



MELBOURNE RADIO - SURVEY 4 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	3.4	-0.3	3.6	2.9	0.7	2.2	3.0	-0.8	2.2	2.4	-0.2	4.1	4.4	-0.3	5.4	5.2	0.2	1.6	2.3	-0.7
3AW	13.8	14.4	-0.6	4.1	4.4	-0.3	1.2	0.6	0.6	2.1	2.2	-0.1	8.3	9.7	-1.4	21.3	20.9	0.4	31.8	33.2	-1.4
Macquarie Sports 1278	0.3	0.4	-0.1	0.5	0.4	0.1	*	*	*	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	0.5	0.8	-0.3
101.9 FOX FM	10.4	10.5	-0.1	23.8	20.6	3.2	27.1	25.4	1.7	17.4	18.9	-1.5	8.8	9.9	-1.1	3.3	3.8	-0.5	0.7	0.4	0.3
GOLD104.3	10.8	10.6	0.2	5.4	4.7	0.7	13.3	11.5	1.8	6.4	9.3	-2.9	16.4	14.4	2.0	15.8	14.3	1.5	6.8	6.3	0.5
KIIS 101.1 FM	5.1	5.5	-0.4	13.0	15.7	-2.7	10.9	14.9	-4.0	8.1	7.5	0.6	5.2	5.6	-0.4	2.0	1.5	0.5	0.3	0.5	-0.2
105.1 TRIPLE M	6.4	6.6	-0.2	5.9	6.6	-0.7	7.0	5.4	1.6	10.3	9.1	1.2	9.6	11.4	-1.8	4.7	5.5	-0.8	0.8	0.6	0.2
NOVA 100	6.6	6.8	-0.2	14.5	18.8	-4.3	14.5	14.4	0.1	11.6	11.0	0.6	7.3	6.8	0.5	1.2	1.4	-0.2	0.2	1.1	-0.9
smoothfm 91.5	9.1	8.9	0.2	5.5	5.6	-0.1	6.3	6.9	-0.6	7.5	8.2	-0.7	9.0	8.6	0.4	11.0	12.0	-1.0	11.2	9.3	1.9
ABC MEL	8.5	8.7	-0.2	1.4	1.8	-0.4	1.2	0.5	0.7	2.2	2.6	-0.4	6.3	7.1	-0.8	12.4	11.4	1.0	18.0	18.4	-0.4
3RN	3.2	3.0	0.2	0.4	0.5	-0.1	0.8	0.3	0.5	0.8	0.7	0.1	2.9	2.3	0.6	5.2	5.9	-0.7	6.0	5.5	0.5
ABC NEWS	1.2	1.3	-0.1	0.4	*	*	0.3	0.3	0.0	1.0	0.9	0.1	2.0	1.8	0.2	1.0	1.5	-0.5	1.4	1.5	-0.1
3JJJ	3.9	4.0	-0.1	3.4	3.8	-0.4	7.0	8.9	-1.9	10.1	10.3	-0.2	3.2	2.9	0.3	0.7	0.9	-0.2	0.1	*	*
ABCFM	3.6	3.4	0.2	1.2	0.8	0.4	0.1	0.1	0.0	0.9	1.1	-0.2	2.3	2.2	0.1	2.4	2.9	-0.5	9.9	8.9	1.0

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	3.1	3.4	-0.3	3.1	3.5	-0.4	3.1	3.7	-0.6	3.0	3.0	0.0	3.5	3.2	0.3	2.7	3.6	-0.9	3.0	3.5	-0.5						
3AW	14.3	14.9	-0.6	19.2	20.0	-0.8	15.7	15.3	0.4	11.3	11.7	-0.4	9.6	10.4	-0.8	13.6	16.2	-2.6	12.1	13.0	-0.9						
Macquarie Sports 1278	0.4	0.4	0.0	0.1	0.2	-0.1	0.1	0.4	-0.3	0.4	0.5	-0.1	1.1	0.9	0.2	0.1	0.2	-0.1	0.2	0.3	-0.1						
101.9 FOX FM	10.7	11.0	-0.3	9.9	9.4	0.5	9.2	10.6	-1.4	11.9	12.4	-0.5	13.2	13.3	-0.1	9.2	8.2	1.0	9.4	8.9	0.5						
GOLD104.3	10.8	10.7	0.1	8.7	8.0	0.7	11.6	11.9	-0.3	13.7	14.4	-0.7	10.1	9.7	0.4	8.2	7.8	0.4	11.0	10.1	0.9						
KIIS 101.1 FM	5.2	5.6	-0.4	4.9	4.8	0.1	4.3	4.7	-0.4	5.0	6.0	-1.0	7.0	7.3	-0.3	5.2	5.4	-0.2	4.9	5.3	-0.4						
105.1 TRIPLE M	6.7	7.0	-0.3	7.5	7.7	-0.2	6.1	6.3	-0.2	7.4	8.0	-0.6	5.8	7.0	-1.2	6.1	4.2	1.9	5.3	5.3	0.0						
NOVA 100	6.7	6.8	-0.1	6.9	6.4	0.5	5.6	5.7	-0.1	7.2	7.1	0.1	7.6	8.5	-0.9	5.6	6.9	-1.3	6.5	6.8	-0.3						
smoothfm 91.5	8.5	8.4	0.1	7.3	7.7	-0.4	10.1	9.0	1.1	9.4	9.1	0.3	7.3	7.7	-0.4	8.4	8.0	0.4	10.8	10.7	0.1						
ABC MEL	8.4	8.7	-0.3	9.2	9.6	-0.4	11.4	12.1	-0.7	5.7	5.7	0.0	7.1	6.7	0.4	8.8	9.7	-0.9	8.6	8.5	0.1						
3RN	3.2	2.9	0.3	4.8	4.7	0.1	1.6	1.7	-0.1	2.2	1.8	0.4	3.3	2.8	0.5	5.1	3.7	1.4	3.3	3.4	-0.1						
ABC NEWS	1.2	1.2	0.0	1.9	2.1	-0.2	0.6	0.6	0.0	0.5	0.6	-0.1	1.0	1.0	0.0	2.4	1.9	0.5	1.4	1.5	-0.1						
3JJJ	4.0	3.9	0.1	4.1	3.9	0.2	3.6	3.6	0.0	3.5	3.6	-0.1	5.1	5.2	-0.1	3.3	3.1	0.2	3.7	4.2	-0.5						
ABCFM	3.4	3.2	0.2	3.1	2.9	0.2	3.3	3.0	0.3	3.2	3.1	0.1	4.0	3.8	0.2	3.4	3.3	0.1	4.3	4.1	0.2						

EMBARGOED UNTIL 9:30AM (AEST)

MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	41	46	-5	6	11	-5	4	10	-6	19	14	5	4	5	-1	4	1	3	4	5	-1
BUDDHA HITS	33	31	2	7	5	2	5	*	*	13	16	-3	6	8	-2	2	2	0	*	*	*
Chemist Warehouse Remix	23	30	-7	2	6	-4	5	8	-3	12	8	4	3	7	-4	1	2	-1	*	*	*
Coles Radio	64	74	-10	8	9	-1	17	16	1	27	30	-3	7	13	-6	2	4	-2	2	2	0
EASY HITS	43	50	-7	11	12	-1	2	4	-2	15	18	-3	9	11	-2	1	2	-1	6	4	2
Edge Digital	20	19	1	3	2	1	2	7	-5	11	4	7	2	2	0	1	4	-3	1	1	0
Kinderling Kids	20	17	3	2	7	-5	5	*	*	7	8	-1	6	2	4	*	*	*	*	*	*
Koffee	22	20	2	2	3	-1	*	*	*	6	6	0	9	7	2	4	4	0	1	1	0
Kool	34	25	9	2	2	0	2	*	*	11	12	-1	12	5	7	2	5	-3	5	1	4
MMM CLASSIC ROCK	56	59	-3	5	3	2	2	5	-3	22	23	-1	13	18	-5	10	8	2	4	3	1
MMM COUNTRY	17	17	0	*	1	*	*	2	*	12	3	9	4	6	-2	*	1	*	2	3	-1
MMM GREATEST HITS	19	22	-3	2	3	-1	2	*	*	9	8	1	6	10	-4	*	1	*	*	*	*
MMM MODERN DIGITAL	8	10	-2	1	2	-1	*	*	*	7	6	1	*	2	*	*	*	*	*	*	*
NTS News Talk Sport	10	14	-4	*	2	*	*	4	*	9	7	2	1	*	*	*	*	*	*	*	*
OLDSKOOL HITS	48	58	-10	4	7	-3	5	*	*	30	35	-5	7	13	-6	2	2	0	*	*	*
Rythmos	13	19	-6	4	4	0	*	6	*	6	5	1	*	*	*	4	4	0	*	*	*
The 80s iHeartRadio	56	42	14	7	1	6	2	2	0	27	18	9	16	15	1	*	4	*	5	1	4
The 90s iHeartRadio	72	64	8	14	16	-2	7	*	*	38	34	4	8	13	-5	1	*	*	3	1	2
triple j Unearthed	38	37	1	10	12	-2	13	6	7	13	14	-1	*	3	*	*	*	*	2	2	0
ABC Country	25	38	-13	4	4	0	*	3	*	13	19	-6	*	5	*	*	1	*	8	6	2
ABC Grandstand	35	46	-11	3	3	0	5	9	-4	2	3	-1	12	16	-4	7	7	0	5	8	-3
ABC Jazz	44	59	-15	8	4	4	5	4	1	7	18	-11	5	12	-7	10	10	0	8	11	-3
ABC KIDS LISTEN	45	42	3	9	16	-7	3	*	*	27	22	5	4	*	*	*	2	*	1	3	-2
Double J	53	38	15	5	4	1	4	2	2	21	13	8	17	10	7	5	9	-4	*	*	*
Total Digital/Internet Only	585	568	17	75	79	-4	64	54	10	212	193	19	126	140	-14	51	57	-6	57	45	12

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	34	35	-1	7	7	0	12	11	1	9	5	4	11	13	-2	5	9	-4	19	21	-2
BUDDHA HITS	27	27	0	8	4	4	13	13	0	15	11	4	17	11	6	2	9	-7	18	15	3
Chemist Warehouse Remix	23	28	-5	7	13	-6	2	7	-5	13	13	0	8	8	0	3	5	-2	8	8	0
Coles Radio	54	59	-5	12	15	-3	17	21	-4	26	28	-2	18	23	-5	16	18	-2	34	28	6
EASY HITS	32	38	-6	10	8	2	15	17	-2	17	20	-3	9	14	-5	2	5	-3	24	28	-4
Edge Digital	16	15	1	6	4	2	2	4	-2	5	2	3	6	4	2	6	6	0	10	8	2
Kinderling Kids	18	13	5	7	5	2	7	7	0	7	4	3	8	4	4	3	7	-4	14	6	8
Koffee	17	13	4	3	2	1	9	8	1	6	7	-1	6	8	-2	1	*	*	7	10	-3
Kool	26	15	11	18	7	11	16	10	6	10	6	4	11	10	1	5	5	0	17	15	2
MMM CLASSIC ROCK	50	47	3	14	9	5	30	22	8	30	27	3	19	19	0	8	7	1	18	20	-2
MMM COUNTRY	14	15	-1	10	9	1	10	4	6	7	9	-2	8	5	3	6	1	5	7	5	2
MMM GREATEST HITS	15	18	-3	8	8	0	1	2	-1	10	12	-2	4	5	-1	5	8	-3	5	9	-4
MMM MODERN DIGITAL	8	6	2	3	1	2	*	*	*	5	3	2	2	3	-1	*	2	*	2	4	-2
NTS News Talk Sport	7	12	-5	4	4	0	4	5	-1	5	8	-3	4	*	*	*	2	*	6	6	0
OLDSKOOL HITS	43	53	-10	14	23	-9	19	22	-3	20	18	2	19	12	7	10	7	3	19	29	-10
Rythmos	12	17	-5	2	1	1	5	6	-1	5	10	-5	7	10	-3	5	4	1	3	4	-1
The 80s iHeartRadio	49	35	14	19	20	-1	35	15	20	23	12	11	21	21	0	10	9	1	20	18	2
The 90s iHeartRadio	63	50	13	22	14	8	27	23	4	27	26	1	25	13	12	12	5	7	20	28	-8
triple j Unearthed	29	25	4	8	3	5	8	4	4	4	4	0	8	11	-3	10	9	1	16	20	-4
ABC Country	16	28	-12	10	12	-2	9	12	-3	11	20	-9	6	7	-1	*	2	*	17	22	-5
ABC Grandstand	22	31	-9	4	7	-3	4	6	-2	7	11	-4	6	8	-2	6	13	-7	23	30	-7
ABC Jazz	38	45	-7	17	15	2	8	12	-4	9	6	3	19	18	1	22	30	-8	31	43	-12
ABC KIDS LISTEN	42	41	1	12	15	-3	13	19	-6	18	14	4	12	18	-6	7	6	1	18	26	-8
Double J	47	37	10	20	9	11	21	16	5	21	15	6	18	15	3	8	11	-3	27	16	11
Total Digital/Internet Only	503	480	23	205	191	14	234	213	21	275	235	40	237	231	6	147	158	-11	351	358	-7

Survey Period: Sun Apr 22 to Sat Jun 30.

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