



MELBOURNE RADIO - SURVEY 3 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	3.9	3.9	0.0	2.6	1.2	1.4	1.2	0.6	0.6	4.5	5.7	-1.2	4.8	4.2	0.6	4.7	4.4	0.3	2.9	3.0	-0.1
3AW	15.5	13.8	1.7	0.7	1.2	-0.5	0.4	0.6	-0.2	3.9	2.2	1.7	11.7	10.7	1.0	24.3	23.4	0.9	33.5	28.1	5.4
TalkingLifestyle1278	0.5	1.4	-0.9	*	*	*	*	0.4	*	*	0.2	*	0.1	0.2	-0.1	0.4	1.5	-1.1	1.7	4.4	-2.7
101.9 FOX FM	9.8	8.1	1.7	18.5	14.6	3.9	26.2	21.3	4.9	17.8	14.9	2.9	8.2	7.7	0.5	3.0	2.2	0.8	0.6	0.4	0.2
GOLD104.3	8.1	8.3	-0.2	5.8	4.9	0.9	6.3	6.6	-0.3	8.8	8.6	0.2	12.0	12.1	-0.1	9.4	9.4	0.0	3.4	4.8	-1.4
KIIS 101.1 FM	7.0	6.5	0.5	18.2	15.5	2.7	9.9	13.1	-3.2	10.1	8.8	1.3	8.3	7.8	0.5	5.0	3.7	1.3	0.6	0.7	-0.1
105.1 TRIPLE M	6.3	6.4	-0.1	6.0	6.4	-0.4	8.6	11.4	-2.8	8.3	8.0	0.3	9.7	7.6	2.1	3.9	7.0	-3.1	1.8	1.3	0.5
NOVA 100	7.6	7.7	-0.1	25.3	24.2	1.1	13.1	13.0	0.1	12.4	15.1	-2.7	8.4	6.5	1.9	1.6	2.8	-1.2	0.1	*	*
smoothfm 91.5	9.3	9.9	-0.6	6.8	7.5	-0.7	4.9	5.4	-0.5	7.5	9.4	-1.9	8.5	9.6	-1.1	14.3	13.1	1.2	10.6	10.5	0.1
ABC MEL	9.2	10.3	-1.1	0.3	2.0	-1.7	0.4	1.5	-1.1	2.6	2.8	-0.2	6.8	9.5	-2.7	14.3	12.9	1.4	19.6	21.1	-1.5
3RN	3.4	3.8	-0.4	*	*	*	0.1	0.3	-0.2	1.4	0.7	0.7	2.8	3.8	-1.0	4.0	4.1	-0.1	7.4	8.6	-1.2
ABC NEWS	1.0	1.3	-0.3	*	0.4	*	1.3	1.0	0.3	0.5	0.9	-0.4	1.5	1.7	-0.2	0.9	1.6	-0.7	1.2	1.3	-0.1
3JJJ	4.2	4.1	0.1	6.8	6.5	0.3	16.2	11.7	4.5	8.0	8.2	-0.2	2.4	3.2	-0.8	0.6	1.0	-0.4	*	0.1	*
ABCFM	2.1	2.8	-0.7	1.1	0.1	1.0	*	0.6	*	0.5	2.0	-1.5	1.2	2.6	-1.4	2.4	2.2	0.2	5.2	5.6	-0.4

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	3.9	4.1	-0.2	3.3	2.9	0.4	4.3	5.0	-0.7	3.2	3.7	-0.5	4.8	5.1	-0.3	5.1	5.2	-0.1	3.9	3.0	0.9
3AW	16.2	14.4	1.8	21.1	19.3	1.8	17.1	15.5	1.6	12.9	11.6	1.3	12.8	10.2	2.6	14.8	12.9	1.9	13.1	11.6	1.5
TalkingLifestyle1278	0.4	1.2	-0.8	0.6	1.1	-0.5	0.5	1.4	-0.9	0.4	1.4	-1.0	0.4	0.9	-0.5	0.3	0.9	-0.6	0.6	2.1	-1.5
101.9 FOX FM	10.5	8.4	2.1	8.6	6.4	2.2	10.0	7.9	2.1	12.6	10.1	2.5	12.7	10.3	2.4	7.7	7.3	0.4	7.3	7.1	0.2
GOLD104.3	8.2	8.4	-0.2	6.6	6.6	0.0	9.3	8.9	0.4	10.7	10.9	-0.2	7.1	7.4	-0.3	5.7	7.4	-1.7	7.8	8.2	-0.4
KIIS 101.1 FM	7.3	6.7	0.6	7.0	6.8	0.2	6.0	5.4	0.6	7.6	7.0	0.6	8.8	7.7	1.1	7.5	6.2	1.3	6.3	5.9	0.4
105.1 TRIPLE M	6.5	6.6	-0.1	8.0	8.0	0.0	6.1	6.2	-0.1	6.4	7.2	-0.8	5.4	5.6	-0.2	5.4	4.2	1.2	5.7	5.4	0.3
NOVA 100	7.5	7.6	-0.1	6.8	7.6	-0.8	5.8	5.9	-0.1	7.3	7.1	0.2	9.7	10.3	-0.6	9.8	7.7	2.1	7.9	8.0	-0.1
smoothfm 91.5	8.9	9.4	-0.5	6.4	7.2	-0.8	10.0	10.0	0.0	11.3	10.9	0.4	7.9	9.6	-1.7	9.1	9.9	-0.8	10.8	11.7	-0.9
ABC MEL	9.3	11.1	-1.8	12.2	13.8	-1.6	11.1	12.9	-1.8	6.8	8.7	-1.9	6.7	8.4	-1.7	8.1	9.8	-1.7	8.6	7.9	0.7
3RN	3.2	3.6	-0.4	4.7	4.9	-0.2	1.9	2.6	-0.7	1.8	2.2	-0.4	3.9	3.7	0.2	4.1	5.7	-1.6	4.1	4.6	-0.5
ABC NEWS	1.0	1.3	-0.3	1.5	1.8	-0.3	0.7	1.0	-0.3	0.5	0.6	-0.1	0.7	0.8	-0.1	2.1	3.0	-0.9	1.2	1.4	-0.2
3JJJ	4.3	3.8	0.5	3.9	2.9	1.0	3.9	3.7	0.2	4.3	3.7	0.6	5.6	5.6	0.0	3.5	3.7	-0.2	3.9	4.9	-1.0
ABCFM	2.0	2.8	-0.8	1.7	2.7	-1.0	2.0	2.6	-0.6	2.1	3.1	-1.0	2.0	2.4	-0.4	2.3	3.0	-0.7	2.4	3.0	-0.6



MELBOURNE RADIO - SURVEY 3 2017

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	21	0	1	*	*	1	*	*	6	7	-1	7	5	2	4	4	0	4	4	0
3AW	85	74	11	*	*	*	*	*	*	5	3	2	16	14	2	22	21	1	42	36	6
TalkingLifestyle1278	3	8	-5	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	6	-4
101.9 FOX FM	53	43	10	5	4	1	12	9	3	22	18	4	11	10	1	3	2	1	1	1	0
GOLD104.3	44	45	-1	2	1	1	3	3	0	11	10	1	16	15	1	8	9	-1	4	6	-2
KIIS 101.1 FM	39	35	4	5	4	1	4	6	-2	12	11	1	11	10	1	4	3	1	1	1	0
105.1 TRIPLE M	35	34	1	2	2	0	4	5	-1	10	10	0	13	10	3	3	6	-3	2	2	0
NOVA 100	42	41	1	7	7	0	6	5	1	15	18	-3	12	8	4	1	3	-2	*	*	*
smoothfm 91.5	51	53	-2	2	2	0	2	2	0	9	11	-2	12	12	0	13	12	1	13	13	0
ABC MEL	50	55	-5	*	1	*	*	1	*	3	3	0	9	12	-3	13	12	1	25	27	-2
3RN	19	21	-2	*	*	*	*	*	*	2	1	1	4	5	-1	4	4	0	9	11	-2
ABC NEWS	6	7	-1	*	*	*	1	*	*	1	1	0	2	2	0	1	1	0	2	2	0
3JJJ	23	22	1	2	2	0	7	5	2	10	10	0	3	4	-1	1	1	0	*	*	*
ABCFM	11	15	-4	*	*	*	*	*	*	1	2	-1	2	3	-1	2	2	0	7	7	0
Total	547	537	10	29	28	1	45	42	3	122	120	2	137	128	9	89	92	-3	126	126	0

Average Audience (000's) by Session, P10+ [Potential: 4350]

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	23	24	-1	28	24	4	34	38	-4	21	24	-3	31	32	-1	10	10	0	17	13	4						
3AW	96	83	13	181	161	20	134	117	17	86	75	11	82	65	17	29	25	4	58	51	7						
TalkingLifestyle1278	3	7	-4	5	10	-5	4	11	-7	2	9	-7	2	6	-4	1	2	-1	3	9	-6						
101.9 FOX FM	62	48	14	74	54	20	78	59	19	84	65	19	81	65	16	15	14	1	32	31	1						
GOLD104.3	48	48	0	56	55	1	73	67	6	71	70	1	45	47	-2	11	14	-3	34	37	-3						
KIIS 101.1 FM	43	38	5	60	57	3	47	41	6	50	45	5	56	49	7	15	12	3	28	26	2						
105.1 TRIPLE M	39	38	1	69	67	2	48	47	1	43	46	-3	35	36	-1	10	8	2	25	24	1						
NOVA 100	44	44	0	59	64	-5	45	44	1	49	46	3	62	65	-3	19	15	4	35	36	-1						
smoothfm 91.5	52	54	-2	55	60	-5	78	76	2	75	70	5	51	61	-10	17	19	-2	47	52	-5						
ABC MEL	55	64	-9	105	115	-10	88	98	-10	45	56	-11	43	53	-10	16	19	-3	38	35	3						
3RN	19	21	-2	40	41	-1	15	19	-4	12	14	-2	25	23	2	8	11	-3	18	20	-2						
ABC NEWS	6	7	-1	13	15	-2	6	8	-2	3	4	-1	5	5	0	4	6	-2	5	6	-1						
3JJJ	25	22	3	33	24	9	31	28	3	28	24	4	36	35	1	7	7	0	17	22	-5						
ABCFM	12	16	-4	14	23	-9	16	20	-4	14	20	-6	13	15	-2	4	6	-2	11	13	-2						
Total	590	575	15	860	835	25	788	755	33	665	643	22	639	631	8	193	196	-3	440	443	-3						

MELBOURNE RADIO - SURVEY 3 2017

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	331	285	46	19	17	2	16	9	7	90	81	9	104	76	28	60	58	2	42	43	-1
3AW	676	580	96	13	17	-4	11	7	4	60	28	32	177	150	27	156	148	8	260	230	30
TalkingLifestyle1278	47	102	-55	1	4	-3	*	3	*	6	11	-5	5	9	-4	6	12	-6	28	62	-34
101.9 FOX FM	1189	1081	108	182	165	17	248	225	23	416	392	24	255	225	30	59	51	8	29	23	6
GOLD104.3	872	904	-32	70	58	12	77	82	-5	217	224	-7	274	285	-11	150	158	-8	84	97	-13
KIIS 101.1 FM	915	911	4	169	165	4	161	181	-20	296	280	16	214	211	3	59	61	-2	16	13	3
105.1 TRIPLE M	583	562	21	57	64	-7	84	70	14	181	183	-2	185	141	44	57	81	-24	18	23	-5
NOVA 100	999	1012	-13	198	197	1	187	193	-6	361	345	16	213	214	-1	38	57	-19	2	5	-3
smoothfm 91.5	874	878	-4	72	63	9	77	73	4	192	201	-9	212	226	-14	157	156	1	165	159	6
ABC MEL	694	710	-16	7	14	-7	23	33	-10	81	72	9	169	179	-10	174	166	8	240	247	-7
3RN	246	274	-28	1	3	-2	3	11	-8	33	26	7	58	72	-14	56	53	3	93	109	-16
ABC NEWS	168	210	-42	3	2	1	19	26	-7	27	28	-1	51	76	-25	22	36	-14	47	43	4
3JJJ	492	513	-21	43	35	8	152	132	20	207	221	-14	75	96	-21	13	20	-7	3	9	-6
ABCFM	173	233	-60	8	5	3	4	15	-11	34	45	-11	33	52	-19	24	31	-7	70	85	-15
Total	4126	4120	6	407	407	0	471	475	-4	1077	1067	10	972	965	7	540	544	-4	658	662	-4

Cumulative Audience (000's) by Session, P10+ [Potential: 4350]

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	275	247	28	166	137	29	126	117	9	132	120	12	180	159	21	86	81	5	223	175	48						
3AW	655	559	96	510	445	65	402	347	55	386	317	69	362	307	55	221	202	19	460	422	38						
TalkingLifestyle1278	40	86	-46	16	47	-31	23	43	-20	23	42	-19	21	45	-24	11	22	-11	33	67	-34						
101.9 FOX FM	1076	972	104	657	544	113	452	405	47	602	517	85	616	547	69	320	283	37	660	599	61						
GOLD104.3	742	780	-38	359	354	5	365	344	21	430	443	-13	384	400	-16	189	200	-11	544	552	-8						
KIIS 101.1 FM	852	833	19	476	496	-20	326	302	24	432	414	18	495	459	36	256	239	17	486	511	-25						
105.1 TRIPLE M	493	503	-10	338	340	-2	234	232	2	274	267	7	250	257	-7	150	128	22	337	306	31						
NOVA 100	918	921	-3	531	544	-13	363	355	8	492	446	46	552	551	1	294	265	29	623	650	-27						
smoothfm 91.5	772	777	-5	398	411	-13	381	357	24	437	418	19	420	418	2	248	243	5	554	563	-9						
ABC MEL	612	632	-20	451	475	-24	325	366	-41	292	312	-20	298	339	-41	177	212	-35	458	467	-9						
3RN	201	235	-34	154	165	-11	93	105	-12	82	98	-16	140	142	-2	93	100	-7	180	199	-19						
ABC NEWS	160	185	-25	98	103	-5	57	66	-9	54	58	-4	55	60	-5	56	70	-14	93	122	-29						
3JJJ	443	445	-2	241	211	30	198	215	-17	214	199	15	258	281	-23	139	151	-12	274	295	-21						
ABCFM	150	204	-54	83	108	-25	76	95	-19	79	112	-33	64	98	-34	43	59	-16	124	165	-41						
Total	4023	4007	16	3322	3260	62	2590	2530	60	2814	2783	31	3033	3053	-20	1866	1857	9	3459	3515	-56						