

MELBOURNE RADIO - SURVEY 5 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	4.6	4.4	0.2	4.4	6.8	-2.4	1.1	0.9	0.2	4.0	3.8	0.2	6.6	5.7	0.9	5.6	6.0	-0.4	3.2	2.9	0.3
3AW	14.4	14.8	-0.4	2.2	2.9	-0.7	1.2	0.9	0.3	2.8	3.5	-0.7	13.0	13.1	-0.1	20.7	20.8	-0.1	31.7	32.2	-0.5
MAGIC 1278	3.2	3.2	0.0	*	0.2	*	*	0.3	*	0.7	0.4	0.3	1.6	0.8	0.8	4.5	5.0	-0.5	8.9	9.6	-0.7
101.9 FOX FM	8.6	9.7	-1.1	27.3	23.4	3.9	21.7	23.2	-1.5	13.0	14.8	-1.8	6.6	9.7	-3.1	2.9	3.8	-0.9	0.7	0.2	0.5
GOLD	8.6	7.9	0.7	5.8	3.4	2.4	9.6	6.8	2.8	8.2	8.6	-0.4	13.9	11.1	2.8	8.8	10.1	-1.3	3.0	3.7	-0.7
KIIS 101.1 FM	5.3	5.1	0.2	14.1	14.1	0.0	7.1	6.6	0.5	8.6	7.7	0.9	5.6	5.7	-0.1	3.0	2.9	0.1	0.3	0.2	0.1
105.1 TRIPLE M	7.4	7.9	-0.5	5.4	5.3	0.1	10.4	16.9	-6.5	12.6	11.7	0.9	8.8	10.9	-2.1	6.0	4.4	1.6	0.6	0.3	0.3
NOVA 100	6.8	6.1	0.7	20.1	21.1	-1.0	13.0	12.6	0.4	9.6	8.8	0.8	8.3	6.0	2.3	1.6	2.1	-0.5	0.1	0.2	-0.1
smoothfm 91.5	7.8	7.2	0.6	5.3	6.6	-1.3	3.5	5.4	-1.9	7.2	6.3	0.9	9.2	8.2	1.0	9.7	10.6	-0.9	7.7	5.6	2.1
ABC774	10.5	10.5	0.0	1.3	2.0	-0.7	0.9	0.9	0.0	2.9	2.6	0.3	8.8	6.8	2.0	15.0	16.2	-1.2	23.4	24.3	-0.9
3RN	2.8	2.6	0.2	0.3	0.9	-0.6	*	0.1	*	1.4	0.9	0.5	1.8	1.6	0.2	5.4	4.3	1.1	5.3	5.5	-0.2
NEWSR	1.3	1.3	0.0	0.8	0.9	-0.1	0.4	0.5	-0.1	1.3	1.0	0.3	1.5	1.6	-0.1	1.3	2.0	-0.7	1.6	1.2	0.4
3JJJ	4.9	6.2	-1.3	4.5	3.3	1.2	8.6	17.3	-8.7	12.5	13.6	-1.1	3.3	5.2	-1.9	1.1	0.9	0.2	0.3	0.2	0.1
ABCFM	2.7	2.4	0.3	1.1	0.8	0.3	2.2	0.9	1.3	0.8	0.9	-0.1	1.7	1.3	0.4	2.4	1.7	0.7	6.6	6.6	0.0

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	4.5	4.5	0.0	4.1	3.5	0.6	4.1	4.9	-0.8	4.2	5.1	-0.9	5.9	5.1	0.8	5.3	4.2	1.1	4.6	3.9	0.7
3AW	15.0	15.0	0.0	19.8	19.1	0.7	16.4	15.9	0.5	10.9	11.2	-0.3	11.2	12.3	-1.1	15.5	15.8	-0.3	12.5	13.8	-1.3
MAGIC 1278	3.0	2.9	0.1	2.2	2.3	-0.1	4.1	3.9	0.2	3.9	3.4	0.5	2.3	2.0	0.3	1.6	2.6	-1.0	4.1	4.3	-0.2
101.9 FOX FM	8.8	10.0	-1.2	7.4	8.2	-0.8	7.5	9.2	-1.7	9.9	11.0	-1.1	11.3	12.8	-1.5	8.5	9.7	-1.2	7.9	8.6	-0.7
GOLD	8.8	8.1	0.7	5.7	5.4	0.3	11.0	9.8	1.2	11.7	11.0	0.7	7.7	7.0	0.7	7.5	6.4	1.1	8.0	7.4	0.6
KIIS 101.1 FM	5.3	5.0	0.3	5.7	4.6	1.1	4.1	4.0	0.1	5.6	5.4	0.2	6.3	6.5	-0.2	4.2	4.6	-0.4	5.4	5.4	0.0
105.1 TRIPLE M	7.6	8.3	-0.7	8.4	9.5	-1.1	7.4	8.0	-0.6	8.5	9.1	-0.6	7.2	7.5	-0.3	4.7	4.3	0.4	6.4	6.4	0.0
NOVA 100	6.7	6.1	0.6	6.8	6.4	0.4	4.6	4.6	0.0	6.4	5.6	0.8	8.8	8.3	0.5	8.0	6.2	1.8	7.0	6.2	0.8
smoothfm 91.5	7.6	7.1	0.5	5.8	5.8	0.0	7.5	6.7	0.8	8.9	8.1	0.8	8.4	8.1	0.3	8.4	7.0	1.4	8.6	7.9	0.7
ABC774	10.8	10.7	0.1	14.9	14.8	0.1	11.9	11.7	0.2	7.1	6.6	0.5	7.8	7.7	0.1	11.3	12.1	-0.8	9.7	9.8	-0.1
3RN	2.7	2.4	0.3	3.9	3.8	0.1	2.4	1.2	1.2	1.9	1.4	0.5	2.2	2.3	-0.1	2.8	3.8	-1.0	3.3	3.1	0.2
NEWSR	1.3	1.3	0.0	1.8	1.9	-0.1	1.0	0.8	0.2	0.8	0.8	0.0	1.1	1.1	0.0	1.8	2.2	-0.4	1.4	1.4	0.0
3JJJ	5.0	6.6	-1.6	4.4	5.7	-1.3	5.1	7.1	-2.0	5.0	7.1	-2.1	5.7	6.7	-1.0	5.4	6.4	-1.0	4.4	5.0	-0.6
ABCFM	2.5	2.3	0.2	2.1	1.7	0.4	2.2	2.4	-0.2	2.5	2.7	-0.2	3.1	2.3	0.8	3.6	3.1	0.5	3.1	2.7	0.4

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 5 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	25	24	1	1	2	-1	*	*	*	5	5	0	9	8	1	5	5	0	4	3	1
3AW	78	79	-1	1	1	0	1	*	*	3	4	-1	18	18	0	19	18	1	36	38	-2
MAGIC 1278	17	17	0	*	*	*	*	*	*	1	*	*	2	1	1	4	4	0	10	11	-1
101.9 FOX FM	47	52	-5	9	7	2	10	10	0	16	19	-3	9	13	-4	3	3	0	1	*	*
GOLD	47	43	4	2	1	1	4	3	1	10	11	-1	19	15	4	8	9	-1	3	4	-1
KIIS 101.1 FM	29	27	2	4	4	0	3	3	0	10	10	0	8	8	0	3	2	1	*	*	*
105.1 TRIPLE M	40	42	-2	2	2	0	5	7	-2	15	15	0	12	15	-3	6	4	2	1	*	*
NOVA 100	37	33	4	6	7	-1	6	5	1	12	11	1	11	8	3	1	2	-1	*	*	*
smoothfm 91.5	42	39	3	2	2	0	2	2	0	9	8	1	13	11	2	9	9	0	9	7	2
ABC774	57	56	1	*	1	*	*	*	*	4	3	1	12	9	3	14	14	0	27	29	-2
3RN	15	14	1	*	*	*	*	*	*	2	1	1	2	2	0	5	4	1	6	7	-1
NEWSR	7	7	0	*	*	*	*	*	*	2	1	1	2	2	0	1	2	-1	2	1	1
3JJJ	26	33	-7	1	1	0	4	7	-3	15	17	-2	5	7	-2	1	1	0	*	*	*
ABCFM	14	13	1	*	*	*	1	*	*	1	1	0	2	2	0	2	1	1	8	8	0
Total	541	537	4	32	31	1	45	43	2	122	125	-3	137	135	2	93	85	8	114	119	-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	26	26	0	35	30	5	31	38	-7	27	33	-6	38	32	6	11	8	3	20	17	3	20	17	3	20	17	3
3AW	87	87	0	168	165	3	123	122	1	71	73	-2	72	76	-4	32	29	3	55	59	-4	55	59	-4	55	59	-4
MAGIC 1278	17	17	0	19	20	-1	31	30	1	25	22	3	15	12	3	3	5	-2	18	19	-1	18	19	-1	18	19	-1
101.9 FOX FM	51	58	-7	63	71	-8	56	71	-15	64	73	-9	73	79	-6	17	18	-1	35	37	-2	35	37	-2	35	37	-2
GOLD	51	47	4	49	46	3	83	75	8	76	72	4	49	43	6	15	12	3	35	32	3	35	32	3	35	32	3
KIIS 101.1 FM	31	29	2	49	40	9	31	31	0	36	35	1	41	40	1	9	9	0	24	23	1	24	23	1	24	23	1
105.1 TRIPLE M	45	48	-3	71	82	-11	56	62	-6	55	60	-5	47	47	0	9	8	1	28	28	0	28	28	0	28	28	0
NOVA 100	39	36	3	58	55	3	35	35	0	42	37	5	57	51	6	16	12	4	30	26	4	30	26	4	30	26	4
smoothfm 91.5	44	41	3	49	50	-1	57	51	6	58	53	5	54	50	4	17	13	4	37	34	3	37	34	3	37	34	3
ABC774	63	62	1	126	127	-1	89	90	-1	46	43	3	50	48	2	23	23	0	43	42	1	43	42	1	43	42	1
3RN	16	14	2	34	33	1	18	9	9	12	9	3	14	15	-1	6	7	-1	14	13	1	14	13	1	14	13	1
NEWSR	7	8	-1	16	16	0	8	6	2	5	6	-1	7	7	0	4	4	0	6	6	0	6	6	0	6	6	0
3JJJ	29	38	-9	37	49	-12	38	55	-17	33	47	-14	37	42	-5	11	12	-1	19	21	-2	19	21	-2	19	21	-2
ABCFM	15	14	1	18	15	3	17	18	-1	16	18	-2	20	14	6	7	6	1	14	11	3	14	11	3	14	11	3
Total	583	580	3	850	864	-14	753	769	-16	648	656	-8	644	617	27	204	186	18	438	429	9	438	429	9	438	429	9

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 5 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	328	321	7	25	25	0	20	15	5	77	67	10	116	106	10	53	63	-10	37	45	-8
3AW	681	691	-10	28	24	4	23	22	1	64	71	-7	165	159	6	149	153	-4	251	262	-11
MAGIC 1278	215	216	-1	5	7	-2	2	4	-2	19	12	7	30	20	10	51	51	0	109	121	-12
101.9 FOX FM	1087	1180	-93	217	225	-8	211	246	-35	375	370	5	224	247	-23	44	78	-34	17	13	4
GOLD	913	857	56	73	61	12	70	65	5	224	192	32	329	337	-8	139	135	4	77	67	10
KIIS 101.1 FM	825	806	19	159	156	3	143	167	-24	280	253	27	183	172	11	46	49	-3	13	9	4
105.1 TRIPLE M	644	646	-2	60	63	-3	87	104	-17	223	210	13	188	202	-14	75	60	15	11	9	2
NOVA 100	917	856	61	176	167	9	163	181	-18	342	292	50	190	172	18	39	36	3	7	8	-1
smoothfm 91.5	754	699	55	57	54	3	68	66	2	173	173	0	218	184	34	137	127	10	101	96	5
ABC774	784	760	24	21	26	-5	22	24	-2	98	94	4	204	179	25	168	156	12	271	281	-10
3RN	245	240	5	10	12	-2	*	7	*	38	26	12	58	47	11	59	62	-3	79	86	-7
NEWSR	256	246	10	21	23	-2	11	14	-3	56	45	11	70	71	-1	42	45	-3	57	48	9
3JJJ	518	558	-40	52	34	18	104	118	-14	247	285	-38	85	101	-16	23	15	8	8	5	3
ABCFM	224	209	15	10	11	-1	13	15	-2	34	40	-6	50	38	12	36	33	3	81	73	8
Total	4044	4044	0	403	405	-2	456	468	-12	1057	1050	7	964	952	12	526	524	2	638	644	-6

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	290	275	15	181	155	26	132	144	-12	146	156	-10	193	165	28	105	79	26	229	221	8
3AW	645	653	-8	522	508	14	394	364	30	340	350	-10	349	364	-15	230	233	-3	492	504	-12
MAGIC 1278	178	185	-7	90	95	-5	113	121	-8	118	113	5	89	91	-2	48	54	-6	153	158	-5
101.9 FOX FM	993	1067	-74	559	647	-88	357	467	-110	524	616	-92	633	645	-12	321	313	8	686	744	-58
GOLD	793	738	55	363	328	35	357	351	6	459	419	40	426	376	50	248	208	40	569	499	70
KIIS 101.1 FM	739	722	17	397	372	25	272	289	-17	374	410	-36	414	399	15	219	217	2	499	482	17
105.1 TRIPLE M	550	570	-20	331	357	-26	261	288	-27	295	326	-31	323	323	0	161	176	-15	360	352	8
NOVA 100	833	781	52	495	441	54	307	350	-43	394	408	-14	497	442	55	293	209	84	568	524	44
smoothfm 91.5	658	609	49	357	331	26	279	255	24	364	359	5	365	343	22	220	178	42	484	462	22
ABC774	712	690	22	520	512	8	407	387	20	354	313	41	349	334	15	235	233	2	502	498	4
3RN	219	211	8	145	137	8	103	73	30	94	88	6	90	97	-7	74	73	1	171	164	7
NEWSR	224	221	3	130	130	0	74	67	7	77	66	11	70	72	-2	71	75	-4	146	143	3
3JJJ	464	495	-31	268	302	-34	203	239	-36	221	247	-26	265	304	-39	146	162	-16	314	335	-21
ABCFM	200	192	8	97	93	4	88	92	-4	96	105	-9	102	92	10	78	66	12	141	122	19
Total	3946	3942	4	3193	3258	-65	2543	2635	-92	2778	2829	-51	3023	2984	39	1893	1838	55	3427	3426	1