

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	4.2	3.5	0.7	1.9	2.2	-0.3	1.0	2.0	-1.0	7.1	6.6	0.5	5.1	4.4	0.7	4.6	2.7	1.9	1.7	1.0	0.7
3AW	12.5	11.3	1.2	2.8	1.5	1.3	1.8	1.5	0.3	1.4	1.7	-0.3	8.6	7.4	1.2	22.8	21.5	1.3	25.9	23.5	2.4
MAGIC 1278	5.0	6.2	-1.2	0.7	0.3	0.4	0.4	0.3	0.1	0.5	0.9	-0.4	1.4	1.1	0.3	5.9	8.0	-2.1	15.6	19.6	-4.0
FOXFm	6.9	7.3	-0.4	24.6	22.7	1.9	18.7	16.2	2.5	8.4	9.9	-1.5	7.2	8.3	-1.1	2.0	2.0	0.0	0.3	0.3	0.0
GOLD	8.8	8.8	0.0	4.9	5.5	-0.6	8.6	4.5	4.1	9.9	7.7	2.2	11.6	14.6	-3.0	11.8	11.8	0.0	2.9	3.3	-0.4
MIX101.1	7.1	6.9	0.2	15.3	16.4	-1.1	9.5	12.6	-3.1	11.4	8.9	2.5	9.9	9.2	0.7	2.3	2.4	-0.1	0.8	0.9	-0.1
3MMM	6.9	6.4	0.5	8.4	12.3	-3.9	10.6	9.3	1.3	11.8	11.5	0.3	9.5	7.5	2.0	3.0	2.9	0.1	0.3	0.3	0.0
NOVA 100	6.9	7.5	-0.6	23.0	18.3	4.7	18.9	19.4	-0.5	12.1	13.1	-1.0	4.9	6.1	-1.2	1.7	2.6	-0.9	0.1	0.2	-0.1
smoothfm 91.5	6.9	6.7	0.2	4.8	5.3	-0.5	3.3	3.7	-0.4	5.7	5.8	-0.1	12.0	9.8	2.2	7.9	9.5	-1.6	3.2	3.2	0.0
ABC774	12.3	11.7	0.6	1.3	2.0	-0.7	4.4	3.3	1.1	4.5	4.9	-0.4	7.7	9.0	-1.3	18.0	17.4	0.6	26.5	22.5	4.0
3RN	2.3	2.8	-0.5	0.3	0.5	-0.2	0.4	1.4	-1.0	1.2	1.3	-0.1	1.6	2.8	-1.2	3.6	3.5	0.1	4.3	5.1	-0.8
NEWSR	1.6	1.6	0.0	0.9	1.1	-0.2	0.5	0.5	0.0	1.3	1.2	0.1	1.5	2.5	-1.0	2.5	1.5	1.0	2.0	1.7	0.3
3JJJ	4.7	5.2	-0.5	4.1	4.5	-0.4	11.5	14.4	-2.9	11.7	11.7	0.0	3.0	3.9	-0.9	1.3	1.7	-0.4	0.2	0.1	0.1
ABCFM	3.1	3.1	0.0	0.1	0.3	-0.2	0.6	0.5	0.1	0.9	1.3	-0.4	3.1	3.1	0.0	2.6	2.1	0.5	7.2	7.2	0.0

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	4.3	3.7	0.6	3.8	3.1	0.7	4.5	4.0	0.5	4.1	3.8	0.3	4.8	4.1	0.7	5.0	3.9	1.1	4.0	2.7	1.3
3AW	13.0	11.9	1.1	17.3	16.3	1.0	13.6	12.3	1.3	9.8	9.1	0.7	10.2	9.0	1.2	12.5	10.1	2.4	10.7	9.5	1.2
MAGIC 1278	4.6	5.9	-1.3	4.3	5.0	-0.7	5.3	7.0	-1.7	5.5	7.2	-1.7	3.8	4.8	-1.0	3.6	5.2	-1.6	6.0	7.2	-1.2
FOXFm	6.9	7.5	-0.6	6.6	7.2	-0.6	5.7	6.3	-0.6	7.6	8.2	-0.6	8.2	8.9	-0.7	6.7	6.8	-0.1	6.7	6.9	-0.2
GOLD	8.7	8.6	0.1	6.9	6.3	0.6	9.9	10.2	-0.3	10.8	11.1	-0.3	7.9	8.2	-0.3	7.5	6.5	1.0	9.0	9.3	-0.3
MIX101.1	7.3	7.0	0.3	7.5	6.6	0.9	6.7	6.5	0.2	7.7	6.9	0.8	7.5	7.5	0.0	7.0	8.2	-1.2	6.6	6.6	0.0
3MMM	7.0	6.7	0.3	7.1	7.4	-0.3	6.3	5.9	0.4	7.6	7.3	0.3	7.3	6.7	0.6	6.0	5.1	0.9	6.5	5.4	1.1
NOVA 100	7.0	7.5	-0.5	6.5	7.4	-0.9	5.4	6.2	-0.8	7.1	7.2	-0.1	8.4	9.5	-1.1	8.7	8.0	0.7	6.8	7.6	-0.8
smoothfm 91.5	7.0	6.6	0.4	5.6	5.1	0.5	7.8	8.1	-0.3	8.4	8.1	0.3	6.9	5.9	1.0	5.7	5.9	-0.2	6.7	6.7	0.0
ABC774	12.8	12.1	0.7	16.0	15.3	0.7	13.8	12.2	1.6	9.7	9.0	0.7	10.2	9.9	0.3	13.5	13.8	-0.3	10.7	10.2	0.5
3RN	2.2	2.9	-0.7	2.6	3.5	-0.9	1.9	2.3	-0.4	1.4	1.6	-0.2	2.2	3.1	-0.9	3.6	4.7	-1.1	2.6	2.7	-0.1
NEWSR	1.5	1.6	-0.1	2.0	2.3	-0.3	1.0	0.9	0.1	0.9	0.8	0.1	1.2	1.6	-0.4	3.0	2.9	0.1	2.2	1.7	0.5
3JJJ	4.8	5.4	-0.6	4.3	4.5	-0.2	4.6	5.8	-1.2	5.1	5.9	-0.8	5.8	6.3	-0.5	4.3	3.9	0.4	4.2	4.9	-0.7
ABCFM	3.0	2.9	0.1	2.2	2.8	-0.6	3.1	2.7	0.4	2.8	2.8	0.0	4.6	3.6	1.0	2.5	2.5	0.0	3.3	3.7	-0.4



MELBOURNE RADIO - SURVEY 3 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	22	18	4	1	1	0	*	1	*	8	8	0	7	6	1	4	2	2	2	1	1	1
3AW	66	60	6	1	*	*	1	1	0	2	2	0	12	10	2	22	20	2	30	28	2	2
MAGIC 1278	26	33	-7	*	*	*	*	*	*	1	1	0	2	2	0	6	7	-1	18	23	-5	-5
FOXFm	36	39	-3	8	7	1	7	7	0	10	11	-1	10	11	-1	2	2	0	*	*	*	*
GOLD	46	46	0	1	2	-1	3	2	1	11	9	2	16	19	-3	11	11	0	3	4	-1	-1
MIX101.1	38	36	2	5	5	0	4	6	-2	13	10	3	13	12	1	2	2	0	1	1	0	0
3MMM	36	34	2	3	4	-1	4	4	0	14	13	1	13	10	3	3	3	0	*	*	*	*
NOVA 100	37	40	-3	7	6	1	7	9	-2	14	15	-1	7	8	-1	2	2	0	*	*	*	*
smoothfm 91.5	37	35	2	1	2	-1	1	2	-1	7	7	0	16	13	3	7	9	-2	4	4	0	0
ABC774	65	62	3	*	1	*	2	1	1	5	6	-1	10	12	-2	17	16	1	30	26	4	4
3RN	12	15	-3	*	*	*	*	1	*	1	1	0	2	4	-2	3	3	0	5	6	-1	-1
NEWSR	9	9	0	*	*	*	*	*	*	2	1	1	2	3	-1	2	1	1	2	2	0	0
3JJJ	25	28	-3	1	1	0	4	6	-2	14	13	1	4	5	-1	1	2	-1	*	*	*	*
ABCFM	16	16	0	*	*	*	*	*	*	1	1	0	4	4	0	3	2	1	8	8	0	0
Total	530	530	0	31	32	-1	39	44	-5	116	113	3	135	132	3	95	91	4	115	118	-3	-3

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	24	21	3	31	26	5	34	29	5	25	23	2	29	25	4	10	8	2	18	12	6	6	6	6	18	12	6
3AW	74	68	6	144	138	6	102	91	11	61	56	5	61	54	7	26	22	4	47	42	5	5	5	47	42	5	
MAGIC 1278	26	34	-8	36	43	-7	39	52	-13	34	44	-10	23	29	-6	7	11	-4	26	32	-6	-6	-6	26	32	-6	
FOXFm	39	42	-3	55	61	-6	43	46	-3	47	50	-3	49	53	-4	14	15	-1	29	30	-1	-1	-1	29	30	-1	
GOLD	49	49	0	57	53	4	74	76	-2	67	68	-1	48	49	-1	16	14	2	39	41	-2	-2	-2	39	41	-2	
MIX101.1	41	40	1	62	56	6	50	48	2	48	42	6	45	45	0	15	17	-2	29	29	0	0	0	29	29	0	
3MMM	40	38	2	59	63	-4	47	44	3	47	45	2	44	40	4	13	11	2	29	23	6	6	6	29	23	6	
NOVA 100	39	43	-4	54	63	-9	40	46	-6	44	44	0	50	57	-7	18	17	1	30	33	-3	-3	-3	30	33	-3	
smoothfm 91.5	40	38	2	47	43	4	58	60	-2	52	50	2	42	35	7	12	13	-1	29	29	0	0	0	29	29	0	
ABC774	73	69	4	133	130	3	103	90	13	61	55	6	61	59	2	28	29	-1	47	45	2	2	2	47	45	2	
3RN	12	16	-4	21	30	-9	14	17	-3	9	10	-1	13	18	-5	8	10	-2	11	12	-1	-1	-1	11	12	-1	
NEWSR	8	9	-1	17	19	-2	8	7	1	5	5	0	7	10	-3	6	6	0	10	7	3	3	3	10	7	3	
3JJJ	27	30	-3	35	38	-3	34	43	-9	32	36	-4	35	38	-3	9	8	1	19	21	-2	-2	-2	19	21	-2	
ABCFM	17	16	1	18	24	-6	23	20	3	17	17	0	27	22	5	5	5	0	15	16	-1	-1	-1	15	16	-1	
Total	567	567	0	831	849	-18	746	737	9	623	612	11	600	599	1	209	214	-5	440	437	3	3	3	440	437	3	

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	326	298	28	20	16	4	15	14	1	98	88	10	108	104	4	52	43	9	33	32	1
3AW	578	577	1	18	25	-7	8	10	-2	58	70	-12	144	126	18	156	155	1	195	191	4
MAGIC 1278	310	340	-30	8	8	0	8	7	1	21	27	-6	36	37	-1	74	78	-4	162	182	-20
FOXFm	987	1002	-15	234	226	8	207	198	9	276	295	-19	206	220	-14	47	45	2	17	18	-1
GOLD	784	771	13	47	51	-4	56	54	2	202	177	25	279	282	-3	149	148	1	51	59	-8
MIX101.1	927	897	30	159	169	-10	163	154	9	298	271	27	250	236	14	39	41	-2	19	25	-6
3MMM	638	594	44	58	77	-19	85	87	-2	252	225	27	182	148	34	50	45	5	11	11	0
NOVA 100	922	911	11	200	160	40	192	204	-12	328	322	6	161	175	-14	36	40	-4	5	10	-5
smoothfm 91.5	619	585	34	65	59	6	57	45	12	131	134	-3	203	182	21	108	117	-9	55	49	6
ABC774	814	844	-30	31	44	-13	24	27	-3	130	133	-3	181	200	-19	189	184	5	260	257	3
3RN	243	254	-11	11	14	-3	13	14	-1	35	31	4	66	71	-5	40	52	-12	77	73	4
NEWSR	241	241	0	12	11	1	7	10	-3	65	58	7	65	80	-15	51	34	17	41	48	-7
3JJJ	498	498	0	50	51	-1	122	122	0	225	218	7	83	88	-5	15	17	-2	4	2	2
ABCFM	225	238	-13	3	11	-8	13	15	-2	38	40	-2	57	55	2	39	32	7	74	84	-10
Total	3892	3894	-2	416	414	2	443	438	5	1011	1019	-8	928	927	1	514	513	1	581	583	-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	296	279	17	172	168	4	138	126	12	157	156	1	160	153	7	100	95	5	220	187	33
3AW	557	550	7	435	431	4	317	319	-2	308	300	8	307	305	2	205	195	10	401	369	32
MAGIC 1278	280	313	-33	148	167	-19	162	176	-14	183	213	-30	140	176	-36	75	107	-32	236	252	-16
FOXFm	912	920	-8	505	518	-13	332	327	5	456	484	-28	525	534	-9	304	288	16	605	593	12
GOLD	683	682	1	334	363	-29	298	345	-47	394	410	-16	361	384	-23	226	212	14	496	507	-11
MIX101.1	844	828	16	499	473	26	353	347	6	414	400	14	450	452	-2	268	306	-38	554	553	1
3MMM	543	524	19	289	313	-24	215	210	5	258	241	17	299	267	32	198	172	26	400	334	66
NOVA 100	848	826	22	485	473	12	302	328	-26	433	427	6	506	512	-6	277	326	-49	575	588	-13
smoothfm 91.5	573	525	48	306	290	16	260	259	1	298	279	19	345	296	49	167	150	17	382	357	25
ABC774	742	787	-45	541	558	-17	443	434	9	395	396	-1	383	423	-40	302	298	4	543	508	35
3RN	212	226	-14	125	135	-10	80	98	-18	77	93	-16	102	116	-14	75	92	-17	154	153	1
NEWSR	220	225	-5	122	142	-20	68	56	12	65	61	4	86	97	-11	93	90	3	158	148	10
3JJJ	449	452	-3	242	245	-3	199	205	-6	217	240	-23	275	303	-28	170	165	5	314	319	-5
ABCFM	192	211	-19	103	118	-15	97	106	-9	86	87	-1	111	125	-14	66	78	-12	153	165	-12
Total	3822	3837	-15	3096	3116	-20	2464	2524	-60	2659	2754	-95	2943	3003	-60	1924	1990	-66	3374	3355	19