



# MELBOURNE RADIO - SURVEY 8 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	3.8	4.6	-0.8	0.9	0.7	0.2	0.6	0.4	0.2	4.4	6.5	-2.1	5.3	5.6	-0.3	4.6	6.0	-1.4	3.2	3.8	-0.6
3AW	13.7	13.6	0.1	4.1	2.1	2.0	0.5	1.1	-0.6	2.8	2.8	0.0	8.4	11.1	-2.7	16.7	18.0	-1.3	38.1	33.5	4.6
MAGIC 1278	2.4	2.9	-0.5	0.2	0.2	0.0	*	0.6	*	*	*	*	0.6	0.7	-0.1	3.3	4.0	-0.7	8.0	9.2	-1.2
101.9 FOX FM	10.6	10.1	0.5	23.1	23.8	-0.7	31.3	29.3	2.0	16.4	16.1	0.3	7.1	7.2	-0.1	3.8	2.2	1.6	1.0	0.4	0.6
GOLD104.3	8.6	8.0	0.6	6.0	7.9	-1.9	5.5	8.2	-2.7	4.9	6.4	-1.5	15.9	11.7	4.2	11.6	11.2	0.4	3.4	3.0	0.4
KIIS 101.1 FM	6.0	5.8	0.2	14.8	14.8	0.0	10.3	6.5	3.8	9.0	8.0	1.0	6.8	7.9	-1.1	1.9	2.6	-0.7	0.5	0.6	-0.1
105.1 TRIPLE M	6.9	7.7	-0.8	7.0	6.7	0.3	5.8	6.5	-0.7	9.7	12.7	-3.0	12.5	12.6	-0.1	3.5	4.0	-0.5	0.4	0.4	0.0
NOVA 100	6.4	6.4	0.0	18.3	18.4	-0.1	13.3	14.8	-1.5	10.7	9.1	1.6	5.4	6.0	-0.6	1.3	1.8	-0.5	0.2	0.1	0.1
smoothfm 91.5	9.0	7.6	1.4	6.0	3.6	2.4	4.7	5.1	-0.4	8.5	6.7	1.8	9.8	8.2	1.6	13.4	10.7	2.7	8.2	7.8	0.4
ABC774	9.6	9.5	0.1	2.4	4.3	-1.9	2.6	1.3	1.3	4.0	3.4	0.6	7.4	6.7	0.7	18.3	15.3	3.0	16.8	20.2	-3.4
3RN	2.3	2.4	-0.1	0.5	0.2	0.3	0.4	0.5	-0.1	1.2	1.2	0.0	2.4	1.7	0.7	4.6	5.4	-0.8	3.0	3.6	-0.6
NEWSR	1.2	1.4	-0.2	1.5	1.3	0.2	0.1	0.2	-0.1	1.5	0.9	0.6	1.1	2.1	-1.0	1.6	1.8	-0.2	1.0	1.6	-0.6
3JJJ	4.7	4.7	0.0	3.9	2.0	1.9	13.3	12.6	0.7	11.4	11.7	-0.3	2.2	2.6	-0.4	0.6	0.5	0.1	0.2	0.3	-0.1
ABCFM	2.1	2.1	0.0	0.6	1.0	-0.4	0.4	0.3	0.1	1.1	1.1	0.0	0.8	1.3	-0.5	3.2	3.3	-0.1	5.1	4.5	0.6

## 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	3.9	4.8	-0.9	3.8	4.2	-0.4	3.8	5.3	-1.5	3.2	4.9	-1.7	4.8	5.5	-0.7	4.8	4.2	0.6	3.5	3.9	-0.4
3AW	14.3	14.2	0.1	18.9	17.8	1.1	15.3	14.4	0.9	11.0	11.0	0.0	10.0	12.1	-2.1	15.2	15.7	-0.5	11.9	11.6	0.3
MAGIC 1278	2.2	2.6	-0.4	2.1	2.7	-0.6	2.9	3.3	-0.4	2.4	2.7	-0.3	1.7	1.5	0.2	1.7	2.6	-0.9	2.9	3.8	-0.9
101.9 FOX FM	10.9	10.4	0.5	9.4	8.5	0.9	9.7	8.9	0.8	11.6	11.9	-0.3	14.8	13.3	1.5	8.6	9.6	-1.0	9.6	9.4	0.2
GOLD104.3	8.4	8.0	0.4	6.3	5.6	0.7	9.2	9.7	-0.5	11.1	10.3	0.8	8.1	7.2	0.9	6.7	6.4	0.3	9.0	8.2	0.8
KIIS 101.1 FM	6.0	6.0	0.0	6.1	5.8	0.3	5.1	4.9	0.2	6.3	6.7	-0.4	7.0	7.1	-0.1	5.3	4.9	0.4	5.9	5.3	0.6
105.1 TRIPLE M	7.4	8.4	-1.0	8.0	9.9	-1.9	7.4	8.2	-0.8	8.8	8.9	-0.1	6.7	7.6	-0.9	3.3	4.1	-0.8	5.3	5.3	0.0
NOVA 100	6.4	6.3	0.1	6.4	7.0	-0.6	5.3	4.8	0.5	6.5	5.5	1.0	8.0	7.8	0.2	5.8	7.2	-1.4	6.1	6.7	-0.6
smoothfm 91.5	8.4	7.2	1.2	6.3	5.5	0.8	9.1	7.6	1.5	9.9	8.5	1.4	8.2	7.3	0.9	10.2	7.5	2.7	10.9	8.9	2.0
ABC774	10.0	9.6	0.4	13.2	12.3	0.9	11.3	10.9	0.4	6.9	6.2	0.7	7.8	8.0	-0.2	9.4	9.9	-0.5	8.3	9.4	-1.1
3RN	2.2	2.2	0.0	3.2	3.3	-0.1	1.3	1.2	0.1	1.1	1.2	-0.1	2.5	1.9	0.6	3.6	3.9	-0.3	2.7	3.0	-0.3
NEWSR	1.2	1.4	-0.2	1.8	2.0	-0.2	0.8	0.8	0.0	0.7	0.8	-0.1	0.8	1.4	-0.6	1.9	2.4	-0.5	1.3	1.6	-0.3
3JJJ	4.9	4.8	0.1	4.0	4.0	0.0	5.1	5.1	0.0	5.8	5.7	0.1	5.2	5.0	0.2	3.9	3.7	0.2	4.0	4.5	-0.5
ABCFM	1.9	1.9	0.0	1.8	1.7	0.1	1.7	2.0	-0.3	1.7	1.9	-0.2	2.0	2.1	-0.1	3.2	2.4	0.8	2.7	2.8	-0.1



# MELBOURNE RADIO - SURVEY 8 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	25	-5	*	*	*	*	*	*	5	8	-3	7	8	-1	4	5	-1	4	4	0
3AW	73	74	-1	1	1	0	*	1	*	3	3	0	11	15	-4	14	15	-1	43	39	4
MAGIC 1278	13	16	-3	*	*	*	*	*	*	*	*	*	1	1	0	3	3	0	9	11	-2
101.9 FOX FM	56	55	1	8	8	0	16	16	0	19	19	0	10	10	0	3	2	1	1	*	*
GOLD104.3	45	44	1	2	3	-1	3	4	-1	6	8	-2	22	16	6	10	10	0	4	4	0
KIIS 101.1 FM	32	32	0	5	5	0	5	4	1	10	10	0	9	11	-2	2	2	0	1	1	0
105.1 TRIPLE M	37	42	-5	2	2	0	3	4	-1	11	15	-4	17	17	0	3	3	0	*	*	*
NOVA 100	34	35	-1	6	6	0	7	8	-1	12	11	1	7	8	-1	1	2	-1	*	*	*
smoothfm 91.5	48	41	7	2	1	1	2	3	-1	10	8	2	13	11	2	11	9	2	9	9	0
ABC774	51	52	-1	1	1	0	1	1	0	5	4	1	10	9	1	15	13	2	19	24	-5
3RN	12	13	-1	*	*	*	*	*	*	1	1	0	3	2	1	4	5	-1	3	4	-1
NEWSR	6	8	-2	1	*	*	*	*	*	2	1	1	1	3	-2	1	1	0	1	2	-1
3JJJ	25	26	-1	1	1	0	7	7	0	13	14	-1	3	3	0	*	*	*	*	*	*
ABCFM	11	12	-1	*	*	*	*	*	*	1	1	0	1	2	-1	3	3	0	6	5	1
Total	531	545	-14	33	34	-1	50	55	-5	116	120	-4	136	135	1	84	85	-1	112	117	-5

## 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	22	28	-6	32	36	-4	29	41	-12	21	33	-12	30	34	-4	9	8	1	15	17	-2						
3AW	82	84	-2	160	152	8	115	112	3	70	74	-4	63	75	-12	28	31	-3	51	51	0						
MAGIC 1278	13	15	-2	18	23	-5	22	26	-4	15	18	-3	11	9	2	3	5	-2	12	17	-5						
101.9 FOX FM	62	61	1	79	73	6	73	69	4	74	80	-6	93	83	10	16	19	-3	41	41	0						
GOLD104.3	48	47	1	53	48	5	69	75	-6	71	69	2	51	45	6	12	13	-1	39	36	3						
KIIS 101.1 FM	34	35	-1	52	50	2	38	38	0	40	45	-5	44	44	0	10	10	0	25	23	2						
105.1 TRIPLE M	42	49	-7	68	85	-17	56	64	-8	56	60	-4	42	48	-6	6	8	-2	23	23	0						
NOVA 100	37	37	0	54	60	-6	40	37	3	42	37	5	50	48	2	11	14	-3	26	30	-4						
smoothfm 91.5	48	42	6	53	47	6	68	59	9	63	57	6	52	46	6	19	15	4	47	39	8						
ABC774	57	56	1	112	105	7	85	85	0	44	42	2	49	50	-1	17	19	-2	35	42	-7						
3RN	13	13	0	27	29	-2	10	9	1	7	8	-1	16	12	4	7	8	-1	12	13	-1						
NEWSR	7	8	-1	15	17	-2	6	6	0	5	5	0	5	8	-3	4	5	-1	5	7	-2						
3JJJ	28	28	0	34	34	0	38	40	-2	37	38	-1	33	31	2	7	7	0	17	20	-3						
ABCFM	11	11	0	15	15	0	13	15	-2	11	12	-1	12	13	-1	6	5	1	12	12	0						
Total	572	587	-15	845	857	-12	752	777	-25	639	669	-30	629	621	8	184	197	-13	429	441	-12						



# MELBOURNE RADIO - SURVEY 8 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	296	320	-24	20	16	4	13	9	4	80	82	-2	105	112	-7	49	61	-12	28	41	-13
3AW	621	648	-27	25	24	1	5	18	-13	51	45	6	129	155	-26	127	143	-16	284	263	21
MAGIC 1278	187	228	-41	9	10	-1	*	10	*	5	3	2	18	25	-7	40	48	-8	114	132	-18
101.9 FOX FM	1120	1125	-5	214	220	-6	238	258	-20	374	362	12	224	225	-1	46	43	3	24	17	7
GOLD104.3	852	867	-15	57	71	-14	68	92	-24	182	211	-29	315	281	34	158	148	10	72	64	8
KIIS 101.1 FM	863	838	25	182	181	1	163	141	22	278	278	0	195	183	12	24	35	-11	22	21	1
105.1 TRIPLE M	630	661	-31	62	66	-4	78	85	-7	224	223	1	206	221	-15	48	51	-3	11	15	-4
NOVA 100	887	925	-38	176	180	-4	189	209	-20	320	306	14	170	192	-22	22	30	-8	9	8	1
smoothfm 91.5	832	794	38	75	70	5	71	75	-4	190	179	11	223	207	16	146	142	4	127	121	6
ABC774	733	748	-15	28	42	-14	29	26	3	101	89	12	181	187	-6	168	155	13	226	248	-22
3RN	233	223	10	5	6	-1	7	8	-1	42	38	4	63	54	9	58	62	-4	57	55	2
NEWSR	228	241	-13	17	20	-3	10	11	-1	59	40	19	68	85	-17	44	39	5	30	46	-16
3JJJ	496	470	26	37	30	7	129	133	-4	227	215	12	74	71	3	22	16	6	6	5	1
ABCFM	215	232	-17	16	22	-6	9	6	3	40	44	-4	40	41	-1	42	42	0	68	79	-11
<b>Total</b>	<b>4037</b>	<b>4041</b>	<b>-4</b>	<b>411</b>	<b>408</b>	<b>3</b>	<b>458</b>	<b>470</b>	<b>-12</b>	<b>1044</b>	<b>1048</b>	<b>-4</b>	<b>963</b>	<b>957</b>	<b>6</b>	<b>524</b>	<b>521</b>	<b>3</b>	<b>636</b>	<b>636</b>	<b>0</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	278	293	-15	166	185	-19	133	154	-21	156	169	-13	174	184	-10	87	104	-17	169	217	-48
3AW	598	613	-15	479	479	0	358	356	2	327	346	-19	334	348	-14	189	183	6	420	452	-32
MAGIC 1278	156	191	-35	92	106	-14	90	110	-20	79	111	-32	62	73	-11	34	49	-15	131	163	-32
101.9 FOX FM	1041	1044	-3	597	610	-13	454	438	16	540	566	-26	672	627	45	321	336	-15	688	662	26
GOLD104.3	754	756	-2	348	372	-24	329	358	-29	423	423	0	429	362	67	197	200	-3	547	526	21
KIIS 101.1 FM	799	790	9	451	441	10	298	274	24	383	420	-37	435	419	16	244	247	-3	529	517	12
105.1 TRIPLE M	565	592	-27	388	411	-23	260	287	-27	280	323	-43	308	333	-25	137	154	-17	353	368	-15
NOVA 100	808	838	-30	473	522	-49	299	292	7	407	427	-20	452	440	12	211	269	-58	525	568	-43
smoothfm 91.5	771	717	54	398	376	22	389	347	42	445	401	44	418	384	34	231	224	7	562	509	53
ABC774	681	682	-1	496	468	28	371	349	22	338	322	16	344	327	17	216	229	-13	441	505	-64
3RN	204	194	10	138	135	3	79	78	1	69	83	-14	107	91	16	82	86	-4	152	165	-13
NEWSR	193	206	-13	115	114	1	62	61	1	71	74	-3	71	85	-14	56	77	-21	131	135	-4
3JJJ	456	430	26	264	239	25	171	191	-20	227	217	10	249	242	7	133	137	-4	284	282	2
ABCFM	193	206	-13	77	85	-8	76	97	-21	100	116	-16	90	99	-9	66	66	0	140	153	-13
<b>Total</b>	<b>3967</b>	<b>3973</b>	<b>-6</b>	<b>3247</b>	<b>3270</b>	<b>-23</b>	<b>2575</b>	<b>2577</b>	<b>-2</b>	<b>2823</b>	<b>2897</b>	<b>-74</b>	<b>3030</b>	<b>2983</b>	<b>47</b>	<b>1858</b>	<b>1896</b>	<b>-38</b>	<b>3445</b>	<b>3452</b>	<b>-7</b>