

EMBARGOED UNTIL 9:30AM AEST



# MELBOURNE RADIO - SURVEY 2016

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	3.7	3.5	0.2	1.6	2.4	-0.8	1.9	0.7	1.2	3.0	1.7	1.3	5.2	6.0	-0.8	6.6	5.7	0.9	2.0	2.4	-0.4
3AW	15.2	12.9	2.3	1.1	1.2	-0.1	2.9	2.2	0.7	2.3	1.3	1.0	13.0	10.9	2.1	24.5	22.2	2.3	31.8	28.9	2.9
MAGIC 1278	2.7	2.8	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.5	0.1	0.4	0.6	1.2	-0.6	4.2	4.0	0.2	7.5	8.7	-1.2
FOXFM hit 1019	8.3	8.6	-0.3	23.5	21.6	1.9	19.3	17.0	2.3	12.6	15.0	-2.4	8.1	7.0	1.1	1.7	2.3	-0.6	0.8	0.9	-0.1
GOLD	9.0	8.9	0.1	4.6	7.0	-2.4	7.2	5.7	1.5	9.4	7.3	2.1	13.8	14.7	-0.9	11.2	12.3	-1.1	3.6	3.3	0.3
KIIS 101.1 FM	6.6	6.4	0.2	18.7	18.3	0.4	10.1	11.3	-1.2	10.6	8.7	1.9	7.4	7.6	-0.2	2.1	2.3	-0.2	0.4	0.2	0.2
3MMM	7.2	6.9	0.3	3.7	5.3	-1.6	5.4	4.6	0.8	10.2	9.0	1.2	12.1	13.3	-1.2	5.9	3.3	2.6	1.3	0.8	0.5
NOVA 100	6.2	6.0	0.2	18.5	19.7	-1.2	14.1	11.5	2.6	11.0	10.6	0.4	5.2	4.5	0.7	0.6	1.0	-0.4	0.4	0.4	0.0
smoothfm 91.5	7.8	6.9	0.9	7.4	5.7	1.7	6.9	6.1	0.8	5.7	5.7	0.0	8.8	7.3	1.5	10.1	9.6	0.5	7.7	6.7	1.0
ABC774	10.0	11.1	-1.1	1.7	1.8	-0.1	2.4	3.0	-0.6	4.6	5.4	-0.8	6.5	7.6	-1.1	13.7	15.2	-1.5	21.6	24.7	-3.1
3RN	2.1	2.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	1.0	0.6	0.4	1.0	1.5	-0.5	3.7	4.2	-0.5	4.5	4.8	-0.3
NEWSR	1.4	1.2	0.2	0.4	0.3	0.1	0.6	0.4	0.2	1.4	1.0	0.4	1.8	1.6	0.2	1.6	1.2	0.4	1.2	1.6	-0.4
3JJJ	4.6	6.4	-1.8	2.9	3.3	-0.4	13.2	21.9	-8.7	11.5	14.1	-2.6	2.6	2.9	-0.3	0.4	1.2	-0.8	0.1	*	*
ABCFM	2.9	2.5	0.4	0.4	0.2	0.2	0.3	1.1	-0.8	0.8	0.6	0.2	0.6	0.9	-0.3	3.5	4.2	-0.7	8.8	6.4	2.4

## 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	+/-	This	Last	+/-	This	Last	+/-
SEN	4.0	3.8	0.2	3.4	3.8	-0.4	4.6	4.7	-0.1	4.1	3.6	0.5	4.1	3.9	0.2	3.8	2.6	1.2	2.9	2.3	0.6
3AW	15.6	13.3	2.3	20.5	17.8	2.7	16.3	13.7	2.6	12.0	9.9	2.1	11.7	9.9	1.8	15.9	13.8	2.1	13.7	11.5	2.2
MAGIC 1278	2.3	2.6	-0.3	1.5	2.0	-0.5	3.0	3.2	-0.2	2.8	3.3	-0.5	1.9	1.9	0.0	2.5	2.4	0.1	3.8	3.6	0.2
FOXFM hit 1019	8.5	8.8	-0.3	7.1	6.7	0.4	7.9	8.4	-0.5	9.8	10.7	-0.9	10.5	10.5	0.0	6.6	7.8	-1.2	7.7	8.1	-0.4
GOLD	9.2	8.8	0.4	6.8	6.4	0.4	10.1	9.4	0.7	11.8	10.5	1.3	8.9	9.4	-0.5	8.3	8.8	-0.5	8.3	9.3	-1.0
KIIS 101.1 FM	6.6	6.4	0.2	6.7	6.2	0.5	5.4	5.4	0.0	6.7	6.2	0.5	8.8	8.4	0.4	5.1	6.3	-1.2	6.4	6.5	-0.1
3MMM	7.5	7.2	0.3	8.3	8.5	-0.2	7.2	7.2	0.0	8.4	7.9	0.5	6.6	5.8	0.8	5.3	4.4	0.9	6.2	5.6	0.6
NOVA 100	6.2	5.9	0.3	6.1	5.8	0.3	4.4	4.8	-0.4	5.8	5.8	0.0	8.6	7.5	1.1	7.2	6.5	0.7	6.2	6.4	-0.2
smoothfm 91.5	7.3	6.5	0.8	5.8	5.4	0.4	7.9	7.0	0.9	8.5	7.9	0.6	7.3	6.1	1.2	7.2	5.6	1.6	9.5	8.4	1.1
ABC774	10.4	11.5	-1.1	13.6	16.3	-2.7	11.7	13.4	-1.7	7.0	6.8	0.2	8.1	8.7	-0.6	10.7	10.4	0.3	8.7	9.9	-1.2
3RN	2.0	2.1	-0.1	3.3	2.7	0.6	1.3	1.3	0.0	1.4	1.3	0.1	1.8	2.7	-0.9	2.1	3.1	-1.0	2.3	2.6	-0.3
NEWSR	1.3	1.2	0.1	1.7	1.9	-0.2	0.8	0.6	0.2	0.9	0.7	0.2	1.4	1.1	0.3	1.9	2.4	-0.5	1.6	1.4	0.2
3JJJ	4.5	6.7	-2.2	4.6	5.4	-0.8	4.1	5.5	-1.4	4.4	8.0	-3.6	5.1	8.9	-3.8	4.4	5.8	-1.4	4.8	5.3	-0.5
ABCFM	2.7	2.2	0.5	2.3	2.0	0.3	2.9	2.2	0.7	2.6	2.0	0.6	2.7	2.2	0.5	4.2	4.0	0.2	3.5	3.3	0.2

# EMBARGOED UNTIL 9:30AM AEST



## MELBOURNE RADIO - SURVEY 2 2016

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	20	19	1	*	1	*	1	*	*	4	2	2	7	8	-1	5	5	0	2	3	-1
3AW	81	70	11	*	*	*	1	1	0	3	2	1	18	15	3	20	18	2	38	34	4
MAGIC 1278	14	16	-2	*	*	*	*	*	*	1	*	*	1	2	-1	3	3	0	9	10	-1
FOXFM hit 1019	44	47	-3	7	7	0	9	8	1	15	19	-4	11	10	1	1	2	-1	1	1	0
GOLD	48	49	-1	1	2	-1	3	3	0	11	9	2	19	20	-1	9	10	-1	4	4	0
KIIS 101.1 FM	35	35	0	6	6	0	5	5	0	13	11	2	10	10	0	2	2	0	*	*	*
3MMM	38	37	1	1	2	-1	2	2	0	12	12	0	16	18	-2	5	3	2	2	1	1
NOVA 100	33	33	0	5	6	-1	6	6	0	13	14	-1	7	6	1	*	1	*	*	*	*
smoothfm 91.5	42	38	4	2	2	0	3	3	0	7	7	0	12	10	2	8	8	0	9	8	1
ABC774	53	61	-8	1	1	0	1	1	0	5	7	-2	9	10	-1	11	13	-2	26	29	-3
3RN	11	12	-1	*	*	*	*	*	*	1	1	0	1	2	-1	3	4	-1	5	6	-1
NEWSR	7	7	0	*	*	*	*	*	*	2	1	1	2	2	0	1	1	0	1	2	-1
3JJJ	24	35	-11	1	1	0	6	11	-5	14	18	-4	4	4	0	*	1	*	*	*	*
ABCFM	16	14	2	*	*	*	*	1	*	1	1	0	1	1	0	3	3	0	11	7	4
Total	532	546	-14	30	33	-3	46	48	-2	118	128	-10	135	138	-3	82	83	-1	121	117	4

### Average Audience (000's) by Session, P10+ [Potential: 4260]

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	23	23	0	28	32	-4	36	38	-2	26	24	2	25	24	1	7	5	2	13	10	3						
3AW	89	78	11	172	152	20	126	109	17	77	66	11	70	62	8	30	27	3	59	51	8						
MAGIC 1278	13	15	-2	12	17	-5	23	25	-2	18	22	-4	12	12	0	5	5	0	16	16	0						
FOXFM hit 1019	48	52	-4	60	57	3	61	67	-6	63	70	-7	63	65	-2	12	15	-3	33	36	-3						
GOLD	53	52	1	57	55	2	78	75	3	75	69	6	54	59	-5	16	17	-1	36	41	-5						
KIIS 101.1 FM	38	38	0	56	53	3	41	42	-1	43	41	2	53	53	0	10	12	-2	28	29	-1						
3MMM	43	43	0	69	73	-4	56	57	-1	54	52	2	40	36	4	10	9	1	27	25	2						
NOVA 100	35	35	0	51	50	1	34	38	-4	37	38	-1	52	47	5	14	13	1	27	28	-1						
smoothfm 91.5	42	38	4	49	47	2	61	56	5	54	52	2	44	38	6	14	11	3	41	37	4						
ABC774	59	68	-9	114	139	-25	90	106	-16	45	45	0	49	54	-5	20	20	0	38	44	-6						
3RN	12	12	0	28	23	5	10	10	0	9	9	0	11	17	-6	4	6	-2	10	12	-2						
NEWSR	7	7	0	15	16	-1	7	5	2	6	4	2	9	7	2	4	5	-1	7	6	1						
3JJJ	26	39	-13	38	46	-8	32	44	-12	28	53	-25	31	55	-24	8	11	-3	21	24	-3						
ABCFM	16	13	3	19	17	2	23	17	6	16	13	3	16	14	2	8	8	0	15	15	0						
Total	571	588	-17	839	856	-17	773	794	-21	640	661	-21	603	624	-21	189	197	-8	433	442	-9						

EMBARGOED UNTIL 9:30AM AEST



# MELBOURNE RADIO - SURVEY 2 2016

Cumulative Audience (000's) 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	285	288	-3	19	24	-5	24	18	6	49	48	1	99	114	-15	57	42	15	38	42	-4
3AW	676	588	88	17	18	-1	26	27	-1	55	39	16	154	140	14	178	141	37	247	224	23
MAGIC 1278	174	191	-17	6	10	-4	4	4	0	13	6	7	22	24	-2	34	35	-1	94	113	-19
FOXFM hit 1019	1054	1057	-3	196	189	7	237	245	-8	360	366	-6	197	195	2	42	41	1	21	21	0
GOLD	918	940	-22	76	80	-4	80	84	-4	252	247	5	286	312	-26	151	154	-3	73	63	10
KIIS 101.1 FM	886	878	8	185	192	-7	129	136	-7	313	293	20	214	207	7	34	39	-5	11	11	0
3MMM	625	615	10	63	70	-7	75	66	9	241	220	21	186	209	-23	52	44	8	10	6	4
NOVA 100	900	949	-49	170	196	-26	183	173	10	351	379	-28	163	154	9	25	37	-12	8	9	-1
smoothfm 91.5	761	758	3	52	61	-9	68	73	-5	190	192	-2	197	194	3	143	130	13	111	107	4
ABC774	715	792	-77	26	26	0	19	30	-11	108	123	-15	164	185	-21	156	161	-5	242	266	-24
3RN	232	247	-15	8	12	-4	14	15	-1	38	35	3	51	44	7	47	51	-4	74	90	-16
NEWSR	251	210	41	20	18	2	16	9	7	64	45	19	63	56	7	32	21	11	55	62	-7
3JJJ	474	548	-74	42	45	-3	114	136	-22	233	264	-31	74	84	-10	9	18	-9	3	1	2
ABCFM	190	206	-16	8	5	3	5	12	-7	29	23	6	32	41	-9	28	35	-7	88	90	-2
<b>Total</b>	<b>4033</b>	<b>4038</b>	<b>-5</b>	<b>408</b>	<b>403</b>	<b>5</b>	<b>474</b>	<b>468</b>	<b>6</b>	<b>1040</b>	<b>1060</b>	<b>-20</b>	<b>946</b>	<b>949</b>	<b>-3</b>	<b>527</b>	<b>524</b>	<b>3</b>	<b>640</b>	<b>635</b>	<b>5</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 4260]

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	+/-	This	Last	+/-	This	Last	+/-
SEN	263	272	-9	169	172	-3	150	141	9	131	137	-6	139	158	-19	110	80	30	178	156	22
3AW	641	556	85	512	442	70	396	330	66	359	316	43	340	308	32	222	196	26	470	417	53
MAGIC 1278	147	165	-18	79	85	-6	85	91	-6	92	117	-25	74	67	7	53	47	6	134	147	-13
FOXFM hit 1019	967	981	-14	557	536	21	402	407	-5	515	538	-23	575	581	-6	273	312	-39	636	647	-11
GOLD	814	816	-2	398	391	7	394	413	-19	456	491	-35	430	457	-27	210	247	-37	526	576	-50
KIIS 101.1 FM	814	821	-7	461	461	0	324	332	-8	436	434	2	483	507	-24	223	204	19	519	519	0
3MMM	557	542	15	367	369	-2	224	235	-11	284	269	15	306	271	35	156	146	10	378	368	10
NOVA 100	815	845	-30	486	478	8	286	337	-51	383	419	-36	448	464	-16	250	251	-1	527	559	-32
smoothfm 91.5	697	692	5	388	371	17	330	327	3	392	388	4	376	348	28	221	200	21	524	496	28
ABC774	640	731	-91	491	556	-65	359	421	-62	306	356	-50	300	360	-60	205	222	-17	468	518	-50
3RN	192	212	-20	121	119	2	69	77	-8	75	85	-10	85	107	-22	54	75	-21	145	151	-6
NEWSR	204	185	19	108	109	-1	77	62	15	62	67	-5	78	75	3	60	69	-9	157	137	20
3JJJ	436	518	-82	251	307	-56	195	234	-39	209	293	-84	260	351	-91	137	195	-58	297	345	-48
ABCFM	166	179	-13	92	93	-1	89	83	6	84	94	-10	79	84	-5	72	83	-11	139	144	-5
<b>Total</b>	<b>3943</b>	<b>3967</b>	<b>-24</b>	<b>3229</b>	<b>3256</b>	<b>-27</b>	<b>2621</b>	<b>2651</b>	<b>-30</b>	<b>2793</b>	<b>2852</b>	<b>-59</b>	<b>2969</b>	<b>2986</b>	<b>-17</b>	<b>1886</b>	<b>1928</b>	<b>-42</b>	<b>3436</b>	<b>3444</b>	<b>-8</b>