



MELBOURNE RADIO - SURVEY 2 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	2.7	0.4	1.5	1.7	-0.2	0.5	0.8	-0.3	1.7	1.8	-0.1	4.5	3.7	0.8	5.0	3.9	1.1	3.0	2.6	0.4
3AW	13.7	13.2	0.5	1.7	1.3	0.4	3.9	3.7	0.2	1.9	1.7	0.2	9.8	10.5	-0.7	23.3	21.8	1.5	28.6	28.1	0.5
TalkingLifestyle1278	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1	0.7	0.4	0.3
101.9 FOX FM	11.4	10.8	0.6	19.5	22.2	-2.7	30.2	27.2	3.0	17.7	15.5	2.2	12.3	11.1	1.2	3.6	4.1	-0.5	1.2	1.6	-0.4
GOLD104.3	10.0	9.7	0.3	7.5	8.7	-1.2	6.2	7.8	-1.6	11.6	10.1	1.5	10.9	12.0	-1.1	14.7	13.7	1.0	6.2	4.8	1.4
KIIS 101.1 FM	5.6	5.7	-0.1	16.7	12.5	4.2	12.4	9.5	2.9	7.6	8.3	-0.7	6.2	7.0	-0.8	2.0	3.0	-1.0	0.4	0.3	0.1
105.1 TRIPLE M	6.6	7.4	-0.8	6.6	6.0	0.6	4.5	6.8	-2.3	9.1	9.9	-0.8	10.9	10.7	0.2	5.7	8.4	-2.7	1.0	1.1	-0.1
NOVA 100	7.1	7.0	0.1	20.2	17.5	2.7	9.7	13.7	-4.0	11.2	11.0	0.2	7.1	6.6	0.5	2.8	3.3	-0.5	1.8	0.9	0.9
smoothfm 91.5	10.1	10.3	-0.2	5.7	6.5	-0.8	8.3	5.2	3.1	7.7	6.8	0.9	10.5	10.3	0.2	14.6	14.9	-0.3	10.5	13.3	-2.8
ABC MEL	8.3	8.1	0.2	1.2	1.1	0.1	0.5	0.8	-0.3	2.5	2.7	-0.2	6.2	5.6	0.6	9.1	9.5	-0.4	20.0	19.9	0.1
3RN	3.1	2.5	0.6	0.3	0.4	-0.1	1.2	1.2	0.0	0.9	0.6	0.3	1.9	1.5	0.4	4.5	2.5	2.0	6.8	6.6	0.2
ABC NEWS	1.7	1.9	-0.2	0.3	0.7	-0.4	1.0	1.2	-0.2	1.3	1.1	0.2	2.2	2.4	-0.2	1.3	1.4	-0.1	2.4	2.8	-0.4
3JJJ	4.3	4.8	-0.5	3.7	3.9	-0.2	10.4	14.3	-3.9	10.6	11.8	-1.2	3.1	2.4	0.7	0.7	1.0	-0.3	0.3	0.4	-0.1
ABCFM	2.6	2.5	0.1	1.3	1.6	-0.3	0.1	0.1	0.0	1.0	1.1	-0.1	1.4	1.4	0.0	2.1	2.1	0.0	7.1	6.7	0.4

Share Movement (%) by Session, P10+

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	3.2	2.9	0.3	3.5	3.2	0.3	3.2	3.1	0.1	2.6	2.1	0.5	3.2	3.1	0.1	4.0	3.0	1.0	2.9	2.2	0.7						
3AW	14.2	13.9	0.3	19.0	19.0	0.0	13.9	13.9	0.0	11.1	10.6	0.5	10.8	10.4	0.4	15.1	14.0	1.1	12.0	11.2	0.8						
TalkingLifestyle1278	0.3	0.2	0.1	0.1	0.1	0.0	0.4	0.2	0.2	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.1	0.1	0.4	0.3	0.1						
101.9 FOX FM	12.1	11.4	0.7	10.3	10.3	0.0	12.4	10.7	1.7	14.5	13.7	0.8	13.4	12.7	0.7	7.7	8.1	-0.4	9.1	8.7	0.4						
GOLD104.3	9.9	9.6	0.3	7.0	7.4	-0.4	11.1	11.1	0.0	12.9	12.4	0.5	9.3	8.1	1.2	7.8	7.8	0.0	10.5	10.1	0.4						
KIIS 101.1 FM	5.6	5.7	-0.1	5.0	5.1	-0.1	4.3	4.8	-0.5	5.9	5.8	0.1	7.8	7.4	0.4	5.8	6.4	-0.6	5.8	5.6	0.2						
105.1 TRIPLE M	7.0	8.1	-1.1	6.9	7.9	-1.0	6.6	8.2	-1.6	7.8	8.9	-1.1	7.4	8.7	-1.3	4.8	4.5	0.3	5.4	5.2	0.2						
NOVA 100	7.1	7.1	0.0	8.0	8.4	-0.4	5.6	5.2	0.4	5.9	6.6	-0.7	9.3	8.7	0.6	7.2	6.6	0.6	7.1	6.7	0.4						
smoothfm 91.5	9.7	9.7	0.0	8.1	7.8	0.3	10.4	11.3	-0.9	11.3	11.4	-0.1	9.0	8.8	0.2	9.4	9.1	0.3	11.4	12.1	-0.7						
ABC MEL	8.5	8.2	0.3	10.0	10.1	-0.1	12.3	10.8	1.5	5.2	5.0	0.2	5.8	6.7	-0.9	8.8	8.3	0.5	7.4	7.7	-0.3						
3RN	3.0	2.4	0.6	4.6	3.9	0.7	1.7	1.2	0.5	2.0	1.7	0.3	3.0	2.3	0.7	3.5	3.6	-0.1	3.5	2.8	0.7						
ABC NEWS	1.6	1.8	-0.2	2.7	2.4	0.3	1.0	1.3	-0.3	1.1	1.2	-0.1	1.4	1.7	-0.3	1.6	2.8	-1.2	2.0	2.2	-0.2						
3JJJ	4.3	4.5	-0.2	4.0	4.1	-0.1	3.9	4.1	-0.2	4.6	4.7	-0.1	5.2	5.5	-0.3	3.9	4.1	-0.2	4.2	5.9	-1.7						
ABCFM	2.4	2.3	0.1	2.3	2.0	0.3	2.3	2.5	-0.2	2.0	1.8	0.2	2.7	2.9	-0.2	3.3	3.7	-0.4	3.5	3.2	0.3						

EMBARGOED UNTIL 9:30AM (AEST)

MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	56	51	5	9	5	4	14	10	4	10	12	-2	9	11	-2	7	12	-5	7	2	5
BUDDHA HITS RADIO	30	33	-3	3	3	0	*	*	*	12	7	5	5	9	-4	11	15	-4	*	*	*
Chemist Warehouse Remix	29	16	13	6	5	1	5	*	*	4	5	-1	12	6	6	2	*	*	*	*	*
Coles Radio	69	59	10	3	7	-4	11	5	6	25	25	0	23	16	7	4	2	2	3	5	-2
EASY HITS RADIO	58	39	19	9	7	2	7	2	5	19	8	11	17	12	5	5	4	1	2	6	-4
Edge Digital	15	16	-1	*	2	*	7	8	-1	6	6	0	*	*	*	2	*	*	*	*	*
Kinderling Kids	19	22	-3	5	7	-2	*	*	*	12	11	1	2	4	-2	*	*	*	*	*	*
Koffee	26	20	6	3	3	0	4	4	0	7	5	2	7	4	3	3	3	0	1	*	*
Kool	30	30	0	*	*	*	2	2	0	6	3	3	16	23	-7	4	*	*	1	2	-1
MMM CLASSIC ROCK	57	45	12	2	3	-1	5	*	*	18	21	-3	20	11	9	5	5	0	6	5	1
MMM GREATEST HITS	21	22	-1	5	6	-1	*	3	*	4	5	-1	10	5	5	1	3	-2	*	*	*
MMM MODERN DIGITAL	9	3	6	1	*	*	2	3	-1	3	*	*	3	*	*	*	*	*	*	*	*
NTS News Talk Sport	14	5	9	2	*	*	5	2	3	7	1	6	*	2	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	46	51	-5	6	11	-5	*	*	*	24	20	4	16	20	-4	*	*	*	*	*	*
Rythmos	15	12	3	1	3	-2	10	2	8	3	3	0	1	1	0	*	2	*	*	*	*
The 80s iHeartRadio	59	65	-6	5	9	-4	4	5	-1	16	20	-4	26	27	-1	6	2	4	1	1	0
The 90s iHeartRadio	48	39	9	8	8	0	5	10	-5	22	19	3	12	2	10	*	*	*	*	*	*
triple j Unearthed	32	40	-8	7	3	4	9	13	-4	13	19	-6	3	3	0	*	*	*	*	2	*
ABC Country	38	29	9	2	7	-5	12	10	2	11	2	9	7	3	4	2	*	*	6	6	0
ABC Grandstand	36	45	-9	3	3	0	5	8	-3	4	7	-3	9	9	0	6	5	1	10	14	-4
ABC Jazz	59	50	9	4	5	-1	10	7	3	20	14	6	13	11	2	4	7	-3	7	6	1
Double J	48	68	-20	7	14	-7	2	2	0	20	29	-9	13	21	-8	6	2	4	*	*	*
Total Digital/Internet Only	566	577	-11	57	61	-4	62	66	-4	164	170	-6	169	154	15	65	71	-6	49	54	-5

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	+/-
AUSSIE	40	44	-4	10	7	3	15	14	1	11	22	-11	17	16	1	9	7	2	20	19	1
BUDDHA HITS RADIO	28	32	-4	6	10	-4	8	15	-7	9	17	-8	9	11	-2	15	11	4	15	17	-2
Chemist Warehouse Remix	25	11	14	12	2	10	6	2	4	10	7	3	6	6	0	2	3	-1	7	7	0
Coles Radio	57	48	9	15	13	2	19	14	5	24	14	10	25	22	3	17	20	-3	24	31	-7
EASY HITS RADIO	45	32	13	9	7	2	17	10	7	21	17	4	16	16	0	11	11	0	31	18	13
Edge Digital	15	14	1	4	7	-3	5	5	0	*	5	*	5	6	-1	3	1	2	5	8	-3
Kinderling Kids	17	19	-2	5	7	-2	5	12	-7	7	5	2	8	4	4	7	*	*	9	13	-4
Koffee	18	12	6	6	4	2	5	2	3	7	3	4	9	5	4	2	2	0	15	12	3
Kool	17	20	-3	4	4	0	10	8	2	11	13	-2	8	9	-1	2	3	-1	16	15	1
MMM CLASSIC ROCK	42	34	8	12	17	-5	12	11	1	18	16	2	21	20	1	9	8	1	25	20	5
MMM GREATEST HITS	14	9	5	6	4	2	1	3	-2	5	3	2	1	1	0	7	3	4	13	15	-2
MMM MODERN DIGITAL	5	3	2	*	*	*	*	*	*	4	3	1	4	3	1	4	3	1	4	*	*
NTS News Talk Sport	13	4	9	6	*	*	6	*	*	9	4	5	*	2	*	2	2	0	7	4	3
OLDSKOOL HITS RADIO	41	43	-2	25	20	5	20	13	7	21	26	-5	10	21	-11	11	14	-3	25	25	0
Rythmos	15	12	3	*	*	*	4	4	0	8	7	1	7	*	*	2	3	-1	3	5	-2
The 80s iHeartRadio	50	55	-5	15	14	1	5	15	-10	17	30	-13	27	26	1	20	18	2	30	38	-8
The 90s iHeartRadio	39	35	4	11	11	0	18	12	6	22	14	8	19	21	-2	6	13	-7	21	21	0
triple j Unearthed	25	25	0	7	8	-1	3	5	-2	13	16	-3	15	17	-2	6	4	2	15	25	-10
ABC Country	31	28	3	16	12	4	10	7	3	15	16	-1	8	14	-6	8	10	-2	17	16	1
ABC Grandstand	29	28	1	8	5	3	8	11	-3	11	10	1	7	10	-3	16	9	7	19	25	-6
ABC Jazz	46	44	2	16	10	6	17	19	-2	10	9	1	13	14	-1	24	23	1	37	32	5
Double J	40	46	-6	18	20	-2	11	18	-7	14	24	-10	20	20	0	11	14	-3	25	43	-18
Total Digital/Internet Only	472	460	12	211	174	37	187	190	-3	231	246	-15	251	250	1	166	157	9	352	375	-23