



MELBOURNE RADIO - SURVEY 5 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	2.9	3.1	-0.2	3.1	3.6	-0.5	0.6	2.2	-1.6	1.7	2.2	-0.5	5.5	4.1	1.4	4.3	5.4	-1.1	1.4	1.6	-0.2
3AW	13.2	13.8	-0.6	1.2	4.1	-2.9	0.9	1.2	-0.3	1.0	2.1	-1.1	10.4	8.3	2.1	20.2	21.3	-1.1	30.9	31.8	-0.9
Macquarie Sports 1278	0.3	0.3	0.0	0.1	0.5	-0.4	*	*	*	0.4	0.4	0.0	0.2	0.2	0.0	0.4	0.2	0.2	0.6	0.5	0.1
101.9 FOX FM	10.0	10.4	-0.4	17.8	23.8	-6.0	26.4	27.1	-0.7	16.7	17.4	-0.7	8.6	8.8	-0.2	3.9	3.3	0.6	0.9	0.7	0.2
GOLD104.3	9.9	10.8	-0.9	7.5	5.4	2.1	9.2	13.3	-4.1	8.1	6.4	1.7	12.9	16.4	-3.5	15.1	15.8	-0.7	5.8	6.8	-1.0
KIIS 101.1 FM	5.4	5.1	0.3	12.9	13.0	-0.1	7.7	10.9	-3.2	8.8	8.1	0.7	6.3	5.2	1.1	2.8	2.0	0.8	0.1	0.3	-0.2
105.1 TRIPLE M	6.0	6.4	-0.4	5.5	5.9	-0.4	9.0	7.0	2.0	9.6	10.3	-0.7	7.2	9.6	-2.4	5.2	4.7	0.5	0.9	0.8	0.1
NOVA 100	6.9	6.6	0.3	19.1	14.5	4.6	12.4	14.5	-2.1	10.6	11.6	-1.0	8.1	7.3	0.8	1.4	1.2	0.2	0.3	0.2	0.1
smoothfm 91.5	10.4	9.1	1.3	5.8	5.5	0.3	6.8	6.3	0.5	6.9	7.5	-0.6	7.1	9.0	-1.9	15.9	11.0	4.9	15.8	11.2	4.6
ABC MEL	8.0	8.5	-0.5	0.9	1.4	-0.5	1.9	1.2	0.7	2.1	2.2	-0.1	5.6	6.3	-0.7	12.8	12.4	0.4	17.1	18.0	-0.9
3RN	3.3	3.2	0.1	0.1	0.4	-0.3	0.7	0.8	-0.1	0.8	0.8	0.0	2.5	2.9	-0.4	4.8	5.2	-0.4	7.6	6.0	1.6
ABC NEWS	1.3	1.2	0.1	1.2	0.4	0.8	0.3	0.3	0.0	0.8	1.0	-0.2	2.5	2.0	0.5	0.5	1.0	-0.5	1.2	1.4	-0.2
3JJJ	5.6	3.9	1.7	4.8	3.4	1.4	11.4	7.0	4.4	13.7	10.1	3.6	4.5	3.2	1.3	0.3	0.7	-0.4	0.6	0.1	0.5
ABCFM	3.2	3.6	-0.4	1.3	1.2	0.1	0.2	0.1	0.1	1.0	0.9	0.1	2.9	2.3	0.6	1.4	2.4	-1.0	8.3	9.9	-1.6

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	3.0	3.1	-0.1	3.2	3.1	0.1	2.4	3.1	-0.7	3.1	3.0	0.1	3.4	3.5	-0.1	2.8	2.7	0.1	2.8	3.0	-0.2						
3AW	13.7	14.3	-0.6	18.6	19.2	-0.6	15.0	15.7	-0.7	10.5	11.3	-0.8	9.8	9.6	0.2	12.9	13.6	-0.7	11.4	12.1	-0.7						
Macquarie Sports 1278	0.3	0.4	-0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.4	-0.1	0.9	1.1	-0.2	0.5	0.1	0.4	0.3	0.2	0.1						
101.9 FOX FM	10.2	10.7	-0.5	10.3	9.9	0.4	8.9	9.2	-0.3	10.4	11.9	-1.5	12.0	13.2	-1.2	9.4	9.2	0.2	9.1	9.4	-0.3						
GOLD104.3	9.7	10.8	-1.1	7.4	8.7	-1.3	10.1	11.6	-1.5	12.1	13.7	-1.6	10.2	10.1	0.1	7.9	8.2	-0.3	10.4	11.0	-0.6						
KIIS 101.1 FM	5.4	5.2	0.2	5.9	4.9	1.0	4.0	4.3	-0.3	4.6	5.0	-0.4	7.2	7.0	0.2	5.8	5.2	0.6	5.6	4.9	0.7						
105.1 TRIPLE M	6.2	6.7	-0.5	7.0	7.5	-0.5	5.3	6.1	-0.8	7.0	7.4	-0.4	5.2	5.8	-0.6	6.0	6.1	-0.1	5.3	5.3	0.0						
NOVA 100	7.0	6.7	0.3	7.7	6.9	0.8	5.5	5.6	-0.1	6.9	7.2	-0.3	7.9	7.6	0.3	6.4	5.6	0.8	6.6	6.5	0.1						
smoothfm 91.5	10.0	8.5	1.5	7.7	7.3	0.4	11.8	10.1	1.7	11.3	9.4	1.9	9.4	7.3	2.1	9.7	8.4	1.3	11.6	10.8	0.8						
ABC MEL	8.0	8.4	-0.4	8.5	9.2	-0.7	11.8	11.4	0.4	5.4	5.7	-0.3	6.7	7.1	-0.4	7.5	8.8	-1.3	8.0	8.6	-0.6						
3RN	3.4	3.2	0.2	4.5	4.8	-0.3	2.0	1.6	0.4	2.6	2.2	0.4	3.7	3.3	0.4	4.9	5.1	-0.2	3.3	3.3	0.0						
ABC NEWS	1.2	1.2	0.0	1.7	1.9	-0.2	0.8	0.6	0.2	1.0	0.5	0.5	1.0	1.0	0.0	1.8	2.4	-0.6	1.4	1.4	0.0						
3JJJ	5.8	4.0	1.8	5.4	4.1	1.3	6.0	3.6	2.4	6.3	3.5	2.8	6.0	5.1	0.9	4.9	3.3	1.6	4.7	3.7	1.0						
ABCFM	2.9	3.4	-0.5	2.4	3.1	-0.7	2.9	3.3	-0.4	2.8	3.2	-0.4	3.5	4.0	-0.5	3.7	3.4	0.3	4.0	4.3	-0.3						

EMBARGOED UNTIL 9:30AM (AEST)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	36	41	-5	5	6	-1	2	4	-2	10	19	-9	6	4	2	5	4	1	8	4	4
BUDDHA HITS	26	33	-7	3	7	-4	5	5	0	10	13	-3	4	6	-2	4	2	2	*	*	*
Chemist Warehouse Remix	24	23	1	5	2	3	2	5	-3	12	12	0	3	3	0	2	1	1	*	*	*
Coles Radio	65	64	1	2	8	-6	16	17	-1	30	27	3	11	7	4	5	2	3	2	2	0
EASY HITS	40	43	-3	7	11	-4	2	2	0	13	15	-2	11	9	2	3	1	2	4	6	-2
Edge Digital	18	20	-2	1	3	-2	*	2	*	13	11	2	4	2	2	*	1	*	*	1	*
Kinderling Kids	20	20	0	4	2	2	5	5	0	6	7	-1	6	6	0	*	*	*	*	*	*
Koffee	26	22	4	*	2	*	*	*	*	5	6	-1	16	9	7	2	4	-2	4	1	3
Kool	34	34	0	4	2	2	5	2	3	5	11	-6	14	12	2	2	2	0	4	5	-1
MMM CLASSIC ROCK	55	56	-1	6	5	1	5	2	3	11	22	-11	18	13	5	7	10	-3	8	4	4
MMM COUNTRY	22	17	5	3	*	*	*	*	*	11	12	-1	7	4	3	*	*	*	*	2	*
MMM GREATEST HITS	14	19	-5	3	2	1	2	2	0	4	9	-5	3	6	-3	*	*	*	2	*	*
MMM MODERN DIGITAL	10	8	2	2	1	1	*	*	*	9	7	2	*	*	*	*	*	*	*	*	*
NTS News Talk Sport	7	10	-3	*	*	*	*	*	*	6	9	-3	2	1	1	*	*	*	*	*	*
OLDSKOOL HITS	62	48	14	7	4	3	6	5	1	25	30	-5	21	7	14	2	2	0	1	*	*
Rythmos	12	13	-1	7	4	3	*	*	*	3	6	-3	*	*	*	2	4	-2	*	*	*
The 80s iHeartRadio	46	56	-10	8	7	1	2	2	0	16	27	-11	13	16	-3	3	*	*	3	5	-2
The 90s iHeartRadio	55	72	-17	9	14	-5	10	7	3	27	38	-11	6	8	-2	2	1	1	2	3	-1
triple j Unearthed	40	38	2	13	10	3	14	13	1	13	13	0	*	*	*	*	*	*	*	2	*
ABC Country	29	25	4	8	4	4	*	*	*	3	13	-10	10	*	*	2	*	*	5	8	-3
ABC Grandstand	27	35	-8	2	3	-1	*	5	*	5	2	3	10	12	-2	6	7	-1	4	5	-1
ABC Jazz	47	44	3	11	8	3	3	5	-2	8	7	1	12	5	7	5	10	-5	8	8	0
ABC KIDS LISTEN	37	45	-8	6	9	-3	3	3	0	21	27	-6	6	4	2	*	*	*	*	1	*
Double J	74	53	21	9	5	4	7	4	3	34	21	13	18	17	1	4	5	-1	2	*	*
Total Digital/Internet Only	601	585	16	67	75	-8	61	64	-3	207	212	-5	161	126	35	47	51	-4	58	57	1

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	21	34	-13	4	7	-3	9	12	-3	13	9	4	5	11	-6	1	5	-4	20	19	1
BUDDHA HITS	16	27	-11	9	8	1	2	13	-11	13	15	-2	11	17	-6	6	2	4	24	18	6
Chemist Warehouse Remix	22	23	-1	5	7	-2	2	2	0	8	13	-5	7	8	-1	8	3	5	7	8	-1
Coles Radio	53	54	-1	11	12	-1	22	17	5	19	26	-7	16	18	-2	13	16	-3	32	34	-2
EASY HITS	31	32	-1	14	10	4	8	15	-7	19	17	2	8	9	-1	5	2	3	21	24	-3
Edge Digital	17	16	1	11	6	5	4	2	2	7	5	2	5	6	-1	1	6	-5	7	10	-3
Kinderling Kids	20	18	2	6	7	-1	7	7	0	9	7	2	12	8	4	2	3	-1	12	14	-2
Koffee	19	17	2	6	3	3	8	9	-1	11	6	5	11	6	5	1	1	0	10	7	3
Kool	27	26	1	15	18	-3	12	16	-4	12	10	2	5	11	-6	5	5	0	16	17	-1
MMM CLASSIC ROCK	45	50	-5	18	14	4	22	30	-8	21	30	-9	28	19	9	10	8	2	23	18	5
MMM COUNTRY	19	14	5	9	10	-1	8	10	-2	6	7	-1	12	8	4	6	6	0	9	7	2
MMM GREATEST HITS	13	15	-2	7	8	-1	2	1	1	6	10	-4	3	4	-1	2	5	-3	5	5	0
MMM MODERN DIGITAL	10	8	2	2	3	-1	*	*	*	3	5	-2	5	2	3	*	*	*	2	2	0
NTS News Talk Sport	6	7	-1	4	4	0	4	4	0	4	5	-1	4	4	0	*	*	*	4	6	-2
OLDSKOOL HITS	44	43	1	17	14	3	22	19	3	29	20	9	34	19	15	16	10	6	32	19	13
Rythmos	8	12	-4	*	2	*	*	5	*	5	5	0	5	7	-2	3	5	-2	5	3	2
The 80s iHeartRadio	43	49	-6	9	19	-10	23	35	-12	15	23	-8	20	21	-1	12	10	2	17	20	-3
The 90s iHeartRadio	54	63	-9	21	22	-1	24	27	-3	24	27	-3	26	25	1	16	12	4	18	20	-2
triple j Unearthed	35	29	6	15	8	7	16	8	8	18	4	14	11	8	3	6	10	-4	9	16	-7
ABC Country	16	16	0	6	10	-4	5	9	-4	8	11	-3	10	6	4	2	*	*	19	17	2
ABC Grandstand	7	22	-15	*	4	*	*	4	*	5	7	-2	*	6	*	3	6	-3	25	23	2
ABC Jazz	37	38	-1	12	17	-5	10	8	2	17	9	8	18	19	-1	11	22	-11	26	31	-5
ABC KIDS LISTEN	31	42	-11	17	12	5	10	13	-3	10	18	-8	9	12	-3	4	7	-3	13	18	-5
Double J	55	47	8	22	20	2	26	21	5	20	21	-1	20	18	2	10	8	2	35	27	8
Total Digital/Internet Only	488	503	-15	192	205	-13	223	234	-11	279	275	4	260	237	23	137	147	-10	374	351	23

Survey Period: Sun May 27 to Sat Jun 30 & Sun Jul 15 to Sat Aug 18.

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