



MELBOURNE RADIO - SURVEY 5 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	3.7	3.3	0.4	1.5	2.2	-0.7	0.8	0.9	-0.1	3.3	3.3	0.0	5.1	4.2	0.9	5.9	5.2	0.7	2.6	2.1	0.5
3AW	14.8	14.4	0.4	1.5	1.2	0.3	0.8	0.8	0.0	2.4	4.4	-2.0	12.0	9.7	2.3	22.8	19.1	3.7	32.7	34.2	-1.5
TalkingLifestyle1278	0.4	0.6	-0.2	0.1	*	*	*	*	*	*	*	*	0.3	*	*	0.5	0.6	-0.1	1.2	2.2	-1.0
101.9 FOX FM	8.8	9.9	-1.1	24.3	23.2	1.1	24.4	25.0	-0.6	15.3	17.3	-2.0	6.5	8.0	-1.5	1.8	3.8	-2.0	0.8	0.7	0.1
GOLD104.3	9.1	8.9	0.2	10.4	8.1	2.3	6.7	6.6	0.1	9.9	10.7	-0.8	12.2	13.0	-0.8	9.5	9.5	0.0	4.9	3.1	1.8
KIIS 101.1 FM	6.1	6.4	-0.3	11.1	14.6	-3.5	12.2	6.6	5.6	10.8	10.7	0.1	7.1	8.1	-1.0	1.6	3.3	-1.7	0.2	0.3	-0.1
105.1 TRIPLE M	6.6	6.6	0.0	6.9	8.5	-1.6	6.5	7.5	-1.0	9.7	8.6	1.1	9.3	10.1	-0.8	6.1	5.0	1.1	0.9	1.0	-0.1
NOVA 100	8.0	7.9	0.1	20.4	19.7	0.7	15.7	15.1	0.6	13.4	11.9	1.5	8.0	9.5	-1.5	3.4	3.3	0.1	0.3	0.1	0.2
smoothfm 91.5	9.5	9.4	0.1	5.1	5.9	-0.8	4.2	5.4	-1.2	6.7	5.7	1.0	7.8	8.7	-0.9	12.8	13.9	-1.1	14.9	13.1	1.8
ABC MEL	9.9	9.2	0.7	0.7	0.3	0.4	0.5	0.2	0.3	2.9	1.9	1.0	7.9	7.2	0.7	15.4	13.7	1.7	20.8	21.0	-0.2
3RN	2.9	3.3	-0.4	0.1	*	*	*	*	*	1.2	1.4	-0.2	2.4	2.4	0.0	5.8	7.1	-1.3	5.0	5.4	-0.4
ABC NEWS	1.2	1.0	0.2	0.8	0.7	0.1	0.3	0.8	-0.5	1.3	1.0	0.3	1.4	0.9	0.5	1.9	1.4	0.5	1.0	1.0	0.0
3JJJ	4.7	5.1	-0.4	2.8	3.1	-0.3	13.3	17.4	-4.1	10.2	10.7	-0.5	4.0	3.8	0.2	0.9	0.9	0.0	0.4	0.2	0.2
ABCFM	1.7	1.9	-0.2	0.7	1.1	-0.4	0.2	0.2	0.0	0.5	0.4	0.1	1.3	0.6	0.7	2.5	2.8	-0.3	3.5	4.9	-1.4

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	3.7	3.1	0.6	3.1	2.6	0.5	4.2	3.4	0.8	3.6	2.9	0.7	4.3	3.8	0.5	3.5	3.3	0.2	3.8	3.8	0.0
3AW	15.5	15.0	0.5	20.5	19.8	0.7	15.2	14.9	0.3	11.8	11.6	0.2	12.4	12.3	0.1	16.7	15.5	1.2	12.7	12.2	0.5
TalkingLifestyle1278	0.4	0.6	-0.2	0.5	0.8	-0.3	0.5	0.7	-0.2	0.4	0.4	0.0	0.3	0.4	-0.1	0.2	0.3	-0.1	0.5	0.7	-0.2
101.9 FOX FM	9.0	10.5	-1.5	7.9	8.8	-0.9	8.0	9.5	-1.5	10.2	12.1	-1.9	10.3	12.9	-2.6	8.5	9.2	-0.7	8.2	8.1	0.1
GOLD104.3	9.2	9.2	0.0	7.6	7.5	0.1	10.6	11.1	-0.5	11.3	11.3	0.0	7.8	7.5	0.3	6.8	6.6	0.2	8.9	7.9	1.0
KIIS 101.1 FM	6.4	6.6	-0.2	6.4	6.2	0.2	5.7	5.6	0.1	7.0	7.2	-0.2	6.8	7.5	-0.7	5.3	6.7	-1.4	5.3	5.8	-0.5
105.1 TRIPLE M	7.1	6.9	0.2	7.6	8.1	-0.5	6.6	6.5	0.1	8.1	6.9	1.2	6.6	6.0	0.6	4.9	5.5	-0.6	5.1	5.7	-0.6
NOVA 100	8.2	8.0	0.2	7.8	7.3	0.5	6.5	6.3	0.2	8.8	8.5	0.3	10.1	9.7	0.4	7.7	9.6	-1.9	7.5	7.8	-0.3
smoothfm 91.5	9.0	9.1	-0.1	7.5	7.4	0.1	10.1	10.6	-0.5	10.4	11.0	-0.6	8.9	8.1	0.8	7.6	7.4	0.2	11.2	10.6	0.6
ABC MEL	9.9	9.0	0.9	11.9	11.3	0.6	12.6	10.5	2.1	6.7	6.4	0.3	8.5	7.3	1.2	8.8	8.7	0.1	9.9	10.0	-0.1
3RN	2.9	3.1	-0.2	4.1	4.9	-0.8	2.0	2.2	-0.2	1.7	1.7	0.0	3.3	3.4	-0.1	3.8	3.4	0.4	3.2	3.7	-0.5
ABC NEWS	1.2	0.9	0.3	1.6	1.4	0.2	0.5	0.6	-0.1	0.6	0.6	0.0	1.1	0.7	0.4	3.1	1.9	1.2	1.6	1.2	0.4
3JJJ	4.5	5.1	-0.6	3.7	4.8	-1.1	4.3	4.7	-0.4	4.6	5.3	-0.7	5.9	6.4	-0.5	4.8	4.3	0.5	5.1	5.1	0.0
ABCFM	1.6	1.7	-0.1	1.3	1.4	-0.1	1.6	1.9	-0.3	1.9	1.7	0.2	1.6	2.0	-0.4	1.8	2.0	-0.2	2.0	2.3	-0.3



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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	20	18	2	*	1	*	*	*	*	4	4	0	7	6	1	5	5	0	3	3	0
3AW	81	80	1	*	*	*	*	*	*	3	5	-2	17	14	3	20	17	3	40	43	-3
TalkingLifestyle1278	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	3	-2
101.9 FOX FM	48	55	-7	8	7	1	10	11	-1	18	21	-3	9	11	-2	2	3	-1	1	1	0
GOLD104.3	50	50	0	3	3	0	3	3	0	12	13	-1	18	19	-1	8	8	0	6	4	2
KIIS 101.1 FM	33	36	-3	4	5	-1	5	3	2	13	13	0	10	12	-2	1	3	-2	*	*	*
105.1 TRIPLE M	36	37	-1	2	3	-1	3	3	0	11	11	0	13	15	-2	5	4	1	1	1	0
NOVA 100	44	44	0	7	6	1	7	7	0	16	15	1	12	14	-2	3	3	0	*	*	*
smoothfm 91.5	52	53	-1	2	2	0	2	2	0	8	7	1	11	12	-1	11	12	-1	18	17	1
ABC MEL	54	52	2	*	*	*	*	*	*	3	2	1	11	10	1	13	12	1	25	27	-2
3RN	16	18	-2	*	*	*	*	*	*	1	2	-1	3	4	-1	5	6	-1	6	7	-1
ABC NEWS	7	6	1	*	*	*	*	*	*	1	1	0	2	1	1	2	1	1	1	1	0
3JJJ	25	29	-4	1	1	0	6	8	-2	12	13	-1	6	5	1	1	1	0	1	*	*
ABCFM	9	10	-1	*	*	*	*	*	*	1	1	0	2	1	1	2	2	0	4	6	-2
Total	545	558	-13	33	32	1	42	45	-3	116	123	-7	145	144	1	87	89	-2	123	126	-3

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 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
SEN	22	19	3	26	23	3	34	28	6	24	20	4	27	25	2	7	6	1	17	17	0
3AW	91	90	1	176	173	3	121	121	0	80	80	0	77	79	-2	31	29	2	56	54	2
TalkingLifestyle1278	2	3	-1	4	7	-3	4	6	-2	3	3	0	2	2	0	*	*	*	2	3	-1
101.9 FOX FM	53	63	-10	68	77	-9	64	77	-13	69	84	-15	64	83	-19	16	17	-1	36	36	0
GOLD104.3	54	55	-1	65	66	-1	85	91	-6	76	78	-2	49	49	0	13	12	1	39	35	4
KIIS 101.1 FM	37	40	-3	55	55	0	46	45	1	47	50	-3	42	48	-6	10	12	-2	23	26	-3
105.1 TRIPLE M	42	41	1	65	71	-6	53	53	0	54	48	6	41	39	2	9	10	-1	22	25	-3
NOVA 100	48	48	0	67	64	3	52	51	1	60	59	1	63	62	1	14	18	-4	33	35	-2
smoothfm 91.5	53	55	-2	64	65	-1	81	86	-5	70	76	-6	55	52	3	14	14	0	49	47	2
ABC MEL	58	54	4	102	99	3	101	86	15	45	44	1	53	47	6	17	16	1	43	45	-2
3RN	17	19	-2	35	43	-8	16	18	-2	11	12	-1	21	22	-1	7	6	1	14	17	-3
ABC NEWS	7	6	1	14	12	2	4	5	-1	4	4	0	7	5	2	6	3	3	7	5	2
3JJJ	27	31	-4	32	42	-10	34	38	-4	31	36	-5	37	41	-4	9	8	1	22	23	-1
ABCFM	9	10	-1	11	12	-1	13	16	-3	13	12	1	10	13	-3	3	4	-1	9	10	-1
Total	589	603	-14	857	877	-20	798	813	-15	674	692	-18	622	646	-24	188	186	2	437	445	-8



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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	294	315	-21	10	12	-2	16	14	2	66	82	-16	96	103	-7	59	58	1	46	46	0
3AW	661	676	-15	14	12	2	19	19	0	38	69	-31	172	169	3	143	124	19	276	284	-8
TalkingLifestyle1278	39	41	-2	5	3	2	*	*	*	*	2	*	7	*	*	4	4	0	23	32	-9
101.9 FOX FM	1149	1181	-32	207	195	12	263	241	22	405	418	-13	199	242	-43	50	67	-17	25	19	6
GOLD104.3	891	881	10	78	70	8	93	85	8	232	233	-1	255	282	-27	152	135	17	81	76	5
KIIS 101.1 FM	870	897	-27	140	161	-21	154	148	6	322	305	17	199	218	-19	46	51	-5	9	14	-5
105.1 TRIPLE M	628	614	14	76	78	-2	68	83	-15	208	188	20	187	196	-9	68	55	13	21	12	9
NOVA 100	1050	1033	17	203	195	8	196	202	-6	377	374	3	218	210	8	47	48	-1	9	5	4
smoothfm 91.5	859	854	5	67	77	-10	74	88	-14	186	173	13	204	199	5	167	155	12	161	161	0
ABC MEL	696	691	5	18	12	6	16	14	2	93	89	4	172	169	3	139	155	-16	257	251	6
3RN	229	250	-21	5	3	2	3	*	*	33	37	-4	60	69	-9	51	59	-8	77	83	-6
ABC NEWS	199	193	6	15	9	6	10	11	-1	40	43	-3	54	52	2	44	37	7	36	41	-5
3JJJ	499	500	-1	40	45	-5	134	140	-6	223	228	-5	81	68	13	15	16	-1	6	2	4
ABCFM	184	166	18	10	10	0	7	4	3	23	21	2	45	28	17	33	33	0	67	70	-3
Total	4126	4128	-2	416	412	4	474	470	4	1064	1080	-16	970	970	0	536	537	-1	667	660	7

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	265	272	-7	151	147	4	137	132	5	156	155	1	154	178	-24	71	70	1	185	203	-18						
3AW	631	658	-27	486	508	-22	397	397	0	330	363	-33	362	359	3	216	222	-6	478	447	31						
TalkingLifestyle1278	34	36	-2	21	21	0	22	32	-10	25	23	2	17	14	3	9	7	2	30	36	-6						
101.9 FOX FM	1051	1100	-49	585	666	-81	407	435	-28	568	639	-71	606	670	-64	327	357	-30	702	692	10						
GOLD104.3	779	777	2	418	431	-13	383	395	-12	452	474	-22	415	422	-7	241	218	23	595	567	28						
KIIS 101.1 FM	773	822	-49	428	457	-29	324	320	4	399	436	-37	396	455	-59	227	268	-41	520	507	13						
105.1 TRIPLE M	538	518	20	341	348	-7	205	225	-20	264	257	7	264	275	-11	142	137	5	348	362	-14						
NOVA 100	957	941	16	588	565	23	363	382	-19	508	510	-2	510	537	-27	317	334	-17	638	651	-13						
smoothfm 91.5	765	782	-17	393	409	-16	391	413	-22	433	458	-25	427	429	-2	239	248	-9	580	560	20						
ABC MEL	618	623	-5	471	452	19	356	320	36	303	304	-1	338	312	26	213	200	13	474	467	7						
3RN	206	215	-9	138	155	-17	85	105	-20	110	113	-3	122	128	-6	74	85	-11	179	187	-8						
ABC NEWS	181	180	1	96	98	-2	49	56	-7	54	60	-6	68	62	6	66	60	6	119	102	17						
3JJJ	454	453	1	265	286	-21	183	187	-4	211	238	-27	292	274	18	166	140	26	298	305	-7						
ABCFM	165	157	8	84	83	1	79	82	-3	90	84	6	87	72	15	52	42	10	111	108	3						
Total	4047	4045	2	3305	3368	-63	2571	2598	-27	2814	2891	-77	2957	3035	-78	1873	1914	-41	3470	3466	4						