



# MELBOURNE RADIO - SURVEY 4 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	3.3	3.9	-0.6	2.2	2.6	-0.4	0.9	1.2	-0.3	3.3	4.5	-1.2	4.2	4.8	-0.6	5.2	4.7	0.5	2.1	2.9	-0.8
3AW	14.4	15.5	-1.1	1.2	0.7	0.5	0.8	0.4	0.4	4.4	3.9	0.5	9.7	11.7	-2.0	19.1	24.3	-5.2	34.2	33.5	0.7
TalkingLifestyle1278	0.6	0.5	0.1	*	*	*	*	*	*	*	*	*	*	0.1	*	0.6	0.4	0.2	2.2	1.7	0.5
101.9 FOX FM	9.9	9.8	0.1	23.2	18.5	4.7	25.0	26.2	-1.2	17.3	17.8	-0.5	8.0	8.2	-0.2	3.8	3.0	0.8	0.7	0.6	0.1
GOLD104.3	8.9	8.1	0.8	8.1	5.8	2.3	6.6	6.3	0.3	10.7	8.8	1.9	13.0	12.0	1.0	9.5	9.4	0.1	3.1	3.4	-0.3
KIIS 101.1 FM	6.4	7.0	-0.6	14.6	18.2	-3.6	6.6	9.9	-3.3	10.7	10.1	0.6	8.1	8.3	-0.2	3.3	5.0	-1.7	0.3	0.6	-0.3
105.1 TRIPLE M	6.6	6.3	0.3	8.5	6.0	2.5	7.5	8.6	-1.1	8.6	8.3	0.3	10.1	9.7	0.4	5.0	3.9	1.1	1.0	1.8	-0.8
NOVA 100	7.9	7.6	0.3	19.7	25.3	-5.6	15.1	13.1	2.0	11.9	12.4	-0.5	9.5	8.4	1.1	3.3	1.6	1.7	0.1	0.1	0.0
smoothfm 91.5	9.4	9.3	0.1	5.9	6.8	-0.9	5.4	4.9	0.5	5.7	7.5	-1.8	8.7	8.5	0.2	13.9	14.3	-0.4	13.1	10.6	2.5
ABC MEL	9.2	9.2	0.0	0.3	0.3	0.0	0.2	0.4	-0.2	1.9	2.6	-0.7	7.2	6.8	0.4	13.7	14.3	-0.6	21.0	19.6	1.4
3RN	3.3	3.4	-0.1	*	*	*	*	0.1	*	1.4	1.4	0.0	2.4	2.8	-0.4	7.1	4.0	3.1	5.4	7.4	-2.0
ABC NEWS	1.0	1.0	0.0	0.7	*	*	0.8	1.3	-0.5	1.0	0.5	0.5	0.9	1.5	-0.6	1.4	0.9	0.5	1.0	1.2	-0.2
3JJJ	5.1	4.2	0.9	3.1	6.8	-3.7	17.4	16.2	1.2	10.7	8.0	2.7	3.8	2.4	1.4	0.9	0.6	0.3	0.2	*	*
ABCFM	1.9	2.1	-0.2	1.1	1.1	0.0	0.2	*	*	0.4	0.5	-0.1	0.6	1.2	-0.6	2.8	2.4	0.4	4.9	5.2	-0.3

## 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	3.1	3.9	-0.8	2.6	3.3	-0.7	3.4	4.3	-0.9	2.9	3.2	-0.3	3.8	4.8	-1.0	3.3	5.1	-1.8	3.8	3.9	-0.1
3AW	15.0	16.2	-1.2	19.8	21.1	-1.3	14.9	17.1	-2.2	11.6	12.9	-1.3	12.3	12.8	-0.5	15.5	14.8	0.7	12.2	13.1	-0.9
TalkingLifestyle1278	0.6	0.4	0.2	0.8	0.6	0.2	0.7	0.5	0.2	0.4	0.4	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.7	0.6	0.1
101.9 FOX FM	10.5	10.5	0.0	8.8	8.6	0.2	9.5	10.0	-0.5	12.1	12.6	-0.5	12.9	12.7	0.2	9.2	7.7	1.5	8.1	7.3	0.8
GOLD104.3	9.2	8.2	1.0	7.5	6.6	0.9	11.1	9.3	1.8	11.3	10.7	0.6	7.5	7.1	0.4	6.6	5.7	0.9	7.9	7.8	0.1
KIIS 101.1 FM	6.6	7.3	-0.7	6.2	7.0	-0.8	5.6	6.0	-0.4	7.2	7.6	-0.4	7.5	8.8	-1.3	6.7	7.5	-0.8	5.8	6.3	-0.5
105.1 TRIPLE M	6.9	6.5	0.4	8.1	8.0	0.1	6.5	6.1	0.4	6.9	6.4	0.5	6.0	5.4	0.6	5.5	5.4	0.1	5.7	5.7	0.0
NOVA 100	8.0	7.5	0.5	7.3	6.8	0.5	6.3	5.8	0.5	8.5	7.3	1.2	9.7	9.7	0.0	9.6	9.8	-0.2	7.8	7.9	-0.1
smoothfm 91.5	9.1	8.9	0.2	7.4	6.4	1.0	10.6	10.0	0.6	11.0	11.3	-0.3	8.1	7.9	0.2	7.4	9.1	-1.7	10.6	10.8	-0.2
ABC MEL	9.0	9.3	-0.3	11.3	12.2	-0.9	10.5	11.1	-0.6	6.4	6.8	-0.4	7.3	6.7	0.6	8.7	8.1	0.6	10.0	8.6	1.4
3RN	3.1	3.2	-0.1	4.9	4.7	0.2	2.2	1.9	0.3	1.7	1.8	-0.1	3.4	3.9	-0.5	3.4	4.1	-0.7	3.7	4.1	-0.4
ABC NEWS	0.9	1.0	-0.1	1.4	1.5	-0.1	0.6	0.7	-0.1	0.6	0.5	0.1	0.7	0.7	0.0	1.9	2.1	-0.2	1.2	1.2	0.0
3JJJ	5.1	4.3	0.8	4.8	3.9	0.9	4.7	3.9	0.8	5.3	4.3	1.0	6.4	5.6	0.8	4.3	3.5	0.8	5.1	3.9	1.2
ABCFM	1.7	2.0	-0.3	1.4	1.7	-0.3	1.9	2.0	-0.1	1.7	2.1	-0.4	2.0	2.0	0.0	2.0	2.3	-0.3	2.3	2.4	-0.1



# MELBOURNE RADIO - SURVEY 4 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	18	21	-3	1	1	0	*	1	*	4	6	-2	6	7	-1	5	4	1	3	4	-1
3AW	80	85	-5	*	*	*	*	*	*	5	5	0	14	16	-2	17	22	-5	43	42	1
TalkingLifestyle1278	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	3	2	1
101.9 FOX FM	55	53	2	7	5	2	11	12	-1	21	22	-1	11	11	0	3	3	0	1	1	0
GOLD104.3	50	44	6	3	2	1	3	3	0	13	11	2	19	16	3	8	8	0	4	4	0
KIIS 101.1 FM	36	39	-3	5	5	0	3	4	-1	13	12	1	12	11	1	3	4	-1	*	1	*
105.1 TRIPLE M	37	35	2	3	2	1	3	4	-1	11	10	1	15	13	2	4	3	1	1	2	-1
NOVA 100	44	42	2	6	7	-1	7	6	1	15	15	0	14	12	2	3	1	2	*	*	*
smoothfm 91.5	53	51	2	2	2	0	2	2	0	7	9	-2	12	12	0	12	13	-1	17	13	4
ABC MEL	52	50	2	*	*	*	*	*	*	2	3	-1	10	9	1	12	13	-1	27	25	2
3RN	18	19	-1	*	*	*	*	*	*	2	2	0	4	4	0	6	4	2	7	9	-2
ABC NEWS	6	6	0	*	*	*	*	1	*	1	1	0	1	2	-1	1	1	0	1	2	-1
3JJJ	29	23	6	1	2	-1	8	7	1	13	10	3	5	3	2	1	1	0	*	*	*
ABCFM	10	11	-1	*	*	*	*	*	*	1	1	0	1	2	-1	2	2	0	6	7	-1
<b>Total</b>	<b>558</b>	<b>547</b>	<b>11</b>	<b>32</b>	<b>29</b>	<b>3</b>	<b>45</b>	<b>45</b>	<b>0</b>	<b>123</b>	<b>122</b>	<b>1</b>	<b>144</b>	<b>137</b>	<b>7</b>	<b>89</b>	<b>89</b>	<b>0</b>	<b>126</b>	<b>126</b>	<b>0</b>

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

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 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	+/-
SEN	19	23	-4	23	28	-5	28	34	-6	20	21	-1	25	31	-6	6	10	-4	17	17	0
3AW	90	96	-6	173	181	-8	121	134	-13	80	86	-6	79	82	-3	29	29	0	54	58	-4
TalkingLifestyle1278	3	3	0	7	5	2	6	4	2	3	2	1	2	2	0	*	1	*	3	3	0
101.9 FOX FM	63	62	1	77	74	3	77	78	-1	84	84	0	83	81	2	17	15	2	36	32	4
GOLD104.3	55	48	7	66	56	10	91	73	18	78	71	7	49	45	4	12	11	1	35	34	1
KIIS 101.1 FM	40	43	-3	55	60	-5	45	47	-2	50	50	0	48	56	-8	12	15	-3	26	28	-2
105.1 TRIPLE M	41	39	2	71	69	2	53	48	5	48	43	5	39	35	4	10	10	0	25	25	0
NOVA 100	48	44	4	64	59	5	51	45	6	59	49	10	62	62	0	18	19	-1	35	35	0
smoothfm 91.5	55	52	3	65	55	10	86	78	8	76	75	1	52	51	1	14	17	-3	47	47	0
ABC MEL	54	55	-1	99	105	-6	86	88	-2	44	45	-1	47	43	4	16	16	0	45	38	7
3RN	19	19	0	43	40	3	18	15	3	12	12	0	22	25	-3	6	8	-2	17	18	-1
ABC NEWS	6	6	0	12	13	-1	5	6	-1	4	3	1	5	5	0	3	4	-1	5	5	0
3JJJ	31	25	6	42	33	9	38	31	7	36	28	8	41	36	5	8	7	1	23	17	6
ABCFM	10	12	-2	12	14	-2	16	16	0	12	14	-2	13	13	0	4	4	0	10	11	-1
<b>Total</b>	<b>603</b>	<b>590</b>	<b>13</b>	<b>877</b>	<b>860</b>	<b>17</b>	<b>813</b>	<b>788</b>	<b>25</b>	<b>692</b>	<b>665</b>	<b>27</b>	<b>646</b>	<b>639</b>	<b>7</b>	<b>186</b>	<b>193</b>	<b>-7</b>	<b>445</b>	<b>440</b>	<b>5</b>



# MELBOURNE RADIO - SURVEY 4 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	315	331	-16	12	19	-7	14	16	-2	82	90	-8	103	104	-1	58	60	-2	46	42	4
3AW	676	676	0	12	13	-1	19	11	8	69	60	9	169	177	-8	124	156	-32	284	260	24
TalkingLifestyle1278	41	47	-6	3	1	2	*	*	*	2	6	-4	*	5	*	4	6	-2	32	28	4
101.9 FOX FM	1181	1189	-8	195	182	13	241	248	-7	418	416	2	242	255	-13	67	59	8	19	29	-10
GOLD104.3	881	872	9	70	70	0	85	77	8	233	217	16	282	274	8	135	150	-15	76	84	-8
KIIS 101.1 FM	897	915	-18	161	169	-8	148	161	-13	305	296	9	218	214	4	51	59	-8	14	16	-2
105.1 TRIPLE M	614	583	31	78	57	21	83	84	-1	188	181	7	196	185	11	55	57	-2	12	18	-6
NOVA 100	1033	999	34	195	198	-3	202	187	15	374	361	13	210	213	-3	48	38	10	5	2	3
smoothfm 91.5	854	874	-20	77	72	5	88	77	11	173	192	-19	199	212	-13	155	157	-2	161	165	-4
ABC MEL	691	694	-3	12	7	5	14	23	-9	89	81	8	169	169	0	155	174	-19	251	240	11
3RN	250	246	4	3	1	2	*	3	*	37	33	4	69	58	11	59	56	3	83	93	-10
ABC NEWS	193	168	25	9	3	6	11	19	-8	43	27	16	52	51	1	37	22	15	41	47	-6
3JJJ	500	492	8	45	43	2	140	152	-12	228	207	21	68	75	-7	16	13	3	2	3	-1
ABCFM	166	173	-7	10	8	2	4	4	0	21	34	-13	28	33	-5	33	24	9	70	70	0
Total	4128	4126	2	412	407	5	470	471	-1	1080	1077	3	970	972	-2	537	540	-3	660	658	2

## 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	272	275	-3	147	166	-19	132	126	6	155	132	23	178	180	-2	70	86	-16	203	223	-20						
3AW	658	655	3	508	510	-2	397	402	-5	363	386	-23	359	362	-3	222	221	1	447	460	-13						
TalkingLifestyle1278	36	40	-4	21	16	5	32	23	9	23	23	0	14	21	-7	7	11	-4	36	33	3						
101.9 FOX FM	1100	1076	24	666	657	9	435	452	-17	639	602	37	670	616	54	357	320	37	692	660	32						
GOLD104.3	777	742	35	431	359	72	395	365	30	474	430	44	422	384	38	218	189	29	567	544	23						
KIIS 101.1 FM	822	852	-30	457	476	-19	320	326	-6	436	432	4	455	495	-40	268	256	12	507	486	21						
105.1 TRIPLE M	518	493	25	348	338	10	225	234	-9	257	274	-17	275	250	25	137	150	-13	362	337	25						
NOVA 100	941	918	23	565	531	34	382	363	19	510	492	18	537	552	-15	334	294	40	651	623	28						
smoothfm 91.5	782	772	10	409	398	11	413	381	32	458	437	21	429	420	9	248	248	0	560	554	6						
ABC MEL	623	612	11	452	451	1	320	325	-5	304	292	12	312	298	14	200	177	23	467	458	9						
3RN	215	201	14	155	154	1	105	93	12	113	82	31	128	140	-12	85	93	-8	187	180	7						
ABC NEWS	180	160	20	98	98	0	56	57	-1	60	54	6	62	55	7	60	56	4	102	93	9						
3JJJ	453	443	10	286	241	45	187	198	-11	238	214	24	274	258	16	140	139	1	305	274	31						
ABCFM	157	150	7	83	83	0	82	76	6	84	79	5	72	64	8	42	43	-1	108	124	-16						
Total	4045	4023	22	3368	3322	46	2598	2590	8	2891	2814	77	3035	3033	2	1914	1866	48	3466	3459	7						