



# MELBOURNE RADIO - SURVEY 1 2014

## 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	2.9	4.7	-1.8	1.4	1.5	-0.1	1.7	0.6	1.1	4.0	4.6	-0.6	4.1	7.9	-3.8	2.7	4.6	-1.9	1.3	3.2	-1.9
3AW	11.9	13.8	-1.9	1.9	1.9	0.0	1.9	2.7	-0.8	4.0	3.5	0.5	9.1	11.7	-2.6	18.0	20.9	-2.9	26.1	31.0	-4.9
MAGIC 1278	6.2	4.0	2.2	0.4	*	*	0.2	0.6	-0.4	1.3	0.6	0.7	1.2	1.1	0.1	8.6	8.8	-0.2	19.6	10.5	9.1
FOXFM	8.5	8.6	-0.1	24.1	25.0	-0.9	16.6	20.6	-4.0	11.3	11.1	0.2	9.6	8.5	1.1	2.9	3.3	-0.4	0.5	0.3	0.2
GOLD	7.8	7.6	0.2	5.1	4.3	0.8	6.5	6.0	0.5	5.1	8.6	-3.5	13.8	8.5	5.3	9.8	12.1	-2.3	3.3	3.2	0.1
MIX101.1	6.5	5.8	0.7	15.0	14.7	0.3	10.4	10.9	-0.5	9.2	8.4	0.8	8.0	6.7	1.3	2.0	1.7	0.3	1.0	0.2	0.8
3MMM	6.8	8.0	-1.2	10.5	3.6	6.9	7.7	11.9	-4.2	12.7	15.6	-2.9	8.5	8.8	-0.3	2.7	4.2	-1.5	0.3	0.3	0.0
NOVA 100	7.9	8.2	-0.3	17.6	27.0	-9.4	17.6	20.5	-2.9	13.3	13.9	-0.6	7.0	5.7	1.3	2.5	1.2	1.3	0.4	0.2	0.2
smoothfm 91.5	6.5	5.9	0.6	6.7	6.3	0.4	3.3	4.1	-0.8	6.7	5.4	1.3	6.1	7.5	-1.4	13.4	6.8	6.6	3.2	4.2	-1.0
ABC774	10.6	10.8	-0.2	2.3	1.1	1.2	4.8	2.8	2.0	4.4	3.1	1.3	9.1	10.8	-1.7	16.1	16.3	-0.2	19.8	21.8	-2.0
3RN	2.5	3.3	-0.8	0.3	0.1	0.2	1.3	1.9	-0.6	0.8	1.2	-0.4	3.1	2.6	0.5	3.4	5.8	-2.4	4.3	5.9	-1.6
NEWSR	1.5	1.9	-0.4	0.2	0.8	-0.6	0.1	1.0	-0.9	1.7	1.2	0.5	2.2	2.3	-0.1	1.8	3.2	-1.4	1.3	2.0	-0.7
3JJJ	6.1	5.4	0.7	5.9	4.5	1.4	16.9	11.6	5.3	13.2	12.8	0.4	4.4	3.3	1.1	1.2	0.7	0.5	0.1	0.6	-0.5
ABCFM	3.2	2.8	0.4	0.3	0.4	-0.1	0.4	0.3	0.1	1.2	0.5	0.7	2.6	2.0	0.6	3.0	2.7	0.3	8.0	8.4	-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	3.1	5.1	-2.0	2.7	4.8	-2.1	3.1	5.1	-2.0	3.1	5.6	-2.5	3.9	5.2	-1.3	3.2	4.8	-1.6	2.1	3.1	-1.0
3AW	12.2	14.2	-2.0	17.0	19.7	-2.7	13.6	15.4	-1.8	9.1	8.9	0.2	8.3	10.3	-2.0	10.2	15.5	-5.3	10.8	12.3	-1.5
MAGIC 1278	5.9	3.7	2.2	5.8	3.0	2.8	7.1	5.0	2.1	6.5	4.0	2.5	4.1	2.8	1.3	5.2	3.2	2.0	7.1	5.2	1.9
FOXFM	8.6	8.8	-0.2	7.9	8.3	-0.4	7.4	7.6	-0.2	9.4	9.7	-0.3	10.0	10.2	-0.2	9.1	8.3	0.8	8.1	8.0	0.1
GOLD	7.9	7.5	0.4	6.1	5.8	0.3	8.4	8.8	-0.4	10.2	9.3	0.9	7.9	7.0	0.9	6.5	5.6	0.9	7.5	7.8	-0.3
MIX101.1	6.6	5.9	0.7	5.4	5.0	0.4	6.6	5.3	1.3	7.0	7.2	-0.2	7.7	6.4	1.3	7.1	5.5	1.6	6.0	5.6	0.4
3MMM	7.4	8.6	-1.2	8.0	9.3	-1.3	7.4	8.6	-1.2	8.8	10.4	-1.6	6.7	7.7	-1.0	3.5	3.5	0.0	5.0	5.8	-0.8
NOVA 100	8.1	8.2	-0.1	7.4	8.4	-1.0	6.9	6.3	0.6	8.1	8.3	-0.2	10.7	10.8	-0.1	8.2	7.5	0.7	7.2	8.2	-1.0
smoothfm 91.5	6.4	5.6	0.8	4.3	3.7	0.6	6.8	6.2	0.6	8.0	7.3	0.7	6.3	5.5	0.8	7.1	6.0	1.1	7.0	6.7	0.3
ABC774	10.9	11.3	-0.4	14.4	12.9	1.5	11.0	12.9	-1.9	7.5	8.4	-0.9	8.9	9.5	-0.6	12.2	13.1	-0.9	9.9	9.4	0.5
3RN	2.6	3.1	-0.5	3.4	4.2	-0.8	2.1	2.2	-0.1	1.4	2.0	-0.6	2.8	3.5	-0.7	3.6	4.2	-0.6	2.5	3.8	-1.3
NEWSR	1.5	1.6	-0.1	2.3	2.4	-0.1	1.0	0.7	0.3	0.7	0.9	-0.2	1.4	1.5	-0.1	2.7	3.1	-0.4	1.6	3.0	-1.4
3JJJ	6.0	5.5	0.5	5.0	4.2	0.8	6.1	5.9	0.2	6.7	6.3	0.4	6.9	6.7	0.2	5.0	3.9	1.1	6.8	5.1	1.7
ABCFM	2.9	2.6	0.3	3.0	2.2	0.8	2.9	2.4	0.5	2.6	2.6	0.0	3.2	3.4	-0.2	2.7	3.2	-0.5	4.2	3.3	0.9

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results



# MELBOURNE RADIO - SURVEY 1 2014

## Average Audience (000's) 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	16	25	-9	*	*	*	1	*	*	5	6	-1	6	11	-5	2	4	-2	2	3	-1
3AW	66	74	-8	1	1	0	1	1	0	5	4	1	13	17	-4	15	18	-3	31	33	-2
MAGIC 1278	34	21	13	*	*	*	*	*	*	2	1	1	2	2	0	7	7	0	23	11	12
FOXFm	47	46	1	8	7	1	8	10	-2	14	14	0	14	12	2	2	3	-1	1	*	*
GOLD	43	40	3	2	1	1	3	3	0	6	11	-5	20	12	8	8	10	-2	4	3	1
MIX101.1	36	31	5	5	4	1	5	5	0	11	11	0	11	9	2	2	1	1	1	*	*
3MMM	37	43	-6	4	1	3	4	6	-2	15	20	-5	12	12	0	2	4	-2	*	*	*
NOVA 100	43	44	-1	6	8	-2	9	10	-1	16	18	-2	10	8	2	2	1	1	*	*	*
smoothfm 91.5	36	31	5	2	2	0	2	2	0	8	7	1	9	11	-2	11	6	5	4	5	-1
ABC774	59	58	1	1	*	*	2	1	1	5	4	1	13	15	-2	13	14	-1	24	23	1
3RN	14	17	-3	*	*	*	1	1	0	1	2	-1	4	4	0	3	5	-2	5	6	-1
NEWSR	8	10	-2	*	*	*	*	*	*	2	2	0	3	3	0	1	3	-2	2	2	0
3JJJ	34	29	5	2	1	1	8	5	3	16	16	0	6	5	1	1	1	0	*	1	*
ABCFM	18	15	3	*	*	*	*	*	*	1	1	0	4	3	1	2	2	0	10	9	1
Total	551	535	16	34	28	6	50	47	3	121	126	-5	141	141	0	84	85	-1	120	107	13

## Average Audience (000's) by Session, P10+ [Potential: 4115]

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	18	30	-12	23	42	-19	24	39	-15	20	36	-16	24	31	-7	7	9	-2	9	13	-4						
3AW	72	82	-10	145	172	-27	108	117	-9	59	58	1	51	60	-9	23	30	-7	49	53	-4						
MAGIC 1278	35	21	14	49	26	23	56	38	18	42	26	16	25	17	8	12	6	6	32	22	10						
FOXFm	51	51	0	67	72	-5	59	58	1	61	62	-1	61	60	1	20	16	4	37	34	3						
GOLD	47	43	4	52	51	1	67	68	-1	66	60	6	48	41	7	15	11	4	34	34	0						
MIX101.1	39	34	5	46	44	2	53	41	12	46	47	-1	47	37	10	16	11	5	27	24	3						
3MMM	43	50	-7	68	81	-13	59	66	-7	57	67	-10	41	45	-4	8	7	1	23	25	-2						
NOVA 100	48	47	1	63	73	-10	55	48	7	53	53	0	65	63	2	18	14	4	33	36	-3						
smoothfm 91.5	37	32	5	37	33	4	54	47	7	52	47	5	39	32	7	16	12	4	32	29	3						
ABC774	64	65	-1	123	113	10	88	99	-11	48	54	-6	54	56	-2	27	25	2	45	40	5						
3RN	15	18	-3	29	36	-7	17	17	0	9	13	-4	17	20	-3	8	8	0	11	16	-5						
NEWSR	9	9	0	19	21	-2	8	6	2	5	6	-1	8	9	-1	6	6	0	7	13	-6						
3JJJ	35	32	3	43	37	6	48	45	3	43	41	2	42	40	2	11	8	3	31	22	9						
ABCFM	17	15	2	26	20	6	23	19	4	17	17	0	19	20	-1	6	6	0	19	14	5						
Total	589	576	13	852	875	-23	795	764	31	646	644	2	608	586	22	225	192	33	454	432	22						

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results



# MELBOURNE RADIO - SURVEY 1 2014

## Cumulative Audience (000's) 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	273	316	-43	21	19	2	19	11	8	66	92	-26	103	111	-8	37	46	-9	28	38	-10
3AW	596	620	-24	30	23	7	17	17	0	78	65	13	127	165	-38	143	140	3	200	209	-9
MAGIC 1278	343	245	98	12	*	*	6	5	1	29	11	18	36	30	6	74	84	-10	187	115	72
FOXFm	1045	944	101	209	222	-13	207	191	16	327	251	76	227	216	11	56	49	7	19	13	6
GOLD	782	755	27	63	58	5	85	70	15	154	206	-52	276	230	46	141	141	0	61	50	11
MIX101.1	947	727	220	179	145	34	158	128	30	315	228	87	228	181	47	40	35	5	28	10	18
3MMM	614	564	50	84	49	35	92	82	10	229	211	18	159	157	2	39	52	-13	11	13	-2
NOVA 100	975	887	88	180	191	-11	233	195	38	339	292	47	179	175	4	35	26	9	9	8	1
smoothfm 91.5	623	496	127	67	49	18	51	30	21	163	105	58	168	159	9	118	98	20	55	56	-1
ABC774	819	720	99	38	23	15	33	20	13	142	92	50	204	213	-9	160	146	14	242	227	15
3RN	246	260	-14	8	3	5	16	7	9	33	44	-11	66	73	-7	57	57	0	65	76	-11
NEWSR	236	237	-1	9	8	1	8	18	-10	48	50	-2	82	70	12	35	46	-11	54	46	8
3JJJ	517	503	14	57	47	10	123	106	17	225	237	-12	93	97	-4	18	15	3	1	1	0
ABCFM	247	232	15	14	8	6	20	9	11	36	24	12	53	56	-3	34	35	-1	91	100	-9
<b>Total</b>	<b>3899</b>	<b>3814</b>	<b>85</b>	<b>411</b>	<b>400</b>	<b>11</b>	<b>442</b>	<b>438</b>	<b>4</b>	<b>1019</b>	<b>1018</b>	<b>1</b>	<b>931</b>	<b>927</b>	<b>4</b>	<b>511</b>	<b>488</b>	<b>23</b>	<b>585</b>	<b>544</b>	<b>41</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 4115]

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	248	299	-51	148	202	-54	111	130	-19	125	164	-39	155	182	-27	96	121	-25	165	174	-9						
3AW	558	601	-43	451	492	-41	344	368	-24	298	321	-23	293	317	-24	178	190	-12	401	433	-32						
MAGIC 1278	316	211	105	183	117	66	171	144	27	210	143	67	164	122	42	114	77	37	251	196	55						
FOXFm	966	876	90	551	547	4	393	352	41	522	488	34	580	504	76	328	258	70	641	602	39						
GOLD	710	662	48	378	334	44	377	304	73	416	378	38	390	338	52	216	182	34	499	477	22						
MIX101.1	865	652	213	478	330	148	391	274	117	416	385	31	489	325	164	290	189	101	584	455	129						
3MMM	552	502	50	341	329	12	275	236	39	285	324	-39	297	271	26	141	113	28	334	338	-4						
NOVA 100	894	832	62	483	483	0	407	304	103	463	461	2	553	504	49	377	232	145	641	550	91						
smoothfm 91.5	559	452	107	300	234	66	271	236	35	312	276	36	340	264	76	203	126	77	388	342	46						
ABC774	761	669	92	518	498	20	409	366	43	362	358	4	376	360	16	247	236	11	512	469	43						
3RN	213	232	-19	146	139	7	93	102	-9	79	113	-34	95	115	-20	75	93	-18	138	166	-28						
NEWSR	215	210	5	134	131	3	60	55	5	56	74	-18	83	86	-3	76	79	-3	151	186	-35						
3JJJ	471	463	8	266	244	22	209	182	27	246	248	-2	326	325	1	184	146	38	346	313	33						
ABCFM	210	208	2	116	101	15	103	109	-6	92	116	-24	117	109	8	83	70	13	182	138	44						
<b>Total</b>	<b>3839</b>	<b>3752</b>	<b>87</b>	<b>3142</b>	<b>3094</b>	<b>48</b>	<b>2650</b>	<b>2387</b>	<b>263</b>	<b>2793</b>	<b>2745</b>	<b>48</b>	<b>3030</b>	<b>2831</b>	<b>199</b>	<b>2061</b>	<b>1770</b>	<b>291</b>	<b>3402</b>	<b>3245</b>	<b>157</b>						

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