

EMBARGOED UNTIL 9:30AM AEST



## MELBOURNE RADIO - SURVEY 2 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	2.7	1.2	1.2	0.9	0.3	0.6	0.2	0.4	5.7	3.5	2.2	4.2	3.7	0.5	4.4	2.8	1.6	3.0	2.2	0.8
3AW	13.8	13.0	0.8	1.2	4.0	-2.8	0.6	0.7	-0.1	2.2	2.9	-0.7	10.7	9.8	0.9	23.4	20.2	3.2	28.1	27.3	0.8
TalkingLifestyle1278	1.4	2.9	-1.5	*	0.1	*	0.4	1.4	-1.0	0.2	0.8	-0.6	0.2	0.7	-0.5	1.5	3.0	-1.5	4.4	8.6	-4.2
101.9 FOX FM	8.1	9.1	-1.0	14.6	23.2	-8.6	21.3	17.7	3.6	14.9	16.7	-1.8	7.7	7.8	-0.1	2.2	3.3	-1.1	0.4	0.9	-0.5
GOLD104.3	8.3	8.0	0.3	4.9	5.8	-0.9	6.6	5.5	1.1	8.6	9.5	-0.9	12.1	11.0	1.1	9.4	8.4	1.0	4.8	4.5	0.3
KIIS 101.1 FM	6.5	5.9	0.6	15.5	13.3	2.2	13.1	15.9	-2.8	8.8	7.1	1.7	7.8	7.4	0.4	3.7	2.4	1.3	0.7	0.5	0.2
105.1 TRIPLE M	6.4	7.3	-0.9	6.4	8.5	-2.1	11.4	12.7	-1.3	8.0	11.3	-3.3	7.6	7.7	-0.1	7.0	7.6	-0.6	1.3	0.4	0.9
NOVA 100	7.7	7.3	0.4	24.2	17.8	6.4	13.0	14.0	-1.0	15.1	11.3	3.8	6.5	7.0	-0.5	2.8	4.7	-1.9	*	0.4	*
smoothfm 91.5	9.9	9.4	0.5	7.5	5.5	2.0	5.4	5.9	-0.5	9.4	7.6	1.8	9.6	9.5	0.1	13.1	13.6	-0.5	10.5	10.3	0.2
ABC MEL	10.3	9.8	0.5	2.0	2.2	-0.2	1.5	1.3	0.2	2.8	1.7	1.1	9.5	8.2	1.3	12.9	13.2	-0.3	21.1	21.6	-0.5
3RN	3.8	3.0	0.8	*	0.3	*	0.3	0.2	0.1	0.7	0.4	0.3	3.8	3.1	0.7	4.1	4.6	-0.5	8.6	6.0	2.6
ABC NEWS	1.3	1.6	-0.3	0.4	0.8	-0.4	1.0	0.5	0.5	0.9	1.6	-0.7	1.7	1.8	-0.1	1.6	1.6	0.0	1.3	2.2	-0.9
3JJJ	4.1	5.4	-1.3	6.5	3.9	2.6	11.7	14.8	-3.1	8.2	13.2	-5.0	3.2	3.5	-0.3	1.0	1.3	-0.3	0.1	*	*
ABCFM	2.8	3.2	-0.4	0.1	0.2	-0.1	0.6	0.5	0.1	2.0	2.1	-0.1	2.6	2.1	0.5	2.2	2.8	-0.6	5.6	7.3	-1.7

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	+/-			
SEN	4.1	3.0	1.1	2.9	2.5	0.4	5.0	3.5	1.5	3.7	2.5	1.2	5.1	3.5	1.6	5.2	3.3	1.9	3.0	1.9	1.1	12.9	13.4	-0.5	11.6	11.2	0.4
3AW	14.4	13.5	0.9	19.3	18.3	1.0	15.5	14.8	0.7	11.6	10.1	1.5	10.2	9.4	0.8	12.9	13.4	-0.5	21.1	3.7	-1.6	7.3	9.0	-1.7	7.1	8.8	-0.3
TalkingLifestyle1278	1.2	2.7	-1.5	1.1	2.4	-1.3	1.4	3.2	-1.8	1.4	2.7	-1.3	0.9	2.1	-1.2	0.9	3.4	-2.5	2.1	3.7	-1.6	7.1	8.8	-0.3	5.9	5.3	0.6
101.9 FOX FM	8.4	9.2	-0.8	6.4	7.6	-1.2	7.9	8.3	-0.4	10.1	10.1	0.0	10.3	11.7	-1.4	7.3	9.0	-1.7	4.2	4.1	0.1	5.4	5.5	-0.1	8.0	7.5	0.5
GOLD104.3	8.4	7.8	0.6	6.6	6.2	0.4	8.9	8.1	0.8	10.9	9.8	1.1	7.4	7.2	0.2	7.4	8.1	-0.7	8.2	8.5	-0.3	11.7	10.4	1.3	12.9	10.1	0.0
KIIS 101.1 FM	6.7	6.1	0.6	6.8	6.3	0.5	5.4	5.3	0.1	7.0	6.8	0.2	7.7	6.4	1.3	6.2	5.0	1.2	5.9	5.3	0.6	10.3	11.7	-1.4	12.9	13.4	-0.5
105.1 TRIPLE M	6.6	7.9	-1.3	8.0	7.7	0.3	6.2	8.6	-2.4	7.2	9.8	-2.6	5.6	6.5	-0.9	4.2	4.1	0.1	5.4	5.5	-0.1	7.3	9.0	-1.7	7.1	8.8	-0.3
NOVA 100	7.6	7.2	0.4	7.6	8.1	-0.5	5.9	5.3	0.6	7.1	6.4	0.7	10.3	9.4	0.9	7.7	6.5	1.2	8.0	7.5	0.5	10.3	11.7	-1.4	12.9	13.4	-0.5
smoothfm 91.5	9.4	9.1	0.3	7.2	7.0	0.2	10.0	9.3	0.7	10.9	11.0	-0.1	9.6	10.1	-0.5	9.9	8.3	1.6	11.7	10.4	1.3	12.9	13.4	-0.5	11.6	11.2	0.4
ABC MEL	11.1	10.3	0.8	13.8	13.3	0.5	12.9	11.3	1.6	8.7	7.4	1.3	8.4	8.7	-0.3	9.8	10.1	-0.3	7.9	7.9	0.0	10.3	11.7	-1.4	12.9	13.4	-0.5
3RN	3.6	2.9	0.7	4.9	3.5	1.4	2.6	2.4	0.2	2.2	2.1	0.1	3.7	2.9	0.8	5.7	4.3	1.4	4.6	3.5	1.1	3.0	3.4	-0.4	1.4	1.7	-0.3
ABC NEWS	1.3	1.6	-0.3	1.8	2.3	-0.5	1.0	1.2	-0.2	0.6	0.8	-0.2	0.8	1.1	-0.3	3.0	3.4	-0.4	1.4	1.7	-0.3	3.0	3.5	-0.5	1.3	1.6	-0.3
3JJJ	3.8	5.3	-1.5	2.9	3.9	-1.0	3.7	5.0	-1.3	3.7	6.0	-2.3	5.6	6.9	-1.3	3.7	5.5	-1.8	4.9	5.8	-0.9	3.0	3.5	-0.5	11.7	10.4	1.3
ABCFM	2.8	3.0	-0.2	2.7	2.8	-0.1	2.6	3.2	-0.6	3.1	3.1	0.0	2.4	3.2	-0.8	3.0	3.0	0.0	3.0	3.5	-0.5	12.9	13.4	-0.5	11.6	11.2	0.4

Please note the following name changes Magic 1278 to TalkingLifestyle1278 effective Feb 22 2017, ABC 774 to ABC MEL effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.