



MELBOURNE RADIO - SURVEY 7 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 | 3.5 | 3.8 | -0.3 | 2.7 | 2.8 | -0.1 | 1.7 | 1.4 | 0.3 | 3.7 | 2.8 | 0.9 | 5.4 | 5.1 | 0.3 | 4.5 | 5.9 | -1.4 | 1.6 | 2.9 | -1.3 |
| 3AW | 15.5 | 16.2 | -0.7 | 1.4 | 0.9 | 0.5 | 1.9 | 1.4 | 0.5 | 2.0 | 2.2 | -0.2 | 10.9 | 13.9 | -3.0 | 22.4 | 26.3 | -3.9 | 36.2 | 33.8 | 2.4 |
| TalkingLifestyle1278 | 0.5 | 0.4 | 0.1 | * | * | * | 0.1 | 0.1 | 0.0 | 0.1 | * | * | 0.1 | 0.4 | -0.3 | 0.6 | 0.5 | 0.1 | 1.3 | 1.0 | 0.3 |
| 101.9 FOX FM | 8.7 | 9.3 | -0.6 | 17.6 | 20.5 | -2.9 | 19.5 | 26.2 | -6.7 | 17.3 | 16.6 | 0.7 | 7.6 | 8.1 | -0.5 | 2.5 | 1.9 | 0.6 | 0.5 | 0.7 | -0.2 |
| GOLD104.3 | 11.1 | 9.3 | 1.8 | 5.7 | 7.6 | -1.9 | 17.1 | 12.5 | 4.6 | 9.2 | 9.4 | -0.2 | 17.9 | 12.9 | 5.0 | 10.7 | 8.5 | 2.2 | 5.0 | 5.0 | 0.0 |
| KIIS 101.1 FM | 6.2 | 6.2 | 0.0 | 14.0 | 14.0 | 0.0 | 11.2 | 15.9 | -4.7 | 10.6 | 9.5 | 1.1 | 6.3 | 5.8 | 0.5 | 3.8 | 3.2 | 0.6 | 0.2 | 0.2 | 0.0 |
| 105.1 TRIPLE M | 5.6 | 6.1 | -0.5 | 4.4 | 5.2 | -0.8 | 6.2 | 6.0 | 0.2 | 6.7 | 8.7 | -2.0 | 9.7 | 9.6 | 0.1 | 5.2 | 4.7 | 0.5 | 0.5 | 1.1 | -0.6 |
| NOVA 100 | 6.9 | 6.9 | 0.0 | 25.2 | 24.8 | 0.4 | 12.3 | 13.7 | -1.4 | 10.5 | 10.6 | -0.1 | 6.2 | 5.6 | 0.6 | 2.7 | 2.5 | 0.2 | 0.9 | 1.1 | -0.2 |
| smoothfm 91.5 | 10.1 | 10.5 | -0.4 | 6.1 | 5.3 | 0.8 | 8.5 | 5.9 | 2.6 | 6.7 | 7.9 | -1.2 | 8.8 | 8.5 | 0.3 | 14.0 | 14.4 | -0.4 | 13.6 | 15.6 | -2.0 |
| ABC MEL | 9.3 | 9.7 | -0.4 | 0.5 | 0.8 | -0.3 | 0.7 | 0.8 | -0.1 | 4.5 | 4.3 | 0.2 | 6.5 | 7.0 | -0.5 | 14.5 | 16.5 | -2.0 | 18.3 | 18.3 | 0.0 |
| 3RN | 2.6 | 2.3 | 0.3 | * | 0.1 | * | * | * | * | 1.8 | 1.9 | -0.1 | 1.5 | 1.7 | -0.2 | 5.0 | 3.7 | 1.3 | 4.4 | 3.9 | 0.5 |
| ABC NEWS | 1.5 | 1.5 | 0.0 | 0.6 | 0.6 | 0.0 | 0.8 | 0.4 | 0.4 | 1.3 | 1.4 | -0.1 | 1.6 | 1.5 | 0.1 | 1.3 | 1.6 | -0.3 | 2.2 | 2.1 | 0.1 |
| 3JJJ | 4.5 | 4.0 | 0.5 | 6.8 | 4.2 | 2.6 | 9.4 | 7.5 | 1.9 | 10.4 | 9.7 | 0.7 | 3.4 | 3.1 | 0.3 | 1.0 | 0.7 | 0.3 | 0.6 | 0.8 | -0.2 |
| ABCFM | 2.5 | 1.9 | 0.6 | 1.5 | 0.5 | 1.0 | 1.8 | 1.1 | 0.7 | 0.9 | 0.8 | 0.1 | 1.9 | 1.6 | 0.3 | 2.1 | 1.8 | 0.3 | 5.5 | 3.9 | 1.6 |

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 | 3.7 | 3.8 | -0.1 | 3.5 | 3.5 | 0.0 | 4.8 | 4.7 | 0.1 | 3.3 | 3.4 | -0.1 | 3.6 | 3.8 | -0.2 | 3.5 | 3.9 | -0.4 | 2.8 | 3.8 | -1.0 | | | | | | |
| 3AW | 15.8 | 16.9 | -1.1 | 20.0 | 21.6 | -1.6 | 17.6 | 17.7 | -0.1 | 11.7 | 12.8 | -1.1 | 11.4 | 12.8 | -1.4 | 19.0 | 18.9 | 0.1 | 14.3 | 14.0 | 0.3 | | | | | | |
| TalkingLifestyle1278 | 0.4 | 0.4 | 0.0 | 0.3 | 0.4 | -0.1 | 0.4 | 0.3 | 0.1 | 0.5 | 0.5 | 0.0 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.0 | 0.7 | 0.7 | 0.0 | | | | | | |
| 101.9 FOX FM | 9.2 | 9.8 | -0.6 | 8.1 | 9.0 | -0.9 | 8.7 | 9.6 | -0.9 | 10.5 | 11.1 | -0.6 | 10.5 | 10.7 | -0.2 | 7.0 | 7.9 | -0.9 | 7.3 | 7.7 | -0.4 | | | | | | |
| GOLD104.3 | 11.0 | 9.3 | 1.7 | 8.4 | 7.7 | 0.7 | 12.7 | 10.7 | 2.0 | 14.4 | 12.1 | 2.3 | 10.1 | 8.3 | 1.8 | 7.0 | 5.3 | 1.7 | 11.4 | 9.3 | 2.1 | | | | | | |
| KIIS 101.1 FM | 6.5 | 6.5 | 0.0 | 5.6 | 6.1 | -0.5 | 5.3 | 5.6 | -0.3 | 7.3 | 7.4 | -0.1 | 8.1 | 7.2 | 0.9 | 7.1 | 5.7 | 1.4 | 5.3 | 5.2 | 0.1 | | | | | | |
| 105.1 TRIPLE M | 6.0 | 6.4 | -0.4 | 7.1 | 7.1 | 0.0 | 4.8 | 5.1 | -0.3 | 5.7 | 7.0 | -1.3 | 6.4 | 6.7 | -0.3 | 4.9 | 5.1 | -0.2 | 4.2 | 5.2 | -1.0 | | | | | | |
| NOVA 100 | 6.7 | 6.8 | -0.1 | 7.0 | 6.8 | 0.2 | 4.9 | 5.0 | -0.1 | 6.0 | 6.3 | -0.3 | 9.4 | 9.6 | -0.2 | 7.2 | 6.7 | 0.5 | 7.7 | 7.5 | 0.2 | | | | | | |
| smoothfm 91.5 | 9.6 | 10.1 | -0.5 | 7.1 | 7.8 | -0.7 | 10.3 | 10.7 | -0.4 | 11.8 | 12.0 | -0.2 | 9.8 | 10.8 | -1.0 | 8.8 | 9.5 | -0.7 | 12.0 | 12.0 | 0.0 | | | | | | |
| ABC MEL | 9.6 | 9.9 | -0.3 | 12.5 | 11.5 | 1.0 | 10.7 | 12.3 | -1.6 | 6.6 | 7.0 | -0.4 | 7.4 | 8.3 | -0.9 | 10.9 | 10.0 | 0.9 | 8.2 | 8.9 | -0.7 | | | | | | |
| 3RN | 2.5 | 2.3 | 0.2 | 3.9 | 3.3 | 0.6 | 1.2 | 1.1 | 0.1 | 1.2 | 1.3 | -0.1 | 2.9 | 3.1 | -0.2 | 4.1 | 3.5 | 0.6 | 3.0 | 2.5 | 0.5 | | | | | | |
| ABC NEWS | 1.4 | 1.4 | 0.0 | 2.3 | 2.3 | 0.0 | 0.6 | 0.7 | -0.1 | 0.8 | 0.7 | 0.1 | 0.9 | 1.2 | -0.3 | 2.9 | 3.0 | -0.1 | 1.8 | 1.7 | 0.1 | | | | | | |
| 3JJJ | 4.8 | 4.1 | 0.7 | 3.8 | 3.1 | 0.7 | 5.0 | 4.1 | 0.9 | 6.0 | 4.8 | 1.2 | 5.5 | 5.0 | 0.5 | 2.5 | 3.4 | -0.9 | 3.7 | 3.7 | 0.0 | | | | | | |
| ABCFM | 2.3 | 1.8 | 0.5 | 2.1 | 1.5 | 0.6 | 2.1 | 1.8 | 0.3 | 2.3 | 2.0 | 0.3 | 2.4 | 1.7 | 0.7 | 3.8 | 2.9 | 0.9 | 3.2 | 2.2 | 1.0 | | | | | | |