



# MELBOURNE RADIO - SURVEY 6 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	3.8	3.7	0.1	2.8	1.5	1.3	1.4	0.8	0.6	2.8	3.3	-0.5	5.1	5.1	0.0	5.9	5.9	0.0	2.9	2.6	0.3
3AW	16.2	14.8	1.4	0.9	1.5	-0.6	1.4	0.8	0.6	2.2	2.4	-0.2	13.9	12.0	1.9	26.3	22.8	3.5	33.8	32.7	1.1
TalkingLifestyle1278	0.4	0.4	0.0	*	0.1	*	0.1	*	*	*	*	*	0.4	0.3	0.1	0.5	0.5	0.0	1.0	1.2	-0.2
101.9 FOX FM	9.3	8.8	0.5	20.5	24.3	-3.8	26.2	24.4	1.8	16.6	15.3	1.3	8.1	6.5	1.6	1.9	1.8	0.1	0.7	0.8	-0.1
GOLD104.3	9.3	9.1	0.2	7.6	10.4	-2.8	12.5	6.7	5.8	9.4	9.9	-0.5	12.9	12.2	0.7	8.5	9.5	-1.0	5.0	4.9	0.1
KIIS 101.1 FM	6.2	6.1	0.1	14.0	11.1	2.9	15.9	12.2	3.7	9.5	10.8	-1.3	5.8	7.1	-1.3	3.2	1.6	1.6	0.2	0.2	0.0
105.1 TRIPLE M	6.1	6.6	-0.5	5.2	6.9	-1.7	6.0	6.5	-0.5	8.7	9.7	-1.0	9.6	9.3	0.3	4.7	6.1	-1.4	1.1	0.9	0.2
NOVA 100	6.9	8.0	-1.1	24.8	20.4	4.4	13.7	15.7	-2.0	10.6	13.4	-2.8	5.6	8.0	-2.4	2.5	3.4	-0.9	1.1	0.3	0.8
smoothfm 91.5	10.5	9.5	1.0	5.3	5.1	0.2	5.9	4.2	1.7	7.9	6.7	1.2	8.5	7.8	0.7	14.4	12.8	1.6	15.6	14.9	0.7
ABC MEL	9.7	9.9	-0.2	0.8	0.7	0.1	0.8	0.5	0.3	4.3	2.9	1.4	7.0	7.9	-0.9	16.5	15.4	1.1	18.3	20.8	-2.5
3RN	2.3	2.9	-0.6	0.1	0.1	0.0	*	*	*	1.9	1.2	0.7	1.7	2.4	-0.7	3.7	5.8	-2.1	3.9	5.0	-1.1
ABC NEWS	1.5	1.2	0.3	0.6	0.8	-0.2	0.4	0.3	0.1	1.4	1.3	0.1	1.5	1.4	0.1	1.6	1.9	-0.3	2.1	1.0	1.1
3JJJ	4.0	4.7	-0.7	4.2	2.8	1.4	7.5	13.3	-5.8	9.7	10.2	-0.5	3.1	4.0	-0.9	0.7	0.9	-0.2	0.8	0.4	0.4
ABCFM	1.9	1.7	0.2	0.5	0.7	-0.2	1.1	0.2	0.9	0.8	0.5	0.3	1.6	1.3	0.3	1.8	2.5	-0.7	3.9	3.5	0.4

## Share Movement (%) by Session, P10+

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	3.8	3.7	0.1	3.5	3.1	0.4	4.7	4.2	0.5	3.4	3.6	-0.2	3.8	4.3	-0.5	3.9	3.5	0.4	3.8	3.8	0.0						
3AW	16.9	15.5	1.4	21.6	20.5	1.1	17.7	15.2	2.5	12.8	11.8	1.0	12.8	12.4	0.4	18.9	16.7	2.2	14.0	12.7	1.3						
TalkingLifestyle1278	0.4	0.4	0.0	0.4	0.5	-0.1	0.3	0.5	-0.2	0.5	0.4	0.1	0.3	0.3	0.0	0.3	0.2	0.1	0.7	0.5	0.2						
101.9 FOX FM	9.8	9.0	0.8	9.0	7.9	1.1	9.6	8.0	1.6	11.1	10.2	0.9	10.7	10.3	0.4	7.9	8.5	-0.6	7.7	8.2	-0.5						
GOLD104.3	9.3	9.2	0.1	7.7	7.6	0.1	10.7	10.6	0.1	12.1	11.3	0.8	8.3	7.8	0.5	5.3	6.8	-1.5	9.3	8.9	0.4						
KIIS 101.1 FM	6.5	6.4	0.1	6.1	6.4	-0.3	5.6	5.7	-0.1	7.4	7.0	0.4	7.2	6.8	0.4	5.7	5.3	0.4	5.2	5.3	-0.1						
105.1 TRIPLE M	6.4	7.1	-0.7	7.1	7.6	-0.5	5.1	6.6	-1.5	7.0	8.1	-1.1	6.7	6.6	0.1	5.1	4.9	0.2	5.2	5.1	0.1						
NOVA 100	6.8	8.2	-1.4	6.8	7.8	-1.0	5.0	6.5	-1.5	6.3	8.8	-2.5	9.6	10.1	-0.5	6.7	7.7	-1.0	7.5	7.5	0.0						
smoothfm 91.5	10.1	9.0	1.1	7.8	7.5	0.3	10.7	10.1	0.6	12.0	10.4	1.6	10.8	8.9	1.9	9.5	7.6	1.9	12.0	11.2	0.8						
ABC MEL	9.9	9.9	0.0	11.5	11.9	-0.4	12.3	12.6	-0.3	7.0	6.7	0.3	8.3	8.5	-0.2	10.0	8.8	1.2	8.9	9.9	-1.0						
3RN	2.3	2.9	-0.6	3.3	4.1	-0.8	1.1	2.0	-0.9	1.3	1.7	-0.4	3.1	3.3	-0.2	3.5	3.8	-0.3	2.5	3.2	-0.7						
ABC NEWS	1.4	1.2	0.2	2.3	1.6	0.7	0.7	0.5	0.2	0.7	0.6	0.1	1.2	1.1	0.1	3.0	3.1	-0.1	1.7	1.6	0.1						
3JJJ	4.1	4.5	-0.4	3.1	3.7	-0.6	4.1	4.3	-0.2	4.8	4.6	0.2	5.0	5.9	-0.9	3.4	4.8	-1.4	3.7	5.1	-1.4						
ABCFM	1.8	1.6	0.2	1.5	1.3	0.2	1.8	1.6	0.2	2.0	1.9	0.1	1.7	1.6	0.1	2.9	1.8	1.1	2.2	2.0	0.2						