



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
FOXFM 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
FOXFM 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