



# MELBOURNE RADIO - SURVEY 4 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	4.4	3.9	0.5	6.8	3.8	3.0	0.9	1.6	-0.7	3.8	3.6	0.2	5.7	5.9	-0.2	6.0	6.0	0.0	2.9	1.8	1.1
3AW	14.8	16.0	-1.2	2.9	3.0	-0.1	0.9	1.7	-0.8	3.5	3.7	-0.2	13.1	12.7	0.4	20.8	23.5	-2.7	32.2	35.0	-2.8
MAGIC 1278	3.2	3.3	-0.1	0.2	0.3	-0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.8	0.4	0.4	5.0	5.5	-0.5	9.6	9.5	0.1
101.9 FOX FM	9.7	9.0	0.7	23.4	22.4	1.0	23.2	19.8	3.4	14.8	14.4	0.4	9.7	9.4	0.3	3.8	2.6	1.2	0.2	0.2	0.0
GOLD	7.9	8.1	-0.2	3.4	2.9	0.5	6.8	7.6	-0.8	8.6	9.9	-1.3	11.1	9.7	1.4	10.1	11.2	-1.1	3.7	3.9	-0.2
KIIS 101.1 FM	5.1	5.7	-0.6	14.1	17.8	-3.7	6.6	9.2	-2.6	7.7	8.5	-0.8	5.7	6.4	-0.7	2.9	2.2	0.7	0.2	0.4	-0.2
105.1 TRIPLE M	7.9	8.2	-0.3	5.3	3.8	1.5	16.9	12.0	4.9	11.7	11.4	0.3	10.9	13.2	-2.3	4.4	5.7	-1.3	0.3	0.9	-0.6
NOVA 100	6.1	6.3	-0.2	21.1	19.7	1.4	12.6	12.6	0.0	8.8	10.7	-1.9	6.0	5.8	0.2	2.1	1.3	0.8	0.2	0.3	-0.1
smoothfm 91.5	7.2	7.4	-0.2	6.6	8.0	-1.4	5.4	5.6	-0.2	6.3	5.5	0.8	8.2	8.8	-0.6	10.6	10.2	0.4	5.6	6.4	-0.8
ABC774	10.5	9.5	1.0	2.0	1.7	0.3	0.9	1.6	-0.7	2.6	4.2	-1.6	6.8	5.7	1.1	16.2	14.8	1.4	24.3	19.9	4.4
3RN	2.6	2.3	0.3	0.9	0.6	0.3	0.1	0.1	0.0	0.9	1.3	-0.4	1.6	1.2	0.4	4.3	3.6	0.7	5.5	4.8	0.7
NEWSR	1.3	1.3	0.0	0.9	0.8	0.1	0.5	0.3	0.2	1.0	0.8	0.2	1.6	2.0	-0.4	2.0	1.7	0.3	1.2	1.1	0.1
3JJJ	6.2	5.4	0.8	3.3	3.2	0.1	17.3	16.8	0.5	13.6	11.9	1.7	5.2	4.5	0.7	0.9	0.1	0.8	0.2	0.1	0.1
ABCFM	2.4	2.5	-0.1	0.8	0.4	0.4	0.9	0.2	0.7	0.9	0.5	0.4	1.3	0.9	0.4	1.7	2.3	-0.6	6.6	7.7	-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	4.5	4.1	0.4	3.5	3.1	0.4	4.9	5.0	-0.1	5.1	4.7	0.4	5.1	4.2	0.9	4.2	3.6	0.6	3.9	3.4	0.5
3AW	15.0	16.3	-1.3	19.1	21.4	-2.3	15.9	17.0	-1.1	11.2	12.5	-1.3	12.3	12.7	-0.4	15.8	16.1	-0.3	13.8	15.1	-1.3
MAGIC 1278	2.9	2.9	0.0	2.3	2.2	0.1	3.9	3.8	0.1	3.4	3.2	0.2	2.0	2.2	-0.2	2.6	2.9	-0.3	4.3	4.7	-0.4
101.9 FOX FM	10.0	9.3	0.7	8.2	8.0	0.2	9.2	8.3	0.9	11.0	10.4	0.6	12.8	11.7	1.1	9.7	8.8	0.9	8.6	7.8	0.8
GOLD	8.1	8.2	-0.1	5.4	6.1	-0.7	9.8	9.1	0.7	11.0	10.5	0.5	7.0	7.8	-0.8	6.4	6.7	-0.3	7.4	7.6	-0.2
KIIS 101.1 FM	5.0	5.7	-0.7	4.6	5.5	-0.9	4.0	4.9	-0.9	5.4	6.2	-0.8	6.5	6.9	-0.4	4.6	5.1	-0.5	5.4	5.6	-0.2
105.1 TRIPLE M	8.3	8.7	-0.4	9.5	9.5	0.0	8.0	8.2	-0.2	9.1	9.9	-0.8	7.5	7.8	-0.3	4.3	5.2	-0.9	6.4	6.6	-0.2
NOVA 100	6.1	6.3	-0.2	6.4	6.4	0.0	4.6	5.1	-0.5	5.6	5.8	-0.2	8.3	8.6	-0.3	6.2	6.1	0.1	6.2	6.3	-0.1
smoothfm 91.5	7.1	7.2	-0.1	5.8	5.6	0.2	6.7	7.5	-0.8	8.1	8.4	-0.3	8.1	7.3	0.8	7.0	7.6	-0.6	7.9	8.2	-0.3
ABC774	10.7	9.7	1.0	14.8	12.5	2.3	11.7	10.8	0.9	6.6	6.5	0.1	7.7	8.1	-0.4	12.1	10.1	2.0	9.8	8.7	1.1
3RN	2.4	2.2	0.2	3.8	3.6	0.2	1.2	1.1	0.1	1.4	1.4	0.0	2.3	1.9	0.4	3.8	3.5	0.3	3.1	2.6	0.5
NEWSR	1.3	1.2	0.1	1.9	1.7	0.2	0.8	0.6	0.2	0.8	0.9	-0.1	1.1	1.2	-0.1	2.2	2.0	0.2	1.4	1.3	0.1
3JJJ	6.6	5.5	1.1	5.7	4.9	0.8	7.1	5.4	1.7	7.1	6.0	1.1	6.7	6.0	0.7	6.4	5.4	1.0	5.0	5.1	-0.1
ABCFM	2.3	2.4	-0.1	1.7	1.7	0.0	2.4	2.6	-0.2	2.7	2.9	-0.2	2.3	2.5	-0.2	3.1	2.9	0.2	2.7	2.8	-0.1

# EMBARGOED UNTIL 9:30AM AEST



## MELBOURNE RADIO - SURVEY 4 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	21	3	2	1	1	*	1	*	5	4	1	8	8	0	5	5	0	3	2	1
3AW	79	86	-7	1	1	0	*	1	*	4	4	0	18	17	1	18	19	-1	38	44	-6
MAGIC 1278	17	18	-1	*	*	*	*	*	*	*	*	*	1	1	0	4	5	-1	11	12	-1
101.9 FOX FM	52	48	4	7	7	0	10	10	0	19	17	2	13	13	0	3	2	1	*	*	*
GOLD	43	43	0	1	1	0	3	4	-1	11	12	-1	15	13	2	9	9	0	4	5	-1
KIIS 101.1 FM	27	31	-4	4	5	-1	3	4	-1	10	10	0	8	9	-1	2	2	0	*	*	*
105.1 TRIPLE M	42	44	-2	2	1	1	7	6	1	15	13	2	15	18	-3	4	5	-1	*	1	*
NOVA 100	33	34	-1	7	6	1	5	6	-1	11	12	-1	8	8	0	2	1	1	*	*	*
smoothfm 91.5	39	40	-1	2	2	0	2	3	-1	8	6	2	11	12	-1	9	8	1	7	8	-1
ABC774	56	51	5	1	1	0	*	1	*	3	5	-2	9	8	1	14	12	2	29	25	4
3RN	14	12	2	*	*	*	*	*	*	1	2	-1	2	2	0	4	3	1	7	6	1
NEWSR	7	7	0	*	*	*	*	*	*	1	1	0	2	3	-1	2	1	1	1	1	0
3JJJ	33	29	4	1	1	0	7	8	-1	17	14	3	7	6	1	1	*	*	*	*	*
ABCFM	13	13	0	*	*	*	*	*	*	1	1	0	2	1	1	1	2	-1	8	10	-2
Total	537	537	0	31	30	1	43	49	-6	125	117	8	135	134	1	85	82	3	119	125	-6

### 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	24	2	30	26	4	38	39	-1	33	31	2	32	25	7	8	7	1	17	15	2						
3AW	87	94	-7	165	183	-18	122	132	-10	73	82	-9	76	76	0	29	31	-2	59	65	-6						
MAGIC 1278	17	17	0	20	19	1	30	30	0	22	21	1	12	13	-1	5	6	-1	19	20	-1						
101.9 FOX FM	58	54	4	71	69	2	71	65	6	73	68	5	79	70	9	18	17	1	37	34	3						
GOLD	47	47	0	46	52	-6	75	71	4	72	69	3	43	46	-3	12	13	-1	32	33	-1						
KIIS 101.1 FM	29	33	-4	40	47	-7	31	38	-7	35	41	-6	40	41	-1	9	10	-1	23	24	-1						
105.1 TRIPLE M	48	50	-2	82	81	1	62	64	-2	60	65	-5	47	46	1	8	10	-2	28	29	-1						
NOVA 100	36	37	-1	55	55	0	35	40	-5	37	38	-1	51	51	0	12	12	0	26	27	-1						
smoothfm 91.5	41	41	0	50	48	2	51	59	-8	53	55	-2	50	43	7	13	15	-2	34	35	-1						
ABC774	62	56	6	127	107	20	90	83	7	43	43	0	48	48	0	23	19	4	42	38	4						
3RN	14	13	1	33	31	2	9	8	1	9	9	0	15	11	4	7	7	0	13	11	2						
NEWSR	8	7	1	16	14	2	6	5	1	6	6	0	7	7	0	4	4	0	6	6	0						
3JJJ	38	32	6	49	42	7	55	42	13	47	40	7	42	36	6	12	10	2	21	22	-1						
ABCFM	14	14	0	15	15	0	18	20	-2	18	19	-1	14	15	-1	6	5	1	11	12	-1						
Total	580	578	2	864	856	8	769	775	-6	656	659	-3	617	595	22	186	190	-4	429	433	-4						

EMBARGOED UNTIL 9:30AM AEST



# MELBOURNE RADIO - SURVEY 4 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	321	305	16	25	23	2	15	18	-3	67	58	9	106	97	9	63	67	-4	45	42	3
3AW	691	735	-44	24	22	2	22	22	0	71	69	2	159	158	1	153	173	-20	262	291	-29
MAGIC 1278	216	191	25	7	4	3	4	6	-2	12	12	0	20	13	7	51	42	9	121	114	7
101.9 FOX FM	1180	1170	10	225	216	9	246	257	-11	370	382	-12	247	221	26	78	76	2	13	17	-4
GOLD	857	841	16	61	67	-6	65	74	-9	192	207	-15	337	282	55	135	143	-8	67	69	-2
KIIS 101.1 FM	806	872	-66	156	180	-24	167	161	6	253	286	-33	172	196	-24	49	36	13	9	13	-4
105.1 TRIPLE M	646	650	-4	63	57	6	104	88	16	210	228	-18	202	206	-4	60	59	1	9	13	-4
NOVA 100	856	858	-2	167	162	5	181	183	-2	292	315	-23	172	166	6	36	21	15	8	10	-2
smoothfm 91.5	699	715	-16	54	52	2	66	60	6	173	186	-13	184	170	14	127	141	-14	96	107	-11
ABC774	760	708	52	26	25	1	24	20	4	94	91	3	179	156	23	156	156	0	281	260	21
3RN	240	222	18	12	5	7	7	10	-3	26	37	-11	47	43	4	62	50	12	86	76	10
NEWSR	246	229	17	23	14	9	14	16	-2	45	51	-6	71	64	7	45	42	3	48	41	7
3JJJ	558	504	54	34	34	0	118	115	3	285	259	26	101	88	13	15	5	10	5	3	2
ABCFM	209	164	45	11	8	3	15	6	9	40	23	17	38	23	15	33	28	5	73	75	-2
Total	4044	4033	11	405	410	-5	468	478	-10	1050	1036	14	952	943	9	524	524	0	644	642	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	275	268	7	155	156	-1	144	155	-11	156	138	18	165	148	17	79	103	-24	221	214	7
3AW	653	702	-49	508	555	-47	364	422	-58	350	400	-50	364	373	-9	233	249	-16	504	523	-19
MAGIC 1278	185	165	20	95	98	-3	121	108	13	113	95	18	91	85	6	54	61	-7	158	152	6
101.9 FOX FM	1067	1062	5	647	610	37	467	460	7	616	589	27	645	617	28	313	303	10	744	689	55
GOLD	738	743	-5	328	349	-21	351	348	3	419	397	22	376	393	-17	208	192	16	499	479	20
KIIS 101.1 FM	722	789	-67	372	421	-49	289	326	-37	410	434	-24	399	426	-27	217	244	-27	482	497	-15
105.1 TRIPLE M	570	590	-20	357	382	-25	288	266	22	326	333	-7	323	356	-33	176	185	-9	352	387	-35
NOVA 100	781	786	-5	441	456	-15	350	330	20	408	399	9	442	437	5	209	217	-8	524	526	-2
smoothfm 91.5	609	642	-33	331	331	0	255	308	-53	359	368	-9	343	357	-14	178	203	-25	462	483	-21
ABC774	690	619	71	512	468	44	387	339	48	313	275	38	334	293	41	233	206	27	498	471	27
3RN	211	188	23	137	124	13	73	66	7	88	78	10	97	90	7	73	59	14	164	153	11
NEWSR	221	188	33	130	102	28	67	74	-7	66	60	6	72	58	14	75	57	18	143	140	3
3JJJ	495	458	37	302	256	46	239	213	26	247	233	14	304	284	20	162	166	-4	335	303	32
ABCFM	192	147	45	93	79	14	92	77	15	105	78	27	92	77	15	66	58	8	122	110	12
Total	3942	3925	17	3258	3242	16	2635	2649	-14	2829	2833	-4	2984	2987	-3	1838	1906	-68	3426	3435	-9