



# 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 - SURVEY 8 2018

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	+/-
SEN	258	302	-44	16	18	-2	11	27	-16	55	59	-4	80	91	-11	43	55	-12	53	52	1
3AW	681	668	13	25	22	3	15	14	1	43	29	14	129	143	-14	158	170	-12	311	291	20
Macquarie Sports 1278	24	28	-4	3	5	-2	*	2	*	9	7	2	9	5	4	1	3	-2	1	6	-5
101.9 FOX FM	1139	1132	7	186	202	-16	217	210	7	443	453	-10	213	199	14	57	52	5	23	15	8
GOLD104.3	985	990	-5	77	102	-25	93	110	-17	226	230	-4	304	277	27	168	156	12	117	116	1
KIIS 101.1 FM	894	858	36	146	141	5	174	162	12	346	330	16	167	174	-7	52	42	10	8	9	-1
105.1 TRIPLE M	575	629	-54	69	65	4	59	73	-14	187	189	-2	168	184	-16	75	97	-22	19	20	-1
NOVA 100	1009	990	19	194	178	16	179	187	-8	380	363	17	199	209	-10	42	42	0	15	11	4
smoothfm 91.5	920	910	10	65	83	-18	73	67	6	216	234	-18	230	202	28	154	150	4	182	174	8
ABC MEL	646	682	-36	16	21	-5	23	20	3	69	82	-13	137	135	2	141	156	-15	259	268	-9
3RN	225	217	8	3	4	-1	3	7	-4	32	29	3	52	43	9	47	45	2	87	90	-3
ABC NEWS	199	221	-22	9	14	-5	34	34	0	26	30	-4	46	50	-4	44	45	-1	41	49	-8
3JJJ	501	502	-1	49	42	7	101	104	-3	229	227	2	96	101	-5	24	25	-1	2	3	-1
ABCFM	195	209	-14	15	16	-1	9	15	-6	31	37	-6	43	36	7	24	29	-5	72	75	-3
Total	4224	4214	10	422	418	4	491	479	12	1095	1095	0	984	986	-2	547	547	0	685	689	-4

Cumulative Audience (000's) by Session, 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	+/-
SEN	229	271	-42	136	166	-30	108	145	-37	143	145	-2	115	155	-40	47	58	-11	150	178	-28
3AW	650	640	10	533	518	15	370	378	-8	357	351	6	342	338	4	243	209	34	481	473	8
Macquarie Sports 1278	20	24	-4	7	8	-1	3	11	-8	9	5	4	11	17	-6	*	6	*	9	12	-3
101.9 FOX FM	1014	1017	-3	604	601	3	434	448	-14	544	575	-31	591	593	-2	241	264	-23	680	650	30
GOLD104.3	843	848	-5	431	409	22	372	375	-3	469	463	6	471	470	1	228	212	16	638	596	42
KIIS 101.1 FM	799	736	63	427	408	19	331	280	51	381	344	37	460	409	51	226	214	12	562	532	30
105.1 TRIPLE M	533	561	-28	321	331	-10	205	230	-25	267	302	-35	303	325	-22	144	159	-15	300	350	-50
NOVA 100	915	898	17	511	517	-6	347	328	19	438	413	25	549	513	36	230	234	-4	601	574	27
smoothfm 91.5	833	811	22	448	427	21	413	404	9	498	462	36	456	470	-14	241	241	0	585	582	3
ABC MEL	595	623	-28	439	450	-11	349	357	-8	312	331	-19	330	360	-30	172	196	-24	406	428	-22
3RN	209	195	14	144	128	16	81	62	19	99	84	15	95	98	-3	79	64	15	128	137	-9
ABC NEWS	171	191	-20	96	102	-6	60	54	6	47	64	-17	45	54	-9	39	56	-17	108	136	-28
3JJJ	444	445	-1	264	257	7	198	194	4	230	229	1	263	268	-5	126	136	-10	309	312	-3
ABCFM	176	184	-8	85	105	-20	84	71	13	86	86	0	80	95	-15	61	69	-8	122	122	0
Total	4098	4085	13	3343	3292	51	2585	2592	-7	2869	2809	60	3051	3097	-46	1781	1782	-1	3516	3489	27



# MELBOURNE RADIO - SURVEY 8 2018

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	16	20	-4	1	1	0	1	1	0	2	3	-1	6	7	-1	3	4	-1	4	4	0
3AW	77	76	1	1	1	0	1	1	0	3	2	1	11	12	-1	16	20	-4	45	41	4
Macquarie Sports 1278	*	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
101.9 FOX FM	50	50	0	7	7	0	8	7	1	18	22	-4	12	9	3	5	5	0	1	*	*
GOLD104.3	51	50	1	2	3	-1	4	6	-2	8	8	0	18	15	3	11	9	2	8	9	-1
KIIS 101.1 FM	32	29	3	4	4	0	6	5	1	11	10	1	8	8	0	3	2	1	*	*	*
105.1 TRIPLE M	35	37	-2	3	3	0	3	3	0	9	7	2	14	13	1	6	9	-3	1	3	-2
NOVA 100	39	35	4	7	6	1	5	4	1	15	13	2	10	9	1	2	1	1	1	*	*
smoothfm 91.5	55	51	4	2	2	0	3	3	0	9	8	1	16	13	3	10	11	-1	16	15	1
ABC MEL	47	49	-2	*	1	*	1	1	0	4	4	0	7	6	1	11	10	1	25	27	-2
3RN	13	12	1	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	7	6	1
ABC NEWS	5	6	-1	*	*	*	1	*	*	1	1	0	1	1	0	2	1	1	1	2	-1
3JJJ	28	28	0	2	1	1	6	6	0	12	12	0	7	8	-1	2	1	1	*	*	*
ABCFM	11	12	-1	*	*	*	*	*	*	1	1	0	2	2	0	1	1	0	5	8	-3
Total	520	521	-1	34	32	2	42	44	-2	108	109	-1	131	125	6	82	82	0	124	128	-4

Average Audience (000's) by Session, P10+ [Potential: 4453]

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	19	23	-4	30	31	-1	26	38	-12	24	29	-5	20	24	-4	3	4	-1	10	11	-1						
3AW	85	84	1	165	169	-4	120	117	3	70	68	2	68	64	4	32	28	4	56	56	0						
Macquarie Sports 1278	1	2	-1	*	2	*	*	2	*	1	2	-1	1	3	-2	*	*	*	*	1	*						
101.9 FOX FM	55	55	0	81	76	5	69	69	0	68	73	-5	67	67	0	11	11	0	38	36	2						
GOLD104.3	54	53	1	71	67	4	74	74	0	72	70	2	60	58	2	13	13	0	41	42	-1						
KIIS 101.1 FM	34	31	3	49	47	2	40	35	5	39	35	4	38	35	3	12	11	1	28	25	3						
105.1 TRIPLE M	42	43	-1	70	66	4	47	50	-3	52	57	-5	45	45	0	9	9	0	19	23	-4						
NOVA 100	41	38	3	61	64	-3	38	38	0	47	38	9	60	51	9	15	13	2	34	27	7						
smoothfm 91.5	59	53	6	76	69	7	85	77	8	73	63	10	62	58	4	16	16	0	48	46	2						
ABC MEL	52	53	-1	85	88	-3	90	86	4	41	45	-4	53	52	1	15	16	-1	34	38	-4						
3RN	14	12	2	34	28	6	11	8	3	9	9	0	14	14	0	6	6	0	12	10	2						
ABC NEWS	6	6	0	13	14	-1	8	5	3	4	5	-1	4	3	1	3	3	0	4	6	-2						
3JJJ	31	30	1	37	42	-5	45	39	6	40	36	4	36	35	1	9	10	-1	21	21	0						
ABCFM	11	12	-1	15	17	-2	13	13	0	11	14	-3	13	15	-2	5	6	-1	11	12	-1						
Total	562	563	-1	850	851	-1	744	746	-2	625	632	-7	612	608	4	173	170	3	415	416	-1						



# 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	*
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