0.9	0.4	1.6	1.2	0.4	1.5	1.6	-0.1	4.4	5.9	-1.5

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	4.2	-0.8	3.5	3.7	-0.2	3.5	5.1	-1.6	3.8	4.6	-0.8	3.3	3.9	-0.6	1.5	2.6	-1.1	2.4	2.5	-0.1
3AW	15.2	14.8	0.4	19.4	19.8	-0.4	16.1	15.7	0.4	11.2	10.8	0.4	11.0	10.6	0.4	18.3	16.5	1.8	13.5	13.4	0.1
Macquarie Sports 1278	0.1	0.3	-0.2	*	0.2	*	*	0.2	*	0.2	0.3	-0.1	0.2	0.5	-0.3	*	0.1	*	0.1	0.1	0.0
101.9 FOX FM	9.8	9.8	0.0	9.5	9.0	0.5	9.3	9.3	0.0	10.9	11.5	-0.6	11.0	11.0	0.0	6.3	6.7	-0.4	9.0	8.6	0.4
GOLD104.3	9.7	9.3	0.4	8.4	7.9	0.5	10.0	10.0	0.0	11.6	11.0	0.6	9.8	9.5	0.3	7.5	7.6	-0.1	10.0	10.0	0.0
KIIS 101.1 FM	6.0	5.5	0.5	5.7	5.5	0.2	5.3	4.7	0.6	6.3	5.5	0.8	6.2	5.7	0.5	6.8	6.7	0.1	6.7	5.9	0.8
105.1 TRIPLE M	7.4	7.6	-0.2	8.3	7.7	0.6	6.3	6.7	-0.4	8.4	8.9	-0.5	7.3	7.5	-0.2	5.1	5.3	-0.2	4.6	5.6	-1.0
NOVA 100	7.4	6.8	0.6	7.2	7.6	-0.4	5.1	5.2	-0.1	7.5	6.0	1.5	9.8	8.4	1.4	8.4	7.6	0.8	8.1	6.4	1.7
smoothfm 91.5	10.4	9.4	1.0	8.9	8.1	0.8	11.5	10.4	1.1	11.7	10.0	1.7	10.2	9.6	0.6	9.4	9.2	0.2	11.4	11.0	0.4
ABC MEL	9.3	9.4	-0.1	10.0	10.4	-0.4	12.1	11.6	0.5	6.5	7.1	-0.6	8.6	8.5	0.1	8.7	9.5	-0.8	8.3	9.1	-0.8
3RN	2.5	2.2	0.3	4.0	3.2	0.8	1.4	1.1	0.3	1.5	1.5	0.0	2.3	2.3	0.0	3.5	3.4	0.1	2.8	2.4	0.4
ABC NEWS	1.1	1.1	0.0	1.6	1.6	0.0	1.0	0.7	0.3	0.7	0.9	-0.2	0.6	0.5	0.1	1.5	1.8	-0.3	1.0	1.4	-0.4
3JJJ	5.6	5.4	0.2	4.4	4.9	-0.5	6.1	5.2	0.9	6.4	5.7	0.7	6.0	5.7	0.3	5.2	5.9	-0.7	5.0	5.2	-0.2
ABCFM	1.9	2.2	-0.3	1.7	2.0	-0.3	1.7	1.7	0.0	1.7	2.3	-0.6	2.2	2.5	-0.3	3.1	3.3	-0.2	2.6	2.8	-0.2



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
BUDDHA HITS	25	25	0	8	8	0	6	4	2	2	6	-4	6	3	3	2	2	0	2	2	0
Chemist Warehouse Remix	17	23	-6	1	5	-4	5	6	-1	1	8	-7	7	*	*	2	2	0	*	3	0
Coles Radio	59	76	-17	7	13	-6	12	20	-8	16	16	0	19	20	-1	3	5	-2	2	2	0
EASY HITS	44	57	-13	8	18	-10	4	9	-5	19	22	-3	9	4	5	2	2	0	2	2	0
Edge Digital	17	16	1	3	3	0	4	*	*	10	10	0	*	3	*	*	*	*	*	*	*
Elf Radio	12	na	*	2	na	*	*	na	*	9	na	*	*	na	*	*	na	*	1	na	*
Kinderling Kids	20	17	3	7	6	1	3	3	0	6	6	0	2	2	0	1	*	*	*	*	*
Koffee	25	18	7	5	5	0	5	2	3	3	1	2	7	4	3	5	5	0	*	*	*
MMM CLASSIC ROCK	59	56	3	8	7	1	4	3	1	12	11	1	21	18	3	5	10	-5	8	7	1
MMM COUNTRY	23	19	4	1	*	*	2	5	-3	5	5	0	7	4	3	4	*	*	4	4	0
MMM GREATEST HITS	20	20	0	4	3	1	3	3	0	7	4	3	2	2	0	4	8	-4	*	*	*
MMM MODERN DIGITAL	6	1	5	3	*	*	*	*	*	*	1	*	2	*	*	*	*	*	*	*	*
NTS News Talk Sport	16	15	1	3	2	1	7	5	2	5	6	-1	*	*	*	2	1	1	*	*	*
OLDSKOOL HITS	54	68	-14	15	17	-2	5	2	3	17	21	-4	14	26	-12	2	2	0	2	*	*
Rythmos	11	18	-7	5	4	1	*	3	*	3	7	-4	2	2	0	2	2	0	*	*	*
The 80s iHeartRadio	48	61	-13	8	13	-5	6	7	-1	15	20	-5	15	17	-2	3	4	-1	*	*	*
The 90s iHeartRadio	43	46	-3	4	7	-3	5	7	-2	21	20	1	11	11	0	2	2	0	*	*	*
URBAN HITS	24	28	-4	5	3	2	4	7	-3	11	12	-1	2	3	-1	*	*	*	2	2	0
triple j Unearthed	47	31	16	4	2	2	12	6	6	17	17	0	14	6	8	*	*	*	*	*	*
ABC Country	35	41	-6	5	10	-5	6	5	1	12	12	0	4	9	-5	*	2	*	8	4	4
ABC Grandstand	25	33	-8	5	*	*	3	3	0	2	4	-2	5	10	-5	6	9	-3	5	7	-2
ABC Jazz	37	46	-9	4	9	-5	2	2	0	14	19	-5	4	4	0	4	5	-1	8	7	1
ABC KIDS LISTEN	51	50	1	20	16	4	9	10	-1	17	13	4	2	7	-5	3	4	-1	*	*	*
Double J	65	69	-4	12	10	2	8	8	0	20	25	-5	20	20	0	2	6	-4	2	*	*
Total Digital/Internet Only	601	626	-25	82	83	-1	89	85	4	173	190	-17	159	156	3	60	67	-7	38	45	-7

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-12:00md			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	25	19	6	10	10	0	9	3	6	13	7	6	7	8	-1	4	7	-3	*	14	*
Chemist Warehouse Remix	17	19	-2	7	7	0	3	7	-4	9	9	0	8	4	4	5	2	3	8	6	2
Coles Radio	54	65	-11	15	14	1	21	27	-6	26	26	0	17	27	-10	8	8	0	25	31	-6
EASY HITS	32	39	-7	14	10	4	5	8	-3	9	16	-7	11	15	-4	4	7	-3	19	28	-9
Edge Digital	15	14	1	4	4	0	1	*	*	5	4	1	6	8	-2	5	4	1	9	6	3
Elf Radio	10	na	*	7	na	*	2	na	*	4	na	*	4	na	*	*	na	*	5	na	*
Kinderling Kids	15	10	5	4	2	2	*	3	*	4	5	-1	8	7	1	2	2	0	5	11	-6
Koffee	17	13	4	3	2	1	8	4	4	7	6	1	8	6	2	7	*	*	11	9	2
MMM CLASSIC ROCK	39	44	-5	17	12	5	12	10	2	12	12	0	20	23	-3	15	11	4	36	24	12
MMM COUNTRY	22	19	3	7	5	2	9	11	-2	6	10	-4	8	7	1	12	6	6	13	11	2
MMM GREATEST HITS	19	20	-1	9	9	0	3	6	-3	4	6	-2	4	6	-2	8	8	0	4	4	0
MMM MODERN DIGITAL	6	1	5	4	1	3	2	*	*	*	*	*	*	*	*	2	*	*	2	*	*
NTS News Talk Sport	11	13	-2	*	*	*	2	5	-3	8	7	1	3	2	1	*	*	*	12	7	5
OLDSKOOL HITS	51	62	-11	16	12	4	12	20	-8	17	30	-13	37	46	-9	19	22	-3	44	41	3
Rythmos	10	14	-4	2	*	*	2	*	*	4	7	-3	8	8	0	2	2	0	8	7	1
The 80s iHeartRadio	39	52	-13	10	22	-12	12	9	3	16	25	-9	23	28	-5	23	15	8	34	28	6
The 90s iHeartRadio	33	37	-4	16	17	-1	8	12	-4	14	16	-2	15	16	-1	8	7	1	25	18	7
URBAN HITS	23	27	-4	8	9	-1	11	7	4	6	7	-1	6	7	-1	8	5	3	8	10	-2
triple j Unearthed	32	23	9	9	8	1	15	9	6	15	12	3	14	12	2	10	6	4	28	15	13
ABC Country	33	27	6	19	10	9	15	15	0	9	7	2	4	6	-2	10	8	2	9	16	-7
ABC Grandstand	12	13	-1	2	2	0	4	*	*	3	*	*	3	*	*	9	10	-1	19	26	-7
ABC Jazz	32	36	-4	12	14	-2	10	10	0	14	10	4	18	16	2	12	14	-2	17	24	-7
ABC KIDS LISTEN	37	39	-2	19	16	3	18	8	10	16	16	0	17	9	8	6	7	-1	37	30	7
Double J	54	57	-3	20	20	0	10	13	-3	30	30	0	24	34	-10	14	18	-4	41	42	-1
Total Digital/Internet Only	494	515	-21	219	201	18	208	213	-5	240	245	-5	250	285	-35	168	155	13	378	364	14