



MELBOURNE RADIO - SURVEY 2 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	3.9	2.7	1.2	1.2	0.9	0.3	0.6	0.2	0.4	5.7	3.5	2.2	4.2	3.7	0.5	4.4	2.8	1.6	3.0	2.2	0.8
3AW	13.8	13.0	0.8	1.2	4.0	-2.8	0.6	0.7	-0.1	2.2	2.9	-0.7	10.7	9.8	0.9	23.4	20.2	3.2	28.1	27.3	0.8
TalkingLifestyle1278	1.4	2.9	-1.5	*	0.1	*	0.4	1.4	-1.0	0.2	0.8	-0.6	0.2	0.7	-0.5	1.5	3.0	-1.5	4.4	8.6	-4.2
101.9 FOX FM	8.1	9.1	-1.0	14.6	23.2	-8.6	21.3	17.7	3.6	14.9	16.7	-1.8	7.7	7.8	-0.1	2.2	3.3	-1.1	0.4	0.9	-0.5
GOLD104.3	8.3	8.0	0.3	4.9	5.8	-0.9	6.6	5.5	1.1	8.6	9.5	-0.9	12.1	11.0	1.1	9.4	8.4	1.0	4.8	4.5	0.3
KIIS 101.1 FM	6.5	5.9	0.6	15.5	13.3	2.2	13.1	15.9	-2.8	8.8	7.1	1.7	7.8	7.4	0.4	3.7	2.4	1.3	0.7	0.5	0.2
105.1 TRIPLE M	6.4	7.3	-0.9	6.4	8.5	-2.1	11.4	12.7	-1.3	8.0	11.3	-3.3	7.6	7.7	-0.1	7.0	7.6	-0.6	1.3	0.4	0.9
NOVA 100	7.7	7.3	0.4	24.2	17.8	6.4	13.0	14.0	-1.0	15.1	11.3	3.8	6.5	7.0	-0.5	2.8	4.7	-1.9	*	0.4	*
smoothfm 91.5	9.9	9.4	0.5	7.5	5.5	2.0	5.4	5.9	-0.5	9.4	7.6	1.8	9.6	9.5	0.1	13.1	13.6	-0.5	10.5	10.3	0.2
ABC MEL	10.3	9.8	0.5	2.0	2.2	-0.2	1.5	1.3	0.2	2.8	1.7	1.1	9.5	8.2	1.3	12.9	13.2	-0.3	21.1	21.6	-0.5
3RN	3.8	3.0	0.8	*	0.3	*	0.3	0.2	0.1	0.7	0.4	0.3	3.8	3.1	0.7	4.1	4.6	-0.5	8.6	6.0	2.6
ABC NEWS	1.3	1.6	-0.3	0.4	0.8	-0.4	1.0	0.5	0.5	0.9	1.6	-0.7	1.7	1.8	-0.1	1.6	1.6	0.0	1.3	2.2	-0.9
3JJJ	4.1	5.4	-1.3	6.5	3.9	2.6	11.7	14.8	-3.1	8.2	13.2	-5.0	3.2	3.5	-0.3	1.0	1.3	-0.3	0.1	*	*
ABCFM	2.8	3.2	-0.4	0.1	0.2	-0.1	0.6	0.5	0.1	2.0	2.1	-0.1	2.6	2.1	0.5	2.2	2.8	-0.6	5.6	7.3	-1.7

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	4.1	3.0	1.1	2.9	2.5	0.4	5.0	3.5	1.5	3.7	2.5	1.2	5.1	3.5	1.6	5.2	3.3	1.9	3.0	1.9	1.1
3AW	14.4	13.5	0.9	19.3	18.3	1.0	15.5	14.8	0.7	11.6	10.1	1.5	10.2	9.4	0.8	12.9	13.4	-0.5	11.6	11.2	0.4
TalkingLifestyle1278	1.2	2.7	-1.5	1.1	2.4	-1.3	1.4	3.2	-1.8	1.4	2.7	-1.3	0.9	2.1	-1.2	0.9	3.4	-2.5	2.1	3.7	-1.6
101.9 FOX FM	8.4	9.2	-0.8	6.4	7.6	-1.2	7.9	8.3	-0.4	10.1	10.1	0.0	10.3	11.7	-1.4	7.3	9.0	-1.7	7.1	8.8	-1.7
GOLD104.3	8.4	7.8	0.6	6.6	6.2	0.4	8.9	8.1	0.8	10.9	9.8	1.1	7.4	7.2	0.2	7.4	8.1	-0.7	8.2	8.5	-0.3
KIIS 101.1 FM	6.7	6.1	0.6	6.8	6.3	0.5	5.4	5.3	0.1	7.0	6.8	0.2	7.7	6.4	1.3	6.2	5.0	1.2	5.9	5.3	0.6
105.1 TRIPLE M	6.6	7.9	-1.3	8.0	7.7	0.3	6.2	8.6	-2.4	7.2	9.8	-2.6	5.6	6.5	-0.9	4.2	4.1	0.1	5.4	5.5	-0.1
NOVA 100	7.6	7.2	0.4	7.6	8.1	-0.5	5.9	5.3	0.6	7.1	6.4	0.7	10.3	9.4	0.9	7.7	6.5	1.2	8.0	7.5	0.5
smoothfm 91.5	9.4	9.1	0.3	7.2	7.0	0.2	10.0	9.3	0.7	10.9	11.0	-0.1	9.6	10.1	-0.5	9.9	8.3	1.6	11.7	10.4	1.3
ABC MEL	11.1	10.3	0.8	13.8	13.3	0.5	12.9	11.3	1.6	8.7	7.4	1.3	8.4	8.7	-0.3	9.8	10.1	-0.3	7.9	7.9	0.0
3RN	3.6	2.9	0.7	4.9	3.5	1.4	2.6	2.4	0.2	2.2	2.1	0.1	3.7	2.9	0.8	5.7	4.3	1.4	4.6	3.5	1.1
ABC NEWS	1.3	1.6	-0.3	1.8	2.3	-0.5	1.0	1.2	-0.2	0.6	0.8	-0.2	0.8	1.1	-0.3	3.0	3.4	-0.4	1.4	1.7	-0.3
3JJJ	3.8	5.3	-1.5	2.9	3.9	-1.0	3.7	5.0	-1.3	3.7	6.0	-2.3	5.6	6.9	-1.3	3.7	5.5	-1.8	4.9	5.8	-0.9
ABCFM	2.8	3.0	-0.2	2.7	2.8	-0.1	2.6	3.2	-0.6	3.1	3.1	0.0	2.4	3.2	-0.8	3.0	3.0	0.0	3.0	3.5	-0.5

Please note the following name changes Magic 1278 to TalkingLifestyle1278 effective Feb 22 2017, ABC 774 to ABC MEL effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.

MELBOURNE RADIO - SURVEY 2 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	21	15	6	*	*	*	*	*	*	7	4	3	5	5	0	4	3	1	4	3	1
3AW	74	71	3	*	1	*	*	*	*	3	3	0	14	13	1	21	19	2	36	34	2
TalkingLifestyle1278	8	16	-8	*	*	*	*	1	*	*	1	*	*	1	*	1	3	-2	6	11	-5
101.9 FOX FM	43	50	-7	4	7	-3	9	8	1	18	20	-2	10	10	0	2	3	-1	1	1	0
GOLD104.3	45	44	1	1	2	-1	3	3	0	10	11	-1	15	14	1	9	8	1	6	6	0
KIIS 101.1 FM	35	32	3	4	4	0	6	7	-1	11	8	3	10	10	0	3	2	1	1	1	0
105.1 TRIPLE M	34	40	-6	2	3	-1	5	6	-1	10	14	-4	10	10	0	6	7	-1	2	1	1
NOVA 100	41	40	1	7	6	1	5	6	-1	18	14	4	8	9	-1	3	5	-2	*	*	*
smoothfm 91.5	53	52	1	2	2	0	2	3	-1	11	9	2	12	12	0	12	13	-1	13	13	0
ABC MEL	55	54	1	1	1	0	1	1	0	3	2	1	12	11	1	12	13	-1	27	27	0
3RN	21	17	4	*	*	*	*	*	*	1	*	*	5	4	1	4	4	0	11	8	3
ABC NEWS	7	9	-2	*	*	*	*	*	*	1	2	-1	2	2	0	1	2	-1	2	3	-1
3JJJ	22	30	-8	2	1	1	5	7	-2	10	16	-6	4	5	-1	1	1	0	*	*	*
ABCFM	15	17	-2	*	*	*	*	*	*	2	3	-1	3	3	0	2	3	-1	7	9	-2
Total	537	549	-12	28	32	-4	42	46	-4	120	120	0	128	130	-2	92	96	-4	126	125	1

Average 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	24	17	7	24	22	2	38	27	11	24	16	8	32	22	10	10	7	3	13	8	5						
3AW	83	79	4	161	157	4	117	113	4	75	66	9	65	60	5	25	27	-2	51	51	0						
TalkingLifestyle1278	7	16	-9	10	21	-11	11	25	-14	9	18	-9	6	14	-8	2	7	-5	9	17	-8						
101.9 FOX FM	48	54	-6	54	65	-11	59	63	-4	65	66	-1	65	74	-9	14	18	-4	31	40	-9						
GOLD104.3	48	46	2	55	53	2	67	62	5	70	64	6	47	46	1	14	17	-3	37	39	-2						
KIIS 101.1 FM	38	36	2	57	54	3	41	40	1	45	45	0	49	41	8	12	10	2	26	24	2						
105.1 TRIPLE M	38	46	-8	67	66	1	47	66	-19	46	64	-18	36	41	-5	8	8	0	24	25	-1						
NOVA 100	44	42	2	64	70	-6	44	41	3	46	42	4	65	60	5	15	13	2	36	34	2						
smoothfm 91.5	54	54	0	60	60	0	76	71	5	70	72	-2	61	64	-3	19	17	2	52	47	5						
ABC MEL	64	61	3	115	114	1	98	87	11	56	49	7	53	55	-2	19	21	-2	35	36	-1						
3RN	21	17	4	41	30	11	19	18	1	14	14	0	23	18	5	11	9	2	20	16	4						
ABC NEWS	7	9	-2	15	20	-5	8	9	-1	4	6	-2	5	7	-2	6	7	-1	6	8	-2						
3JJJ	22	31	-9	24	33	-9	28	38	-10	24	39	-15	35	44	-9	7	11	-4	22	26	-4						
ABCFM	16	18	-2	23	24	-1	20	25	-5	20	20	0	15	20	-5	6	6	0	13	16	-3						
Total	575	587	-12	835	857	-22	755	766	-11	643	657	-14	631	636	-5	196	204	-8	443	454	-11						

Please note the following name changes Magic 1278 to TalkingLifestyle1278 effective Feb 22 2017, ABC 774 to ABC MEL effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.



MELBOURNE RADIO - SURVEY 2 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	285	222	63	17	10	7	9	5	4	81	53	28	76	66	10	58	43	15	43	43	0
3AW	580	575	5	17	20	-3	7	20	-13	28	31	-3	150	156	-6	148	117	31	230	232	-2
TalkingLifestyle1278	102	187	-85	4	5	-1	3	13	-10	11	14	-3	9	14	-5	12	37	-25	62	103	-41
101.9 FOX FM	1081	1103	-22	165	203	-38	225	209	16	392	397	-5	225	221	4	51	48	3	23	24	-1
GOLD104.3	904	925	-21	58	63	-5	82	82	0	224	247	-23	285	308	-23	158	146	12	97	80	17
KIIS 101.1 FM	911	898	13	165	175	-10	181	184	-3	280	257	23	211	220	-9	61	51	10	13	12	1
105.1 TRIPLE M	562	628	-66	64	84	-20	70	75	-5	183	223	-40	141	146	-5	81	83	-2	23	17	6
NOVA 100	1012	1018	-6	197	202	-5	193	200	-7	345	312	33	214	229	-15	57	61	-4	5	13	-8
smoothfm 91.5	878	885	-7	63	58	5	73	89	-16	201	199	2	226	236	-10	156	169	-13	159	135	24
ABC MEL	710	702	8	14	23	-9	33	27	6	72	66	6	179	166	13	166	158	8	247	263	-16
3RN	274	239	35	3	7	-4	11	7	4	26	18	8	72	64	8	53	49	4	109	93	16
ABC NEWS	210	257	-47	2	7	-5	26	16	10	28	56	-28	76	91	-15	36	46	-10	43	41	2
3JJJ	513	570	-57	35	46	-11	132	131	1	221	263	-42	96	98	-2	20	25	-5	9	6	3
ABCFM	233	257	-24	5	8	-3	15	12	3	45	44	1	52	53	-1	31	40	-9	85	101	-16
Total	4120	4117	3	407	411	-4	475	469	6	1067	1069	-2	965	960	5	544	542	2	662	667	-5

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	247	207	40	137	114	23	117	100	17	120	82	38	159	129	30	81	61	20	175	117	58						
3AW	559	555	4	445	452	-7	347	336	11	317	310	7	307	295	12	202	183	19	422	401	21						
TalkingLifestyle1278	86	166	-80	47	88	-41	43	96	-53	42	83	-41	45	85	-40	22	62	-40	67	130	-63						
101.9 FOX FM	972	1023	-51	544	573	-29	405	439	-34	517	542	-25	547	602	-55	283	323	-40	599	651	-52						
GOLD104.3	780	801	-21	354	368	-14	344	347	-3	443	442	1	400	411	-11	200	227	-27	552	550	2						
KIIS 101.1 FM	833	818	15	496	454	42	302	301	1	414	437	-23	459	437	22	239	266	-27	511	523	-12						
105.1 TRIPLE M	503	571	-68	340	349	-9	232	260	-28	267	281	-14	257	317	-60	128	134	-6	306	341	-35						
NOVA 100	921	919	2	544	527	17	355	352	3	446	439	7	551	514	37	265	263	2	650	652	-2						
smoothfm 91.5	777	791	-14	411	409	2	357	375	-18	418	417	1	418	413	5	243	246	-3	563	580	-17						
ABC MEL	632	641	-9	475	475	0	366	338	28	312	313	-1	339	336	3	212	214	-2	467	468	-1						
3RN	235	212	23	165	132	33	105	92	13	98	94	4	142	114	28	100	88	12	199	167	32						
ABC NEWS	185	225	-40	103	132	-29	66	79	-13	58	75	-17	60	74	-14	70	84	-14	122	162	-40						
3JJJ	445	510	-65	211	272	-61	215	242	-27	199	252	-53	281	313	-32	151	185	-34	295	332	-37						
ABCFM	204	225	-21	108	117	-9	95	117	-22	112	117	-5	98	127	-29	59	75	-16	165	176	-11						
Total	4007	4011	-4	3260	3245	15	2530	2564	-34	2783	2834	-51	3053	3055	-2	1857	1929	-72	3515	3507	8						

Please note the following name changes Magic 1278 to TalkingLifestyle1278 effective Feb 22 2017, ABC 774 to ABC MEL effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.