



MELBOURNE RADIO - SURVEY 6 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	3.8	2.9	0.9	2.9	3.1	-0.2	2.9	0.6	2.3	2.6	1.7	0.9	6.5	5.5	1.0	4.2	4.3	-0.1	2.1	1.4	0.7
3AW	13.5	13.2	0.3	0.7	1.2	-0.5	0.8	0.9	-0.1	1.0	1.0	0.0	11.6	10.4	1.2	21.1	20.2	0.9	30.3	30.9	-0.6
Macquarie Sports 1278	0.4	0.3	0.1	*	0.1	*	0.2	*	*	0.4	0.4	0.0	0.6	0.2	0.4	0.2	0.4	-0.2	0.7	0.6	0.1
101.9 FOX FM	9.4	10.0	-0.6	12.9	17.8	-4.9	19.0	26.4	-7.4	20.2	16.7	3.5	7.0	8.6	-1.6	5.1	3.9	1.2	0.4	0.9	-0.5
GOLD104.3	9.3	9.9	-0.6	9.4	7.5	1.9	10.3	9.2	1.1	10.0	8.1	1.9	12.0	12.9	-0.9	11.1	15.1	-4.0	3.9	5.8	-1.9
KIIS 101.1 FM	5.4	5.4	0.0	12.0	12.9	-0.9	7.0	7.7	-0.7	8.6	8.8	-0.2	7.5	6.3	1.2	1.8	2.8	-1.0	0.1	0.1	0.0
105.1 TRIPLE M	6.5	6.0	0.5	6.5	5.5	1.0	8.9	9.0	-0.1	7.1	9.6	-2.5	7.6	7.2	0.4	9.5	5.2	4.3	1.7	0.9	0.8
NOVA 100	6.8	6.9	-0.1	22.2	19.1	3.1	10.3	12.4	-2.1	9.3	10.6	-1.3	8.8	8.1	0.7	1.7	1.4	0.3	0.3	0.3	0.0
smoothfm 91.5	9.9	10.4	-0.5	6.6	5.8	0.8	7.7	6.8	0.9	6.2	6.9	-0.7	6.3	7.1	-0.8	16.2	15.9	0.3	14.5	15.8	-1.3
ABC MEL	9.1	8.0	1.1	1.7	0.9	0.8	2.2	1.9	0.3	2.6	2.1	0.5	5.0	5.6	-0.6	11.9	12.8	-0.9	22.4	17.1	5.3
3RN	2.4	3.3	-0.9	0.1	0.1	0.0	0.1	0.7	-0.6	0.4	0.8	-0.4	1.2	2.5	-1.3	3.9	4.8	-0.9	6.0	7.6	-1.6
ABC NEWS	1.4	1.3	0.1	1.4	1.2	0.2	0.4	0.3	0.1	0.7	0.8	-0.1	2.5	2.5	0.0	1.1	0.5	0.6	1.7	1.2	0.5
3JJJ	6.0	5.6	0.4	5.1	4.8	0.3	14.9	11.4	3.5	14.1	13.7	0.4	4.7	4.5	0.2	0.5	0.3	0.2	0.7	0.6	0.1
ABCFM	3.0	3.2	-0.2	1.4	1.3	0.1	0.2	0.2	0.0	1.3	1.0	0.3	2.2	2.9	-0.7	1.7	1.4	0.3	7.8	8.3	-0.5

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-9:00am	Mon-Fri 5:30am-9:00am	+/-	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 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	+/-	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	+/-	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	+/-
SEN	4.0	3.0	1.0	3.6	3.2	0.4	4.4	2.4	2.0	4.5	3.1	1.4	3.6	3.4	0.2	3.1	2.8	0.3	3.0	2.8	0.2
3AW	14.0	13.7	0.3	18.4	18.6	-0.2	14.8	15.0	-0.2	10.8	10.5	0.3	9.9	9.8	0.1	15.3	12.9	2.4	12.0	11.4	0.6
Macquarie Sports 1278	0.5	0.3	0.2	0.2	0.1	0.1	0.4	0.2	0.2	0.3	0.3	0.0	1.0	0.9	0.1	0.7	0.5	0.2	0.3	0.3	0.0
101.9 FOX FM	9.8	10.2	-0.4	9.6	10.3	-0.7	9.6	8.9	0.7	10.5	10.4	0.1	10.5	12.0	-1.5	7.7	9.4	-1.7	7.9	9.1	-1.2
GOLD104.3	9.2	9.7	-0.5	6.7	7.4	-0.7	9.6	10.1	-0.5	11.3	12.1	-0.8	9.7	10.2	-0.5	8.7	7.9	0.8	9.6	10.4	-0.8
KIIS 101.1 FM	5.4	5.4	0.0	5.9	5.9	0.0	4.3	4.0	0.3	4.9	4.6	0.3	6.1	7.2	-1.1	6.3	5.8	0.5	5.4	5.6	-0.2
105.1 TRIPLE M	6.6	6.2	0.4	7.7	7.0	0.7	5.2	5.3	-0.1	6.9	7.0	-0.1	7.1	5.2	1.9	5.0	6.0	-1.0	6.1	5.3	0.8
NOVA 100	7.0	7.0	0.0	7.8	7.7	0.1	5.3	5.5	-0.2	6.6	6.9	-0.3	8.1	7.9	0.2	7.1	6.4	0.7	6.1	6.6	-0.5
smoothfm 91.5	9.5	10.0	-0.5	8.2	7.7	0.5	10.4	11.8	-1.4	10.3	11.3	-1.0	9.8	9.4	0.4	9.2	9.7	-0.5	11.3	11.6	-0.3
ABC MEL	9.0	8.0	1.0	10.0	8.5	1.5	12.0	11.8	0.2	6.2	5.4	0.8	7.5	6.7	0.8	9.3	7.5	1.8	9.5	8.0	1.5
3RN	2.3	3.4	-1.1	3.2	4.5	-1.3	1.5	2.0	-0.5	1.8	2.6	-0.8	2.4	3.7	-1.3	3.4	4.9	-1.5	2.6	3.3	-0.7
ABC NEWS	1.4	1.2	0.2	1.7	1.7	0.0	0.9	0.8	0.1	1.4	1.0	0.4	0.9	1.0	-0.1	2.2	1.8	0.4	1.7	1.4	0.3
3JJJ	6.2	5.8	0.4	5.8	5.4	0.4	6.3	6.0	0.3	6.6	6.3	0.3	6.5	6.0	0.5	5.4	4.9	0.5	5.5	4.7	0.8
ABCFM	2.8	2.9	-0.1	2.0	2.4	-0.4	2.9	2.9	0.0	3.0	2.8	0.2	3.0	3.5	-0.5	4.2	3.7	0.5	3.6	4.0	-0.4

EMBARGOED UNTIL 9:30AM (AEST)



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	43	36	7	10	5	5	6	2	4	4	10	-6	3	6	-3	7	5	2	12	8	4
BUDDHA HITS	28	26	2	7	3	4	*	5	*	10	10	0	8	4	4	4	4	0	*	*	*
Chemist Warehouse Remix	33	24	9	10	5	5	7	2	5	13	12	1	*	3	*	*	2	*	3	*	*
Coles Radio	64	65	-1	6	2	4	11	16	-5	26	30	-4	15	11	4	4	5	-1	*	2	*
EASY HITS	47	40	7	13	7	6	5	2	3	15	13	2	6	11	-5	3	3	0	4	4	0
Edge Digital	11	18	-7	1	1	0	*	*	*	3	13	-10	6	4	2	*	*	*	*	*	*
Kinderling Kids	16	20	-4	7	4	3	*	5	*	5	6	-1	4	6	-2	*	*	*	*	*	*
Koffee	25	26	-1	3	*	*	*	*	*	1	5	-4	12	16	-4	6	2	4	2	4	-2
Kool	23	34	-11	9	4	5	2	5	-3	2	5	-3	8	14	-6	2	2	0	*	4	*
MMM CLASSIC ROCK	62	55	7	8	6	2	5	5	0	14	11	3	22	18	4	7	7	0	6	8	-2
MMM COUNTRY	22	22	0	4	3	1	3	*	*	3	11	-8	7	7	0	*	*	*	4	*	*
MMM GREATEST HITS	12	14	-2	5	3	2	*	2	*	*	4	*	2	3	-1	4	*	*	2	2	0
MMM MODERN DIGITAL	7	10	-3	*	2	*	*	*	*	7	9	-2	*	*	*	*	*	*	*	*	*
NTS News Talk Sport	6	7	-1	2	*	*	2	*	*	2	6	-4	*	2	*	*	*	*	*	*	*
OLDSKOOL HITS	83	62	21	18	7	11	*	6	*	26	25	1	36	21	15	2	2	0	1	1	0
Rythmos	20	12	8	9	7	2	3	*	*	5	3	2	2	*	*	2	2	0	*	*	*
The 80s iHeartRadio	48	46	2	10	8	2	3	2	1	11	16	-5	20	13	7	5	3	2	*	3	*
The 90s iHeartRadio	46	55	-9	12	9	3	7	10	-3	16	27	-11	10	6	4	*	2	*	*	2	*
URBAN HITS	33	n/a	*	3	n/a	*	11	n/a	*	14	n/a	*	5	n/a	*	*	n/a	*	*	n/a	*
triple j Unerthed	35	40	-5	13	13	0	11	14	-3	11	13	-2	*	*	*	*	*	*	*	*	*
ABC Country	46	29	17	16	8	8	3	*	*	7	3	4	15	10	5	3	2	1	2	5	-3
ABC Grandstand	44	27	17	2	2	0	*	*	*	9	5	4	14	10	4	9	6	3	10	4	6
ABC Jazz	56	47	9	12	11	1	*	3	*	23	8	15	9	12	-3	4	5	-1	8	8	0
ABC KIDS LISTEN	39	37	2	10	6	4	5	3	2	15	21	-6	7	6	1	1	*	*	*	*	*
Double J	77	74	3	11	9	2	10	7	3	26	34	-8	19	18	1	9	4	5	2	2	0
Total Digital/Internet Only	623	601	22	85	67	18	55	61	-6	200	207	-7	174	161	13	56	47	9	53	58	-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	26	21	5	16	4	12	16	9	7	13	13	0	8	5	3	1	1	0	26	20	6
BUDDHA HITS	17	16	1	8	9	-1	*	2	*	9	13	-4	9	11	-2	10	6	4	28	24	4
Chemist Warehouse Remix	26	22	4	5	5	0	7	2	5	12	8	4	5	7	-2	9	8	1	11	7	4
Coles Radio	49	53	-4	9	11	-2	27	22	5	10	19	-9	21	16	5	8	13	-5	23	32	-9
EASY HITS	31	31	0	13	14	-1	10	8	2	18	19	-1	14	8	6	11	5	6	24	21	3
Edge Digital	11	17	-6	9	11	-2	4	4	0	4	7	-3	3	5	-2	*	1	*	2	7	-5
Kinderling Kids	12	20	-8	1	6	-5	7	7	0	7	9	-2	7	12	-5	1	2	-1	7	12	-5
Koffee	16	19	-3	5	6	-1	5	8	-3	10	11	-1	12	11	1	*	1	*	16	10	6
Kool	21	27	-6	10	15	-5	11	12	-1	11	12	-1	5	5	0	2	5	-3	5	16	-11
MMM CLASSIC ROCK	49	45	4	13	18	-5	15	22	-7	17	21	-4	34	28	6	10	10	0	23	23	0
MMM COUNTRY	19	19	0	6	9	-3	9	8	1	7	6	1	11	12	-1	3	6	-3	12	9	3
MMM GREATEST HITS	10	13	-3	3	7	-4	4	2	2	5	6	-1	3	3	0	2	2	0	7	5	2
MMM MODERN DIGITAL	7	10	-3	1	2	-1	*	*	*	*	3	*	5	5	0	*	*	*	*	2	*
NTS News Talk Sport	6	6	0	*	4	*	2	4	-2	4	4	0	*	4	*	*	*	*	2	4	-2
OLDSKOOL HITS	65	44	21	21	17	4	28	22	6	38	29	9	45	34	11	18	16	2	37	32	5
Rythmos	12	8	4	*	*	*	*	*	*	10	5	5	4	5	-1	2	3	-1	10	5	5
The 80s iHeartRadio	43	43	0	16	9	7	8	23	-15	21	15	6	26	20	6	6	12	-6	20	17	3
The 90s iHeartRadio	44	54	-10	18	21	-3	18	24	-6	21	24	-3	16	26	-10	10	16	-6	16	18	-2
URBAN HITS	25	n/a	*	8	n/a	*	8	n/a	*	10	n/a	*	5	n/a	*	4	n/a	*	14	n/a	*
triple j Unerthed	33	35	-2	13	15	-2	13	16	-3	21	18	3	14	11	3	6	6	0	6	9	-3
ABC Country	24	16	8	4	6	-2	9	5	4	11	8	3	12	10	2	2	2	0	26	19	7
ABC Grandstand	13	7	6	2	*	*	*	*	*	3	5	-2	*	*	*	8	3	5	38	25	13
ABC Jazz	41	37	4	11	12	-1	12	10	2	15	17	-2	18	18	0	12	11	1	38	26	12
ABC KIDS LISTEN	30	31	-1	12	17	-5	8	10	-2	8	10	-2	8	9	-1	2	4	-2	21	13	8
Double J	52	55	-3	12	22	-10	21	26	-5	25	20	5	24	20	4	13	10	3	42	35	7
Total Digital/Internet Only	499	488	11	176	192	-16	209	223	-14	251	279	-28	278	260	18	130	137	-7	381	374	7

Survey Period: Sun Jul 15 to Sat Sep 22.

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