



MELBOURNE RADIO - SURVEY 8 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	3.2	3.5	-0.3	1.2	2.7	-1.5	1.2	1.7	-0.5	3.1	3.7	-0.6	5.4	5.4	0.0	3.7	4.5	-0.8	2.3	1.6	0.7
3AW	15.0	15.5	-0.5	1.4	1.4	0.0	1.3	1.9	-0.6	1.4	2.0	-0.6	8.0	10.9	-2.9	21.5	22.4	-0.9	39.2	36.2	3.0
TalkingLifestyle1278	0.3	0.5	-0.2	*	*	*	*	0.1	*	0.1	0.1	0.0	*	0.1	*	0.4	0.6	-0.2	0.8	1.3	-0.5
101.9 FOX FM	8.4	8.7	-0.3	20.0	17.6	2.4	16.4	19.5	-3.1	16.8	17.3	-0.5	6.9	7.6	-0.7	2.0	2.5	-0.5	0.3	0.5	-0.2
GOLD104.3	9.6	11.1	-1.5	6.2	5.7	0.5	12.8	17.1	-4.3	6.6	9.2	-2.6	15.8	17.9	-2.1	11.5	10.7	0.8	5.0	5.0	0.0
KIIS 101.1 FM	7.5	6.2	1.3	15.4	14.0	1.4	13.1	11.2	1.9	11.2	10.6	0.6	9.5	6.3	3.2	3.5	3.8	-0.3	0.4	0.2	0.2
105.1 TRIPLE M	6.3	5.6	0.7	5.9	4.4	1.5	7.9	6.2	1.7	8.2	6.7	1.5	10.5	9.7	0.8	4.8	5.2	-0.4	0.9	0.5	0.4
NOVA 100	8.0	6.9	1.1	23.1	25.2	-2.1	14.4	12.3	2.1	11.4	10.5	0.9	9.4	6.2	3.2	3.3	2.7	0.6	0.2	0.9	-0.7
smoothfm 91.5	7.8	10.1	-2.3	4.2	6.1	-1.9	8.7	8.5	0.2	5.1	6.7	-1.6	7.4	8.8	-1.4	12.1	14.0	-1.9	8.7	13.6	-4.9
ABC MEL	9.3	9.3	0.0	1.3	0.5	0.8	0.6	0.7	-0.1	3.7	4.5	-0.8	5.7	6.5	-0.8	15.8	14.5	1.3	19.4	18.3	1.1
3RN	2.8	2.6	0.2	0.4	*	*	*	*	*	0.8	1.8	-1.0	2.0	1.5	0.5	4.1	5.0	-0.9	6.2	4.4	1.8
ABC NEWS	1.2	1.5	-0.3	1.0	0.6	0.4	0.7	0.8	-0.1	1.3	1.3	0.0	1.5	1.6	-0.1	0.8	1.3	-0.5	1.3	2.2	-0.9
3JJJ	5.4	4.5	0.9	4.6	6.8	-2.2	8.6	9.4	-0.8	14.2	10.4	3.8	3.1	3.4	-0.3	3.5	1.0	2.5	*	0.6	*
ABCFM	3.3	2.5	0.8	2.7	1.5	1.2	0.7	1.8	-1.1	0.6	0.9	-0.3	4.4	1.9	2.5	2.6	2.1	0.5	6.3	5.5	0.8

Share Movement (%) by Session, P10+

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	3.6	3.7	-0.1	3.6	3.5	0.1	4.4	4.8	-0.4	3.6	3.3	0.3	3.5	3.6	-0.1	2.1	3.5	-1.4	2.0	2.8	-0.8						
3AW	15.3	15.8	-0.5	20.1	20.0	0.1	16.6	17.6	-1.0	11.3	11.7	-0.4	10.7	11.4	-0.7	17.2	19.0	-1.8	14.2	14.3	-0.1						
TalkingLifestyle1278	0.2	0.4	-0.2	0.1	0.3	-0.2	0.4	0.4	0.0	0.3	0.5	-0.2	0.1	0.3	-0.2	0.5	0.3	0.2	0.4	0.7	-0.3						
101.9 FOX FM	8.7	9.2	-0.5	7.0	8.1	-1.1	7.8	8.7	-0.9	10.2	10.5	-0.3	11.0	10.5	0.5	7.2	7.0	0.2	7.7	7.3	0.4						
GOLD104.3	9.2	11.0	-1.8	7.4	8.4	-1.0	10.0	12.7	-2.7	11.2	14.4	-3.2	9.2	10.1	-0.9	7.7	7.0	0.7	11.1	11.4	-0.3						
KIIS 101.1 FM	7.4	6.5	0.9	6.3	5.6	0.7	6.3	5.3	1.0	7.6	7.3	0.3	9.4	8.1	1.3	9.2	7.1	2.1	7.6	5.3	2.3						
105.1 TRIPLE M	7.0	6.0	1.0	7.6	7.1	0.5	7.2	4.8	2.4	7.8	5.7	2.1	6.5	6.4	0.1	3.9	4.9	-1.0	3.8	4.2	-0.4						
NOVA 100	8.1	6.7	1.4	8.2	7.0	1.2	5.7	4.9	0.8	8.1	6.0	2.1	10.5	9.4	1.1	9.0	7.2	1.8	7.8	7.7	0.1						
smoothfm 91.5	7.3	9.6	-2.3	5.3	7.1	-1.8	8.1	10.3	-2.2	9.0	11.8	-2.8	7.1	9.8	-2.7	7.5	8.8	-1.3	9.5	12.0	-2.5						
ABC MEL	9.7	9.6	0.1	13.0	12.5	0.5	11.6	10.7	0.9	6.4	6.6	-0.2	6.8	7.4	-0.6	9.4	10.9	-1.5	8.0	8.2	-0.2						
3RN	2.6	2.5	0.1	3.9	3.9	0.0	1.6	1.2	0.4	1.3	1.2	0.1	3.2	2.9	0.3	3.4	4.1	-0.7	3.3	3.0	0.3						
ABC NEWS	1.1	1.4	-0.3	1.6	2.3	-0.7	0.7	0.6	0.1	0.7	0.8	-0.1	0.7	0.9	-0.2	2.2	2.9	-0.7	1.5	1.8	-0.3						
3JJJ	5.7	4.8	0.9	4.8	3.8	1.0	5.9	5.0	0.9	6.8	6.0	0.8	6.1	5.5	0.6	4.1	2.5	1.6	4.7	3.7	1.0						
ABCFM	3.1	2.3	0.8	3.1	2.1	1.0	3.3	2.1	1.2	2.9	2.3	0.6	2.8	2.4	0.4	3.9	3.8	0.1	3.9	3.2	0.7						



MELBOURNE RADIO - SURVEY 8 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	17	19	-2	*	1	*	1	1	0	4	4	0	7	7	0	3	4	-1	3	2	1
3AW	79	83	-4	1	*	*	1	1	0	2	2	0	10	14	-4	17	19	-2	49	45	4
TalkingLifestyle1278	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
101.9 FOX FM	44	47	-3	7	6	1	7	9	-2	19	19	0	8	10	-2	2	2	0	*	1	*
GOLD104.3	50	59	-9	2	2	0	6	8	-2	8	10	-2	19	24	-5	9	9	0	6	6	0
KIIS 101.1 FM	39	33	6	5	4	1	6	5	1	13	12	1	12	8	4	3	3	0	*	*	*
105.1 TRIPLE M	33	30	3	2	1	1	4	3	1	9	7	2	13	13	0	4	5	-1	1	1	0
NOVA 100	42	37	5	8	8	0	7	5	2	13	12	1	12	8	4	3	2	1	*	1	*
smoothfm 91.5	41	54	-13	1	2	-1	4	4	0	6	8	-2	9	12	-3	10	12	-2	11	17	-6
ABC MEL	49	50	-1	*	*	*	*	*	*	4	5	-1	7	9	-2	13	13	0	24	23	1
3RN	14	14	0	*	*	*	*	*	*	1	2	-1	2	2	0	3	4	-1	8	5	3
ABC NEWS	6	8	-2	*	*	*	*	*	*	1	1	0	2	2	0	1	1	0	2	3	-1
3JJJ	28	24	4	2	2	0	4	4	0	16	12	4	4	5	-1	3	1	2	*	1	*
ABCFM	17	13	4	1	*	*	*	1	*	1	1	0	5	2	3	2	2	0	8	7	1
Total	522	532	-10	35	32	3	45	45	0	114	112	2	122	132	-10	81	87	-6	124	124	0

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	+/-	This	Last	+/-	This	Last	+/-
SEN	20	21	-1	30	30	0	32	36	-4	23	22	1	22	22	0	4	6	-2	9	12	-3
3AW	86	91	-5	170	171	-1	119	134	-15	71	78	-7	65	69	-4	32	34	-2	60	60	0
TalkingLifestyle1278	1	2	-1	1	3	-2	3	3	0	2	4	-2	1	2	-1	1	1	0	2	3	-1
101.9 FOX FM	49	53	-4	59	70	-11	56	66	-10	64	70	-6	67	63	4	14	13	1	32	31	1
GOLD104.3	52	63	-11	62	72	-10	72	96	-24	71	97	-26	56	61	-5	14	12	2	47	48	-1
KIIS 101.1 FM	42	38	4	53	48	5	45	40	5	48	49	-1	58	49	9	17	13	4	32	22	10
105.1 TRIPLE M	40	34	6	64	61	3	52	37	15	49	38	11	40	39	1	7	9	-2	16	18	-2
NOVA 100	46	39	7	69	60	9	41	37	4	51	40	11	64	57	7	17	13	4	33	32	1
smoothfm 91.5	41	55	-14	45	61	-16	58	78	-20	57	79	-22	44	60	-16	14	16	-2	40	50	-10
ABC MEL	55	56	-1	110	108	2	83	82	1	40	44	-4	42	45	-3	18	19	-1	34	34	0
3RN	15	14	1	33	33	0	12	9	3	8	8	0	19	17	2	6	7	-1	14	13	1
ABC NEWS	6	8	-2	14	19	-5	5	5	0	4	6	-2	5	5	0	4	5	-1	6	8	-2
3JJJ	32	28	4	41	33	8	42	38	4	43	40	3	37	33	4	8	4	4	20	16	4
ABCFM	18	13	5	26	18	8	24	16	8	18	15	3	17	14	3	7	7	0	17	13	4
Total	561	577	-16	843	858	-15	718	761	-43	629	669	-40	611	606	5	186	179	7	423	421	2



MELBOURNE RADIO - SURVEY 8 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	256	279	-23	6	19	-13	20	21	-1	43	54	-11	92	91	1	46	58	-12	50	37	13
3AW	637	668	-31	21	18	3	21	20	1	38	50	-12	131	150	-19	152	161	-9	275	268	7
TalkingLifestyle1278	54	61	-7	2	*	*	6	6	0	3	3	0	4	7	-3	9	13	-4	28	32	-4
101.9 FOX FM	1132	1075	57	205	186	19	234	227	7	404	380	24	221	217	4	50	44	6	18	20	-2
GOLD104.3	924	997	-73	77	74	3	99	102	-3	221	233	-12	290	346	-56	135	138	-3	103	103	0
KIIS 101.1 FM	860	820	40	162	172	-10	162	154	8	283	263	20	195	178	17	47	46	1	11	7	4
105.1 TRIPLE M	622	617	5	70	71	-1	79	75	4	197	185	12	205	220	-15	56	49	7	16	16	0
NOVA 100	1038	918	120	213	199	14	190	162	28	347	318	29	233	188	45	47	37	10	8	13	-5
smoothfm 91.5	783	932	-149	51	73	-22	95	108	-13	165	193	-28	170	206	-36	150	163	-13	151	188	-37
ABC MEL	690	696	-6	22	16	6	12	16	-4	78	108	-30	144	159	-15	174	156	18	259	242	17
3RN	238	239	-1	1	2	-1	*	2	*	29	47	-18	59	47	12	65	61	4	85	80	5
ABC NEWS	189	199	-10	10	15	-5	14	10	4	38	38	0	62	56	6	30	32	-2	35	48	-13
3JJJ	450	448	2	49	49	0	76	101	-25	228	194	34	72	75	-3	24	20	4	1	9	-8
ABCFM	208	212	-4	8	8	0	8	13	-5	28	35	-7	53	40	13	28	31	-3	83	86	-3
Total	4131	4127	4	415	413	2	481	476	5	1069	1074	-5	964	962	2	540	538	2	662	665	-3

Cumulative 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	+/-	This	Last	+/-	This	Last	+/-
SEN	239	255	-16	160	154	6	143	135	8	118	106	12	143	136	7	55	78	-23	144	160	-16
3AW	618	648	-30	494	531	-37	370	397	-27	321	335	-14	305	321	-16	192	198	-6	426	461	-35
TalkingLifestyle1278	48	47	1	16	21	-5	23	22	1	25	30	-5	8	13	-5	17	11	6	27	31	-4
101.9 FOX FM	1040	996	44	552	574	-22	380	389	-9	539	531	8	617	585	32	237	268	-31	640	616	24
GOLD104.3	809	834	-25	419	431	-12	335	376	-41	443	500	-57	448	472	-24	213	215	-2	587	636	-49
KIIS 101.1 FM	802	748	54	471	436	35	333	267	66	425	414	11	442	409	33	253	222	31	533	469	64
105.1 TRIPLE M	570	546	24	358	327	31	221	171	50	266	229	37	315	301	14	121	134	-13	302	311	-9
NOVA 100	948	815	133	536	461	75	361	303	58	494	418	76	512	453	59	291	238	53	608	583	25
smoothfm 91.5	687	827	-140	347	441	-94	332	407	-75	386	480	-94	357	454	-97	188	247	-59	521	640	-119
ABC MEL	650	656	-6	474	461	13	357	343	14	292	309	-17	318	316	2	195	216	-21	431	443	-12
3RN	214	215	-1	141	140	1	84	69	15	87	83	4	117	118	-1	66	71	-5	151	165	-14
ABC NEWS	163	175	-12	98	116	-18	54	57	-3	59	68	-9	56	66	-10	57	60	-3	117	138	-21
3JJJ	402	399	3	250	220	30	183	195	-12	222	213	9	251	264	-13	119	116	3	253	292	-39
ABCFM	190	184	6	120	98	22	94	83	11	87	78	9	80	89	-9	73	73	0	152	136	16
Total	4032	4020	12	3218	3208	10	2478	2454	24	2790	2823	-33	2960	2984	-24	1771	1766	5	3398	3464	-66