



MELBOURNE RADIO - SURVEY 2 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	4.3	3.2	1.1	2.2	1.2	1.0	0.1	0.1	0.0	4.8	2.7	2.1	7.6	5.6	2.0	2.9	3.0	-0.1	3.0	2.9	0.1
3AW	15.4	13.6	1.8	3.6	1.8	1.8	2.4	1.7	0.7	2.2	2.4	-0.2	10.4	9.8	0.6	19.2	19.8	-0.6	36.2	31.4	4.8
MAGIC 1278	4.4	4.4	0.0	0.4	0.4	0.0	0.3	0.4	-0.1	1.4	0.5	0.9	0.4	1.7	-1.3	8.3	7.7	0.6	10.7	11.3	-0.6
hit101.9 FoxFM	6.9	7.6	-0.7	19.9	21.4	-1.5	19.4	21.1	-1.7	10.0	10.3	-0.3	6.2	6.8	-0.6	3.1	4.2	-1.1	0.7	0.4	0.3
GOLD	6.8	6.9	-0.1	5.6	2.9	2.7	6.5	5.0	1.5	6.8	6.0	0.8	9.8	10.6	-0.8	9.3	10.2	-0.9	2.5	3.1	-0.6
KIIS101.1	6.1	7.1	-1.0	14.5	14.3	0.2	9.2	13.7	-4.5	9.5	11.2	-1.7	8.6	8.7	-0.1	2.1	2.2	-0.1	0.4	0.5	-0.1
3MMM	7.4	7.4	0.0	7.1	5.9	1.2	7.9	7.3	0.6	10.7	11.7	-1.0	12.4	12.5	-0.1	5.3	3.4	1.9	0.4	0.5	-0.1
NOVA 100	6.7	7.3	-0.6	18.2	23.5	-5.3	14.8	14.7	0.1	12.2	13.4	-1.2	6.4	5.4	1.0	1.5	2.0	-0.5	0.4	0.5	-0.1
smoothfm 91.5	6.9	7.2	-0.3	6.1	5.7	0.4	4.7	5.2	-0.5	4.6	6.3	-1.7	9.0	9.1	-0.1	10.6	8.7	1.9	5.2	6.0	-0.8
ABC774	10.4	10.7	-0.3	2.4	1.6	0.8	1.4	1.0	0.4	4.9	4.2	0.7	8.3	8.6	-0.3	14.6	14.4	0.2	19.1	22.4	-3.3
3RN	3.2	3.2	0.0	0.5	0.7	-0.2	3.0	2.4	0.6	1.4	1.9	-0.5	2.0	2.2	-0.2	7.0	7.0	0.0	4.1	3.7	0.4
NEWSR	1.5	1.6	-0.1	1.5	1.6	-0.1	0.5	0.6	-0.1	1.0	1.7	-0.7	1.3	1.2	0.1	2.6	2.3	0.3	1.6	1.8	-0.2
3JJJ	5.6	5.7	-0.1	3.4	4.6	-1.2	20.9	17.5	3.4	14.0	13.9	0.1	2.8	2.9	-0.1	0.3	0.5	-0.2	0.2	0.4	-0.2
ABCFM	2.5	2.0	0.5	0.7	0.8	-0.1	1.0	0.4	0.6	0.9	0.9	0.0	1.0	1.7	-0.7	2.4	1.7	0.7	6.4	4.5	1.9

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	4.6	3.4	1.2	3.9	3.0	0.9	4.9	3.8	1.1	4.2	3.1	1.1	5.1	4.0	1.1	5.5	3.7	1.8	3.4	2.6	0.8
3AW	15.9	13.8	2.1	20.1	18.1	2.0	16.8	15.9	0.9	12.4	10.1	2.3	12.5	10.6	1.9	16.4	12.1	4.3	13.7	13.0	0.7
MAGIC 1278	4.0	4.1	-0.1	4.0	3.7	0.3	4.1	4.5	-0.4	4.4	4.3	0.1	3.6	3.9	-0.3	3.3	4.0	-0.7	5.7	5.5	0.2
hit101.9 FoxFM	7.0	7.8	-0.8	5.9	6.8	-0.9	5.6	6.6	-1.0	8.2	8.8	-0.6	8.9	9.3	-0.4	7.3	7.8	-0.5	6.5	7.2	-0.7
GOLD	6.7	6.8	-0.1	5.4	5.0	0.4	6.6	7.2	-0.6	8.4	8.3	0.1	7.3	7.9	-0.6	5.5	5.2	0.3	7.3	7.2	0.1
KIIS101.1	6.3	7.2	-0.9	5.7	6.8	-1.1	5.4	6.8	-1.4	7.3	8.4	-1.1	7.9	7.9	0.0	4.8	5.1	-0.3	5.6	6.6	-1.0
3MMM	7.9	8.0	-0.1	8.6	9.3	-0.7	7.9	8.1	-0.2	9.7	9.1	0.6	6.9	6.6	0.3	4.0	3.9	0.1	5.6	5.3	0.3
NOVA 100	6.7	7.2	-0.5	6.2	6.5	-0.3	5.9	6.8	-0.9	6.7	7.1	-0.4	8.7	8.7	0.0	6.2	8.0	-1.8	6.5	7.5	-1.0
smoothfm 91.5	6.5	7.0	-0.5	4.5	4.5	0.0	7.5	7.4	0.1	8.7	9.3	-0.6	6.2	7.3	-1.1	6.0	7.3	-1.3	8.1	7.7	0.4
ABC774	10.5	11.1	-0.6	14.2	16.6	-2.4	12.4	12.6	-0.2	5.6	6.6	-1.0	8.5	7.4	1.1	11.2	10.2	1.0	9.9	9.3	0.6
3RN	3.1	3.1	0.0	4.2	4.2	0.0	1.9	1.9	0.0	1.9	2.0	-0.1	3.5	3.3	0.2	4.8	4.7	0.1	3.5	3.5	0.0
NEWSR	1.3	1.5	-0.2	1.9	2.1	-0.2	0.6	0.6	0.0	0.6	1.0	-0.4	0.8	1.0	-0.2	3.9	4.1	-0.2	1.9	2.0	-0.1
3JJJ	5.7	5.8	-0.1	5.0	3.8	1.2	5.7	5.0	0.7	6.5	6.8	-0.3	6.3	7.5	-1.2	5.4	7.0	-1.6	5.2	5.4	-0.2
ABCFM	2.3	1.9	0.4	1.8	1.6	0.2	2.5	1.7	0.8	2.3	1.7	0.6	3.0	2.6	0.4	2.6	1.9	0.7	3.0	2.5	0.5

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 2 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	23	18	5	1	*	*	*	*	*	6	3	3	10	8	2	2	3	-1	4	4	0
3AW	83	75	8	1	1	0	1	1	0	2	3	-1	14	14	0	17	17	0	47	40	7
MAGIC 1278	24	24	0	*	*	*	*	*	*	2	1	1	1	2	-1	7	7	0	14	14	0
hit101.9 FoxFM	37	42	-5	6	6	0	8	9	-1	11	13	-2	9	9	0	3	4	-1	1	*	*
GOLD	37	38	-1	2	1	1	3	2	1	8	7	1	13	15	-2	8	9	-1	3	4	-1
KIIS101.1	33	39	-6	4	4	0	4	6	-2	11	14	-3	12	12	0	2	2	0	1	1	0
3MMM	40	41	-1	2	2	0	3	3	0	12	15	-3	17	17	0	5	3	2	1	1	0
NOVA 100	36	40	-4	5	7	-2	6	7	-1	14	17	-3	9	8	1	1	2	-1	*	1	*
smoothfm 91.5	37	40	-3	2	2	0	2	2	0	5	8	-3	12	13	-1	9	8	1	7	8	-1
ABC774	56	59	-3	1	*	*	1	*	*	6	5	1	11	12	-1	13	12	1	25	28	-3
3RN	17	17	0	*	*	*	1	1	0	2	2	0	3	3	0	6	6	0	5	5	0
NEWSR	8	9	-1	*	*	*	*	*	*	1	2	-1	2	2	0	2	2	0	2	2	0
3JJJ	30	31	-1	1	1	0	9	8	1	16	17	-1	4	4	0	*	*	*	*	*	*
ABCFM	14	11	3	*	*	*	*	*	*	1	1	0	1	2	-1	2	1	1	8	6	2
Total	540	550	-10	28	30	-2	42	44	-2	114	124	-10	138	139	-1	87	86	1	131	126	5

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	26	20	6	33	25	8	38	30	8	26	20	6	32	26	6	32	26	6	12	8	4	15	12	3	15	12	3
3AW	91	81	10	169	152	17	129	125	4	77	67	10	78	68	10	78	68	10	34	26	8	62	58	4	62	58	4
MAGIC 1278	23	24	-1	34	31	3	32	36	-4	27	29	-2	23	25	-2	23	25	-2	7	9	-2	26	24	2	26	24	2
hit101.9 FoxFM	40	46	-6	49	57	-8	43	52	-9	51	59	-8	55	59	-4	55	59	-4	15	17	-2	29	32	-3	29	32	-3
GOLD	39	40	-1	45	42	3	51	57	-6	52	55	-3	45	51	-6	45	51	-6	11	11	0	33	32	1	33	32	1
KIIS101.1	36	43	-7	48	57	-9	41	54	-13	45	56	-11	49	51	-2	49	51	-2	10	11	-1	25	29	-4	25	29	-4
3MMM	46	47	-1	73	78	-5	60	64	-4	60	61	-1	60	61	-1	43	42	1	8	8	0	25	24	1	25	24	1
NOVA 100	39	43	-4	52	54	-2	46	54	-8	42	47	-5	54	56	-2	54	56	-2	13	17	-4	29	33	-4	29	33	-4
smoothfm 91.5	38	42	-4	38	38	0	57	58	-1	54	62	-8	39	46	-7	39	46	-7	13	16	-3	37	34	3	37	34	3
ABC774	60	66	-6	119	140	-21	95	99	-4	35	44	-9	53	47	6	53	47	6	24	22	2	45	42	3	45	42	3
3RN	18	18	0	35	35	0	14	15	-1	12	13	-1	22	21	1	22	21	1	10	10	0	16	16	0	16	16	0
NEWSR	8	9	-1	16	18	-2	5	5	0	4	6	-2	5	6	-1	5	6	-1	8	9	-1	8	9	-1	8	9	-1
3JJJ	33	34	-1	42	32	10	44	40	4	40	45	-5	39	48	-9	39	48	-9	11	15	-4	23	24	-1	23	24	-1
ABCFM	14	11	3	15	14	1	19	14	5	14	11	3	19	17	2	19	17	2	5	4	1	13	11	2	13	11	2
Total	576	592	-16	840	840	0	768	790	-22	621	665	-44	624	638	-14	624	638	-14	209	214	-5	451	447	4	451	447	4

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 2 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	309	270	39	30	18	12	8	7	1	78	66	12	110	96	14	33	35	-2	50	46	4
3AW	689	665	24	43	27	16	22	25	-3	68	69	-1	163	156	7	121	138	-17	271	251	20
MAGIC 1278	257	277	-20	10	10	0	3	5	-2	24	21	3	22	29	-7	71	63	8	127	150	-23
hit101.9 FoxFM	879	979	-100	183	187	-4	171	223	-52	287	303	-16	176	196	-20	45	58	-13	17	12	5
GOLD	825	750	75	55	49	6	81	79	2	222	179	43	271	255	16	137	122	15	58	66	-8
KIIS101.1	839	905	-66	140	163	-23	124	165	-41	298	285	13	219	235	-16	40	41	-1	18	16	2
3MMM	650	610	40	77	78	-1	81	73	8	224	225	-1	208	183	25	47	37	10	11	13	-2
NOVA 100	944	935	9	176	198	-22	181	201	-20	365	313	52	182	175	7	26	35	-9	14	12	2
smoothfm 91.5	682	729	-47	52	64	-12	60	58	2	159	200	-41	198	189	9	120	120	0	93	98	-5
ABC774	772	776	-4	50	34	16	33	29	4	116	112	4	179	193	-14	150	159	-9	245	248	-3
3RN	241	258	-17	8	9	-1	12	13	-1	32	48	-16	55	66	-11	65	58	7	69	64	5
NEWSR	221	230	-9	17	17	0	17	21	-4	58	61	-3	47	43	4	40	39	1	43	49	-6
3JJJ	546	542	4	49	55	-6	162	150	12	226	240	-14	90	74	16	16	20	-4	2	4	-2
ABCFM	205	198	7	6	9	-3	20	14	6	32	38	-6	34	34	0	29	23	6	84	78	6
Total	3964	3966	-2	408	409	-1	462	475	-13	1026	1028	-2	936	924	12	517	519	-2	614	611	3

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	286	252	34	165	149	16	138	129	9	154	145	9	164	146	18	136	100	36	187	160	27						
3AW	657	630	27	525	512	13	405	380	25	386	343	43	386	324	62	223	188	35	474	449	25						
MAGIC 1278	223	237	-14	136	134	2	114	131	-17	125	126	-1	123	132	-9	81	98	-17	206	209	-3						
hit101.9 FoxFM	798	886	-88	476	479	-3	313	368	-55	423	462	-39	515	545	-30	277	309	-32	575	638	-63						
GOLD	708	662	46	368	312	56	323	337	-14	395	365	30	383	375	8	211	201	10	545	503	42						
KIIS101.1	774	838	-64	413	455	-42	308	356	-48	414	468	-54	429	471	-42	230	241	-11	523	548	-25						
3MMM	576	550	26	381	354	27	250	235	15	293	274	19	355	315	40	149	156	-7	401	379	22						
NOVA 100	869	849	20	466	474	-8	369	372	-3	438	435	3	476	496	-20	275	309	-34	573	628	-55						
smoothfm 91.5	611	671	-60	282	287	-5	285	292	-7	365	386	-21	342	393	-51	193	229	-36	464	478	-14						
ABC774	706	720	-14	506	523	-17	374	405	-31	292	322	-30	338	312	26	234	226	8	493	472	21						
3RN	225	238	-13	144	151	-7	109	103	6	96	101	-5	122	118	4	102	100	2	166	167	-1						
NEWSR	192	211	-19	120	132	-12	50	42	8	62	64	-2	69	79	-10	96	97	-1	139	147	-8						
3JJJ	501	494	7	252	235	17	231	241	-10	247	268	-21	284	307	-23	195	209	-14	362	338	24						
ABCFM	172	164	8	90	74	16	81	70	11	92	85	7	116	102	14	63	65	-2	157	154	3						
Total	3902	3902	0	3186	3149	37	2584	2633	-49	2790	2772	18	3020	3031	-11	1998	2029	-31	3430	3448	-18						