EMBARGOED UNTIL 9:30AM (AEDT)

MELBOURNE RADIO - SURVEY 7 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	4.6	4.5	0.1	0.7	1.5	-0.8	0.4	0.6	-0.2	6.5	4.7	1.8	5.6	7.3	-1.7	6.0	5.1	0.9	3.8	3.2	0.6
3AW	13.6	14.1	-0.5	2.1	1.7	0.4	1.1	1.0	0.1	2.8	2.3	0.5	11.1	13.1	-2.0	18.0	20.6	-2.6	33.5	31.3	2.2
MAGIC 1278	2.9	3.4	-0.5	0.2	0.1	0.1	0.6	0.6	0.0	*	0.4	*	0.7	1.5	-0.8	4.0	4.2	-0.2	9.2	10.4	-1.2
101.9 FOX FM	10.1	8.6	1.5	23.8	28.2	-4.4	29.3	20.2	9.1	16.1	14.3	1.8	7.2	6.3	0.9	2.2	1.8	0.4	0.4	0.7	-0.3
GOLD104.3	8.0	8.6	-0.6	7.9	6.7	1.2	8.2	10.9	-2.7	6.4	8.9	-2.5	11.7	11.8	-0.1	11.2	10.4	0.8	3.0	2.5	0.5
KIIS 101.1 FM	5.8	5.6	0.2	14.8	15.1	-0.3	6.5	6.7	-0.2	8.0	8.6	-0.6	7.9	6.5	1.4	2.6	3.0	-0.4	0.6	0.5	0.1
105.1 TRIPLE M	7.7	7.4	0.3	6.7	4.8	1.9	6.5	9.1	-2.6	12.7	13.9	-1.2	12.6	9.1	3.5	4.0	5.5	-1.5	0.4	0.5	-0.1
NOVA 100	6.4	6.8	-0.4	18.4	16.9	1.5	14.8	13.5	1.3	9.1	10.4	-1.3	6.0	8.0	-2.0	1.8	1.6	0.2	0.1	0.1	0.0
smoothfm 91.5	7.6	8.0	-0.4	3.6	3.7	-0.1	5.1	4.3	0.8	6.7	6.8	-0.1	8.2	10.1	-1.9	10.7	9.8	0.9	7.8	8.3	-0.5
ABC774	9.5	9.8	-0.3	4.3	3.8	0.5	1.3	0.6	0.7	3.4	3.0	0.4	6.7	7.4	-0.7	15.3	14.1	1.2	20.2	22.1	-1.9
3RN	2.4	2.7	-0.3	0.2	0.2	0.0	0.5	0.2	0.3	1.2	1.6	-0.4	1.7	1.3	0.4	5.4	5.4	0.0	3.6	5.2	-1.6
NEWSR	1.4	1.4	0.0	1.3	1.4	-0.1	0.2	0.3	-0.1	0.9	1.0	-0.1	2.1	2.1	0.0	1.8	0.8	1.0	1.6	2.0	-0.4
3JJJ	4.7	4.4	0.3	2.0	4.6	-2.6	12.6	10.7	1.9	11.7	10.9	0.8	2.6	2.6	0.0	0.5	0.8	-0.3	0.3	0.3	0.0
ABCFM	2.1	2.4	-0.3	1.0	1.1	-0.1	0.3	1.2	-0.9	1.1	0.4	0.7	1.3	1.8	-0.5	3.3	3.2	0.1	4.5	5.5	-1.0

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	4.8	4.6	0.2	4.2	3.7	0.5	5.3	5.1	0.2	4.9	4.7	0.2	5.5	5.4	0.1	4.2	4.5	-0.3	3.9	4.0	-0.1
3AW	14.2	14.7	-0.5	17.8	18.7	-0.9	14.4	14.8	-0.4	11.0	11.5	-0.5	12.1	11.9	0.2	15.7	16.0	-0.3	11.6	12.2	-0.6
MAGIC 1278	2.6	3.1	-0.5	2.7	2.9	-0.2	3.3	4.3	-1.0	2.7	3.5	-0.8	1.5	2.2	-0.7	2.6	2.2	0.4	3.8	4.4	-0.6
101.9 FOX FM	10.4	8.8	1.6	8.5	8.0	0.5	8.9	6.8	2.1	11.9	9.6	2.3	13.3	11.0	2.3	9.6	9.4	0.2	9.4	8.1	1.3
GOLD104.3	8.0	8.6	-0.6	5.6	6.0	-0.4	9.7	10.7	-1.0	10.3	10.9	-0.6	7.2	8.0	-0.8	6.4	7.1	-0.7	8.2	8.5	-0.3
KIIS 101.1 FM	6.0	5.8	0.2	5.8	5.8	0.0	4.9	4.8	0.1	6.7	6.7	0.0	7.1	6.3	0.8	4.9	4.6	0.3	5.3	5.1	0.2
105.1 TRIPLE M	8.4	7.9	0.5	9.9	9.2	0.7	8.2	7.1	1.1	8.9	8.1	0.8	7.6	8.0	-0.4	4.1	5.3	-1.2	5.3	5.9	-0.6
NOVA 100	6.3	6.7	-0.4	7.0	7.3	-0.3	4.8	4.8	0.0	5.5	6.2	-0.7	7.8	8.1	-0.3	7.2	7.7	-0.5	6.7	7.2	-0.5
smoothfm 91.5	7.2	7.8	-0.6	5.5	5.9	-0.4	7.6	8.0	-0.4	8.5	9.1	-0.6	7.3	8.0	-0.7	7.5	8.6	-1.1	8.9	8.9	0.0
ABC774	9.6	9.9	-0.3	12.3	12.8	-0.5	10.9	11.4	-0.5	6.2	6.6	-0.4	8.0	8.5	-0.5	9.9	9.4	0.5	9.4	9.5	-0.1
3RN	2.2	2.6	-0.4	3.3	3.5	-0.2	1.2	2.4	-1.2	1.2	2.0	-0.8	1.9	1.9	0.0	3.9	3.2	0.7	3.0	3.1	-0.1
NEWSR	1.4	1.3	0.1	2.0	1.9	0.1	0.8	0.8	0.0	0.8	0.7	0.1	1.4	1.4	0.0	2.4	2.4	0.0	1.6	1.6	0.0
3JJJ	4.8	4.4	0.4	4.0	3.6	0.4	5.1	4.3	0.8	5.7	5.0	0.7	5.0	5.3	-0.3	3.7	4.0	-0.3	4.5	4.6	-0.1
ABCFM	1.9	2.2	-0.3	1.7	2.0	-0.3	2.0	2.0	0.0	1.9	1.9	0.0	2.1	2.8	-0.7	2.4	2.9	-0.5	2.8	3.1	-0.3

Survey Period: Sun Aug 14 to Sat Sept 17 & Sun Sept 25 to Sat Oct 29

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EMBARGOED UNTIL 9:30AM (AEDT)

MELBOURNE RADIO - SURVEY 7 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	25	24	1	*	*	*	*	*	*	8	5	3	8	10	-2	5	5	0	4	4	0
3AW	74	77	-3	1	1	0	1	1	0	3	3	0	15	18	-3	15	19	-4	39	36	3
MAGIC 1278	16	19	-3	*	*	*	*	*	*	*	*	*	1	2	-1	3	4	-1	11	12	-1
101.9 FOX FM	55	47	8	8	9	-1	16	11	5	19	16	3	10	9	1	2	2	0	*	1	*
GOLD104.3	44	47	-3	3	2	1	4	6	-2	8	10	-2	16	16	0	10	10	0	4	3	1
KIIS 101.1 FM	32	31	1	5	5	0	4	4	0	10	10	0	11	9	2	2	3	-1	1	1	0
105.1 TRIPLE M	42	41	1	2	2	0	4	5	-1	15	16	-1	17	13	4	3	5	-2	*	1	*
NOVA 100	35	37	-2	6	5	1	8	7	1	11	12	-1	8	11	-3	2	1	1	*	*	*
smoothfm 91.5	41	44	-3	1	1	0	3	2	1	8	8	0	11	14	-3	9	9	0	9	10	-1
ABC774	52	54	-2	1	1	0	1	*	*	4	3	1	9	10	-1	13	13	0	24	25	-1
3RN	13	15	-2	*	*	*	*	*	*	1	2	-1	2	2	0	5	5	0	4	6	-2
NEWSR	8	8	0	*	*	*	*	*	*	1	1	0	3	3	0	1	1	0	2	2	0
3JJJ	26	24	2	1	1	0	7	6	1	14	12	2	3	4	-1	*	1	*	*	*	*
ABCFM	12	13	-1	*	*	*	*	1	*	1	*	*	2	2	0	3	3	0	5	6	-1
Total	545	546	-1	34	32	2	55	54	1	120	114	6	135	138	-3	85	93	-8	117	115	2

Average 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	28	27	1	36	32	4	41	39	2	33	31	2	34	34	0	8	10	-2	17	18	-1
3AW	84	86	-2	152	161	-9	112	112	0	74	75	-1	75	74	1	31	34	-3	51	55	-4
MAGIC 1278	15	18	-3	23	25	-2	26	32	-6	18	23	-5	9	14	-5	5	5	0	17	20	-3
101.9 FOX FM	61	52	9	73	69	4	69	51	18	80	63	17	83	68	15	19	20	-1	41	36	5
GOLD104.3	47	51	-4	48	52	-4	75	81	-6	69	71	-2	45	50	-5	13	15	-2	36	38	-2
KIIS 101.1 FM	35	34	1	50	50	0	38	36	2	45	44	1	44	39	5	10	10	0	23	23	0
105.1 TRIPLE M	49	46	3	85	79	6	64	53	11	60	53	7	48	50	-2	8	11	-3	23	27	-4
NOVA 100	37	39	-2	60	63	-3	37	36	1	37	40	-3	48	51	-3	14	17	-3	30	33	-3
smoothfm 91.5	42	46	-4	47	51	-4	59	60	-1	57	60	-3	46	50	-4	15	18	-3	39	40	-1
ABC774	56	58	-2	105	110	-5	85	86	-1	42	44	-2	50	53	-3	19	20	-1	42	43	-1
3RN	13	15	-2	29	30	-1	9	18	-9	8	13	-5	12	12	0	8	7	1	13	14	-1
NEWSR	8	8	0	17	16	1	6	6	0	5	5	0	8	9	-1	5	5	0	7	7	0
3JJJ	28	26	2	34	31	3	40	32	8	38	33	5	31	33	-2	7	8	-1	20	20	0
ABCFM	11	13	-2	15	17	-2	15	15	0	12	13	-1	13	18	-5	5	6	-1	12	14	-2
Total	587	586	1	857	860	-3	777	754	23	669	656	13	621	623	-2	197	214	-17	441	448	-7

Survey Period: Sun Aug 14 to Sat Sept 17 & Sun Sept 25 to Sat Oct 29

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EMBARGOED UNTIL 9:30AM (AEDT)

MELBOURNE RADIO - SURVEY 7 2016

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	320	322	-2	16	20	-4	9	15	-6	82	68	14	112	125	-13	61	49	12	41	45	-4
3AW	648	692	-44	24	29	-5	18	23	-5	45	52	-7	155	180	-25	143	150	-7	263	258	5
MAGIC 1278	228	234	-6	10	4	6	10	11	-1	3	10	-7	25	35	-10	48	48	0	132	126	6
101.9 FOX FM	1125	1113	12	220	222	-2	258	239	19	362	382	-20	225	223	2	43	34	9	17	13	4
GOLD104.3	867	904	-37	71	70	1	92	94	-2	211	247	-36	281	278	3	148	148	0	64	66	-2
KIIS 101.1 FM	838	848	-10	181	172	9	141	147	-6	278	288	-10	183	180	3	35	45	-10	21	17	4
105.1 TRIPLE M	661	643	18	66	55	11	85	84	1	223	221	2	221	202	19	51	68	-17	15	12	3
NOVA 100	925	945	-20	180	173	7	209	184	25	306	348	-42	192	198	-6	30	37	-7	8	7	1
smoothfm 91.5	794	804	-10	70	55	15	75	73	2	179	181	-2	207	233	-26	142	149	-7	121	113	8
ABC774	748	751	-3	42	31	11	26	18	8	89	86	3	187	188	-1	155	162	-7	248	265	-17
3RN	223	218	5	6	5	1	8	5	3	38	36	2	54	50	4	62	51	11	55	69	-14
NEWSR	241	242	-1	20	14	6	11	10	1	40	47	-7	85	84	1	39	30	9	46	57	-11
3JJJ	470	460	10	30	49	-19	133	107	26	215	213	2	71	64	7	16	18	-2	5	8	-3
ABCFM	232	212	20	22	9	13	6	4	2	44	24	20	41	44	-3	42	37	5	79	93	-14
Total	4041	4044	-3	408	405	3	470	467	3	1048	1060	-12	957	962	-5	521	522	-1	636	629	7

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	293	285	8	185	173	12	154	141	13	169	139	30	184	173	11	104	113	-9	217	231	-14
3AW	613	657	-44	479	522	-43	356	380	-24	346	382	-36	348	347	1	183	209	-26	452	492	-40
MAGIC 1278	191	195	-4	106	108	-2	110	120	-10	111	127	-16	73	86	-13	49	54	-5	163	171	-8
101.9 FOX FM	1044	1011	33	610	566	44	438	345	93	566	520	46	627	615	12	336	344	-8	662	654	8
GOLD104.3	756	786	-30	372	385	-13	358	361	-3	423	436	-13	362	409	-47	200	224	-24	526	555	-29
KIIS 101.1 FM	790	776	14	441	432	9	274	250	24	420	402	18	419	419	0	247	233	14	517	508	9
105.1 TRIPLE M	592	561	31	411	356	55	287	248	39	323	295	28	333	323	10	154	167	-13	368	386	-18
NOVA 100	838	839	-1	522	527	-5	292	288	4	427	413	14	440	469	-29	269	313	-44	568	597	-29
smoothfm 91.5	717	693	24	376	373	3	347	331	16	401	369	32	384	376	8	224	246	-22	509	516	-7
ABC774	682	667	15	468	466	2	349	364	-15	322	334	-12	327	332	-5	229	224	5	505	507	-2
3RN	194	196	-2	135	129	6	78	102	-24	83	90	-7	91	82	9	86	75	11	165	155	10
NEWSR	206	213	-7	114	118	-4	61	62	-1	74	78	-4	85	77	8	77	86	-9	135	138	-3
3JJJ	430	416	14	239	232	7	191	188	3	217	211	6	242	240	2	137	147	-10	282	278	4
ABCFM	206	183	23	85	84	1	97	83	14	116	88	28	99	88	11	66	75	-9	153	149	4
Total	3973	3962	11	3270	3260	10	2577	2470	107	2897	2844	53	2983	2960	23	1896	1925	-29	3452	3447	5

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