



# MELBOURNE RADIO - SURVEY 6 2017

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	3.7	0.1	2.8	1.5	1.3	1.4	0.8	0.6	2.8	3.3	-0.5	5.1	5.1	0.0	5.9	5.9	0.0	2.9	2.6	0.3
3AW	16.2	14.8	1.4	0.9	1.5	-0.6	1.4	0.8	0.6	2.2	2.4	-0.2	13.9	12.0	1.9	26.3	22.8	3.5	33.8	32.7	1.1
TalkingLifestyle1278	0.4	0.4	0.0	*	0.1	*	0.1	*	*	*	*	*	0.4	0.3	0.1	0.5	0.5	0.0	1.0	1.2	-0.2
101.9 FOX FM	9.3	8.8	0.5	20.5	24.3	-3.8	26.2	24.4	1.8	16.6	15.3	1.3	8.1	6.5	1.6	1.9	1.8	0.1	0.7	0.8	-0.1
GOLD104.3	9.3	9.1	0.2	7.6	10.4	-2.8	12.5	6.7	5.8	9.4	9.9	-0.5	12.9	12.2	0.7	8.5	9.5	-1.0	5.0	4.9	0.1
KIIS 101.1 FM	6.2	6.1	0.1	14.0	11.1	2.9	15.9	12.2	3.7	9.5	10.8	-1.3	5.8	7.1	-1.3	3.2	1.6	1.6	0.2	0.2	0.0
105.1 TRIPLE M	6.1	6.6	-0.5	5.2	6.9	-1.7	6.0	6.5	-0.5	8.7	9.7	-1.0	9.6	9.3	0.3	4.7	6.1	-1.4	1.1	0.9	0.2
NOVA 100	6.9	8.0	-1.1	24.8	20.4	4.4	13.7	15.7	-2.0	10.6	13.4	-2.8	5.6	8.0	-2.4	2.5	3.4	-0.9	1.1	0.3	0.8
smoothfm 91.5	10.5	9.5	1.0	5.3	5.1	0.2	5.9	4.2	1.7	7.9	6.7	1.2	8.5	7.8	0.7	14.4	12.8	1.6	15.6	14.9	0.7
ABC MEL	9.7	9.9	-0.2	0.8	0.7	0.1	0.8	0.5	0.3	4.3	2.9	1.4	7.0	7.9	-0.9	16.5	15.4	1.1	18.3	20.8	-2.5
3RN	2.3	2.9	-0.6	0.1	0.1	0.0	*	*	*	1.9	1.2	0.7	1.7	2.4	-0.7	3.7	5.8	-2.1	3.9	5.0	-1.1
ABC NEWS	1.5	1.2	0.3	0.6	0.8	-0.2	0.4	0.3	0.1	1.4	1.3	0.1	1.5	1.4	0.1	1.6	1.9	-0.3	2.1	1.0	1.1
3JJJ	4.0	4.7	-0.7	4.2	2.8	1.4	7.5	13.3	-5.8	9.7	10.2	-0.5	3.1	4.0	-0.9	0.7	0.9	-0.2	0.8	0.4	0.4
ABCFM	1.9	1.7	0.2	0.5	0.7	-0.2	1.1	0.2	0.9	0.8	0.5	0.3	1.6	1.3	0.3	1.8	2.5	-0.7	3.9	3.5	0.4

## 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	3.8	3.7	0.1	3.5	3.1	0.4	4.7	4.2	0.5	3.4	3.6	-0.2	3.8	4.3	-0.5	3.9	3.5	0.4	3.8	3.8	0.0						
3AW	16.9	15.5	1.4	21.6	20.5	1.1	17.7	15.2	2.5	12.8	11.8	1.0	12.8	12.4	0.4	18.9	16.7	2.2	14.0	12.7	1.3						
TalkingLifestyle1278	0.4	0.4	0.0	0.4	0.5	-0.1	0.3	0.5	-0.2	0.5	0.4	0.1	0.3	0.3	0.0	0.3	0.2	0.1	0.7	0.5	0.2						
101.9 FOX FM	9.8	9.0	0.8	9.0	7.9	1.1	9.6	8.0	1.6	11.1	10.2	0.9	10.7	10.3	0.4	7.9	8.5	-0.6	7.7	8.2	-0.5						
GOLD104.3	9.3	9.2	0.1	7.7	7.6	0.1	10.7	10.6	0.1	12.1	11.3	0.8	8.3	7.8	0.5	5.3	6.8	-1.5	9.3	8.9	0.4						
KIIS 101.1 FM	6.5	6.4	0.1	6.1	6.4	-0.3	5.6	5.7	-0.1	7.4	7.0	0.4	7.2	6.8	0.4	5.7	5.3	0.4	5.2	5.3	-0.1						
105.1 TRIPLE M	6.4	7.1	-0.7	7.1	7.6	-0.5	5.1	6.6	-1.5	7.0	8.1	-1.1	6.7	6.6	0.1	5.1	4.9	0.2	5.2	5.1	0.1						
NOVA 100	6.8	8.2	-1.4	6.8	7.8	-1.0	5.0	6.5	-1.5	6.3	8.8	-2.5	9.6	10.1	-0.5	6.7	7.7	-1.0	7.5	7.5	0.0						
smoothfm 91.5	10.1	9.0	1.1	7.8	7.5	0.3	10.7	10.1	0.6	12.0	10.4	1.6	10.8	8.9	1.9	9.5	7.6	1.9	12.0	11.2	0.8						
ABC MEL	9.9	9.9	0.0	11.5	11.9	-0.4	12.3	12.6	-0.3	7.0	6.7	0.3	8.3	8.5	-0.2	10.0	8.8	1.2	8.9	9.9	-1.0						
3RN	2.3	2.9	-0.6	3.3	4.1	-0.8	1.1	2.0	-0.9	1.3	1.7	-0.4	3.1	3.3	-0.2	3.5	3.8	-0.3	2.5	3.2	-0.7						
ABC NEWS	1.4	1.2	0.2	2.3	1.6	0.7	0.7	0.5	0.2	0.7	0.6	0.1	1.2	1.1	0.1	3.0	3.1	-0.1	1.7	1.6	0.1						
3JJJ	4.1	4.5	-0.4	3.1	3.7	-0.6	4.1	4.3	-0.2	4.8	4.6	0.2	5.0	5.9	-0.9	3.4	4.8	-1.4	3.7	5.1	-1.4						
ABCFM	1.8	1.6	0.2	1.5	1.3	0.2	1.8	1.6	0.2	2.0	1.9	0.1	1.7	1.6	0.1	2.9	1.8	1.1	2.2	2.0	0.2						



# MELBOURNE RADIO - SURVEY 6 2017

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	20	0	1	*	*	1	*	*	3	4	-1	7	7	0	5	5	0	4	3	1
3AW	86	81	5	*	*	*	1	*	*	2	3	-1	19	17	2	22	20	2	41	40	1
TalkingLifestyle1278	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0
101.9 FOX FM	50	48	2	7	8	-1	11	10	1	18	18	0	11	9	2	2	2	0	1	1	0
GOLD104.3	50	50	0	2	3	-1	5	3	2	10	12	-2	18	18	0	7	8	-1	6	6	0
KIIS 101.1 FM	33	33	0	5	4	1	7	5	2	10	13	-3	8	10	-2	3	1	2	*	*	*
105.1 TRIPLE M	33	36	-3	2	2	0	3	3	0	10	11	-1	13	13	0	4	5	-1	1	1	0
NOVA 100	37	44	-7	8	7	1	6	7	-1	12	16	-4	8	12	-4	2	3	-1	1	*	*
smoothfm 91.5	56	52	4	2	2	0	2	2	0	9	8	1	12	11	1	12	11	1	19	18	1
ABC MEL	51	54	-3	*	*	*	*	*	*	5	3	2	10	11	-1	14	13	1	22	25	-3
3RN	12	16	-4	*	*	*	*	*	*	2	1	1	2	3	-1	3	5	-2	5	6	-1
ABC NEWS	8	7	1	*	*	*	*	*	*	2	1	1	2	2	0	1	2	-1	3	1	2
3JJJ	21	25	-4	1	1	0	3	6	-3	11	12	-1	4	6	-2	1	1	0	1	1	0
ABCFM	10	9	1	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0	5	4	1
Total	532	545	-13	33	33	0	42	42	0	110	116	-6	141	145	-4	85	87	-2	122	123	-1

## Average Audience (000's) by Session, P10+ [Potential: 4350]

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	22	22	0	30	26	4	36	34	2	22	24	-2	23	27	-4	7	7	0	16	17	-1
3AW	97	91	6	185	176	9	137	121	16	84	80	4	77	77	0	35	31	4	59	56	3
TalkingLifestyle1278	2	2	0	3	4	-1	2	4	-2	3	3	0	2	2	0	*	*	*	3	2	1
101.9 FOX FM	57	53	4	77	68	9	75	64	11	73	69	4	64	64	0	15	16	-1	32	36	-4
GOLD104.3	54	54	0	66	65	1	83	85	-2	79	76	3	50	49	1	10	13	-3	39	39	0
KIIS 101.1 FM	37	37	0	52	55	-3	43	46	-3	49	47	2	43	42	1	11	10	1	22	23	-1
105.1 TRIPLE M	37	42	-5	61	65	-4	40	53	-13	46	54	-8	40	41	-1	9	9	0	22	22	0
NOVA 100	39	48	-9	58	67	-9	39	52	-13	41	60	-19	58	63	-5	12	14	-2	32	33	-1
smoothfm 91.5	58	53	5	67	64	3	83	81	2	79	70	9	65	55	10	18	14	4	51	49	2
ABC MEL	57	58	-1	98	102	-4	95	101	-6	46	45	1	50	53	-3	18	17	1	38	43	-5
3RN	13	17	-4	28	35	-7	8	16	-8	9	11	-2	18	21	-3	6	7	-1	10	14	-4
ABC NEWS	8	7	1	20	14	6	5	4	1	5	4	1	7	7	0	6	6	0	7	7	0
3JJJ	24	27	-3	26	32	-6	32	34	-2	31	31	0	30	37	-7	6	9	-3	15	22	-7
ABCFM	11	9	2	13	11	2	14	13	1	13	13	0	10	10	0	5	3	2	9	9	0
Total	577	589	-12	856	857	-1	777	798	-21	657	674	-17	598	622	-24	184	188	-4	421	437	-16



# MELBOURNE RADIO - SURVEY 6 2017

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	304	294	10	22	10	12	22	16	6	56	66	-10	87	96	-9	68	59	9	50	46	4
3AW	686	661	25	11	14	-3	15	19	-4	46	38	8	182	172	10	168	143	25	265	276	-11
TalkingLifestyle1278	49	39	10	2	5	-3	2	*	*	*	*	*	9	7	2	12	4	8	24	23	1
101.9 FOX FM	1117	1149	-32	202	207	-5	262	263	-1	381	405	-24	203	199	4	41	50	-9	29	25	4
GOLD104.3	957	891	66	77	78	-1	99	93	6	226	232	-6	300	255	45	163	152	11	93	81	12
KIIS 101.1 FM	827	870	-43	161	140	21	159	154	5	277	322	-45	181	199	-18	43	46	-3	7	9	-2
105.1 TRIPLE M	637	628	9	70	76	-6	66	68	-2	200	208	-8	216	187	29	60	68	-8	25	21	4
NOVA 100	932	1050	-118	203	203	0	174	196	-22	323	377	-54	180	218	-38	37	47	-10	14	9	5
smoothfm 91.5	947	859	88	64	67	-3	87	74	13	213	186	27	228	204	24	172	167	5	185	161	24
ABC MEL	705	696	9	17	18	-1	18	16	2	110	93	17	176	172	4	146	139	7	238	257	-19
3RN	214	229	-15	5	5	0	5	3	2	44	33	11	42	60	-18	50	51	-1	68	77	-9
ABC NEWS	201	199	2	21	15	6	9	10	-1	40	40	0	49	54	-5	35	44	-9	46	36	10
3JJJ	480	499	-19	44	40	4	121	134	-13	199	223	-24	88	81	7	16	15	1	12	6	6
ABCFM	190	184	6	9	10	-1	7	7	0	34	23	11	39	45	-6	28	33	-5	74	67	7
Total	4125	4126	-1	414	416	-2	474	474	0	1063	1064	-1	967	970	-3	538	536	2	668	667	1

## Cumulative Audience (000's) by Session, P10+ [Potential: 4350]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	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 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	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 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN	274	265	9	157	151	6	141	137	4	128	156	-28	139	154	-15	88	71	17	185	185	0
3AW	655	631	24	540	486	54	407	397	10	340	330	10	364	362	2	215	216	-1	496	478	18
TalkingLifestyle1278	39	34	5	18	21	-3	18	22	-4	25	25	0	18	17	1	9	9	0	30	30	0
101.9 FOX FM	1029	1051	-22	596	585	11	428	407	21	524	568	-44	560	606	-46	300	327	-27	672	702	-30
GOLD104.3	796	779	17	386	418	-32	386	383	3	442	452	-10	424	415	9	222	241	-19	599	595	4
KIIS 101.1 FM	744	773	-29	414	428	-14	279	324	-45	408	399	9	383	396	-13	204	227	-23	474	520	-46
105.1 TRIPLE M	535	538	-3	312	341	-29	172	205	-33	256	264	-8	276	264	12	159	142	17	365	348	17
NOVA 100	843	957	-114	496	588	-92	288	363	-75	428	508	-80	459	510	-51	265	317	-52	574	638	-64
smoothfm 91.5	835	765	70	440	393	47	418	391	27	476	433	43	465	427	38	259	239	20	650	580	70
ABC MEL	638	618	20	462	471	-9	349	356	-7	313	303	10	310	338	-28	209	213	-4	471	474	-3
3RN	188	206	-18	119	138	-19	56	85	-29	76	110	-34	111	122	-11	57	74	-17	157	179	-22
ABC NEWS	181	181	0	107	96	11	54	49	5	58	54	4	74	68	6	57	66	-9	133	119	14
3JJJ	423	454	-31	219	265	-46	185	183	2	191	211	-20	268	292	-24	150	166	-16	293	298	-5
ABCFM	164	165	-1	81	84	-3	72	79	-7	74	90	-16	90	87	3	61	52	9	104	111	-7
Total	4030	4047	-17	3232	3305	-73	2510	2571	-61	2789	2814	-25	2920	2957	-37	1794	1873	-79	3463	3470	-7