

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	3.9	3.7	0.2	3.8	1.6	2.2	1.6	1.9	-0.3	3.6	3.0	0.6	5.9	5.2	0.7	6.0	6.6	-0.6	1.8	2.0	-0.2
3AW	16.0	15.2	0.8	3.0	1.1	1.9	1.7	2.9	-1.2	3.7	2.3	1.4	12.7	13.0	-0.3	23.5	24.5	-1.0	35.0	31.8	3.2
MAGIC 1278	3.3	2.7	0.6	0.3	0.4	-0.1	0.3	0.1	0.2	0.4	0.5	-0.1	0.4	0.6	-0.2	5.5	4.2	1.3	9.5	7.5	2.0
101.9 FOX FM	9.0	8.3	0.7	22.4	23.5	-1.1	19.8	19.3	0.5	14.4	12.6	1.8	9.4	8.1	1.3	2.6	1.7	0.9	0.2	0.8	-0.6
GOLD	8.1	9.0	-0.9	2.9	4.6	-1.7	7.6	7.2	0.4	9.9	9.4	0.5	9.7	13.8	-4.1	11.2	11.2	0.0	3.9	3.6	0.3
KIIS 101.1 FM	5.7	6.6	-0.9	17.8	18.7	-0.9	9.2	10.1	-0.9	8.5	10.6	-2.1	6.4	7.4	-1.0	2.2	2.1	0.1	0.4	0.4	0.0
105.1 TRIPLE M	8.2	7.2	1.0	3.8	3.7	0.1	12.0	5.4	6.6	11.4	10.2	1.2	13.2	12.1	1.1	5.7	5.9	-0.2	0.9	1.3	-0.4
NOVA 100	6.3	6.2	0.1	19.7	18.5	1.2	12.6	14.1	-1.5	10.7	11.0	-0.3	5.8	5.2	0.6	1.3	0.6	0.7	0.3	0.4	-0.1
smoothfm 91.5	7.4	7.8	-0.4	8.0	7.4	0.6	5.6	6.9	-1.3	5.5	5.7	-0.2	8.8	8.8	0.0	10.2	10.1	0.1	6.4	7.7	-1.3
ABC774	9.5	10.0	-0.5	1.7	1.7	0.0	1.6	2.4	-0.8	4.2	4.6	-0.4	5.7	6.5	-0.8	14.8	13.7	1.1	19.9	21.6	-1.7
3RN	2.3	2.1	0.2	0.6	0.2	0.4	0.1	0.2	-0.1	1.3	1.0	0.3	1.2	1.0	0.2	3.6	3.7	-0.1	4.8	4.5	0.3
NEWSR	1.3	1.4	-0.1	0.8	0.4	0.4	0.3	0.6	-0.3	0.8	1.4	-0.6	2.0	1.8	0.2	1.7	1.6	0.1	1.1	1.2	-0.1
3JJJ	5.4	4.6	0.8	3.2	2.9	0.3	16.8	13.2	3.6	11.9	11.5	0.4	4.5	2.6	1.9	0.1	0.4	-0.3	0.1	0.1	0.0
ABCFM	2.5	2.9	-0.4	0.4	0.4	0.0	0.2	0.3	-0.1	0.5	0.8	-0.3	0.9	0.6	0.3	2.3	3.5	-1.2	7.7	8.8	-1.1

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	4.1	4.0	0.1	3.1	3.4	-0.3	5.0	4.6	0.4	4.7	4.1	0.6	4.2	4.1	0.1	3.6	3.8	-0.2	3.4	2.9	0.5
3AW	16.3	15.6	0.7	21.4	20.5	0.9	17.0	16.3	0.7	12.5	12.0	0.5	12.7	11.7	1.0	16.1	15.9	0.2	15.1	13.7	1.4
MAGIC 1278	2.9	2.3	0.6	2.2	1.5	0.7	3.8	3.0	0.8	3.2	2.8	0.4	2.2	1.9	0.3	2.9	2.5	0.4	4.7	3.8	0.9
101.9 FOX FM	9.3	8.5	0.8	8.0	7.1	0.9	8.3	7.9	0.4	10.4	9.8	0.6	11.7	10.5	1.2	8.8	6.6	2.2	7.8	7.7	0.1
GOLD	8.2	9.2	-1.0	6.1	6.8	-0.7	9.1	10.1	-1.0	10.5	11.8	-1.3	7.8	8.9	-1.1	6.7	8.3	-1.6	7.6	8.3	-0.7
KIIS 101.1 FM	5.7	6.6	-0.9	5.5	6.7	-1.2	4.9	5.4	-0.5	6.2	6.7	-0.5	6.9	8.8	-1.9	5.1	5.1	0.0	5.6	6.4	-0.8
105.1 TRIPLE M	8.7	7.5	1.2	9.5	8.3	1.2	8.2	7.2	1.0	9.9	8.4	1.5	7.8	6.6	1.2	5.2	5.3	-0.1	6.6	6.2	0.4
NOVA 100	6.3	6.2	0.1	6.4	6.1	0.3	5.1	4.4	0.7	5.8	5.8	0.0	8.6	8.6	0.0	6.1	7.2	-1.1	6.3	6.2	0.1
smoothfm 91.5	7.2	7.3	-0.1	5.6	5.8	-0.2	7.5	7.9	-0.4	8.4	8.5	-0.1	7.3	7.3	0.0	7.6	7.2	0.4	8.2	9.5	-1.3
ABC774	9.7	10.4	-0.7	12.5	13.6	-1.1	10.8	11.7	-0.9	6.5	7.0	-0.5	8.1	8.1	0.0	10.1	10.7	-0.6	8.7	8.7	0.0
3RN	2.2	2.0	0.2	3.6	3.3	0.3	1.1	1.3	-0.2	1.4	1.4	0.0	1.9	1.8	0.1	3.5	2.1	1.4	2.6	2.3	0.3
NEWSR	1.2	1.3	-0.1	1.7	1.7	0.0	0.6	0.8	-0.2	0.9	0.9	0.0	1.2	1.4	-0.2	2.0	1.9	0.1	1.3	1.6	-0.3
3JJJ	5.5	4.5	1.0	4.9	4.6	0.3	5.4	4.1	1.3	6.0	4.4	1.6	6.0	5.1	0.9	5.4	4.4	1.0	5.1	4.8	0.3
ABCFM	2.4	2.7	-0.3	1.7	2.3	-0.6	2.6	2.9	-0.3	2.9	2.6	0.3	2.5	2.7	-0.2	2.9	4.2	-1.3	2.8	3.5	-0.7

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	21	20	1	1	*	*	1	1	0	4	4	0	8	7	1	5	5	0	2	2	0
3AW	86	81	5	1	*	*	1	1	0	4	3	1	17	18	-1	19	20	-1	44	38	6
MAGIC 1278	18	14	4	*	*	*	*	*	*	*	1	*	1	1	0	5	3	2	12	9	3
101.9 FOX FM	48	44	4	7	7	0	10	9	1	17	15	2	13	11	2	2	1	1	*	1	*
GOLD	43	48	-5	1	1	0	4	3	1	12	11	1	13	19	-6	9	9	0	5	4	1
KIIS 101.1 FM	31	35	-4	5	6	-1	4	5	-1	10	13	-3	9	10	-1	2	2	0	*	*	*
105.1 TRIPLE M	44	38	6	1	1	0	6	2	4	13	12	1	18	16	2	5	5	0	1	2	-1
NOVA 100	34	33	1	6	5	1	6	6	0	12	13	-1	8	7	1	1	*	*	*	*	*
smoothfm 91.5	40	42	-2	2	2	0	3	3	0	6	7	-1	12	12	0	8	8	0	8	9	-1
ABC774	51	53	-2	1	1	0	1	1	0	5	5	0	8	9	-1	12	11	1	25	26	-1
3RN	12	11	1	*	*	*	*	*	*	2	1	1	2	1	1	3	3	0	6	5	1
NEWSR	7	7	0	*	*	*	*	*	*	1	2	-1	3	2	1	1	1	0	1	1	0
3JJJ	29	24	5	1	1	0	8	6	2	14	14	0	6	4	2	*	*	*	*	*	*
ABCFM	13	16	-3	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1	10	11	-1
Total	537	532	5	30	30	0	49	46	3	117	118	-1	134	135	-1	82	82	0	125	121	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	24	23	1	26	28	-2	39	36	3	31	26	5	25	25	0	7	7	0	15	13	2						
3AW	94	89	5	183	172	11	132	126	6	82	77	5	76	70	6	31	30	1	65	59	6						
MAGIC 1278	17	13	4	19	12	7	30	23	7	21	18	3	13	12	1	6	5	1	20	16	4						
101.9 FOX FM	54	48	6	69	60	9	65	61	4	68	63	5	70	63	7	17	12	5	34	33	1						
GOLD	47	53	-6	52	57	-5	71	78	-7	69	75	-6	46	54	-8	13	16	-3	33	36	-3						
KIIS 101.1 FM	33	38	-5	47	56	-9	38	41	-3	41	43	-2	41	53	-12	10	10	0	24	28	-4						
105.1 TRIPLE M	50	43	7	81	69	12	64	56	8	65	54	11	46	40	6	10	10	0	29	27	2						
NOVA 100	37	35	2	55	51	4	40	34	6	38	37	1	51	52	-1	12	14	-2	27	27	0						
smoothfm 91.5	41	42	-1	48	49	-1	59	61	-2	55	54	1	43	44	-1	15	14	1	35	41	-6						
ABC774	56	59	-3	107	114	-7	83	90	-7	43	45	-2	48	49	-1	19	20	-1	38	38	0						
3RN	13	12	1	31	28	3	8	10	-2	9	9	0	11	11	0	7	4	3	11	10	1						
NEWSR	7	7	0	14	15	-1	5	7	-2	6	6	0	7	9	-2	4	4	0	6	7	-1						
3JJJ	32	26	6	42	38	4	42	32	10	40	28	12	36	31	5	10	8	2	22	21	1						
ABCFM	14	16	-2	15	19	-4	20	23	-3	19	16	3	15	16	-1	5	8	-3	12	15	-3						
Total	578	571	7	856	839	17	775	773	2	659	640	19	595	603	-8	190	189	1	433	433	0						



MELBOURNE RADIO - SURVEY 3 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	305	285	20	23	19	4	18	24	-6	58	49	9	97	99	-2	67	57	10	42	38	4
3AW	735	676	59	22	17	5	22	26	-4	69	55	14	158	154	4	173	178	-5	291	247	44
MAGIC 1278	191	174	17	4	6	-2	6	4	2	12	13	-1	13	22	-9	42	34	8	114	94	20
101.9 FOX FM	1170	1054	116	216	196	20	257	237	20	382	360	22	221	197	24	76	42	34	17	21	-4
GOLD	841	918	-77	67	76	-9	74	80	-6	207	252	-45	282	286	-4	143	151	-8	69	73	-4
KIIS 101.1 FM	872	886	-14	180	185	-5	161	129	32	286	313	-27	196	214	-18	36	34	2	13	11	2
105.1 TRIPLE M	650	625	25	57	63	-6	88	75	13	228	241	-13	206	186	20	59	52	7	13	10	3
NOVA 100	858	900	-42	162	170	-8	183	183	0	315	351	-36	166	163	3	21	25	-4	10	8	2
smoothfm 91.5	715	761	-46	52	52	0	60	68	-8	186	190	-4	170	197	-27	141	143	-2	107	111	-4
ABC774	708	715	-7	25	26	-1	20	19	1	91	108	-17	156	164	-8	156	156	0	260	242	18
3RN	222	232	-10	5	8	-3	10	14	-4	37	38	-1	43	51	-8	50	47	3	76	74	2
NEWSR	229	251	-22	14	20	-6	16	16	0	51	64	-13	64	63	1	42	32	10	41	55	-14
3JJJ	504	474	30	34	42	-8	115	114	1	259	233	26	88	74	14	5	9	-4	3	3	0
ABCFM	164	190	-26	8	8	0	6	5	1	23	29	-6	23	32	-9	28	28	0	75	88	-13
Total	4033	4033	0	410	408	2	478	474	4	1036	1040	-4	943	946	-3	524	527	-3	642	640	2

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	268	263	5	156	169	-13	155	150	5	138	131	7	148	139	9	103	110	-7	214	178	36
3AW	702	641	61	555	512	43	422	396	26	400	359	41	373	340	33	249	222	27	523	470	53
MAGIC 1278	165	147	18	98	79	19	108	85	23	95	92	3	85	74	11	61	53	8	152	134	18
101.9 FOX FM	1062	967	95	610	557	53	460	402	58	589	515	74	617	575	42	303	273	30	689	636	53
GOLD	743	814	-71	349	398	-49	348	394	-46	397	456	-59	393	430	-37	192	210	-18	479	526	-47
KIIS 101.1 FM	789	814	-25	421	461	-40	326	324	2	434	436	-2	426	483	-57	244	223	21	497	519	-22
105.1 TRIPLE M	590	557	33	382	367	15	266	224	42	333	284	49	356	306	50	185	156	29	387	378	9
NOVA 100	786	815	-29	456	486	-30	330	286	44	399	383	16	437	448	-11	217	250	-33	526	527	-1
smoothfm 91.5	642	697	-55	331	388	-57	308	330	-22	368	392	-24	357	376	-19	203	221	-18	483	524	-41
ABC774	619	640	-21	468	491	-23	339	359	-20	275	306	-31	293	300	-7	206	205	1	471	468	3
3RN	188	192	-4	124	121	3	66	69	-3	78	75	3	90	85	5	59	54	5	153	145	8
NEWSR	188	204	-16	102	108	-6	74	77	-3	60	62	-2	58	78	-20	57	60	-3	140	157	-17
3JJJ	458	436	22	256	251	5	213	195	18	233	209	24	284	260	24	166	137	29	303	297	6
ABCFM	147	166	-19	79	92	-13	77	89	-12	78	84	-6	77	79	-2	58	72	-14	110	139	-29
Total	3925	3943	-18	3242	3229	13	2649	2621	28	2833	2793	40	2987	2969	18	1906	1886	20	3435	3436	-1