



MELBOURNE RADIO - SURVEY 1 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	3.2	3.7	-0.5	1.2	3.6	-2.4	0.1	2.6	-2.5	2.7	3.6	-0.9	5.6	6.2	-0.6	3.0	1.6	1.4	2.9	2.8	0.1
3AW	13.6	12.8	0.8	1.8	2.2	-0.4	1.7	1.4	0.3	2.4	3.2	-0.8	9.8	8.2	1.6	19.8	18.6	1.2	31.4	31.3	0.1
MAGIC 1278	4.4	5.1	-0.7	0.4	0.1	0.3	0.4	0.2	0.2	0.5	0.3	0.2	1.7	1.4	0.3	7.7	7.1	0.6	11.3	16.3	-5.0
hit101.9 FoxFM	7.6	8.5	-0.9	21.4	20.6	0.8	21.1	21.5	-0.4	10.3	11.8	-1.5	6.8	9.8	-3.0	4.2	1.9	2.3	0.4	0.3	0.1
GOLD	6.9	8.0	-1.1	2.9	4.4	-1.5	5.0	4.6	0.4	6.0	7.8	-1.8	10.6	11.5	-0.9	10.2	12.4	-2.2	3.1	2.9	0.2
KIIS101.1	7.1	6.3	0.8	14.3	12.3	2.0	13.7	12.8	0.9	11.2	7.2	4.0	8.7	8.8	-0.1	2.2	3.2	-1.0	0.5	0.4	0.1
3MMM	7.4	6.8	0.6	5.9	7.4	-1.5	7.3	12.4	-5.1	11.7	11.1	0.6	12.5	8.8	3.7	3.4	3.1	0.3	0.5	0.4	0.1
NOVA 100	7.3	7.8	-0.5	23.5	23.8	-0.3	14.7	16.1	-1.4	13.4	13.3	0.1	5.4	6.6	-1.2	2.0	1.9	0.1	0.5	0.3	0.2
smoothfm 91.5	7.2	7.4	-0.2	5.7	4.5	1.2	5.2	4.2	1.0	6.3	7.8	-1.5	9.1	8.8	0.3	8.7	9.6	-0.9	6.0	5.7	0.3
ABC774	10.7	10.0	0.7	1.6	2.7	-1.1	1.0	1.3	-0.3	4.2	2.9	1.3	8.6	10.4	-1.8	14.4	12.9	1.5	22.4	20.1	2.3
3RN	3.2	2.6	0.6	0.7	0.3	0.4	2.4	1.5	0.9	1.9	0.9	1.0	2.2	2.0	0.2	7.0	7.0	0.0	3.7	2.9	0.8
NEWSR	1.6	1.3	0.3	1.6	1.1	0.5	0.6	0.7	-0.1	1.7	1.1	0.6	1.2	1.2	0.0	2.3	1.4	0.9	1.8	2.0	-0.2
3JJJ	5.7	5.4	0.3	4.6	6.7	-2.1	17.5	9.0	8.5	13.9	13.7	0.2	2.9	3.5	-0.6	0.5	1.7	-1.2	0.4	0.2	0.2
ABCFM	2.0	2.8	-0.8	0.8	0.3	0.5	0.4	0.4	0.0	0.9	1.0	-0.1	1.7	1.3	0.4	1.7	6.0	-4.3	4.5	5.9	-1.4

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	3.4	4.1	-0.7	3.0	3.7	-0.7	3.8	3.5	0.3	3.1	4.0	-0.9	4.0	5.3	-1.3	3.7	4.8	-1.1	2.6	2.4	0.2
3AW	13.8	13.0	0.8	18.1	18.5	-0.4	15.9	14.4	1.5	10.1	8.5	1.6	10.6	8.8	1.8	12.1	12.4	-0.3	13.0	12.0	1.0
MAGIC 1278	4.1	4.7	-0.6	3.7	4.2	-0.5	4.5	5.3	-0.8	4.3	5.3	-1.0	3.9	3.8	0.1	4.0	4.6	-0.6	5.5	6.4	-0.9
hit101.9 FoxFM	7.8	8.4	-0.6	6.8	7.2	-0.4	6.6	6.6	0.0	8.8	9.8	-1.0	9.3	10.3	-1.0	7.8	9.1	-1.3	7.2	8.9	-1.7
GOLD	6.8	8.4	-1.6	5.0	7.1	-2.1	7.2	9.5	-2.3	8.3	10.9	-2.6	7.9	7.7	0.2	5.2	4.4	0.8	7.2	6.8	0.4
KIIS101.1	7.2	6.4	0.8	6.8	5.9	0.9	6.8	5.9	0.9	8.4	7.0	1.4	7.9	7.3	0.6	5.1	6.6	-1.5	6.6	5.7	0.9
3MMM	8.0	7.5	0.5	9.3	7.8	1.5	8.1	7.1	1.0	9.1	8.3	0.8	6.6	7.6	-1.0	3.9	4.7	-0.8	5.3	4.7	0.6
NOVA 100	7.2	7.7	-0.5	6.5	6.7	-0.2	6.8	6.7	0.1	7.1	7.7	-0.6	8.7	10.0	-1.3	8.0	8.6	-0.6	7.5	8.1	-0.6
smoothfm 91.5	7.0	7.3	-0.3	4.5	5.4	-0.9	7.4	8.2	-0.8	9.3	8.6	0.7	7.3	7.3	0.0	7.3	8.2	-0.9	7.7	7.8	-0.1
ABC774	11.1	10.3	0.8	16.6	13.7	2.9	12.6	11.3	1.3	6.6	6.7	-0.1	7.4	8.5	-1.1	10.2	9.9	0.3	9.3	9.1	0.2
3RN	3.1	2.6	0.5	4.2	3.6	0.6	1.9	1.9	0.0	2.0	1.7	0.3	3.3	2.3	1.0	4.7	3.9	0.8	3.5	2.7	0.8
NEWSR	1.5	1.3	0.2	2.1	2.1	0.0	0.6	0.6	0.0	1.0	0.8	0.2	1.0	1.0	0.0	4.1	1.7	2.4	2.0	1.6	0.4
3JJJ	5.8	5.4	0.4	3.8	4.5	-0.7	5.0	5.9	-0.9	6.8	5.5	1.3	7.5	6.4	1.1	7.0	5.4	1.6	5.4	5.4	0.0
ABCFM	1.9	2.6	-0.7	1.6	1.9	-0.3	1.7	2.3	-0.6	1.7	2.8	-1.1	2.6	3.0	-0.4	1.9	4.3	-2.4	2.5	3.5	-1.0

Please note: KIIS101.1 on air from January 19 2015. Previously known as MIX101.1. hit101.9 FoxFM on air from January 7 2015. Previously known as FOXFM.



MELBOURNE RADIO - SURVEY 1 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	18	20	-2	*	1	*	*	1	*	3	4	-1	8	9	-1	3	1	2	4	3	1
3AW	75	68	7	1	1	0	1	1	0	3	4	-1	14	12	2	17	16	1	40	36	4
MAGIC 1278	24	27	-3	*	*	*	*	*	*	1	*	*	2	2	0	7	6	1	14	19	-5
hit101.9 FoxFM	42	45	-3	6	6	0	9	9	0	13	14	-1	9	14	-5	4	2	2	*	*	*
GOLD	38	43	-5	1	1	0	2	2	0	7	9	-2	15	16	-1	9	10	-1	4	3	1
KIIS101.1	39	33	6	4	4	0	6	5	1	14	9	5	12	12	0	2	3	-1	1	*	*
3MMM	41	36	5	2	2	0	3	5	-2	15	13	2	17	12	5	3	3	0	1	*	*
NOVA 100	40	42	-2	7	7	0	7	7	0	17	16	1	8	9	-1	2	2	0	1	*	*
smoothfm 91.5	40	40	0	2	1	1	2	2	0	8	9	-1	13	12	1	8	8	0	8	7	1
ABC774	59	54	5	*	1	*	*	1	*	5	4	1	12	15	-3	12	11	1	28	23	5
3RN	17	14	3	*	*	*	1	1	0	2	1	1	3	3	0	6	6	0	5	3	2
NEWSR	9	7	2	*	*	*	*	*	*	2	1	1	2	2	0	2	1	1	2	2	0
3JJJ	31	29	2	1	2	-1	8	4	4	17	17	0	4	5	-1	*	1	*	*	*	*
ABCFM	11	15	-4	*	*	*	*	*	*	1	1	0	2	2	0	1	5	-4	6	7	-1
Total	550	534	16	30	30	0	44	42	2	124	121	3	139	142	-3	86	84	2	126	115	11

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

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	20	23	-3	25	32	-7	30	27	3	20	26	-6	26	31	-5	8	9	-1	12	11	1
3AW	81	75	6	152	160	-8	125	112	13	67	55	12	68	52	16	26	23	3	58	52	6
MAGIC 1278	24	27	-3	31	36	-5	36	41	-5	29	34	-5	25	22	3	9	9	0	24	28	-4
hit101.9 FoxFM	46	48	-2	57	62	-5	52	51	1	59	63	-4	59	61	-2	17	17	0	32	39	-7
GOLD	40	48	-8	42	61	-19	57	74	-17	55	70	-15	51	46	5	11	8	3	32	29	3
KIIS101.1	43	37	6	57	51	6	54	45	9	56	45	11	51	43	8	11	12	-1	29	25	4
3MMM	47	43	4	78	67	11	64	55	9	61	54	7	42	45	-3	8	9	-1	24	20	4
NOVA 100	43	44	-1	54	58	-4	54	52	2	47	50	-3	56	59	-3	17	16	1	33	35	-2
smoothfm 91.5	42	42	0	38	46	-8	58	63	-5	62	55	7	46	43	3	16	15	1	34	34	0
ABC774	66	59	7	140	119	21	99	87	12	44	43	1	47	50	-3	22	18	4	42	40	2
3RN	18	15	3	35	31	4	15	14	1	13	11	2	21	14	7	10	7	3	16	12	4
NEWSR	9	7	2	18	18	0	5	5	0	6	5	1	6	6	0	9	3	6	9	7	2
3JJJ	34	31	3	32	39	-7	40	46	-6	45	36	9	48	37	11	15	10	5	24	23	1
ABCFM	11	15	-4	14	17	-3	14	18	-4	11	18	-7	17	18	-1	4	8	-4	11	15	-4
Total	592	574	18	840	866	-26	790	773	17	665	644	21	638	589	49	214	186	28	447	434	13

Please note: KIIS101.1 on air from January 19 2015. Previously known as MIX101.1. hit101.9 FoxFM on air from January 7 2015. Previously known as FOXFM.



MELBOURNE RADIO - SURVEY 1 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	270	309	-39	18	25	-7	7	20	-13	66	74	-8	96	114	-18	35	36	-1	46	39	7
3AW	665	617	48	27	28	-1	25	22	3	69	65	4	156	149	7	138	119	19	251	234	17
MAGIC 1278	277	280	-3	10	7	3	5	5	0	21	6	15	29	33	-4	63	59	4	150	170	-20
hit101.9 FoxFM	979	1022	-43	187	206	-19	223	215	8	303	343	-40	196	209	-13	58	41	17	12	8	4
GOLD	750	743	7	49	65	-16	79	65	14	179	170	9	255	253	2	122	137	-15	66	53	13
KIIS101.1	905	875	30	163	155	8	165	188	-23	285	276	9	235	194	41	41	49	-8	16	12	4
3MMM	610	630	-20	78	80	-2	73	95	-22	225	238	-13	183	172	11	37	36	1	13	9	4
NOVA 100	935	954	-19	198	200	-2	201	191	10	313	351	-38	175	170	5	35	34	1	12	7	5
smoothfm 91.5	729	630	99	64	54	10	58	61	-3	200	160	40	189	166	23	120	112	8	98	76	22
ABC774	776	733	43	34	35	-1	29	34	-5	112	105	7	193	191	2	159	143	16	248	226	22
3RN	258	210	48	9	7	2	13	14	-1	48	27	21	66	45	21	58	62	-4	64	56	8
NEWSR	230	217	13	17	16	1	21	8	13	61	56	5	43	49	-6	39	31	8	49	56	-7
3JJJ	542	524	18	55	50	5	150	104	46	240	247	-7	74	91	-17	20	28	-8	4	4	0
ABCFM	198	248	-50	9	13	-4	14	14	0	38	49	-11	34	57	-23	23	43	-20	78	72	6
Total	3966	3909	57	409	412	-3	475	464	11	1028	1010	18	924	927	-3	519	506	13	611	590	21

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

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	252	288	-36	149	185	-36	129	125	4	145	139	6	146	176	-30	100	85	15	160	160	0
3AW	630	587	43	512	463	49	380	338	42	343	288	55	324	299	25	188	187	1	449	405	44
MAGIC 1278	237	250	-13	134	147	-13	131	169	-38	126	156	-30	132	122	10	98	71	27	209	216	-7
hit101.9 FoxFM	886	931	-45	479	497	-18	368	394	-26	462	521	-59	545	553	-8	309	305	4	638	632	6
GOLD	662	668	-6	312	384	-72	337	343	-6	365	384	-19	375	375	0	201	179	22	503	446	57
KIIS101.1	838	795	43	455	437	18	356	325	31	468	404	64	471	432	39	241	249	-8	548	520	28
3MMM	550	571	-21	354	365	-11	235	254	-19	274	317	-43	315	326	-11	156	176	-20	379	359	20
NOVA 100	849	862	-13	474	480	-6	372	373	-1	435	458	-23	496	514	-18	309	296	13	628	619	9
smoothfm 91.5	671	582	89	287	323	-36	292	301	-9	386	337	49	393	325	68	229	191	38	478	406	72
ABC774	720	687	33	523	507	16	405	378	27	322	313	9	312	340	-28	226	209	17	472	488	-16
3RN	238	190	48	151	113	38	103	84	19	101	84	17	118	101	17	100	83	17	167	134	33
NEWSR	211	189	22	132	122	10	42	49	-7	64	56	8	79	60	19	97	46	51	147	129	18
3JJJ	494	465	29	235	262	-27	241	223	18	268	221	47	307	304	3	209	164	45	338	338	0
ABCFM	164	218	-54	74	107	-33	70	100	-30	85	114	-29	102	111	-9	65	105	-40	154	162	-8
Total	3902	3829	73	3149	3180	-31	2633	2525	108	2772	2773	-1	3031	2910	121	2029	1901	128	3448	3391	57

Please note: KIIS101.1 on air from January 19 2015. Previously known as MIX101.1. hit101.9 FoxFM on air from January 7 2015. Previously known as FOXFM.