



MELBOURNE RADIO - SURVEY 1 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	2.7	3.8	-1.1	0.9	0.9	0.0	0.2	0.6	-0.4	3.5	4.4	-0.9	3.7	5.3	-1.6	2.8	4.6	-1.8	2.2	3.2	-1.0
3AW	13.0	13.7	-0.7	4.0	4.1	-0.1	0.7	0.5	0.2	2.9	2.8	0.1	9.8	8.4	1.4	20.2	16.7	3.5	27.3	38.1	-10.8
MAGIC 1278	2.9	2.4	0.5	0.1	0.2	-0.1	1.4	*	*	0.8	*	*	0.7	0.6	0.1	3.0	3.3	-0.3	8.6	8.0	0.6
101.9 FOX FM	9.1	10.6	-1.5	23.2	23.1	0.1	17.7	31.3	-13.6	16.7	16.4	0.3	7.8	7.1	0.7	3.3	3.8	-0.5	0.9	1.0	-0.1
GOLD104.3	8.0	8.6	-0.6	5.8	6.0	-0.2	5.5	5.5	0.0	9.5	4.9	4.6	11.0	15.9	-4.9	8.4	11.6	-3.2	4.5	3.4	1.1
KIIS 101.1 FM	5.9	6.0	-0.1	13.3	14.8	-1.5	15.9	10.3	5.6	7.1	9.0	-1.9	7.4	6.8	0.6	2.4	1.9	0.5	0.5	0.5	0.0
105.1 TRIPLE M	7.3	6.9	0.4	8.5	7.0	1.5	12.7	5.8	6.9	11.3	9.7	1.6	7.7	12.5	-4.8	7.6	3.5	4.1	0.4	0.4	0.0
NOVA 100	7.3	6.4	0.9	17.8	18.3	-0.5	14.0	13.3	0.7	11.3	10.7	0.6	7.0	5.4	1.6	4.7	1.3	3.4	0.4	0.2	0.2
smoothfm 91.5	9.4	9.0	0.4	5.5	6.0	-0.5	5.9	4.7	1.2	7.6	8.5	-0.9	9.5	9.8	-0.3	13.6	13.4	0.2	10.3	8.2	2.1
774 ABC	9.8	9.6	0.2	2.2	2.4	-0.2	1.3	2.6	-1.3	1.7	4.0	-2.3	8.2	7.4	0.8	13.2	18.3	-5.1	21.6	16.8	4.8
3RN	3.0	2.3	0.7	0.3	0.5	-0.2	0.2	0.4	-0.2	0.4	1.2	-0.8	3.1	2.4	0.7	4.6	4.6	0.0	6.0	3.0	3.0
NEWSR	1.6	1.2	0.4	0.8	1.5	-0.7	0.5	0.1	0.4	1.6	1.5	0.1	1.8	1.1	0.7	1.6	1.6	0.0	2.2	1.0	1.2
3JJJ	5.4	4.7	0.7	3.9	3.9	0.0	14.8	13.3	1.5	13.2	11.4	1.8	3.5	2.2	1.3	1.3	0.6	0.7	*	0.2	*
ABCFM	3.2	2.1	1.1	0.2	0.6	-0.4	0.5	0.4	0.1	2.1	1.1	1.0	2.1	0.8	1.3	2.8	3.2	-0.4	7.3	5.1	2.2

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	3.0	3.9	-0.9	2.5	3.8	-1.3	3.5	3.8	-0.3	2.5	3.2	-0.7	3.5	4.8	-1.3	3.3	4.8	-1.5	1.9	3.5	-1.6
3AW	13.5	14.3	-0.8	18.3	18.9	-0.6	14.8	15.3	-0.5	10.1	11.0	-0.9	9.4	10.0	-0.6	13.4	15.2	-1.8	11.2	11.9	-0.7
MAGIC 1278	2.7	2.2	0.5	2.4	2.1	0.3	3.2	2.9	0.3	2.7	2.4	0.3	2.1	1.7	0.4	3.4	1.7	1.7	3.7	2.9	0.8
101.9 FOX FM	9.2	10.9	-1.7	7.6	9.4	-1.8	8.3	9.7	-1.4	10.1	11.6	-1.5	11.7	14.8	-3.1	9.0	8.6	0.4	8.8	9.6	-0.8
GOLD104.3	7.8	8.4	-0.6	6.2	6.3	-0.1	8.1	9.2	-1.1	9.8	11.1	-1.3	7.2	8.1	-0.9	8.1	6.7	1.4	8.5	9.0	-0.5
KIIS 101.1 FM	6.1	6.0	0.1	6.3	6.1	0.2	5.3	5.1	0.2	6.8	6.3	0.5	6.4	7.0	-0.6	5.0	5.3	-0.3	5.3	5.9	-0.6
105.1 TRIPLE M	7.9	7.4	0.5	7.7	8.0	-0.3	8.6	7.4	1.2	9.8	8.8	1.0	6.5	6.7	-0.2	4.1	3.3	0.8	5.5	5.3	0.2
NOVA 100	7.2	6.4	0.8	8.1	6.4	1.7	5.3	5.3	0.0	6.4	6.5	-0.1	9.4	8.0	1.4	6.5	5.8	0.7	7.5	6.1	1.4
smoothfm 91.5	9.1	8.4	0.7	7.0	6.3	0.7	9.3	9.1	0.2	11.0	9.9	1.1	10.1	8.2	1.9	8.3	10.2	-1.9	10.4	10.9	-0.5
774 ABC	10.3	10.0	0.3	13.3	13.2	0.1	11.3	11.3	0.0	7.4	6.9	0.5	8.7	7.8	0.9	10.1	9.4	0.7	7.9	8.3	-0.4
3RN	2.9	2.2	0.7	3.5	3.2	0.3	2.4	1.3	1.1	2.1	1.1	1.0	2.9	2.5	0.4	4.3	3.6	0.7	3.5	2.7	0.8
NEWSR	1.6	1.2	0.4	2.3	1.8	0.5	1.2	0.8	0.4	0.8	0.7	0.1	1.1	0.8	0.3	3.4	1.9	1.5	1.7	1.3	0.4
3JJJ	5.3	4.9	0.4	3.9	4.0	-0.1	5.0	5.1	-0.1	6.0	5.8	0.2	6.9	5.2	1.7	5.5	3.9	1.6	5.8	4.0	1.8
ABCFM	3.0	1.9	1.1	2.8	1.8	1.0	3.2	1.7	1.5	3.1	1.7	1.4	3.2	2.0	1.2	3.0	3.2	-0.2	3.5	2.7	0.8



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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	15	20	-5	*	*	*	*	*	*	4	5	-1	5	7	-2	3	4	-1	3	4	-1
3AW	71	73	-2	1	1	0	*	*	*	3	3	0	13	11	2	19	14	5	34	43	-9
MAGIC 1278	16	13	3	*	*	*	1	*	*	1	*	*	1	1	0	3	3	0	11	9	2
101.9 FOX FM	50	56	-6	7	8	-1	8	16	-8	20	19	1	10	10	0	3	3	0	1	1	0
GOLD104.3	44	45	-1	2	2	0	3	3	0	11	6	5	14	22	-8	8	10	-2	6	4	2
KIIS 101.1 FM	32	32	0	4	5	-1	7	5	2	8	10	-2	10	9	1	2	2	0	1	1	0
105.1 TRIPLE M	40	37	3	3	2	1	6	3	3	14	11	3	10	17	-7	7	3	4	1	*	*
NOVA 100	40	34	6	6	6	0	6	7	-1	14	12	2	9	7	2	5	1	4	*	*	*
smoothfm 91.5	52	48	4	2	2	0	3	2	1	9	10	-1	12	13	-1	13	11	2	13	9	4
774 ABC	54	51	3	1	1	0	1	1	0	2	5	-3	11	10	1	13	15	-2	27	19	8
3RN	17	12	5	*	*	*	*	*	*	*	1	*	4	3	1	4	4	0	8	3	5
NEWSR	9	6	3	*	1	*	*	*	*	2	2	0	2	1	1	2	1	1	3	1	2
3JJJ	30	25	5	1	1	0	7	7	0	16	13	3	5	3	2	1	*	*	*	*	*
ABCFM	17	11	6	*	*	*	*	*	*	3	1	2	3	1	2	3	3	0	9	6	3
Total	549	531	18	32	33	-1	46	50	-4	120	116	4	130	136	-6	96	84	12	125	112	13

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	17	22	-5	22	32	-10	27	29	-2	16	21	-5	22	30	-8	7	9	-2	8	15	-7
3AW	79	82	-3	157	160	-3	113	115	-2	66	70	-4	60	63	-3	27	28	-1	51	51	0
MAGIC 1278	16	13	3	21	18	3	25	22	3	18	15	3	14	11	3	7	3	4	17	12	5
101.9 FOX FM	54	62	-8	65	79	-14	63	73	-10	66	74	-8	74	93	-19	18	16	2	40	41	-1
GOLD104.3	46	48	-2	53	53	0	62	69	-7	64	71	-7	46	51	-5	17	12	5	39	39	0
KIIS 101.1 FM	36	34	2	54	52	2	40	38	2	45	40	5	41	44	-3	10	10	0	24	25	-1
105.1 TRIPLE M	46	42	4	66	68	-2	66	56	10	64	56	8	41	42	-1	8	6	2	25	23	2
NOVA 100	42	37	5	70	54	16	41	40	1	42	42	0	60	50	10	13	11	2	34	26	8
smoothfm 91.5	54	48	6	60	53	7	71	68	3	72	63	9	64	52	12	17	19	-2	47	47	0
774 ABC	61	57	4	114	112	2	87	85	2	49	44	5	55	49	6	21	17	4	36	35	1
3RN	17	13	4	30	27	3	18	10	8	14	7	7	18	16	2	9	7	2	16	12	4
NEWSR	9	7	2	20	15	5	9	6	3	6	5	1	7	5	2	7	4	3	8	5	3
3JJJ	31	28	3	33	34	-1	38	38	0	39	37	2	44	33	11	11	7	4	26	17	9
ABCFM	18	11	7	24	15	9	25	13	12	20	11	9	20	12	8	6	6	0	16	12	4
Total	587	572	15	857	845	12	766	752	14	657	639	18	636	629	7	204	184	20	454	429	25



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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	222	296	-74	10	20	-10	5	13	-8	53	80	-27	66	105	-39	43	49	-6	43	28	15
3AW	575	621	-46	20	25	-5	20	5	15	31	51	-20	156	129	27	117	127	-10	232	284	-52
MAGIC 1278	187	187	0	5	9	-4	13	*	*	14	5	9	14	18	-4	37	40	-3	103	114	-11
101.9 FOX FM	1103	1120	-17	203	214	-11	209	238	-29	397	374	23	221	224	-3	48	46	2	24	24	0
GOLD104.3	925	852	73	63	57	6	82	68	14	247	182	65	308	315	-7	146	158	-12	80	72	8
KIIS 101.1 FM	898	863	35	175	182	-7	184	163	21	257	278	-21	220	195	25	51	24	27	12	22	-10
105.1 TRIPLE M	628	630	-2	84	62	22	75	78	-3	223	224	-1	146	206	-60	83	48	35	17	11	6
NOVA 100	1018	887	131	202	176	26	200	189	11	312	320	-8	229	170	59	61	22	39	13	9	4
smoothfm 91.5	885	832	53	58	75	-17	89	71	18	199	190	9	236	223	13	169	146	23	135	127	8
774 ABC	702	733	-31	23	28	-5	27	29	-2	66	101	-35	166	181	-15	158	168	-10	263	226	37
3RN	239	233	6	7	5	2	7	7	0	18	42	-24	64	63	1	49	58	-9	93	57	36
NEWSR	257	228	29	7	17	-10	16	10	6	56	59	-3	91	68	23	46	44	2	41	30	11
3JJJ	570	496	74	46	37	9	131	129	2	263	227	36	98	74	24	25	22	3	6	6	0
ABCFM	257	215	42	8	16	-8	12	9	3	44	40	4	53	40	13	40	42	-2	101	68	33
Total	4117	4037	80	411	411	0	469	458	11	1069	1044	25	960	963	-3	542	524	18	667	636	31

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	207	278	-71	114	166	-52	100	133	-33	82	156	-74	129	174	-45	61	87	-26	117	169	-52
3AW	555	598	-43	452	479	-27	336	358	-22	310	327	-17	295	334	-39	183	189	-6	401	420	-19
MAGIC 1278	166	156	10	88	92	-4	96	90	6	83	79	4	85	62	23	62	34	28	130	131	-1
101.9 FOX FM	1023	1041	-18	573	597	-24	439	454	-15	542	540	2	602	672	-70	323	321	2	651	688	-37
GOLD104.3	801	754	47	368	348	20	347	329	18	442	423	19	411	429	-18	227	197	30	550	547	3
KIIS 101.1 FM	818	799	19	454	451	3	301	298	3	437	383	54	437	435	2	266	244	22	523	529	-6
105.1 TRIPLE M	571	565	6	349	388	-39	260	260	0	281	280	1	317	308	9	134	137	-3	341	353	-12
NOVA 100	919	808	111	527	473	54	352	299	53	439	407	32	514	452	62	263	211	52	652	525	127
smoothfm 91.5	791	771	20	409	398	11	375	389	-14	417	445	-28	413	418	-5	246	231	15	580	562	18
774 ABC	641	681	-40	475	496	-21	338	371	-33	313	338	-25	336	344	-8	214	216	-2	468	441	27
3RN	212	204	8	132	138	-6	92	79	13	94	69	25	114	107	7	88	82	6	167	152	15
NEWSR	225	193	32	132	115	17	79	62	17	75	71	4	74	71	3	84	56	28	162	131	31
3JJJ	510	456	54	272	264	8	242	171	71	252	227	25	313	249	64	185	133	52	332	284	48
ABCFM	225	193	32	117	77	40	117	76	41	117	100	17	127	90	37	75	66	9	176	140	36
Total	4011	3967	44	3245	3247	-2	2564	2575	-11	2834	2823	11	3055	3030	25	1929	1858	71	3507	3445	62