

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	4.6	4.3	0.3	2.2	2.2	0.0	0.7	0.1	0.6	4.5	4.8	-0.3	7.9	7.6	0.3	4.3	2.9	1.4	3.4	3.0	0.4
3AW	13.7	15.4	-1.7	2.2	3.6	-1.4	3.1	2.4	0.7	2.5	2.2	0.3	9.9	10.4	-0.5	18.7	19.2	-0.5	32.6	36.2	-3.6
MAGIC 1278	3.7	4.4	-0.7	0.3	0.4	-0.1	0.4	0.3	0.1	1.0	1.4	-0.4	1.2	0.4	0.8	6.4	8.3	-1.9	9.5	10.7	-1.2
FoxFM hit 1019	6.9	6.9	0.0	21.6	19.9	1.7	18.5	19.4	-0.9	9.5	10.0	-0.5	5.1	6.2	-1.1	3.7	3.1	0.6	0.6	0.7	-0.1
GOLD	7.9	6.8	1.1	8.2	5.6	2.6	7.0	6.5	0.5	9.3	6.8	2.5	10.0	9.8	0.2	11.2	9.3	1.9	2.3	2.5	-0.2
KIIS 101.1	6.2	6.1	0.1	16.7	14.5	2.2	13.0	9.2	3.8	8.1	9.5	-1.4	7.2	8.6	-1.4	2.3	2.1	0.2	0.8	0.4	0.4
3MMM	7.9	7.4	0.5	7.3	7.1	0.2	7.8	7.9	-0.1	11.4	10.7	0.7	12.2	12.4	-0.2	6.3	5.3	1.0	0.9	0.4	0.5
NOVA 100	6.3	6.7	-0.4	17.4	18.2	-0.8	13.7	14.8	-1.1	10.5	12.2	-1.7	6.2	6.4	-0.2	1.1	1.5	-0.4	0.3	0.4	-0.1
smoothfm 91.5	7.4	6.9	0.5	4.0	6.1	-2.1	5.7	4.7	1.0	6.3	4.6	1.7	9.4	9.0	0.4	11.7	10.6	1.1	4.9	5.2	-0.3
ABC774	11.5	10.4	1.1	2.5	2.4	0.1	3.0	1.4	1.6	4.4	4.9	-0.5	9.6	8.3	1.3	16.0	14.6	1.4	23.0	19.1	3.9
3RN	2.5	3.2	-0.7	0.3	0.5	-0.2	0.6	3.0	-2.4	1.3	1.4	-0.1	1.9	2.0	-0.1	2.8	7.0	-4.2	5.2	4.1	1.1
NEWSR	1.4	1.5	-0.1	0.4	1.5	-1.1	0.8	0.5	0.3	0.9	1.0	-0.1	1.8	1.3	0.5	1.8	2.6	-0.8	1.5	1.6	-0.1
3JJJ	6.1	5.6	0.5	6.3	3.4	2.9	15.2	20.9	-5.7	15.0	14.0	1.0	3.6	2.8	0.8	0.9	0.3	0.6	*	0.2	*
ABCFM	2.5	2.5	0.0	0.1	0.7	-0.6	0.7	1.0	-0.3	0.9	0.9	0.0	1.2	1.0	0.2	2.1	2.4	-0.3	7.0	6.4	0.6

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	4.9	4.6	0.3	4.1	3.9	0.2	5.5	4.9	0.6	4.4	4.2	0.2	5.9	5.1	0.8	5.0	5.5	-0.5	3.8	3.4	0.4
3AW	14.2	15.9	-1.7	19.0	20.1	-1.1	12.7	16.8	-4.1	11.2	12.4	-1.2	11.8	12.5	-0.7	15.6	16.4	-0.8	12.2	13.7	-1.5
MAGIC 1278	3.4	4.0	-0.6	4.0	4.0	0.0	3.9	4.1	-0.2	3.1	4.4	-1.3	2.4	3.6	-1.2	3.2	3.3	-0.1	4.6	5.7	-1.1
FoxFM hit 1019	6.8	7.0	-0.2	5.8	5.9	-0.1	5.8	5.6	0.2	7.1	8.2	-1.1	8.4	8.9	-0.5	8.5	7.3	1.2	7.2	6.5	0.7
GOLD	8.0	6.7	1.3	6.3	5.4	0.9	8.1	6.6	1.5	11.1	8.4	2.7	7.4	7.3	0.1	6.4	5.5	0.9	7.6	7.3	0.3
KIIS 101.1	6.4	6.3	0.1	5.9	5.7	0.2	5.7	5.4	0.3	6.9	7.3	-0.4	8.3	7.9	0.4	4.5	4.8	-0.3	5.6	5.6	0.0
3MMM	8.2	7.9	0.3	9.2	8.6	0.6	7.3	7.9	-0.6	9.6	9.7	-0.1	8.0	6.9	1.1	4.5	4.0	0.5	6.9	5.6	1.3
NOVA 100	6.3	6.7	-0.4	6.3	6.2	0.1	4.8	5.9	-1.1	6.5	6.7	-0.2	7.9	8.7	-0.8	6.0	6.2	-0.2	6.3	6.5	-0.2
smoothfm 91.5	7.2	6.5	0.7	5.2	4.5	0.7	8.4	7.5	0.9	9.0	8.7	0.3	6.3	6.2	0.1	6.8	6.0	0.8	8.3	8.1	0.2
ABC774	11.8	10.5	1.3	14.1	14.2	-0.1	15.0	12.4	2.6	7.2	5.6	1.6	9.6	8.5	1.1	13.2	11.2	2.0	10.5	9.9	0.6
3RN	2.4	3.1	-0.7	3.2	4.2	-1.0	2.0	1.9	0.1	1.7	1.9	-0.2	2.6	3.5	-0.9	2.1	4.8	-2.7	2.7	3.5	-0.8
NEWSR	1.3	1.3	0.0	2.1	1.9	0.2	0.6	0.6	0.0	0.5	0.6	-0.1	0.8	0.8	0.0	3.1	3.9	-0.8	1.8	1.9	-0.1
3JJJ	6.6	5.7	0.9	5.6	5.0	0.6	6.8	5.7	1.1	8.0	6.5	1.5	6.8	6.3	0.5	4.8	5.4	-0.6	4.5	5.2	-0.7
ABCFM	2.3	2.3	0.0	1.6	1.8	-0.2	2.5	2.5	0.0	2.3	2.3	0.0	2.6	3.0	-0.4	3.0	2.6	0.4	3.2	3.0	0.2

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	25	23	2	1	1	0	*	*	*	6	6	0	11	10	1	4	2	2	4	4	0
3AW	75	83	-8	1	1	0	1	1	0	3	2	1	14	14	0	16	17	-1	40	47	-7
MAGIC 1278	20	24	-4	*	*	*	*	*	*	1	2	-1	2	1	1	5	7	-2	12	14	-2
FoxFM hit 1019	37	37	0	6	6	0	8	8	0	12	11	1	7	9	-2	3	3	0	1	1	0
GOLD	43	37	6	2	2	0	3	3	0	12	8	4	14	13	1	9	8	1	3	3	0
KIIS 101.1	34	33	1	5	4	1	6	4	2	10	11	-1	10	12	-2	2	2	0	1	1	0
3MMM	43	40	3	2	2	0	3	3	0	14	12	2	17	17	0	5	5	0	1	1	0
NOVA 100	34	36	-2	5	5	0	6	6	0	13	14	-1	9	9	0	1	1	0	*	*	*
smoothfm 91.5	40	37	3	1	2	-1	3	2	1	8	5	3	13	12	1	10	9	1	6	7	-1
ABC774	62	56	6	1	1	0	1	1	0	5	6	-1	13	11	2	13	13	0	28	25	3
3RN	13	17	-4	*	*	*	*	1	*	2	2	0	3	3	0	2	6	-4	6	5	1
NEWSR	8	8	0	*	*	*	*	*	*	1	1	0	3	2	1	2	2	0	2	2	0
3JJJ	33	30	3	2	1	1	7	9	-2	19	16	3	5	4	1	1	*	*	*	*	*
ABCFM	13	14	-1	*	*	*	*	*	*	1	1	0	2	1	1	2	2	0	9	8	1
Total	542	540	2	30	28	2	44	42	2	124	114	10	138	138	0	84	87	-3	123	131	-8

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	28	26	2	35	33	2	43	38	5	28	26	2	37	32	5	10	12	-2	17	15	2						
3AW	83	91	-8	163	169	-6	99	129	-30	70	77	-7	73	78	-5	32	34	-2	54	62	-8						
MAGIC 1278	20	23	-3	34	34	0	31	32	-1	20	27	-7	15	23	-8	7	7	0	21	26	-5						
FoxFM hit 1019	40	40	0	50	49	1	45	43	2	45	51	-6	52	55	-3	17	15	2	32	29	3						
GOLD	47	39	8	54	45	9	63	51	12	70	52	18	46	45	1	13	11	2	34	33	1						
KIIS 101.1	37	36	1	50	48	2	45	41	4	44	45	-1	52	49	3	9	10	-1	25	25	0						
3MMM	48	46	2	79	73	6	57	60	-3	61	60	1	50	43	7	9	8	1	31	25	6						
NOVA 100	36	39	-3	54	52	2	37	46	-9	41	42	-1	49	54	-5	12	13	-1	28	29	-1						
smoothfm 91.5	42	38	4	45	38	7	66	57	9	57	54	3	40	39	1	14	13	1	37	37	0						
ABC774	68	60	8	121	119	2	117	95	22	45	35	10	59	53	6	27	24	3	47	45	2						
3RN	14	18	-4	28	35	-7	16	14	2	10	12	-2	16	22	-6	4	10	-6	12	16	-4						
NEWSR	7	8	-1	18	16	2	4	5	-1	3	4	-1	5	5	0	6	8	-2	8	8	0						
3JJJ	38	33	5	48	42	6	53	44	9	50	40	10	43	39	4	10	11	-1	20	23	-3						
ABCFM	13	14	-1	14	15	-1	20	19	1	15	14	1	16	19	-3	6	5	1	14	13	1						
Total	581	576	5	855	840	15	777	768	9	631	621	10	622	624	-2	205	209	-4	447	451	-4						

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 3 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	342	309	33	32	30	2	11	8	3	82	78	4	125	110	15	48	33	15	44	50	-6
3AW	651	689	-38	27	43	-16	15	22	-7	69	68	1	162	163	-1	134	121	13	243	271	-28
MAGIC 1278	256	257	-1	8	10	-2	8	3	5	18	24	-6	38	22	16	63	71	-8	121	127	-6
FoxFM hit 1019	879	879	0	192	183	9	179	171	8	267	287	-20	169	176	-7	53	45	8	19	17	2
GOLD	853	825	28	80	55	25	80	81	-1	227	222	5	253	271	-18	154	137	17	58	58	0
KIIS 101.1	863	839	24	165	140	25	159	124	35	269	298	-29	209	219	-10	43	40	3	17	18	-1
3MMM	714	650	64	80	77	3	96	81	15	247	224	23	220	208	12	57	47	10	12	11	1
NOVA 100	926	944	-18	196	176	20	164	181	-17	333	365	-32	189	182	7	30	26	4	14	14	0
smoothfm 91.5	718	682	36	45	52	-7	74	60	14	154	159	-5	214	198	16	144	120	24	87	93	-6
ABC774	804	772	32	49	50	-1	28	33	-5	129	116	13	183	179	4	145	150	-5	271	245	26
3RN	226	241	-15	8	8	0	8	12	-4	28	32	-4	46	55	-9	45	65	-20	91	69	22
NEWSR	221	221	0	12	17	-5	18	17	1	39	58	-19	59	47	12	34	40	-6	58	43	15
3JJJ	529	546	-17	63	49	14	124	162	-38	229	226	3	91	90	1	20	16	4	2	2	0
ABCFM	191	205	-14	3	6	-3	17	20	-3	30	32	-2	37	34	3	22	29	-7	82	84	-2
Total	3972	3964	8	413	408	5	458	462	-4	1026	1026	0	944	936	8	520	517	3	613	614	-1

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	315	286	29	189	165	24	155	138	17	146	154	-8	179	164	15	117	136	-19	216	187	29
3AW	630	657	-27	483	525	-42	359	405	-46	349	386	-37	385	386	-1	212	223	-11	449	474	-25
MAGIC 1278	226	223	3	134	136	-2	125	114	11	118	125	-7	103	123	-20	71	81	-10	199	206	-7
FoxFM hit 1019	802	798	4	475	476	-1	316	313	3	417	423	-6	484	515	-31	277	277	0	569	575	-6
GOLD	753	708	45	401	368	33	330	323	7	432	395	37	398	383	15	219	211	8	541	545	-4
KIIS 101.1	783	774	9	459	413	46	310	308	2	421	414	7	465	429	36	215	230	-15	519	523	-4
3MMM	616	576	40	396	381	15	259	250	9	320	293	27	372	355	17	166	149	17	429	401	28
NOVA 100	852	869	-17	469	466	3	325	369	-44	419	438	-19	472	476	-4	265	275	-10	560	573	-13
smoothfm 91.5	629	611	18	315	282	33	327	285	42	368	365	3	325	342	-17	203	193	10	495	464	31
ABC774	725	706	19	514	506	8	414	374	40	322	292	30	379	338	41	241	234	7	520	493	27
3RN	206	225	-19	121	144	-23	102	109	-7	95	96	-1	114	122	-8	66	102	-36	144	166	-22
NEWSR	187	192	-5	124	120	4	59	50	9	63	62	1	72	69	3	81	96	-15	139	139	0
3JJJ	496	501	-5	286	252	34	234	231	3	260	247	13	291	284	7	164	195	-31	327	362	-35
ABCFM	172	172	0	81	90	-9	89	81	8	89	92	-3	101	116	-15	60	63	-3	119	157	-38
Total	3903	3902	1	3193	3186	7	2600	2584	16	2766	2790	-24	3010	3020	-10	1894	1998	-104	3417	3430	-13