

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 2 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	3.5	2.9	0.6	2.2	1.4	0.8	2.0	1.7	0.3	6.6	4.0	2.6	4.4	4.1	0.3	2.7	2.7	0.0	1.0	1.3	-0.3
3AW	11.3	11.9	-0.6	1.5	1.9	-0.4	1.5	1.9	-0.4	1.7	4.0	-2.3	7.4	9.1	-1.7	21.5	18.0	3.5	23.5	26.1	-2.6
MAGIC 1278	6.2	6.2	0.0	0.3	0.4	-0.1	0.3	0.2	0.1	0.9	1.3	-0.4	1.1	1.2	-0.1	8.0	8.6	-0.6	19.6	19.6	0.0
FOXFm	7.3	8.5	-1.2	22.7	24.1	-1.4	16.2	16.6	-0.4	9.9	11.3	-1.4	8.3	9.6	-1.3	2.0	2.9	-0.9	0.3	0.5	-0.2
GOLD	8.8	7.8	1.0	5.5	5.1	0.4	4.5	6.5	-2.0	7.7	5.1	2.6	14.6	13.8	0.8	11.8	9.8	2.0	3.3	3.3	0.0
MIX101.1	6.9	6.5	0.4	16.4	15.0	1.4	12.6	10.4	2.2	8.9	9.2	-0.3	9.2	8.0	1.2	2.4	2.0	0.4	0.9	1.0	-0.1
3MMM	6.4	6.8	-0.4	12.3	10.5	1.8	9.3	7.7	1.6	11.5	12.7	-1.2	7.5	8.5	-1.0	2.9	2.7	0.2	0.3	0.3	0.0
NOVA 100	7.5	7.9	-0.4	18.3	17.6	0.7	19.4	17.6	1.8	13.1	13.3	-0.2	6.1	7.0	-0.9	2.6	2.5	0.1	0.2	0.4	-0.2
smoothfm 91.5	6.7	6.5	0.2	5.3	6.7	-1.4	3.7	3.3	0.4	5.8	6.7	-0.9	9.8	6.1	3.7	9.5	13.4	-3.9	3.2	3.2	0.0
ABC774	11.7	10.6	1.1	2.0	2.3	-0.3	3.3	4.8	-1.5	4.9	4.4	0.5	9.0	9.1	-0.1	17.4	16.1	1.3	22.5	19.8	2.7
3RN	2.8	2.5	0.3	0.5	0.3	0.2	1.4	1.3	0.1	1.3	0.8	0.5	2.8	3.1	-0.3	3.5	3.4	0.1	5.1	4.3	0.8
NEWSR	1.6	1.5	0.1	1.1	0.2	0.9	0.5	0.1	0.4	1.2	1.7	-0.5	2.5	2.2	0.3	1.5	1.8	-0.3	1.7	1.3	0.4
3JJJ	5.2	6.1	-0.9	4.5	5.9	-1.4	14.4	16.9	-2.5	11.7	13.2	-1.5	3.9	4.4	-0.5	1.7	1.2	0.5	0.1	0.1	0.0
ABCFM	3.1	3.2	-0.1	0.3	0.3	0.0	0.5	0.4	0.1	1.3	1.2	0.1	3.1	2.6	0.5	2.1	3.0	-0.9	7.2	8.0	-0.8

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	3.7	3.1	0.6	3.1	2.7	0.4	4.0	3.1	0.9	3.8	3.1	0.7	4.1	3.9	0.2	3.9	3.2	0.7	2.7	2.1	0.6
3AW	11.9	12.2	-0.3	16.3	17.0	-0.7	12.3	13.6	-1.3	9.1	9.1	0.0	9.0	8.3	0.7	10.1	10.2	-0.1	9.5	10.8	-1.3
MAGIC 1278	5.9	5.9	0.0	5.0	5.8	-0.8	7.0	7.1	-0.1	7.2	6.5	0.7	4.8	4.1	0.7	5.2	5.2	0.0	7.2	7.1	0.1
FOXFm	7.5	8.6	-1.1	7.2	7.9	-0.7	6.3	7.4	-1.1	8.2	9.4	-1.2	8.9	10.0	-1.1	6.8	9.1	-2.3	6.9	8.1	-1.2
GOLD	8.6	7.9	0.7	6.3	6.1	0.2	10.2	8.4	1.8	11.1	10.2	0.9	8.2	7.9	0.3	6.5	6.5	0.0	9.3	7.5	1.8
MIX101.1	7.0	6.6	0.4	6.6	5.4	1.2	6.5	6.6	-0.1	6.9	7.0	-0.1	7.5	7.7	-0.2	8.2	7.1	1.1	6.6	6.0	0.6
3MMM	6.7	7.4	-0.7	7.4	8.0	-0.6	5.9	7.4	-1.5	7.3	8.8	-1.5	6.7	6.7	0.0	5.1	3.5	1.6	5.4	5.0	0.4
NOVA 100	7.5	8.1	-0.6	7.4	7.4	0.0	6.2	6.9	-0.7	7.2	8.1	-0.9	9.5	10.7	-1.2	8.0	8.2	-0.2	7.6	7.2	0.4
smoothfm 91.5	6.6	6.4	0.2	5.1	4.3	0.8	8.1	6.8	1.3	8.1	8.0	0.1	5.9	6.3	-0.4	5.9	7.1	-1.2	6.7	7.0	-0.3
ABC774	12.1	10.9	1.2	15.3	14.4	0.9	12.2	11.0	1.2	9.0	7.5	1.5	9.9	8.9	1.0	13.8	12.2	1.6	10.2	9.9	0.3
3RN	2.9	2.6	0.3	3.5	3.4	0.1	2.3	2.1	0.2	1.6	1.4	0.2	3.1	2.8	0.3	4.7	3.6	1.1	2.7	2.5	0.2
NEWSR	1.6	1.5	0.1	2.3	2.3	0.0	0.9	1.0	-0.1	0.8	0.7	0.1	1.6	1.4	0.2	2.9	2.7	0.2	1.7	1.6	0.1
3JJJ	5.4	6.0	-0.6	4.5	5.0	-0.5	5.8	6.1	-0.3	5.9	6.7	-0.8	6.3	6.9	-0.6	3.9	5.0	-1.1	4.9	6.8	-1.9
ABCFM	2.9	2.9	0.0	2.8	3.0	-0.2	2.7	2.9	-0.2	2.8	2.6	0.2	3.6	3.2	0.4	2.5	2.7	-0.2	3.7	4.2	-0.5

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 2 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	18	16	2	1	*	*	1	1	0	8	5	3	6	6	0	2	2	0	1	2	-1
3AW	60	66	-6	*	1	*	1	1	0	2	5	-3	10	13	-3	20	15	5	28	31	-3
MAGIC 1278	33	34	-1	*	*	*	*	*	*	1	2	-1	2	2	0	7	7	0	23	23	0
FOXFM	39	47	-8	7	8	-1	7	8	-1	11	14	-3	11	14	-3	2	2	0	*	1	*
GOLD	46	43	3	2	2	0	2	3	-1	9	6	3	19	20	-1	11	8	3	4	4	0
MIX101.1	36	36	0	5	5	0	6	5	1	10	11	-1	12	11	1	2	2	0	1	1	0
3MMM	34	37	-3	4	4	0	4	4	0	13	15	-2	10	12	-2	3	2	1	*	*	*
NOVA 100	40	43	-3	6	6	0	9	9	0	15	16	-1	8	10	-2	2	2	0	*	*	*
smoothfm 91.5	35	36	-1	2	2	0	2	2	0	7	8	-1	13	9	4	9	11	-2	4	4	0
ABC774	62	59	3	1	1	0	1	2	-1	6	5	1	12	13	-1	16	13	3	26	24	2
3RN	15	14	1	*	*	*	1	1	0	1	1	0	4	4	0	3	3	0	6	5	1
NEWSR	9	8	1	*	*	*	*	*	*	1	2	-1	3	3	0	1	1	0	2	2	0
3JJJ	28	34	-6	1	2	-1	6	8	-2	13	16	-3	5	6	-1	2	1	1	*	*	*
ABCFM	16	18	-2	*	*	*	*	*	*	1	1	0	4	4	0	2	2	0	8	10	-2
Total	530	551	-21	32	34	-2	44	50	-6	113	121	-8	132	141	-9	91	84	7	118	120	-2

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	21	18	3	26	23	3	29	24	5	23	20	3	25	24	1	8	7	1	12	9	3						
3AW	68	72	-4	138	145	-7	91	108	-17	56	59	-3	54	51	3	22	23	-1	42	49	-7						
MAGIC 1278	34	35	-1	43	49	-6	52	56	-4	44	42	2	29	25	4	11	12	-1	32	32	0						
FOXFM	42	51	-9	61	67	-6	46	59	-13	50	61	-11	53	61	-8	15	20	-5	30	37	-7						
GOLD	49	47	2	53	52	1	76	67	9	68	66	2	49	48	1	14	15	-1	41	34	7						
MIX101.1	40	39	1	56	46	10	48	53	-5	42	46	-4	45	47	-2	17	16	1	29	27	2						
3MMM	38	43	-5	63	68	-5	44	59	-15	45	57	-12	40	41	-1	11	8	3	23	23	0						
NOVA 100	43	48	-5	63	63	0	46	55	-9	44	53	-9	57	65	-8	17	18	-1	33	33	0						
smoothfm 91.5	38	37	1	43	37	6	60	54	6	50	52	-2	35	39	-4	13	16	-3	29	32	-3						
ABC774	69	64	5	130	123	7	90	88	2	55	48	7	59	54	5	29	27	2	45	45	0						
3RN	16	15	1	30	29	1	17	17	0	10	9	1	18	17	1	10	8	2	12	11	1						
NEWSR	9	9	0	19	19	0	7	8	-1	5	5	0	10	8	2	6	6	0	7	7	0						
3JJJ	30	35	-5	38	43	-5	43	48	-5	36	43	-7	38	42	-4	8	11	-3	21	31	-10						
ABCFM	16	17	-1	24	26	-2	20	23	-3	17	17	0	22	19	3	5	6	-1	16	19	-3						
Total	567	589	-22	849	852	-3	737	795	-58	612	646	-34	599	608	-9	214	225	-11	437	454	-17						



MELBOURNE RADIO - SURVEY 2 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	298	273	25	16	21	-5	14	19	-5	88	66	22	104	103	1	43	37	6	32	28	4
3AW	577	596	-19	25	30	-5	10	17	-7	70	78	-8	126	127	-1	155	143	12	191	200	-9
MAGIC 1278	340	343	-3	8	12	-4	7	6	1	27	29	-2	37	36	1	78	74	4	182	187	-5
FOXFm	1002	1045	-43	226	209	17	198	207	-9	295	327	-32	220	227	-7	45	56	-11	18	19	-1
GOLD	771	782	-11	51	63	-12	54	85	-31	177	154	23	282	276	6	148	141	7	59	61	-2
MIX101.1	897	947	-50	169	179	-10	154	158	-4	271	315	-44	236	228	8	41	40	1	25	28	-3
3MMM	594	614	-20	77	84	-7	87	92	-5	225	229	-4	148	159	-11	45	39	6	11	11	0
NOVA 100	911	975	-64	160	180	-20	204	233	-29	322	339	-17	175	179	-4	40	35	5	10	9	1
smoothfm 91.5	585	623	-38	59	67	-8	45	51	-6	134	163	-29	182	168	14	117	118	-1	49	55	-6
ABC774	844	819	25	44	38	6	27	33	-6	133	142	-9	200	204	-4	184	160	24	257	242	15
3RN	254	246	8	14	8	6	14	16	-2	31	33	-2	71	66	5	52	57	-5	73	65	8
NEWSR	241	236	5	11	9	2	10	8	2	58	48	10	80	82	-2	34	35	-1	48	54	-6
3JJJ	498	517	-19	51	57	-6	122	123	-1	218	225	-7	88	93	-5	17	18	-1	2	1	1
ABCFM	238	247	-9	11	14	-3	15	20	-5	40	36	4	55	53	2	32	34	-2	84	91	-7
Total	3894	3899	-5	414	411	3	438	442	-4	1019	1019	0	927	931	-4	513	511	2	583	585	-2

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

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	279	248	31	168	148	20	126	111	15	156	125	31	153	155	-2	95	96	-1	187	165	22
3AW	550	558	-8	431	451	-20	319	344	-25	300	298	2	305	293	12	195	178	17	369	401	-32
MAGIC 1278	313	316	-3	167	183	-16	176	171	5	213	210	3	176	164	12	107	114	-7	252	251	1
FOXFm	920	966	-46	518	551	-33	327	393	-66	484	522	-38	534	580	-46	288	328	-40	593	641	-48
GOLD	682	710	-28	363	378	-15	345	377	-32	410	416	-6	384	390	-6	212	216	-4	507	499	8
MIX101.1	828	865	-37	473	478	-5	347	391	-44	400	416	-16	452	489	-37	306	290	16	553	584	-31
3MMM	524	552	-28	313	341	-28	210	275	-65	241	285	-44	267	297	-30	172	141	31	334	334	0
NOVA 100	826	894	-68	473	483	-10	328	407	-79	427	463	-36	512	553	-41	326	377	-51	588	641	-53
smoothfm 91.5	525	559	-34	290	300	-10	259	271	-12	279	312	-33	296	340	-44	150	203	-53	357	388	-31
ABC774	787	761	26	558	518	40	434	409	25	396	362	34	423	376	47	298	247	51	508	512	-4
3RN	226	213	13	135	146	-11	98	93	5	93	79	14	116	95	21	92	75	17	153	138	15
NEWSR	225	215	10	142	134	8	56	60	-4	61	56	5	97	83	14	90	76	14	148	151	-3
3JJJ	452	471	-19	245	266	-21	205	209	-4	240	246	-6	303	326	-23	165	184	-19	319	346	-27
ABCFM	211	210	1	118	116	2	106	103	3	87	92	-5	125	117	8	78	83	-5	165	182	-17
Total	3837	3839	-2	3116	3142	-26	2524	2650	-126	2754	2793	-39	3003	3030	-27	1990	2061	-71	3355	3402	-47