



MELBOURNE RADIO - SURVEY 6 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	4.5	4.6	-0.1	1.5	4.4	-2.9	0.6	1.1	-0.5	4.7	4.0	0.7	7.3	6.6	0.7	5.1	5.6	-0.5	3.2	3.2	0.0
3AW	14.1	14.4	-0.3	1.7	2.2	-0.5	1.0	1.2	-0.2	2.3	2.8	-0.5	13.1	13.0	0.1	20.6	20.7	-0.1	31.3	31.7	-0.4
MAGIC 1278	3.4	3.2	0.2	0.1	*	*	0.6	*	*	0.4	0.7	-0.3	1.5	1.6	-0.1	4.2	4.5	-0.3	10.4	8.9	1.5
101.9 FOX FM	8.6	8.6	0.0	28.2	27.3	0.9	20.2	21.7	-1.5	14.3	13.0	1.3	6.3	6.6	-0.3	1.8	2.9	-1.1	0.7	0.7	0.0
GOLD104.3	8.6	8.6	0.0	6.7	5.8	0.9	10.9	9.6	1.3	8.9	8.2	0.7	11.8	13.9	-2.1	10.4	8.8	1.6	2.5	3.0	-0.5
KIIS 101.1 FM	5.6	5.3	0.3	15.1	14.1	1.0	6.7	7.1	-0.4	8.6	8.6	0.0	6.5	5.6	0.9	3.0	3.0	0.0	0.5	0.3	0.2
105.1 TRIPLE M	7.4	7.4	0.0	4.8	5.4	-0.6	9.1	10.4	-1.3	13.9	12.6	1.3	9.1	8.8	0.3	5.5	6.0	-0.5	0.5	0.6	-0.1
NOVA 100	6.8	6.8	0.0	16.9	20.1	-3.2	13.5	13.0	0.5	10.4	9.6	0.8	8.0	8.3	-0.3	1.6	1.6	0.0	0.1	0.1	0.0
smoothfm 91.5	8.0	7.8	0.2	3.7	5.3	-1.6	4.3	3.5	0.8	6.8	7.2	-0.4	10.1	9.2	0.9	9.8	9.7	0.1	8.3	7.7	0.6
ABC774	9.8	10.5	-0.7	3.8	1.3	2.5	0.6	0.9	-0.3	3.0	2.9	0.1	7.4	8.8	-1.4	14.1	15.0	-0.9	22.1	23.4	-1.3
3RN	2.7	2.8	-0.1	0.2	0.3	-0.1	0.2	*	*	1.6	1.4	0.2	1.3	1.8	-0.5	5.4	5.4	0.0	5.2	5.3	-0.1
NEWSR	1.4	1.3	0.1	1.4	0.8	0.6	0.3	0.4	-0.1	1.0	1.3	-0.3	2.1	1.5	0.6	0.8	1.3	-0.5	2.0	1.6	0.4
3JJJ	4.4	4.9	-0.5	4.6	4.5	0.1	10.7	8.6	2.1	10.9	12.5	-1.6	2.6	3.3	-0.7	0.8	1.1	-0.3	0.3	0.3	0.0
ABCFM	2.4	2.7	-0.3	1.1	1.1	0.0	1.2	2.2	-1.0	0.4	0.8	-0.4	1.8	1.7	0.1	3.2	2.4	0.8	5.5	6.6	-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	4.6	4.5	0.1	3.7	4.1	-0.4	5.1	4.1	1.0	4.7	4.2	0.5	5.4	5.9	-0.5	4.5	5.3	-0.8	4.0	4.6	-0.6
3AW	14.7	15.0	-0.3	18.7	19.8	-1.1	14.8	16.4	-1.6	11.5	10.9	0.6	11.9	11.2	0.7	16.0	15.5	0.5	12.2	12.5	-0.3
MAGIC 1278	3.1	3.0	0.1	2.9	2.2	0.7	4.3	4.1	0.2	3.5	3.9	-0.4	2.2	2.3	-0.1	2.2	1.6	0.6	4.4	4.1	0.3
101.9 FOX FM	8.8	8.8	0.0	8.0	7.4	0.6	6.8	7.5	-0.7	9.6	9.9	-0.3	11.0	11.3	-0.3	9.4	8.5	0.9	8.1	7.9	0.2
GOLD104.3	8.6	8.8	-0.2	6.0	5.7	0.3	10.7	11.0	-0.3	10.9	11.7	-0.8	8.0	7.7	0.3	7.1	7.5	-0.4	8.5	8.0	0.5
KIIS 101.1 FM	5.8	5.3	0.5	5.8	5.7	0.1	4.8	4.1	0.7	6.7	5.6	1.1	6.3	6.3	0.0	4.6	4.2	0.4	5.1	5.4	-0.3
105.1 TRIPLE M	7.9	7.6	0.3	9.2	8.4	0.8	7.1	7.4	-0.3	8.1	8.5	-0.4	8.0	7.2	0.8	5.3	4.7	0.6	5.9	6.4	-0.5
NOVA 100	6.7	6.7	0.0	7.3	6.8	0.5	4.8	4.6	0.2	6.2	6.4	-0.2	8.1	8.8	-0.7	7.7	8.0	-0.3	7.2	7.0	0.2
smoothfm 91.5	7.8	7.6	0.2	5.9	5.8	0.1	8.0	7.5	0.5	9.1	8.9	0.2	8.0	8.4	-0.4	8.6	8.4	0.2	8.9	8.6	0.3
ABC774	9.9	10.8	-0.9	12.8	14.9	-2.1	11.4	11.9	-0.5	6.6	7.1	-0.5	8.5	7.8	0.7	9.4	11.3	-1.9	9.5	9.7	-0.2
3RN	2.6	2.7	-0.1	3.5	3.9	-0.4	2.4	2.4	0.0	2.0	1.9	0.1	1.9	2.2	-0.3	3.2	2.8	0.4	3.1	3.3	-0.2
NEWSR	1.3	1.3	0.0	1.9	1.8	0.1	0.8	1.0	-0.2	0.7	0.8	-0.1	1.4	1.1	0.3	2.4	1.8	0.6	1.6	1.4	0.2
3JJJ	4.4	5.0	-0.6	3.6	4.4	-0.8	4.3	5.1	-0.8	5.0	5.0	0.0	5.3	5.7	-0.4	4.0	5.4	-1.4	4.6	4.4	0.2
ABCFM	2.2	2.5	-0.3	2.0	2.1	-0.1	2.0	2.2	-0.2	1.9	2.5	-0.6	2.8	3.1	-0.3	2.9	3.6	-0.7	3.1	3.1	0.0

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 6 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	24	25	-1	*	1	*	*	*	*	5	5	0	10	9	1	5	5	0	4	4	0
3AW	77	78	-1	1	1	0	1	1	0	3	3	0	18	18	0	19	19	0	36	36	0
MAGIC 1278	19	17	2	*	*	*	*	*	*	*	1	*	2	2	0	4	4	0	12	10	2
101.9 FOX FM	47	47	0	9	9	0	11	10	1	16	16	0	9	9	0	2	3	-1	1	1	0
GOLD104.3	47	47	0	2	2	0	6	4	2	10	10	0	16	19	-3	10	8	2	3	3	0
KIIS 101.1 FM	31	29	2	5	4	1	4	3	1	10	10	0	9	8	1	3	3	0	1	*	*
105.1 TRIPLE M	41	40	1	2	2	0	5	5	0	16	15	1	13	12	1	5	6	-1	1	1	0
NOVA 100	37	37	0	5	6	-1	7	6	1	12	12	0	11	11	0	1	1	0	*	*	*
smoothfm 91.5	44	42	2	1	2	-1	2	2	0	8	9	-1	14	13	1	9	9	0	10	9	1
ABC774	54	57	-3	1	*	*	*	*	*	3	4	-1	10	12	-2	13	14	-1	25	27	-2
3RN	15	15	0	*	*	*	*	*	*	2	2	0	2	2	0	5	5	0	6	6	0
NEWSR	8	7	1	*	*	*	*	*	1	2	-1	3	2	1	1	1	0	2	2	0	
3JJJ	24	26	-2	1	1	0	6	4	2	12	15	-3	4	5	-1	1	1	0	*	*	*
ABCFM	13	14	-1	*	*	*	1	1	0	*	1	*	2	2	0	3	2	1	6	8	-2
Total	546	541	5	32	32	0	54	45	9	114	122	-8	138	137	1	93	93	0	115	114	1

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	27	26	1	32	35	-3	39	31	8	31	27	4	34	38	-4	10	11	-1	18	20	-2						
3AW	86	87	-1	161	168	-7	112	123	-11	75	71	4	74	72	2	34	32	2	55	55	0						
MAGIC 1278	18	17	1	25	19	6	32	31	1	23	25	-2	14	15	-1	5	3	2	20	18	2						
101.9 FOX FM	52	51	1	69	63	6	51	56	-5	63	64	-1	68	73	-5	20	17	3	36	35	1						
GOLD104.3	51	51	0	52	49	3	81	83	-2	71	76	-5	50	49	1	15	15	0	38	35	3						
KIIS 101.1 FM	34	31	3	50	49	1	36	31	5	44	36	8	39	41	-2	10	9	1	23	24	-1						
105.1 TRIPLE M	46	45	1	79	71	8	53	56	-3	53	55	-2	50	47	3	11	9	2	27	28	-1						
NOVA 100	39	39	0	63	58	5	36	35	1	40	42	-2	51	57	-6	17	16	1	33	30	3						
smoothfm 91.5	46	44	2	51	49	2	60	57	3	60	58	2	50	54	-4	18	17	1	40	37	3						
ABC774	58	63	-5	110	126	-16	86	89	-3	44	46	-2	53	50	3	20	23	-3	43	43	0						
3RN	15	16	-1	30	34	-4	18	18	0	13	12	1	12	14	-2	7	6	1	14	14	0						
NEWSR	8	7	1	16	16	0	6	8	-2	5	5	0	9	7	2	5	4	1	7	6	1						
3JJJ	26	29	-3	31	37	-6	32	38	-6	33	33	0	33	37	-4	8	11	-3	20	19	1						
ABCFM	13	15	-2	17	18	-1	15	17	-2	13	16	-3	18	20	-2	6	7	-1	14	14	0						
Total	586	583	3	860	850	10	754	753	1	656	648	8	623	644	-21	214	204	10	448	438	10						



MELBOURNE RADIO - SURVEY 6 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	322	328	-6	20	25	-5	15	20	-5	68	77	-9	125	116	9	49	53	-4	45	37	8
3AW	692	681	11	29	28	1	23	23	0	52	64	-12	180	165	15	150	149	1	258	251	7
MAGIC 1278	234	215	19	4	5	-1	11	2	9	10	19	-9	35	30	5	48	51	-3	126	109	17
101.9 FOX FM	1113	1087	26	222	217	5	239	211	28	382	375	7	223	224	-1	34	44	-10	13	17	-4
GOLD104.3	904	913	-9	70	73	-3	94	70	24	247	224	23	278	329	-51	148	139	9	66	77	-11
KIIS 101.1 FM	848	825	23	172	159	13	147	143	4	288	280	8	180	183	-3	45	46	-1	17	13	4
105.1 TRIPLE M	643	644	-1	55	60	-5	84	87	-3	221	223	-2	202	188	14	68	75	-7	12	11	1
NOVA 100	945	917	28	173	176	-3	184	163	21	348	342	6	198	190	8	37	39	-2	7	7	0
smoothfm 91.5	804	754	50	55	57	-2	73	68	5	181	173	8	233	218	15	149	137	12	113	101	12
ABC774	751	784	-33	31	21	10	18	22	-4	86	98	-12	188	204	-16	162	168	-6	265	271	-6
3RN	218	245	-27	5	10	-5	5	*	*	36	38	-2	50	58	-8	51	59	-8	69	79	-10
NEWSR	242	256	-14	14	21	-7	10	11	-1	47	56	-9	84	70	14	30	42	-12	57	57	0
3JJJ	460	518	-58	49	52	-3	107	104	3	213	247	-34	64	85	-21	18	23	-5	8	8	0
ABCFM	212	224	-12	9	10	-1	4	13	-9	24	34	-10	44	50	-6	37	36	1	93	81	12
Total	4044	4044	0	405	403	2	467	456	11	1060	1057	3	962	964	-2	522	526	-4	629	638	-9

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	285	290	-5	173	181	-8	141	132	9	139	146	-7	173	193	-20	113	105	8	231	229	2
3AW	657	645	12	522	522	0	380	394	-14	382	340	42	347	349	-2	209	230	-21	492	492	0
MAGIC 1278	195	178	17	108	90	18	120	113	7	127	118	9	86	89	-3	54	48	6	171	153	18
101.9 FOX FM	1011	993	18	566	559	7	345	357	-12	520	524	-4	615	633	-18	344	321	23	654	686	-32
GOLD104.3	786	793	-7	385	363	22	361	357	4	436	459	-23	409	426	-17	224	248	-24	555	569	-14
KIIS 101.1 FM	776	739	37	432	397	35	250	272	-22	402	374	28	419	414	5	233	219	14	508	499	9
105.1 TRIPLE M	561	550	11	356	331	25	248	261	-13	295	295	0	323	323	0	167	161	6	386	360	26
NOVA 100	839	833	6	527	495	32	288	307	-19	413	394	19	469	497	-28	313	293	20	597	568	29
smoothfm 91.5	693	658	35	373	357	16	331	279	52	369	364	5	376	365	11	246	220	26	516	484	32
ABC774	667	712	-45	466	520	-54	364	407	-43	334	354	-20	332	349	-17	224	235	-11	507	502	5
3RN	196	219	-23	129	145	-16	102	103	-1	90	94	-4	82	90	-8	75	74	1	155	171	-16
NEWSR	213	224	-11	118	130	-12	62	74	-12	78	77	1	77	70	7	86	71	15	138	146	-8
3JJJ	416	464	-48	232	268	-36	188	203	-15	211	221	-10	240	265	-25	147	146	1	278	314	-36
ABCFM	183	200	-17	84	97	-13	83	88	-5	88	96	-8	88	102	-14	75	78	-3	149	141	8
Total	3962	3946	16	3260	3193	67	2470	2543	-73	2844	2778	66	2960	3023	-63	1925	1893	32	3447	3427	20