



# MELBOURNE RADIO - SURVEY 1 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	3.5	3.9	-0.4	2.4	5.0	-2.6	0.7	1.1	-0.4	1.7	2.3	-0.6	6.0	6.2	-0.2	5.7	4.8	0.9	2.4	2.9	-0.5
3AW	12.9	13.4	-0.5	1.2	1.0	0.2	2.2	2.4	-0.2	1.3	2.1	-0.8	10.9	10.0	0.9	22.2	18.2	4.0	28.9	32.2	-3.3
MAGIC 1278	2.8	4.1	-1.3	0.4	0.8	-0.4	0.1	0.1	0.0	0.1	0.2	-0.1	1.2	1.3	-0.1	4.0	7.7	-3.7	8.7	10.8	-2.1
FOXFH hit 1019	8.6	9.7	-1.1	21.6	24.7	-3.1	17.0	21.7	-4.7	15.0	18.6	-3.6	7.0	7.3	-0.3	2.3	2.1	0.2	0.9	0.5	0.4
GOLD	8.9	8.2	0.7	7.0	3.1	3.9	5.7	7.3	-1.6	7.3	7.0	0.3	14.7	11.3	3.4	12.3	13.0	-0.7	3.3	4.4	-1.1
KIIS 101.1 FM	6.4	6.8	-0.4	18.3	17.6	0.7	11.3	12.6	-1.3	8.7	9.6	-0.9	7.6	7.8	-0.2	2.3	3.3	-1.0	0.2	0.5	-0.3
3MMM	6.9	6.7	0.2	5.3	5.8	-0.5	4.6	6.5	-1.9	9.0	12.6	-3.6	13.3	8.2	5.1	3.3	5.4	-2.1	0.8	0.5	0.3
NOVA 100	6.0	6.8	-0.8	19.7	20.8	-1.1	11.5	13.3	-1.8	10.6	12.4	-1.8	4.5	5.6	-1.1	1.0	0.8	0.2	0.4	0.6	-0.2
smoothfm 91.5	6.9	7.1	-0.2	5.7	4.2	1.5	6.1	4.3	1.8	5.7	4.7	1.0	7.3	9.6	-2.3	9.6	9.2	0.4	6.7	7.1	-0.4
ABC774	11.1	10.3	0.8	1.8	3.1	-1.3	3.0	1.6	1.4	5.4	4.0	1.4	7.6	8.1	-0.5	15.2	16.2	-1.0	24.7	19.9	4.8
3RN	2.2	2.2	0.0	0.2	1.7	-1.5	0.2	0.4	-0.2	0.6	0.9	-0.3	1.5	2.4	-0.9	4.2	2.4	1.8	4.8	3.9	0.9
NEWSR	1.2	1.4	-0.2	0.3	0.9	-0.6	0.4	0.9	-0.5	1.0	1.9	-0.9	1.6	1.1	0.5	1.2	1.4	-0.2	1.6	1.7	-0.1
3JJJ	6.4	5.1	1.3	3.3	3.0	0.3	21.9	14.4	7.5	14.1	11.6	2.5	2.9	3.8	-0.9	1.2	0.7	0.5	*	0.1	*
ABCFM	2.5	2.6	-0.1	0.2	0.3	-0.1	1.1	0.6	0.5	0.6	0.9	-0.3	0.9	1.4	-0.5	4.2	3.4	0.8	6.4	6.3	0.1

## 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	3.8	4.0	-0.2	3.8	3.6	0.2	4.7	4.5	0.2	3.6	3.9	-0.3	3.9	4.0	-0.1	2.6	4.4	-1.8	2.3	3.2	-0.9
3AW	13.3	13.7	-0.4	17.8	19.8	-2.0	13.7	14.7	-1.0	9.9	9.9	0.0	9.9	9.5	0.4	13.8	11.2	2.6	11.5	12.3	-0.8
MAGIC 1278	2.6	3.9	-1.3	2.0	3.7	-1.7	3.2	4.5	-1.3	3.3	4.3	-1.0	1.9	2.9	-1.0	2.4	4.0	-1.6	3.6	4.7	-1.1
FOXFH hit 1019	8.8	10.1	-1.3	6.7	9.2	-2.5	8.4	9.0	-0.6	10.7	10.9	-0.2	10.5	12.8	-2.3	7.8	8.7	-0.9	8.1	8.4	-0.3
GOLD	8.8	7.9	0.9	6.4	6.2	0.2	9.4	8.9	0.5	10.5	9.8	0.7	9.4	7.1	2.3	8.8	7.0	1.8	9.3	9.3	0.0
KIIS 101.1 FM	6.4	6.9	-0.5	6.2	5.9	0.3	5.4	5.5	-0.1	6.2	7.8	-1.6	8.4	9.3	-0.9	6.3	6.2	0.1	6.5	6.5	0.0
3MMM	7.2	7.4	-0.2	8.5	8.8	-0.3	7.2	6.5	0.7	7.9	7.5	0.4	5.8	7.8	-2.0	4.4	4.5	-0.1	5.6	4.6	1.0
NOVA 100	5.9	6.7	-0.8	5.8	5.3	0.5	4.8	6.4	-1.6	5.8	7.6	-1.8	7.5	8.3	-0.8	6.5	6.9	-0.4	6.4	7.0	-0.6
smoothfm 91.5	6.5	6.8	-0.3	5.4	4.8	0.6	7.0	7.4	-0.4	7.9	8.1	-0.2	6.1	6.5	-0.4	5.6	8.5	-2.9	8.4	8.0	0.4
ABC774	11.5	10.7	0.8	16.3	13.7	2.6	13.4	12.7	0.7	6.8	7.1	-0.3	8.7	8.5	0.2	10.4	10.4	0.0	9.9	8.7	1.2
3RN	2.1	2.1	0.0	2.7	3.0	-0.3	1.3	1.5	-0.2	1.3	1.3	0.0	2.7	1.9	0.8	3.1	2.9	0.2	2.6	2.6	0.0
NEWSR	1.2	1.3	-0.1	1.9	1.8	0.1	0.6	0.8	-0.2	0.7	1.0	-0.3	1.1	1.3	-0.2	2.4	2.1	0.3	1.4	1.8	-0.4
3JJJ	6.7	5.2	1.5	5.4	4.6	0.8	5.5	5.4	0.1	8.0	5.9	2.1	8.9	5.8	3.1	5.8	3.9	1.9	5.3	4.9	0.4
ABCFM	2.2	2.4	-0.2	2.0	2.1	-0.1	2.2	2.2	0.0	2.0	2.4	-0.4	2.2	2.6	-0.4	4.0	3.6	0.4	3.3	3.1	0.2



# MELBOURNE RADIO - SURVEY 1 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	19	20	-1	1	1	0	*	1	*	2	3	-1	8	8	0	5	4	1	3	4	-1
3AW	70	71	-1	*	*	*	1	1	0	2	3	-1	15	13	2	18	14	4	34	39	-5
MAGIC 1278	16	22	-6	*	*	*	*	*	*	*	*	*	2	2	0	3	6	-3	10	13	-3
FOXFm hit 1019	47	51	-4	7	7	0	8	10	-2	19	23	-4	10	10	0	2	2	0	1	1	0
GOLD	49	43	6	2	1	1	3	3	0	9	9	0	20	15	5	10	10	0	4	5	-1
KIIS 101.1 FM	35	36	-1	6	5	1	5	6	-1	11	12	-1	10	10	0	2	3	-1	*	1	*
3MMM	37	36	1	2	2	0	2	3	-1	12	15	-3	18	11	7	3	4	-1	1	1	0
NOVA 100	33	36	-3	6	6	0	6	6	0	14	15	-1	6	7	-1	1	1	0	*	1	*
smoothfm 91.5	38	37	1	2	1	1	3	2	1	7	6	1	10	13	-3	8	7	1	8	9	-1
ABC774	61	54	7	1	1	0	1	1	0	7	5	2	10	11	-1	13	13	0	29	24	5
3RN	12	12	0	*	*	*	*	*	*	1	1	0	2	3	-1	4	2	2	6	5	1
NEWSR	7	8	-1	*	*	*	*	*	*	1	2	-1	2	1	1	1	1	0	2	2	0
3JJJ	35	27	8	1	1	0	11	6	5	18	14	4	4	5	-1	1	1	0	*	*	*
ABCFM	14	14	0	*	*	*	1	*	*	1	1	0	1	2	-1	3	3	0	7	8	-1
<b>Total</b>	<b>546</b>	<b>529</b>	<b>17</b>	<b>33</b>	<b>29</b>	<b>4</b>	<b>48</b>	<b>44</b>	<b>4</b>	<b>128</b>	<b>121</b>	<b>7</b>	<b>138</b>	<b>133</b>	<b>5</b>	<b>83</b>	<b>78</b>	<b>5</b>	<b>117</b>	<b>123</b>	<b>-6</b>

## 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	23	23	0	32	30	2	38	34	4	24	24	0	24	24	0	5	9	-4	10	14	-4						
3AW	78	78	0	152	166	-14	109	112	-3	66	61	5	62	56	6	27	24	3	51	52	-1						
MAGIC 1278	15	22	-7	17	31	-14	25	34	-9	22	27	-5	12	17	-5	5	8	-3	16	20	-4						
FOXFm hit 1019	52	58	-6	57	77	-20	67	69	-2	70	67	3	65	76	-11	15	18	-3	36	36	0						
GOLD	52	45	7	55	52	3	75	68	7	69	61	8	59	42	17	17	15	2	41	40	1						
KIIS 101.1 FM	38	39	-1	53	50	3	42	42	0	41	48	-7	53	55	-2	12	13	-1	29	28	1						
3MMM	43	42	1	73	74	-1	57	50	7	52	46	6	36	46	-10	9	9	0	25	20	5						
NOVA 100	35	38	-3	50	45	5	38	48	-10	38	47	-9	47	49	-2	13	15	-2	28	30	-2						
smoothfm 91.5	38	39	-1	47	40	7	56	57	-1	52	50	2	38	39	-1	11	18	-7	37	34	3						
ABC774	68	61	7	139	115	24	106	97	9	45	44	1	54	50	4	20	22	-2	44	37	7						
3RN	12	12	0	23	25	-2	10	11	-1	9	8	1	17	11	6	6	6	0	12	11	1						
NEWSR	7	8	-1	16	15	1	5	6	-1	4	6	-2	7	8	-1	5	4	1	6	8	-2						
3JJJ	39	30	9	46	38	8	44	41	3	53	37	16	55	34	21	11	8	3	24	21	3						
ABCFM	13	14	-1	17	17	0	17	17	0	13	15	-2	14	15	-1	8	8	0	15	13	2						
<b>Total</b>	<b>588</b>	<b>569</b>	<b>19</b>	<b>856</b>	<b>839</b>	<b>17</b>	<b>794</b>	<b>762</b>	<b>32</b>	<b>661</b>	<b>620</b>	<b>41</b>	<b>624</b>	<b>594</b>	<b>30</b>	<b>197</b>	<b>210</b>	<b>-13</b>	<b>442</b>	<b>427</b>	<b>15</b>						



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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	288	312	-24	24	14	10	18	23	-5	48	73	-25	114	107	7	42	50	-8	42	45	-3
3AW	588	641	-53	18	22	-4	27	30	-3	39	38	1	140	156	-16	141	134	7	224	261	-37
MAGIC 1278	191	263	-72	10	12	-2	4	9	-5	6	16	-10	24	37	-13	35	67	-32	113	122	-9
FOXFH hit 1019	1057	1181	-124	189	204	-15	245	260	-15	366	432	-66	195	218	-23	41	45	-4	21	22	-1
GOLD	940	821	119	80	44	36	84	89	-5	247	207	40	312	283	29	154	137	17	63	62	1
KIIS 101.1 FM	878	889	-11	192	169	23	136	176	-40	293	282	11	207	207	0	39	44	-5	11	10	1
3MMM	615	638	-23	70	72	-2	66	77	-11	220	230	-10	209	191	18	44	55	-11	6	14	-8
NOVA 100	949	889	60	196	188	8	173	192	-19	379	303	76	154	172	-18	37	20	17	9	13	-4
smoothfm 91.5	758	691	67	61	55	6	73	75	-2	192	148	44	194	183	11	130	116	14	107	113	-6
ABC774	792	741	51	26	26	0	30	19	11	123	118	5	185	162	23	161	179	-18	266	237	29
3RN	247	224	23	12	8	4	15	9	6	35	31	4	44	59	-15	51	58	-7	90	60	30
NEWSR	210	228	-18	18	7	11	9	18	-9	45	64	-19	56	52	4	21	42	-21	62	45	17
3JJJ	548	490	58	45	45	0	136	115	21	264	217	47	84	91	-7	18	16	2	1	5	-4
ABCFM	206	222	-16	5	9	-4	12	8	4	23	41	-18	41	49	-8	35	36	-1	90	77	13
<b>Total</b>	<b>4038</b>	<b>3975</b>	<b>63</b>	<b>403</b>	<b>404</b>	<b>-1</b>	<b>468</b>	<b>470</b>	<b>-2</b>	<b>1060</b>	<b>1028</b>	<b>32</b>	<b>949</b>	<b>940</b>	<b>9</b>	<b>524</b>	<b>514</b>	<b>10</b>	<b>635</b>	<b>619</b>	<b>16</b>

## 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	272	281	-9	172	171	1	141	133	8	137	143	-6	158	158	0	80	106	-26	156	170	-14
3AW	556	614	-58	442	488	-46	330	351	-21	316	313	3	308	312	-4	196	188	8	417	418	-1
MAGIC 1278	165	235	-70	85	135	-50	91	142	-51	117	148	-31	67	111	-44	47	78	-31	147	191	-44
FOXFH hit 1019	981	1102	-121	536	606	-70	407	468	-61	538	554	-16	581	669	-88	312	337	-25	647	690	-43
GOLD	816	717	99	391	353	38	413	330	83	491	403	88	457	374	83	247	201	46	576	517	59
KIIS 101.1 FM	821	817	4	461	447	14	332	322	10	434	456	-22	507	494	13	204	245	-41	519	547	-28
3MMM	542	585	-43	369	368	1	235	236	-1	269	267	2	271	362	-91	146	170	-24	368	343	25
NOVA 100	845	797	48	478	414	64	337	335	2	419	421	-2	464	460	4	251	278	-27	559	562	-3
smoothfm 91.5	692	604	88	371	312	59	327	287	40	388	328	60	348	315	33	200	207	-7	496	448	48
ABC774	731	684	47	556	487	69	421	409	12	356	338	18	360	354	6	222	225	-3	518	468	50
3RN	212	201	11	119	131	-12	77	89	-12	85	66	19	107	99	8	75	88	-13	151	148	3
NEWSR	185	182	3	109	104	5	62	59	3	67	63	4	75	70	5	69	57	12	137	150	-13
3JJJ	518	439	79	307	234	73	234	199	35	293	205	88	351	263	88	195	151	44	345	278	67
ABCFM	179	194	-15	93	107	-14	83	95	-12	94	97	-3	84	95	-11	83	89	-6	144	139	5
<b>Total</b>	<b>3967</b>	<b>3902</b>	<b>65</b>	<b>3256</b>	<b>3194</b>	<b>62</b>	<b>2651</b>	<b>2545</b>	<b>106</b>	<b>2852</b>	<b>2744</b>	<b>108</b>	<b>2986</b>	<b>2972</b>	<b>14</b>	<b>1928</b>	<b>1965</b>	<b>-37</b>	<b>3444</b>	<b>3387</b>	<b>57</b>