

MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 5 2017

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	34	48	-14	7	7	0	*	2	*	14	16	-2	6	14	-8	4	6	-2	3	3	0
BUDDHA HITS RADIO	41	41	0	8	8	0	2	2	0	11	8	3	16	18	-2	2	4	-2	2	1	1
Chemist Warehouse Remix	18	21	-3	8	8	0	*	*	*	8	8	0	*	3	*	3	3	0	*	*	*
Coles Radio	53	54	-1	5	7	-2	15	11	4	16	17	-1	11	10	1	5	7	-2	1	3	-2
EASY HITS RADIO	31	30	1	4	7	-3	7	*	*	11	7	4	2	7	-5	2	3	-1	5	6	-1
Edge Digital	7	14	-7	*	2	*	2	2	0	5	8	-3	*	1	*	*	*	*	*	*	*
Kinderling Kids	20	25	-5	7	9	-2	3	3	0	10	7	3	*	6	*	*	*	*	*	*	*
Koffee	22	27	-5	5	3	2	*	5	*	4	7	-3	8	9	-1	3	3	0	2	*	*
Koool	17	8	9	2	*	*	*	*	*	5	*	*	6	3	3	3	4	-1	1	1	0
NTS News Talk Sport	11	10	1	5	3	2	*	*	*	4	5	-1	2	2	0	1	1	0	*	*	*
OLDSKOOL HITS RADIO	14	23	-9	*	2	*	6	4	2	6	4	2	2	14	-12	*	*	*	*	*	*
OMG!	18	22	-4	7	6	1	*	*	*	1	4	-3	2	5	-3	8	6	2	*	2	*
Rythmos	15	13	2	3	2	1	*	*	*	9	7	2	1	4	-3	*	*	*	1	*	*
The 80s iHeartRadio	28	43	-15	5	8	-3	*	*	*	7	4	3	16	28	-12	*	*	*	*	2	*
The 90s iHeartRadio	30	27	3	4	4	0	8	3	5	10	8	2	9	11	-2	*	*	*	*	1	*
triple j Unearthed	20	32	-12	8	10	-2	3	7	-4	6	8	-2	2	7	-5	1	1	0	*	*	*
ABC Country	29	22	7	5	1	4	*	*	*	3	2	1	7	6	1	5	3	2	8	10	-2
ABC Extra	14	15	-1	*	3	*	*	3	*	10	4	6	1	3	-2	1	1	0	2	1	1
ABC Grandstand	23	32	-9	3	5	-2	*	*	*	3	6	-3	4	4	0	10	8	2	3	10	-7
ABC Jazz	57	50	7	9	5	4	8	4	4	16	14	2	9	11	-2	6	6	0	8	10	-2
Double J	56	67	-11	6	7	-1	8	12	-4	24	17	7	15	24	-9	1	4	-3	2	3	-1
Total Digital/Internet Only	457	503	-46	53	61	-8	45	60	-15	144	136	8	106	141	-35	67	55	12	42	51	-9

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 4350]

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	+/-	This	Last	+/-	This	Last	+/-
AUSSIE	26	35	-9	9	20	-11	4	13	-9	12	9	3	6	7	-1	7	9	-2	14	21	-7
BUDDHA HITS RADIO	34	32	2	8	14	-6	13	15	-2	23	14	9	16	9	7	9	5	4	21	18	3
Chemist Warehouse Remix	15	21	-6	2	2	0	4	10	-6	11	13	-2	2	*	*	2	3	-1	5	5	0
Coles Radio	43	49	-6	22	22	0	19	20	-1	17	26	-9	11	12	-1	12	9	3	31	29	2
EASY HITS RADIO	23	24	-1	10	11	-1	12	7	5	7	10	-3	11	8	3	3	7	-4	23	16	7
Edge Digital	7	12	-5	6	4	2	4	8	-4	5	5	0	4	8	-4	*	*	*	2	5	-3
Kinderling Kids	15	22	-7	7	7	0	4	5	-1	11	7	4	5	7	-2	5	7	-2	15	13	2
Koffee	17	16	1	5	9	-4	8	9	-1	10	7	3	10	7	3	7	4	3	9	19	-10
Koool	11	6	5	3	*	*	2	*	*	4	2	2	7	3	4	4	2	2	9	4	5
NTS News Talk Sport	9	9	0	5	3	2	*	*	*	6	7	-1	4	4	0	3	3	0	6	6	0
OLDSKOOL HITS RADIO	11	21	-10	2	8	-6	6	7	-1	8	19	-11	5	10	-5	2	7	-5	6	12	-6
OMG!	18	22	-4	4	5	-1	5	5	0	10	7	3	7	10	-3	*	10	*	4	10	-6
Rythmos	12	13	-1	3	5	-2	1	2	-1	5	3	2	4	4	0	4	7	-3	6	4	2
The 80s iHeartRadio	24	36	-12	12	17	-5	8	13	-5	6	11	-5	7	17	-10	7	4	3	15	24	-9
The 90s iHeartRadio	27	25	2	6	7	-1	6	6	0	10	12	-2	5	3	2	11	10	1	10	9	1
triple j Unearthed	14	18	-4	6	6	0	*	4	*	2	2	0	7	6	1	5	5	0	12	19	-7
ABC Country	18	11	7	3	*	*	8	5	3	7	9	-2	9	6	3	2	3	-1	18	19	-1
ABC Extra	10	10	0	6	5	1	*	3	*	2	2	0	1	3	-2	1	3	-2	7	7	0
ABC Grandstand	12	16	-4	4	4	0	6	6	0	*	1	*	4	5	-1	9	13	-4	18	23	-5
ABC Jazz	34	40	-6	10	9	1	5	9	-4	9	13	-4	20	22	-2	17	19	-2	45	38	7
Double J	42	53	-11	14	13	1	16	19	-3	15	21	-6	24	23	1	10	18	-8	27	28	-1
Total Digital/Internet Only	359	401	-42	148	160	-12	141	164	-23	168	178	-10	166	172	-6	134	156	-22	281	314	-33