



MELBOURNE RADIO - SURVEY 1 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	2.7	3.2	-0.5	1.7	1.2	0.5	0.8	1.2	-0.4	1.8	3.1	-1.3	3.7	5.4	-1.7	3.9	3.7	0.2	2.6	2.3	0.3
3AW	13.2	15.0	-1.8	1.3	1.4	-0.1	3.7	1.3	2.4	1.7	1.4	0.3	10.5	8.0	2.5	21.8	21.5	0.3	28.1	39.2	-11.1
TalkingLifestyle1278	0.2	0.3	-0.1	0.2	*	*	0.1	*	*	0.2	0.1	0.1	0.1	*	*	0.4	0.4	0.0	0.4	0.8	-0.4
101.9 FOX FM	10.8	8.4	2.4	22.2	20.0	2.2	27.2	16.4	10.8	15.5	16.8	-1.3	11.1	6.9	4.2	4.1	2.0	2.1	1.6	0.3	1.3
GOLD104.3	9.7	9.6	0.1	8.7	6.2	2.5	7.8	12.8	-5.0	10.1	6.6	3.5	12.0	15.8	-3.8	13.7	11.5	2.2	4.8	5.0	-0.2
KIIS 101.1 FM	5.7	7.5	-1.8	12.5	15.4	-2.9	9.5	13.1	-3.6	8.3	11.2	-2.9	7.0	9.5	-2.5	3.0	3.5	-0.5	0.3	0.4	-0.1
105.1 TRIPLE M	7.4	6.3	1.1	6.0	5.9	0.1	6.8	7.9	-1.1	9.9	8.2	1.7	10.7	10.5	0.2	8.4	4.8	3.6	1.1	0.9	0.2
NOVA 100	7.0	8.0	-1.0	17.5	23.1	-5.6	13.7	14.4	-0.7	11.0	11.4	-0.4	6.6	9.4	-2.8	3.3	3.3	0.0	0.9	0.2	0.7
smoothfm 91.5	10.3	7.8	2.5	6.5	4.2	2.3	5.2	8.7	-3.5	6.8	5.1	1.7	10.3	7.4	2.9	14.9	12.1	2.8	13.3	8.7	4.6
ABC MEL	8.1	9.3	-1.2	1.1	1.3	-0.2	0.8	0.6	0.2	2.7	3.7	-1.0	5.6	5.7	-0.1	9.5	15.8	-6.3	19.9	19.4	0.5
3RN	2.5	2.8	-0.3	0.4	0.4	0.0	1.2	*	*	0.6	0.8	-0.2	1.5	2.0	-0.5	2.5	4.1	-1.6	6.6	6.2	0.4
ABC NEWS	1.9	1.2	0.7	0.7	1.0	-0.3	1.2	0.7	0.5	1.1	1.3	-0.2	2.4	1.5	0.9	1.4	0.8	0.6	2.8	1.3	1.5
3JJJ	4.8	5.4	-0.6	3.9	4.6	-0.7	14.3	8.6	5.7	11.8	14.2	-2.4	2.4	3.1	-0.7	1.0	3.5	-2.5	0.4	*	*
ABCFM	2.5	3.3	-0.8	1.6	2.7	-1.1	0.1	0.7	-0.6	1.1	0.6	0.5	1.4	4.4	-3.0	2.1	2.6	-0.5	6.7	6.3	0.4

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
SEN	2.9	3.6	-0.7	3.2	3.6	-0.4	3.1	4.4	-1.3	2.1	3.6	-1.5	3.1	3.5	-0.4	3.0	2.1	0.9	2.2	2.0	0.2
3AW	13.9	15.3	-1.4	19.0	20.1	-1.1	13.9	16.6	-2.7	10.6	11.3	-0.7	10.4	10.7	-0.3	14.0	17.2	-3.2	11.2	14.2	-3.0
TalkingLifestyle1278	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.3	0.3	0.0	0.3	0.1	0.2	0.1	0.5	-0.4	0.3	0.4	-0.1
101.9 FOX FM	11.4	8.7	2.7	10.3	7.0	3.3	10.7	7.8	2.9	13.7	10.2	3.5	12.7	11.0	1.7	8.1	7.2	0.9	8.7	7.7	1.0
GOLD104.3	9.6	9.2	0.4	7.4	7.4	0.0	11.1	10.0	1.1	12.4	11.2	1.2	8.1	9.2	-1.1	7.8	7.7	0.1	10.1	11.1	-1.0
KIIS 101.1 FM	5.7	7.4	-1.7	5.1	6.3	-1.2	4.8	6.3	-1.5	5.8	7.6	-1.8	7.4	9.4	-2.0	6.4	9.2	-2.8	5.6	7.6	-2.0
105.1 TRIPLE M	8.1	7.0	1.1	7.9	7.6	0.3	8.2	7.2	1.0	8.9	7.8	1.1	8.7	6.5	2.2	4.5	3.9	0.6	5.2	3.8	1.4
NOVA 100	7.1	8.1	-1.0	8.4	8.2	0.2	5.2	5.7	-0.5	6.6	8.1	-1.5	8.7	10.5	-1.8	6.6	9.0	-2.4	6.7	7.8	-1.1
smoothfm 91.5	9.7	7.3	2.4	7.8	5.3	2.5	11.3	8.1	3.2	11.4	9.0	2.4	8.8	7.1	1.7	9.1	7.5	1.6	12.1	9.5	2.6
ABC MEL	8.2	9.7	-1.5	10.1	13.0	-2.9	10.8	11.6	-0.8	5.0	6.4	-1.4	6.7	6.8	-0.1	8.3	9.4	-1.1	7.7	8.0	-0.3
3RN	2.4	2.6	-0.2	3.9	3.9	0.0	1.2	1.6	-0.4	1.7	1.3	0.4	2.3	3.2	-0.9	3.6	3.4	0.2	2.8	3.3	-0.5
ABC NEWS	1.8	1.1	0.7	2.4	1.6	0.8	1.3	0.7	0.6	1.2	0.7	0.5	1.7	0.7	1.0	2.8	2.2	0.6	2.2	1.5	0.7
3JJJ	4.5	5.7	-1.2	4.1	4.8	-0.7	4.1	5.9	-1.8	4.7	6.8	-2.1	5.5	6.1	-0.6	4.1	4.1	0.0	5.9	4.7	1.2
ABCFM	2.3	3.1	-0.8	2.0	3.1	-1.1	2.5	3.3	-0.8	1.8	2.9	-1.1	2.9	2.8	0.1	3.7	3.9	-0.2	3.2	3.9	-0.7

EMBARGOED UNTIL 9:30AM (AEDT)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	51	49	2	5	5	0	10	7	3	12	15	-3	11	12	-1	12	2	10	2	8	-6
BUDDHA HITS RADIO	33	16	17	3	*	*	*	*	*	7	6	1	9	5	4	15	3	12	*	2	*
Chemist Warehouse Remix	16	29	-13	5	4	1	*	9	*	5	8	-3	6	5	1	*	1	*	*	2	*
Coles Radio	59	73	-14	7	11	-4	5	29	-24	25	24	1	16	9	7	2	*	*	5	*	*
EASY HITS RADIO	39	35	4	7	9	-2	2	2	0	8	11	-3	12	5	7	4	*	*	6	7	-1
Edge Digital	16	24	-8	2	3	-1	8	2	6	6	15	-9	*	2	*	*	1	*	*	*	*
Kinderling Kids	22	23	-1	7	6	1	*	*	*	11	12	-1	4	2	2	*	*	*	*	3	*
Koffee	20	15	5	3	7	-4	4	*	*	5	*	*	4	2	2	3	4	-1	*	2	*
Kool	30	14	16	*	3	*	2	2	0	3	2	1	23	7	16	*	*	*	2	*	*
MMM CLASSIC ROCK	45	28	17	3	2	1	*	2	*	21	6	15	11	7	4	5	10	-5	5	*	*
MMM GREATEST HITS	22	26	-4	6	7	-1	3	2	1	5	5	0	5	4	1	3	6	-3	*	2	*
MMM MODERN DIGITAL	3	1	2	*	*	*	3	*	*	*	*	*	*	*	*	*	1	*	*	*	*
NTS News Talk Sport	5	12	-7	*	4	*	2	2	0	1	2	-1	2	2	0	*	*	*	*	2	*
OLDSKOOL HITS RADIO	51	43	8	11	8	3	*	*	*	20	25	-5	20	10	10	*	*	*	*	*	*
Rythmos	12	24	-12	3	6	-3	2	7	-5	3	5	-2	1	3	-2	2	1	1	*	2	*
The 80s iHeartRadio	65	45	20	9	8	1	5	8	-3	20	10	10	27	13	14	2	5	-3	1	*	*
The 90s iHeartRadio	39	37	2	8	4	4	10	*	*	19	24	-5	2	7	-5	*	2	*	*	*	*
triple j Uneathed	40	26	14	3	6	-3	13	8	5	19	7	12	3	4	-1	*	2	*	2	*	*
ABC Country	29	31	-2	7	3	4	10	4	6	2	12	-10	3	*	*	*	8	*	6	4	2
ABC Extra	15	24	-9	5	6	-1	*	10	*	*	3	*	4	4	0	4	1	3	2	*	*
ABC Grandstand	45	42	3	3	2	1	8	*	*	7	12	-5	9	12	-3	5	7	-2	14	9	5
ABC Jazz	50	37	13	5	6	-1	7	3	4	14	6	8	11	7	4	7	11	-4	6	4	2
Double J	68	50	18	14	12	2	2	8	-6	29	22	7	21	5	16	2	1	1	*	1	*
Total Digital/Internet Only	577	487	90	61	63	-2	66	70	-4	170	169	1	154	104	50	71	46	25	54	36	18

Cumulative Audience (000's) by Session, Listening via Digital or Internet, 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
AUSSIE	44	43	1	7	10	-3	14	13	1	22	19	3	16	21	-5	7	4	3	19	18	1
BUDDHA HITS RADIO	32	14	18	10	5	5	15	6	9	17	3	14	11	7	4	11	5	6	17	7	10
Chemist Warehouse Remix	11	24	-13	2	3	-1	2	5	-3	7	17	-10	6	12	-6	3	8	-5	7	9	-2
Coles Radio	48	60	-12	13	22	-9	14	20	-6	14	25	-11	22	22	0	20	25	-5	31	42	-11
EASY HITS RADIO	32	29	3	7	7	0	10	9	1	17	16	1	16	11	5	11	7	4	18	14	4
Edge Digital	14	18	-4	7	13	-6	5	5	0	5	8	-3	6	9	-3	1	4	-3	8	13	-5
Kinderling Kids	19	18	1	7	12	-5	12	2	10	5	5	0	4	7	-3	*	6	*	13	19	-6
Koffee	12	10	2	4	5	-1	2	3	-1	3	7	-4	5	5	0	2	2	0	12	12	0
Kool	20	11	9	4	2	2	8	4	4	13	9	4	9	4	5	3	*	*	15	5	10
MMM CLASSIC ROCK	34	23	11	17	10	7	11	7	4	16	13	3	20	14	6	8	2	6	20	15	5
MMM GREATEST HITS	9	22	-13	4	4	0	3	8	-5	3	5	-2	1	8	-7	3	7	-4	15	10	5
MMM MODERN DIGITAL	3	1	2	*	1	*	*	*	*	3	*	*	3	*	*	3	*	*	*	1	*
NTS News Talk Sport	4	6	-2	*	2	*	*	*	*	4	2	2	2	2	0	2	*	*	4	8	-4
OLDSKOOL HITS RADIO	43	36	7	20	14	6	13	15	-2	26	17	9	21	18	3	14	11	3	25	20	5
Rythmos	12	18	-6	*	4	*	4	1	3	7	11	-4	*	9	*	3	7	-4	5	15	-10
The 80s iHeartRadio	55	26	29	14	10	4	15	11	4	30	5	25	26	10	16	18	13	5	38	28	10
The 90s iHeartRadio	35	32	3	11	13	-2	12	14	-2	14	20	-6	21	18	3	13	11	2	21	25	-4
triple j Uneathed	25	18	7	8	5	3	5	4	1	16	8	8	17	10	7	4	10	-6	25	19	6
ABC Country	28	21	7	12	7	5	7	9	-2	16	4	12	14	9	5	10	11	-1	16	20	-4
ABC Extra	13	24	-11	6	10	-4	3	2	1	7	9	-2	9	2	7	5	5	0	7	6	1
ABC Grandstand	28	26	2	5	10	-5	11	11	0	10	12	-2	10	10	0	9	*	*	25	24	1
ABC Jazz	44	29	15	10	8	2	19	11	8	9	14	-5	14	14	0	23	13	10	32	25	7
Double J	46	42	4	20	22	-2	18	12	6	24	13	11	20	20	0	14	10	4	43	25	18
Total Digital/Internet Only	460	396	64	174	166	8	190	165	25	246	199	47	250	214	36	157	138	19	375	311	64