



MELBOURNE RADIO - SURVEY 7 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	3.5	3.8	-0.3	2.7	2.8	-0.1	1.7	1.4	0.3	3.7	2.8	0.9	5.4	5.1	0.3	4.5	5.9	-1.4	1.6	2.9	-1.3
3AW	15.5	16.2	-0.7	1.4	0.9	0.5	1.9	1.4	0.5	2.0	2.2	-0.2	10.9	13.9	-3.0	22.4	26.3	-3.9	36.2	33.8	2.4
TalkingLifestyle1278	0.5	0.4	0.1	*	*	*	0.1	0.1	0.0	0.1	*	*	0.1	0.4	-0.3	0.6	0.5	0.1	1.3	1.0	0.3
101.9 FOX FM	8.7	9.3	-0.6	17.6	20.5	-2.9	19.5	26.2	-6.7	17.3	16.6	0.7	7.6	8.1	-0.5	2.5	1.9	0.6	0.5	0.7	-0.2
GOLD104.3	11.1	9.3	1.8	5.7	7.6	-1.9	17.1	12.5	4.6	9.2	9.4	-0.2	17.9	12.9	5.0	10.7	8.5	2.2	5.0	5.0	0.0
KIIS 101.1 FM	6.2	6.2	0.0	14.0	14.0	0.0	11.2	15.9	-4.7	10.6	9.5	1.1	6.3	5.8	0.5	3.8	3.2	0.6	0.2	0.2	0.0
105.1 TRIPLE M	5.6	6.1	-0.5	4.4	5.2	-0.8	6.2	6.0	0.2	6.7	8.7	-2.0	9.7	9.6	0.1	5.2	4.7	0.5	0.5	1.1	-0.6
NOVA 100	6.9	6.9	0.0	25.2	24.8	0.4	12.3	13.7	-1.4	10.5	10.6	-0.1	6.2	5.6	0.6	2.7	2.5	0.2	0.9	1.1	-0.2
smoothfm 91.5	10.1	10.5	-0.4	6.1	5.3	0.8	8.5	5.9	2.6	6.7	7.9	-1.2	8.8	8.5	0.3	14.0	14.4	-0.4	13.6	15.6	-2.0
ABC MEL	9.3	9.7	-0.4	0.5	0.8	-0.3	0.7	0.8	-0.1	4.5	4.3	0.2	6.5	7.0	-0.5	14.5	16.5	-2.0	18.3	18.3	0.0
3RN	2.6	2.3	0.3	*	0.1	*	*	*	*	1.8	1.9	-0.1	1.5	1.7	-0.2	5.0	3.7	1.3	4.4	3.9	0.5
ABC NEWS	1.5	1.5	0.0	0.6	0.6	0.0	0.8	0.4	0.4	1.3	1.4	-0.1	1.6	1.5	0.1	1.3	1.6	-0.3	2.2	2.1	0.1
3JJJ	4.5	4.0	0.5	6.8	4.2	2.6	9.4	7.5	1.9	10.4	9.7	0.7	3.4	3.1	0.3	1.0	0.7	0.3	0.6	0.8	-0.2
ABCFM	2.5	1.9	0.6	1.5	0.5	1.0	1.8	1.1	0.7	0.9	0.8	0.1	1.9	1.6	0.3	2.1	1.8	0.3	5.5	3.9	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	3.7	3.8	-0.1	3.5	3.5	0.0	4.8	4.7	0.1	3.3	3.4	-0.1	3.6	3.8	-0.2	3.5	3.9	-0.4	2.8	3.8	-1.0						
3AW	15.8	16.9	-1.1	20.0	21.6	-1.6	17.6	17.7	-0.1	11.7	12.8	-1.1	11.4	12.8	-1.4	19.0	18.9	0.1	14.3	14.0	0.3						
TalkingLifestyle1278	0.4	0.4	0.0	0.3	0.4	-0.1	0.4	0.3	0.1	0.5	0.5	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.7	0.7	0.0						
101.9 FOX FM	9.2	9.8	-0.6	8.1	9.0	-0.9	8.7	9.6	-0.9	10.5	11.1	-0.6	10.5	10.7	-0.2	7.0	7.9	-0.9	7.3	7.7	-0.4						
GOLD104.3	11.0	9.3	1.7	8.4	7.7	0.7	12.7	10.7	2.0	14.4	12.1	2.3	10.1	8.3	1.8	7.0	5.3	1.7	11.4	9.3	2.1						
KIIS 101.1 FM	6.5	6.5	0.0	5.6	6.1	-0.5	5.3	5.6	-0.3	7.3	7.4	-0.1	8.1	7.2	0.9	7.1	5.7	1.4	5.3	5.2	0.1						
105.1 TRIPLE M	6.0	6.4	-0.4	7.1	7.1	0.0	4.8	5.1	-0.3	5.7	7.0	-1.3	6.4	6.7	-0.3	4.9	5.1	-0.2	4.2	5.2	-1.0						
NOVA 100	6.7	6.8	-0.1	7.0	6.8	0.2	4.9	5.0	-0.1	6.0	6.3	-0.3	9.4	9.6	-0.2	7.2	6.7	0.5	7.7	7.5	0.2						
smoothfm 91.5	9.6	10.1	-0.5	7.1	7.8	-0.7	10.3	10.7	-0.4	11.8	12.0	-0.2	9.8	10.8	-1.0	8.8	9.5	-0.7	12.0	12.0	0.0						
ABC MEL	9.6	9.9	-0.3	12.5	11.5	1.0	10.7	12.3	-1.6	6.6	7.0	-0.4	7.4	8.3	-0.9	10.9	10.0	0.9	8.2	8.9	-0.7						
3RN	2.5	2.3	0.2	3.9	3.3	0.6	1.2	1.1	0.1	1.2	1.3	-0.1	2.9	3.1	-0.2	4.1	3.5	0.6	3.0	2.5	0.5						
ABC NEWS	1.4	1.4	0.0	2.3	2.3	0.0	0.6	0.7	-0.1	0.8	0.7	0.1	0.9	1.2	-0.3	2.9	3.0	-0.1	1.8	1.7	0.1						
3JJJ	4.8	4.1	0.7	3.8	3.1	0.7	5.0	4.1	0.9	6.0	4.8	1.2	5.5	5.0	0.5	2.5	3.4	-0.9	3.7	3.7	0.0						
ABCFM	2.3	1.8	0.5	2.1	1.5	0.6	2.1	1.8	0.3	2.3	2.0	0.3	2.4	1.7	0.7	3.8	2.9	0.9	3.2	2.2	1.0						



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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	19	20	-1	1	1	0	1	1	0	4	3	1	7	7	0	4	5	-1	2	4	-2
3AW	83	86	-3	*	*	*	1	1	0	2	2	0	14	19	-5	19	22	-3	45	41	4
TalkingLifestyle1278	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	1	1
101.9 FOX FM	47	50	-3	6	7	-1	9	11	-2	19	18	1	10	11	-1	2	2	0	1	1	0
GOLD104.3	59	50	9	2	2	0	8	5	3	10	10	0	24	18	6	9	7	2	6	6	0
KIIS 101.1 FM	33	33	0	4	5	-1	5	7	-2	12	10	2	8	8	0	3	3	0	*	*	*
105.1 TRIPLE M	30	33	-3	1	2	-1	3	3	0	7	10	-3	13	13	0	5	4	1	1	1	0
NOVA 100	37	37	0	8	8	0	5	6	-1	12	12	0	8	8	0	2	2	0	1	1	0
smoothfm 91.5	54	56	-2	2	2	0	4	2	2	8	9	-1	12	12	0	12	12	0	17	19	-2
ABC MEL	50	51	-1	*	*	*	*	*	*	5	5	0	9	10	-1	13	14	-1	23	22	1
3RN	14	12	2	*	*	*	*	*	*	2	2	0	2	2	0	4	3	1	5	5	0
ABC NEWS	8	8	0	*	*	*	*	*	*	1	2	-1	2	2	0	1	1	0	3	3	0
3JJJ	24	21	3	2	1	1	4	3	1	12	11	1	5	4	1	1	1	0	1	1	0
ABCFM	13	10	3	*	*	*	1	*	*	1	1	0	2	2	0	2	2	0	7	5	2
Total	532	532	0	32	33	-1	45	42	3	112	110	2	132	141	-9	87	85	2	124	122	2

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	21	22	-1	30	30	0	36	36	0	22	22	0	22	23	-1	6	7	-1	12	16	-4
3AW	91	97	-6	171	185	-14	134	137	-3	78	84	-6	69	77	-8	34	35	-1	60	59	1
TalkingLifestyle1278	2	2	0	3	3	0	3	2	1	4	3	1	2	2	0	1	*	*	3	3	0
101.9 FOX FM	53	57	-4	70	77	-7	66	75	-9	70	73	-3	63	64	-1	13	15	-2	31	32	-1
GOLD104.3	63	54	9	72	66	6	96	83	13	97	79	18	61	50	11	12	10	2	48	39	9
KIIS 101.1 FM	38	37	1	48	52	-4	40	43	-3	49	49	0	49	43	6	13	11	2	22	22	0
105.1 TRIPLE M	34	37	-3	61	61	0	37	40	-3	38	46	-8	39	40	-1	9	9	0	18	22	-4
NOVA 100	39	39	0	60	58	2	37	39	-2	40	41	-1	57	58	-1	13	12	1	32	32	0
smoothfm 91.5	55	58	-3	61	67	-6	78	83	-5	79	79	0	60	65	-5	16	18	-2	50	51	-1
ABC MEL	56	57	-1	108	98	10	82	95	-13	44	46	-2	45	50	-5	19	18	1	34	38	-4
3RN	14	13	1	33	28	5	9	8	1	8	9	-1	17	18	-1	7	6	1	13	10	3
ABC NEWS	8	8	0	19	20	-1	5	5	0	6	5	1	5	7	-2	5	6	-1	8	7	1
3JJJ	28	24	4	33	26	7	38	32	6	40	31	9	33	30	3	4	6	-2	16	15	1
ABCFM	13	11	2	18	13	5	16	14	2	15	13	2	14	10	4	7	5	2	13	9	4
Total	577	577	0	858	856	2	761	777	-16	669	657	12	606	598	8	179	184	-5	421	421	0



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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	279	304	-25	19	22	-3	21	22	-1	54	56	-2	91	87	4	58	68	-10	37	50	-13
3AW	668	686	-18	18	11	7	20	15	5	50	46	4	150	182	-32	161	168	-7	268	265	3
TalkingLifestyle1278	61	49	12	*	2	*	6	2	4	3	*	*	7	9	-2	13	12	1	32	24	8
101.9 FOX FM	1075	1117	-42	186	202	-16	227	262	-35	380	381	-1	217	203	14	44	41	3	20	29	-9
GOLD104.3	997	957	40	74	77	-3	102	99	3	233	226	7	346	300	46	138	163	-25	103	93	10
KIIS 101.1 FM	820	827	-7	172	161	11	154	159	-5	263	277	-14	178	181	-3	46	43	3	7	7	0
105.1 TRIPLE M	617	637	-20	71	70	1	75	66	9	185	200	-15	220	216	4	49	60	-11	16	25	-9
NOVA 100	918	932	-14	199	203	-4	162	174	-12	318	323	-5	188	180	8	37	37	0	13	14	-1
smoothfm 91.5	932	947	-15	73	64	9	108	87	21	193	213	-20	206	228	-22	163	172	-9	188	185	3
ABC MEL	696	705	-9	16	17	-1	16	18	-2	108	110	-2	159	176	-17	156	146	10	242	238	4
3RN	239	214	25	2	5	-3	2	5	-3	47	44	3	47	42	5	61	50	11	80	68	12
ABC NEWS	199	201	-2	15	21	-6	10	9	1	38	40	-2	56	49	7	32	35	-3	48	46	2
3JJJ	448	480	-32	49	44	5	101	121	-20	194	199	-5	75	88	-13	20	16	4	9	12	-3
ABCFM	212	190	22	8	9	-1	13	7	6	35	34	1	40	39	1	31	28	3	86	74	12
Total	4127	4125	2	413	414	-1	476	474	2	1074	1063	11	962	967	-5	538	538	0	665	668	-3

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-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	255	274	-19	154	157	-3	135	141	-6	106	128	-22	136	139	-3	78	88	-10	160	185	-25
3AW	648	655	-7	531	540	-9	397	407	-10	335	340	-5	321	364	-43	198	215	-17	461	496	-35
TalkingLifestyle1278	47	39	8	21	18	3	22	18	4	30	25	5	13	18	-5	11	9	2	31	30	1
101.9 FOX FM	996	1029	-33	574	596	-22	389	428	-39	531	524	7	585	560	25	268	300	-32	616	672	-56
GOLD104.3	834	796	38	431	386	45	376	386	-10	500	442	58	472	424	48	215	222	-7	636	599	37
KIIS 101.1 FM	748	744	4	436	414	22	267	279	-12	414	408	6	409	383	26	222	204	18	469	474	-5
105.1 TRIPLE M	546	535	11	327	312	15	171	172	-1	229	256	-27	301	276	25	134	159	-25	311	365	-54
NOVA 100	815	843	-28	461	496	-35	303	288	15	418	428	-10	453	459	-6	238	265	-27	583	574	9
smoothfm 91.5	827	835	-8	441	440	1	407	418	-11	480	476	4	454	465	-11	247	259	-12	640	650	-10
ABC MEL	656	638	18	461	462	-1	343	349	-6	309	313	-4	316	310	6	216	209	7	443	471	-28
3RN	215	188	27	140	119	21	69	56	13	83	76	7	118	111	7	71	57	14	165	157	8
ABC NEWS	175	181	-6	116	107	9	57	54	3	68	58	10	66	74	-8	60	57	3	138	133	5
3JJJ	399	423	-24	220	219	1	195	185	10	213	191	22	264	268	-4	116	150	-34	292	293	-1
ABCFM	184	164	20	98	81	17	83	72	11	78	74	4	89	90	-1	73	61	12	136	104	32
Total	4020	4030	-10	3208	3232	-24	2454	2510	-56	2823	2789	34	2984	2920	64	1766	1794	-28	3464	3463	1