



MELBOURNE RADIO - SURVEY 7 2015

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	4.0	4.0	0.0	1.9	1.1	0.8	0.8	0.9	-0.1	2.7	4.0	-1.3	7.6	6.7	0.9	3.9	3.5	0.4	2.9	3.2	-0.3
3AW	14.5	14.3	0.2	0.9	1.1	-0.2	2.5	2.2	0.3	1.5	1.7	-0.2	10.3	12.9	-2.6	20.6	19.3	1.3	34.9	31.8	3.1
MAGIC 1278	3.8	3.7	0.1	0.4	0.1	0.3	0.1	0.4	-0.3	0.2	0.6	-0.4	1.2	2.2	-1.0	5.7	4.3	1.4	11.0	10.0	1.0
FOXFM hit 1019	9.4	9.2	0.2	23.5	20.7	2.8	25.3	29.9	-4.6	16.6	14.3	2.3	7.8	8.1	-0.3	1.6	1.8	-0.2	0.8	1.0	-0.2
GOLD	8.3	8.1	0.2	5.2	4.6	0.6	7.7	6.2	1.5	6.9	7.4	-0.5	12.3	12.6	-0.3	12.7	13.0	-0.3	2.9	1.9	1.0
KIIS 101.1 FM	5.9	5.9	0.0	18.7	15.5	3.2	10.6	10.7	-0.1	9.2	9.3	-0.1	5.8	5.7	0.1	2.5	3.2	-0.7	0.4	0.6	-0.2
3MMM	7.5	7.4	0.1	4.8	6.2	-1.4	9.3	9.9	-0.6	14.2	12.5	1.7	9.2	10.0	-0.8	5.9	5.5	0.4	0.6	0.5	0.1
NOVA 100	7.0	6.8	0.2	21.1	23.0	-1.9	13.6	16.0	-2.4	12.3	10.2	2.1	5.8	5.3	0.5	2.2	2.6	-0.4	0.8	0.5	0.3
smoothfm 91.5	8.1	7.7	0.4	5.5	5.7	-0.2	3.2	3.8	-0.6	6.1	5.9	0.2	10.7	8.1	2.6	11.2	12.6	-1.4	7.3	7.3	0.0
ABC774	9.8	10.3	-0.5	2.1	3.7	-1.6	1.0	2.2	-1.2	3.0	3.5	-0.5	7.4	7.3	0.1	17.1	17.3	-0.2	18.7	19.7	-1.0
3RN	2.3	2.7	-0.4	1.6	0.1	1.5	0.1	*	*	0.6	0.8	-0.2	3.0	2.5	0.5	3.4	4.4	-1.0	3.1	4.9	-1.8
NEWSR	1.4	1.6	-0.2	0.9	1.3	-0.4	0.3	0.3	0.0	1.4	1.2	0.2	1.8	3.2	-1.4	1.5	1.5	0.0	1.3	0.8	0.5
3JJJ	5.2	5.5	-0.3	2.6	4.5	-1.9	14.8	10.7	4.1	13.7	16.7	-3.0	3.3	2.9	0.4	0.4	0.4	0.0	0.1	0.1	0.0
ABCFM	2.6	2.8	-0.2	1.4	1.9	-0.5	0.1	0.6	-0.5	1.0	0.7	0.3	1.3	0.9	0.4	2.5	3.6	-1.1	6.7	7.2	-0.5

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	4.2	4.1	0.1	3.5	3.2	0.3	4.8	4.8	0.0	4.5	4.5	0.0	4.5	4.6	-0.1	3.6	3.4	0.2	3.3	3.6	-0.3
3AW	14.8	14.6	0.2	20.3	18.4	1.9	15.2	15.5	-0.3	11.1	12.0	-0.9	10.4	10.1	0.3	15.0	15.8	-0.8	13.7	13.3	0.4
MAGIC 1278	3.6	3.5	0.1	3.3	3.1	0.2	4.7	5.0	-0.3	3.7	3.2	0.5	2.6	2.5	0.1	3.0	3.8	-0.8	4.7	4.4	0.3
FOXFM hit 1019	9.7	9.5	0.2	7.9	7.5	0.4	9.1	8.4	0.7	10.5	10.5	0.0	12.6	12.8	-0.2	8.9	8.9	0.0	8.4	8.5	-0.1
GOLD	8.0	8.0	0.0	6.3	6.7	-0.4	9.2	8.8	0.4	9.9	9.9	0.0	7.6	7.9	-0.3	6.4	5.8	0.6	9.0	8.4	0.6
KIIS 101.1 FM	6.1	6.0	0.1	5.2	5.7	-0.5	5.0	4.9	0.1	7.0	5.9	1.1	7.7	7.9	-0.2	6.4	6.1	0.3	5.2	5.6	-0.4
3MMM	8.0	7.7	0.3	9.3	8.9	0.4	7.4	7.2	0.2	8.6	8.3	0.3	8.2	6.8	1.4	4.5	5.3	-0.8	5.8	6.4	-0.6
NOVA 100	6.9	6.7	0.2	6.4	6.4	0.0	5.7	5.1	0.6	6.6	6.3	0.3	9.7	9.5	0.2	6.9	7.1	-0.2	7.2	6.9	0.3
smoothfm 91.5	7.9	7.3	0.6	6.4	6.2	0.2	8.3	7.7	0.6	9.4	8.6	0.8	7.1	6.7	0.4	9.3	7.3	2.0	8.8	9.1	-0.3
ABC774	10.2	10.6	-0.4	12.8	13.6	-0.8	12.0	12.2	-0.2	6.9	7.5	-0.6	7.7	8.4	-0.7	11.2	10.7	0.5	8.5	9.4	-0.9
3RN	2.1	2.5	-0.4	2.9	3.6	-0.7	1.8	1.8	0.0	1.2	1.6	-0.4	2.0	2.5	-0.5	2.7	3.1	-0.4	2.8	3.1	-0.3
NEWSR	1.3	1.4	-0.1	1.6	1.8	-0.2	0.7	0.9	-0.2	1.0	0.7	0.3	1.3	1.1	0.2	2.4	3.9	-1.5	1.7	2.1	-0.4
3JJJ	5.3	5.9	-0.6	5.0	5.6	-0.6	5.1	5.8	-0.7	6.1	6.7	-0.6	6.0	6.5	-0.5	3.8	4.4	-0.6	4.7	4.1	0.6
ABCFM	2.4	2.6	-0.2	2.0	2.1	-0.1	2.5	2.8	-0.3	2.5	3.0	-0.5	3.1	3.2	-0.1	2.2	2.3	-0.1	3.1	3.1	0.0



MELBOURNE RADIO - SURVEY 7 2015

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	21	1	1	*	*	*	*	*	3	5	-2	10	9	1	3	3	0	4	4	0
3AW	79	77	2	*	*	*	1	1	0	2	2	0	14	17	-3	18	17	1	43	39	4
MAGIC 1278	21	20	1	*	*	*	*	*	*	*	1	*	2	3	-1	5	4	1	14	12	2
FOXFM hit 1019	51	50	1	8	7	1	10	12	-2	20	17	3	11	11	0	1	2	-1	1	1	0
GOLD	45	44	1	2	2	0	3	2	1	8	9	-1	17	17	0	11	12	-1	4	2	2
KIIS 101.1 FM	32	32	0	6	6	0	4	4	0	11	11	0	8	8	0	2	3	-1	1	1	0
3MMM	41	40	1	2	2	0	4	4	0	17	14	3	13	14	-1	5	5	0	1	1	0
NOVA 100	38	36	2	7	8	-1	6	6	0	14	12	2	8	7	1	2	2	0	1	1	0
smoothfm 91.5	44	42	2	2	2	0	1	2	-1	7	7	0	15	11	4	10	11	-1	9	9	0
ABC774	53	56	-3	1	1	0	*	1	*	4	4	0	10	10	0	15	16	-1	23	24	-1
3RN	12	14	-2	1	*	*	*	*	*	1	1	0	4	3	1	3	4	-1	4	6	-2
NEWSR	8	9	-1	*	*	*	*	*	-1	2	1	1	2	4	-2	1	1	0	2	1	1
3JJJ	28	30	-2	1	2	-1	6	4	2	16	19	-3	4	4	0	*	*	*	*	*	*
ABCFM	14	15	-1	*	1	*	*	*	*	1	1	0	2	1	1	2	3	-1	8	9	-1
Total	541	538	3	33	36	-3	41	40	1	118	116	2	137	135	2	89	90	-1	124	122	2

Average Audience (000's) by Session, P10+ [Potential: 4186]

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	23	1	30	27	3	36	34	2	29	28	1	27	28	-1	8	7	1	15	16	-1							
3AW	86	84	2	174	158	16	114	111	3	71	76	-5	64	62	2	33	34	-1	60	60	0							
MAGIC 1278	21	20	1	28	26	2	36	35	1	23	20	3	16	15	1	7	8	-1	21	20	1							
FOXFM hit 1019	56	54	2	67	64	3	68	60	8	68	66	2	77	79	-2	19	19	0	37	38	-1							
GOLD	47	46	1	54	58	-4	70	63	7	64	62	2	47	49	-2	14	12	2	40	38	2							
KIIS 101.1 FM	36	34	2	45	49	-4	37	35	2	45	37	8	47	48	-1	14	13	1	23	25	-2							
3MMM	47	44	3	79	77	2	55	51	4	55	52	3	50	42	8	10	11	-1	25	29	-4							
NOVA 100	40	38	2	55	54	1	43	36	7	42	40	2	60	59	1	15	15	0	32	31	1							
smoothfm 91.5	46	42	4	55	53	2	62	55	7	60	54	6	44	41	3	20	16	4	39	41	-2							
ABC774	59	61	-2	110	116	-6	90	87	3	44	47	-3	48	52	-4	24	23	1	37	43	-6							
3RN	12	14	-2	25	31	-6	14	13	1	8	10	-2	12	15	-3	6	7	-1	12	14	-2							
NEWSR	8	8	0	13	15	-2	6	6	0	6	4	2	8	7	1	5	8	-3	8	10	-2							
3JJJ	31	34	-3	43	48	-5	38	41	-3	39	42	-3	37	40	-3	8	9	-1	21	19	2							
ABCFM	14	15	-1	17	18	-1	19	20	-1	16	19	-3	19	20	-1	5	5	0	14	14	0							
Total	581	572	9	857	855	2	753	715	38	641	629	12	615	617	-2	218	216	2	438	453	-15							



MELBOURNE RADIO - SURVEY 7 2015

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	322	324	-2	8	17	-9	20	15	5	79	79	0	119	109	10	54	55	-1	42	48	-6
3AW	670	648	22	21	23	-2	25	17	8	41	47	-6	172	193	-21	152	140	12	259	229	30
MAGIC 1278	244	221	23	8	3	5	4	6	-2	15	11	4	37	31	6	56	50	6	123	119	4
FOXFM hit 1019	1149	1161	-12	201	199	2	246	252	-6	405	402	3	224	232	-8	47	47	0	26	30	-4
GOLD	830	842	-12	65	76	-11	80	70	10	205	195	10	281	293	-12	144	151	-7	55	56	-1
KIIS 101.1 FM	848	835	13	173	163	10	153	147	6	269	267	2	190	187	3	52	57	-5	12	13	-1
3MMM	672	673	-1	66	78	-12	82	75	7	245	237	8	193	196	-3	68	68	0	17	18	-1
NOVA 100	943	937	6	213	225	-12	186	202	-16	329	315	14	175	156	19	23	29	-6	16	10	6
smoothfm 91.5	704	727	-23	68	74	-6	59	71	-12	159	160	-1	205	181	24	104	132	-28	109	109	0
ABC774	717	729	-12	22	36	-14	14	24	-10	106	112	-6	177	174	3	169	150	19	230	233	-3
3RN	199	211	-12	10	8	2	5	*	*	19	32	-13	69	66	3	45	45	0	50	60	-10
NEWSR	248	231	17	8	12	-4	13	8	5	57	55	2	80	77	3	44	36	8	47	43	4
3JJJ	487	521	-34	57	63	-6	129	117	12	209	242	-33	74	83	-9	15	15	0	3	2	1
ABCFM	224	216	8	11	18	-7	5	10	-5	49	42	7	47	33	14	38	36	2	75	77	-2
Total	3970	3970	0	412	405	7	464	464	0	1020	1031	-11	939	940	-1	519	519	0	616	611	5

Cumulative Audience (000's) by Session, P10+ [Potential: 4186]

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	276	287	-11	161	159	2	129	133	-4	146	154	-8	162	177	-15	102	104	-2	195	206	-11						
3AW	632	600	32	501	463	38	368	341	27	327	324	3	332	314	18	215	222	-7	477	472	5						
MAGIC 1278	214	194	20	115	104	11	139	132	7	122	103	19	98	87	11	66	69	-3	184	173	11						
FOXFM hit 1019	1038	1049	-11	578	605	-27	428	430	-2	545	564	-19	609	636	-27	315	326	-11	695	731	-36						
GOLD	710	733	-23	364	367	-3	335	340	-5	411	409	2	376	393	-17	196	201	-5	526	522	4						
KIIS 101.1 FM	772	755	17	439	429	10	283	292	-9	416	385	31	428	429	-1	223	218	5	525	518	7						
3MMM	594	577	17	397	372	25	245	241	4	287	284	3	351	318	33	170	168	2	398	424	-26						
NOVA 100	855	844	11	504	512	-8	294	288	6	432	417	15	499	499	0	275	275	0	623	625	-2						
smoothfm 91.5	634	647	-13	355	344	11	304	315	-11	340	340	0	338	354	-16	220	198	22	446	487	-41						
ABC774	651	661	-10	457	483	-26	384	361	23	303	306	-3	318	316	2	232	223	9	461	491	-30						
3RN	180	193	-13	115	132	-17	76	75	1	65	82	-17	83	99	-16	72	82	-10	130	133	-3						
NEWSR	195	191	4	100	103	-3	50	54	-4	50	43	7	75	66	9	79	82	-3	166	159	7						
3JJJ	439	475	-36	239	274	-35	166	187	-21	240	266	-26	270	294	-24	143	150	-7	294	310	-16						
ABCFM	193	187	6	105	96	9	103	100	3	95	102	-7	111	109	2	73	58	15	146	147	-1						
Total	3880	3896	-16	3179	3209	-30	2453	2461	-8	2723	2768	-45	2952	2979	-27	1901	1911	-10	3374	3419	-45						