



MELBOURNE RADIO - SURVEY 3 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	3.9	0.0	2.6	1.2	1.4	1.2	0.6	0.6	4.5	5.7	-1.2	4.8	4.2	0.6	4.7	4.4	0.3	2.9	3.0	-0.1
3AW	15.5	13.8	1.7	0.7	1.2	-0.5	0.4	0.6	-0.2	3.9	2.2	1.7	11.7	10.7	1.0	24.3	23.4	0.9	33.5	28.1	5.4
TalkingLifestyle1278	0.5	1.4	-0.9	*	*	*	*	0.4	*	*	0.2	*	0.1	0.2	-0.1	0.4	1.5	-1.1	1.7	4.4	-2.7
101.9 FOX FM	9.8	8.1	1.7	18.5	14.6	3.9	26.2	21.3	4.9	17.8	14.9	2.9	8.2	7.7	0.5	3.0	2.2	0.8	0.6	0.4	0.2
GOLD104.3	8.1	8.3	-0.2	5.8	4.9	0.9	6.3	6.6	-0.3	8.8	8.6	0.2	12.0	12.1	-0.1	9.4	9.4	0.0	3.4	4.8	-1.4
KIIS 101.1 FM	7.0	6.5	0.5	18.2	15.5	2.7	9.9	13.1	-3.2	10.1	8.8	1.3	8.3	7.8	0.5	5.0	3.7	1.3	0.6	0.7	-0.1
105.1 TRIPLE M	6.3	6.4	-0.1	6.0	6.4	-0.4	8.6	11.4	-2.8	8.3	8.0	0.3	9.7	7.6	2.1	3.9	7.0	-3.1	1.8	1.3	0.5
NOVA 100	7.6	7.7	-0.1	25.3	24.2	1.1	13.1	13.0	0.1	12.4	15.1	-2.7	8.4	6.5	1.9	1.6	2.8	-1.2	0.1	*	*
smoothfm 91.5	9.3	9.9	-0.6	6.8	7.5	-0.7	4.9	5.4	-0.5	7.5	9.4	-1.9	8.5	9.6	-1.1	14.3	13.1	1.2	10.6	10.5	0.1
ABC MEL	9.2	10.3	-1.1	0.3	2.0	-1.7	0.4	1.5	-1.1	2.6	2.8	-0.2	6.8	9.5	-2.7	14.3	12.9	1.4	19.6	21.1	-1.5
3RN	3.4	3.8	-0.4	*	*	*	0.1	0.3	-0.2	1.4	0.7	0.7	2.8	3.8	-1.0	4.0	4.1	-0.1	7.4	8.6	-1.2
ABC NEWS	1.0	1.3	-0.3	*	0.4	*	1.3	1.0	0.3	0.5	0.9	-0.4	1.5	1.7	-0.2	0.9	1.6	-0.7	1.2	1.3	-0.1
3JJJ	4.2	4.1	0.1	6.8	6.5	0.3	16.2	11.7	4.5	8.0	8.2	-0.2	2.4	3.2	-0.8	0.6	1.0	-0.4	*	0.1	*
ABCFM	2.1	2.8	-0.7	1.1	0.1	1.0	*	0.6	*	0.5	2.0	-1.5	1.2	2.6	-1.4	2.4	2.2	0.2	5.2	5.6	-0.4

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	3.9	4.1	-0.2	3.3	2.9	0.4	4.3	5.0	-0.7	3.2	3.7	-0.5	4.8	5.1	-0.3	5.1	5.2	-0.1	3.9	3.0	0.9
3AW	16.2	14.4	1.8	21.1	19.3	1.8	17.1	15.5	1.6	12.9	11.6	1.3	12.8	10.2	2.6	14.8	12.9	1.9	13.1	11.6	1.5
TalkingLifestyle1278	0.4	1.2	-0.8	0.6	1.1	-0.5	0.5	1.4	-0.9	0.4	1.4	-1.0	0.4	0.9	-0.5	0.3	0.9	-0.6	0.6	2.1	-1.5
101.9 FOX FM	10.5	8.4	2.1	8.6	6.4	2.2	10.0	7.9	2.1	12.6	10.1	2.5	12.7	10.3	2.4	7.7	7.3	0.4	7.3	7.1	0.2
GOLD104.3	8.2	8.4	-0.2	6.6	6.6	0.0	9.3	8.9	0.4	10.7	10.9	-0.2	7.1	7.4	-0.3	5.7	7.4	-1.7	7.8	8.2	-0.4
KIIS 101.1 FM	7.3	6.7	0.6	7.0	6.8	0.2	6.0	5.4	0.6	7.6	7.0	0.6	8.8	7.7	1.1	7.5	6.2	1.3	6.3	5.9	0.4
105.1 TRIPLE M	6.5	6.6	-0.1	8.0	8.0	0.0	6.1	6.2	-0.1	6.4	7.2	-0.8	5.4	5.6	-0.2	5.4	4.2	1.2	5.7	5.4	0.3
NOVA 100	7.5	7.6	-0.1	6.8	7.6	-0.8	5.8	5.9	-0.1	7.3	7.1	0.2	9.7	10.3	-0.6	9.8	7.7	2.1	7.9	8.0	-0.1
smoothfm 91.5	8.9	9.4	-0.5	6.4	7.2	-0.8	10.0	10.0	0.0	11.3	10.9	0.4	7.9	9.6	-1.7	9.1	9.9	-0.8	10.8	11.7	-0.9
ABC MEL	9.3	11.1	-1.8	12.2	13.8	-1.6	11.1	12.9	-1.8	6.8	8.7	-1.9	6.7	8.4	-1.7	8.1	9.8	-1.7	8.6	7.9	0.7
3RN	3.2	3.6	-0.4	4.7	4.9	-0.2	1.9	2.6	-0.7	1.8	2.2	-0.4	3.9	3.7	0.2	4.1	5.7	-1.6	4.1	4.6	-0.5
ABC NEWS	1.0	1.3	-0.3	1.5	1.8	-0.3	0.7	1.0	-0.3	0.5	0.6	-0.1	0.7	0.8	-0.1	2.1	3.0	-0.9	1.2	1.4	-0.2
3JJJ	4.3	3.8	0.5	3.9	2.9	1.0	3.9	3.7	0.2	4.3	3.7	0.6	5.6	5.6	0.0	3.5	3.7	-0.2	3.9	4.9	-1.0
ABCFM	2.0	2.8	-0.8	1.7	2.7	-1.0	2.0	2.6	-0.6	2.1	3.1	-1.0	2.0	2.4	-0.4	2.3	3.0	-0.7	2.4	3.0	-0.6