



MELBOURNE RADIO - SURVEY 3 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	3.4	3.1	0.3	2.9	1.5	1.4	3.0	0.5	2.5	2.4	1.7	0.7	4.4	4.5	-0.1	5.2	5.0	0.2	2.3	3.0	-0.7
3AW	14.4	13.7	0.7	4.4	1.7	2.7	0.6	3.9	-3.3	2.2	1.9	0.3	9.7	9.8	-0.1	20.9	23.3	-2.4	33.2	28.6	4.6
MACQUARIE SPORT 1278	0.4	0.3	0.1	0.4	0.2	0.2	*	0.1	*	0.4	0.1	0.3	0.2	0.1	0.1	0.4	0.3	0.1	0.8	0.7	0.1
101.9 FOX FM	10.5	11.4	-0.9	20.6	19.5	1.1	25.4	30.2	-4.8	18.9	17.7	1.2	9.9	12.3	-2.4	3.8	3.6	0.2	0.4	1.2	-0.8
GOLD104.3	10.6	10.0	0.6	4.7	7.5	-2.8	11.5	6.2	5.3	9.3	11.6	-2.3	14.4	10.9	3.5	14.3	14.7	-0.4	6.3	6.2	0.1
KIIS 101.1 FM	5.5	5.6	-0.1	15.7	16.7	-1.0	14.9	12.4	2.5	7.5	7.6	-0.1	5.6	6.2	-0.6	1.5	2.0	-0.5	0.5	0.4	0.1
105.1 TRIPLE M	6.6	6.6	0.0	6.6	6.6	0.0	5.4	4.5	0.9	9.1	9.1	0.0	11.4	10.9	0.5	5.5	5.7	-0.2	0.6	1.0	-0.4
NOVA 100	6.8	7.1	-0.3	18.8	20.2	-1.4	14.4	9.7	4.7	11.0	11.2	-0.2	6.8	7.1	-0.3	1.4	2.8	-1.4	1.1	1.8	-0.7
smoothfm 91.5	8.9	10.1	-1.2	5.6	5.7	-0.1	6.9	8.3	-1.4	8.2	7.7	0.5	8.6	10.5	-1.9	12.0	14.6	-2.6	9.3	10.5	-1.2
ABC MEL	8.7	8.3	0.4	1.8	1.2	0.6	0.5	0.5	0.0	2.6	2.5	0.1	7.1	6.2	0.9	11.4	9.1	2.3	18.4	20.0	-1.6
3RN	3.0	3.1	-0.1	0.5	0.3	0.2	0.3	1.2	-0.9	0.7	0.9	-0.2	2.3	1.9	0.4	5.9	4.5	1.4	5.5	6.8	-1.3
ABC NEWS	1.3	1.7	-0.4	*	0.3	*	0.3	1.0	-0.7	0.9	1.3	-0.4	1.8	2.2	-0.4	1.5	1.3	0.2	1.5	2.4	-0.9
3JJJ	4.0	4.3	-0.3	3.8	3.7	0.1	8.9	10.4	-1.5	10.3	10.6	-0.3	2.9	3.1	-0.2	0.9	0.7	0.2	*	0.3	*
ABCFM	3.4	2.6	0.8	0.8	1.3	-0.5	0.1	0.1	0.0	1.1	1.0	0.1	2.2	1.4	0.8	2.9	2.1	0.8	8.9	7.1	1.8

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	3.2	0.2	3.5	3.5	0.0	3.7	3.2	0.5	3.0	2.6	0.4	3.2	3.2	0.0	3.6	4.0	-0.4	3.5	2.9	0.6
3AW	14.9	14.2	0.7	20.0	19.0	1.0	15.3	13.9	1.4	11.7	11.1	0.6	10.4	10.8	-0.4	16.2	15.1	1.1	13.0	12.0	1.0
MACQUARIE SPORT 1278	0.4	0.3	0.1	0.2	0.1	0.1	0.4	0.4	0.0	0.5	0.3	0.2	0.9	0.4	0.5	0.2	0.2	0.0	0.3	0.4	-0.1
101.9 FOX FM	11.0	12.1	-1.1	9.4	10.3	-0.9	10.6	12.4	-1.8	12.4	14.5	-2.1	13.3	13.4	-0.1	8.2	7.7	0.5	8.9	9.1	-0.2
GOLD104.3	10.7	9.9	0.8	8.0	7.0	1.0	11.9	11.1	0.8	14.4	12.9	1.5	9.7	9.3	0.4	7.8	7.8	0.0	10.1	10.5	-0.4
KIIS 101.1 FM	5.6	5.6	0.0	4.8	5.0	-0.2	4.7	4.3	0.4	6.0	5.9	0.1	7.3	7.8	-0.5	5.4	5.8	-0.4	5.3	5.8	-0.5
105.1 TRIPLE M	7.0	7.0	0.0	7.7	6.9	0.8	6.3	6.6	-0.3	8.0	7.8	0.2	7.0	7.4	-0.4	4.2	4.8	-0.6	5.3	5.4	-0.1
NOVA 100	6.8	7.1	-0.3	6.4	8.0	-1.6	5.7	5.6	0.1	7.1	5.9	1.2	8.5	9.3	-0.8	6.9	7.2	-0.3	6.8	7.1	-0.3
smoothfm 91.5	8.4	9.7	-1.3	7.7	8.1	-0.4	9.0	10.4	-1.4	9.1	11.3	-2.2	7.7	9.0	-1.3	8.0	9.4	-1.4	10.7	11.4	-0.7
ABC MEL	8.7	8.5	0.2	9.6	10.0	-0.4	12.1	12.3	-0.2	5.7	5.2	0.5	6.7	5.8	0.9	9.7	8.8	0.9	8.5	7.4	1.1
3RN	2.9	3.0	-0.1	4.7	4.6	0.1	1.7	1.7	0.0	1.8	2.0	-0.2	2.8	3.0	-0.2	3.7	3.5	0.2	3.4	3.5	-0.1
ABC NEWS	1.2	1.6	-0.4	2.1	2.7	-0.6	0.6	1.0	-0.4	0.6	1.1	-0.5	1.0	1.4	-0.4	1.9	1.6	0.3	1.5	2.0	-0.5
3JJJ	3.9	4.3	-0.4	3.9	4.0	-0.1	3.6	3.9	-0.3	3.6	4.6	-1.0	5.2	5.2	0.0	3.1	3.9	-0.8	4.2	4.2	0.0
ABCFM	3.2	2.4	0.8	2.9	2.3	0.6	3.0	2.3	0.7	3.1	2.0	1.1	3.8	2.7	1.1	3.3	3.3	0.0	4.1	3.5	0.6

Please note: TalkingLifestyle1278 changed to MACQUARIE SPORT 1278 effective 4th April 2018.

EMBARGOED UNTIL 9:30AM (AEST)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	46	56	-10	11	9	2	10	14	-4	14	10	4	5	9	-4	1	7	-6	5	7	-2
BUDDHA HITS	31	30	1	5	3	2	*	*	*	16	12	4	8	5	3	2	11	-9	*	*	*
Chemist Warehouse Remix	30	29	1	6	6	0	8	5	3	8	4	4	7	12	-5	2	2	0	*	*	*
Coles Radio	74	69	5	9	3	6	16	11	5	30	25	5	13	23	-10	4	4	0	2	3	-1
EASY HITS	50	58	-8	12	9	3	4	7	-3	18	19	-1	11	17	-6	2	5	-3	4	2	2
Edge Digital	19	15	4	2	*	*	7	7	0	4	6	-2	2	*	*	4	2	2	1	*	*
Kinderling Kids	17	19	-2	7	5	2	*	*	*	8	12	-4	2	2	0	*	*	*	*	*	*
Koffee	20	26	-6	3	3	0	*	4	*	6	7	-1	7	7	0	4	3	1	1	1	0
Kool	25	30	-5	2	*	*	*	2	*	12	6	6	5	16	-11	5	4	1	1	1	0
MMM CLASSIC ROCK	59	57	2	3	2	1	5	5	0	23	18	5	18	20	-2	8	5	3	3	6	-3
MMM COUNTRY	17	n.a.	*	1	n.a.	*	2	n.a.	*	3	n.a.	*	6	n.a.	*	1	n.a.	*	3	n.a.	*
MMM GREATEST HITS	22	21	1	3	5	-2	*	*	*	8	4	4	10	10	0	1	1	0	*	*	*
MMM MODERN DIGITAL	10	9	1	2	1	1	*	2	*	6	3	3	2	3	-1	*	*	*	*	*	*
NTS News Talk Sport	14	14	0	2	2	0	4	5	-1	7	7	0	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	58	46	12	7	6	1	*	*	*	35	24	11	13	16	-3	2	*	*	*	*	*
Rythmos	19	15	4	4	1	3	6	10	-4	5	3	2	*	1	*	4	*	*	*	*	*
The 80s iHeartRadio	42	59	-17	1	5	-4	2	4	-2	18	16	2	15	26	-11	4	6	-2	1	1	0
The 90s iHeartRadio	64	48	16	16	8	8	*	5	*	34	22	12	13	12	1	*	*	*	1	*	*
triple j Unearthed	37	32	5	12	7	5	6	9	-3	14	13	1	3	3	0	*	*	*	2	*	*
ABC Country	38	38	0	4	2	2	3	12	-9	19	11	8	5	7	-2	1	2	-1	6	6	0
ABC Grandstand	46	36	10	3	3	0	9	5	4	3	4	-1	16	9	7	7	6	1	8	10	-2
ABC Jazz	59	59	0	4	4	0	4	10	-6	18	20	-2	12	13	-1	10	4	6	11	7	4
ABC KIDS LISTEN	42	n.a.	*	16	n.a.	*	*	n.a.	*	22	n.a.	*	*	n.a.	*	2	n.a.	*	3	n.a.	*
Double J	38	48	-10	4	7	-3	2	2	0	13	20	-7	10	13	-3	9	6	3	*	*	*
Total Digital/Internet Only	568	566	2	79	57	22	54	62	-8	193	164	29	140	169	-29	57	65	-8	45	49	-4

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	35	40	-5	7	10	-3	11	15	-4	5	11	-6	13	17	-4	9	9	0	21	20	1
BUDDHA HITS	27	28	-1	4	6	-2	13	8	5	11	9	2	11	9	2	9	15	-6	15	15	0
Chemist Warehouse Remix	28	25	3	13	12	1	7	6	1	13	10	3	8	6	2	5	2	3	8	7	1
Coles Radio	59	57	2	15	15	0	21	19	2	28	24	4	23	25	-2	18	17	1	28	24	4
EASY HITS	38	45	-7	8	9	-1	17	17	0	20	21	-1	14	16	-2	5	11	-6	28	31	-3
Edge Digital	15	15	0	4	4	0	4	5	-1	2	*	*	4	5	-1	6	3	3	8	5	3
Kinderling Kids	13	17	-4	5	5	0	7	5	2	4	7	-3	4	8	-4	7	7	0	6	9	-3
Koffee	13	18	-5	2	6	-4	8	5	3	7	7	0	8	9	-1	*	2	*	10	15	-5
Kool	15	17	-2	7	4	3	10	10	0	6	11	-5	10	8	2	5	2	3	15	16	-1
MMM CLASSIC ROCK	47	42	5	9	12	-3	22	12	10	27	18	9	19	21	-2	7	9	-2	20	25	-5
MMM COUNTRY	15	n.a.	*	9	n.a.	*	4	n.a.	*	9	n.a.	*	5	n.a.	*	1	n.a.	*	5	n.a.	*
MMM GREATEST HITS	18	14	4	8	6	2	2	1	1	12	5	7	5	1	4	8	7	1	9	13	-4
MMM MODERN DIGITAL	6	5	1	1	*	*	*	*	*	3	4	-1	3	4	-1	2	4	-2	4	4	0
NTS News Talk Sport	12	13	-1	4	6	-2	5	6	-1	8	9	-1	*	*	*	2	2	0	6	7	-1
OLDSKOOL HITS	53	41	12	23	25	-2	22	20	2	18	21	-3	12	10	2	7	11	-4	29	25	4
Rythmos	17	15	2	1	*	*	6	4	2	10	8	2	10	7	3	4	2	2	4	3	1
The 80s iHeartRadio	35	50	-15	20	15	5	15	5	10	12	17	-5	21	27	-6	9	20	-11	18	30	-12
The 90s iHeartRadio	50	39	11	14	11	3	23	18	5	26	22	4	13	19	-6	5	6	-1	28	21	7
triple j Unearthed	25	25	0	3	7	-4	4	3	1	4	13	-9	11	15	-4	9	6	3	20	15	5
ABC Country	28	31	-3	12	16	-4	12	10	2	20	15	5	7	8	-1	2	8	-6	22	17	5
ABC Grandstand	31	29	2	7	8	-1	6	8	-2	11	11	0	8	7	1	13	16	-3	30	19	11
ABC Jazz	45	46	-1	15	16	-1	12	17	-5	6	10	-4	18	13	5	30	24	6	43	37	6
ABC KIDS LISTEN	41	n.a.	*	15	n.a.	*	19	n.a.	*	14	n.a.	*	18	n.a.	*	6	n.a.	*	26	n.a.	*
Double J	37	40	-3	9	18	-9	16	11	5	15	14	1	15	20	-5	11	11	0	16	25	-9
Total Digital/Internet Only	480	472	8	191	211	-20	213	187	26	235	231	4	231	251	-20	158	166	-8	358	352	6