



MELBOURNE RADIO - SURVEY 8 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	3.9	4.0	-0.1	5.0	1.9	3.1	1.1	0.8	0.3	2.3	2.7	-0.4	6.2	7.6	-1.4	4.8	3.9	0.9	2.9	2.9	0.0
3AW	13.4	14.5	-1.1	1.0	0.9	0.1	2.4	2.5	-0.1	2.1	1.5	0.6	10.0	10.3	-0.3	18.2	20.6	-2.4	32.2	34.9	-2.7
MAGIC 1278	4.1	3.8	0.3	0.8	0.4	0.4	0.1	0.1	0.0	0.2	0.2	0.0	1.3	1.2	0.1	7.7	5.7	2.0	10.8	11.0	-0.2
FOXFM hit 1019	9.7	9.4	0.3	24.7	23.5	1.2	21.7	25.3	-3.6	18.6	16.6	2.0	7.3	7.8	-0.5	2.1	1.6	0.5	0.5	0.8	-0.3
GOLD	8.2	8.3	-0.1	3.1	5.2	-2.1	7.3	7.7	-0.4	7.0	6.9	0.1	11.3	12.3	-1.0	13.0	12.7	0.3	4.4	2.9	1.5
KIIS 101.1 FM	6.8	5.9	0.9	17.6	18.7	-1.1	12.6	10.6	2.0	9.6	9.2	0.4	7.8	5.8	2.0	3.3	2.5	0.8	0.5	0.4	0.1
3MMM	6.7	7.5	-0.8	5.8	4.8	1.0	6.5	9.3	-2.8	12.6	14.2	-1.6	8.2	9.2	-1.0	5.4	5.9	-0.5	0.5	0.6	-0.1
NOVA 100	6.8	7.0	-0.2	20.8	21.1	-0.3	13.3	13.6	-0.3	12.4	12.3	0.1	5.6	5.8	-0.2	0.8	2.2	-1.4	0.6	0.8	-0.2
smoothfm 91.5	7.1	8.1	-1.0	4.2	5.5	-1.3	4.3	3.2	1.1	4.7	6.1	-1.4	9.6	10.7	-1.1	9.2	11.2	-2.0	7.1	7.3	-0.2
ABC774	10.3	9.8	0.5	3.1	2.1	1.0	1.6	1.0	0.6	4.0	3.0	1.0	8.1	7.4	0.7	16.2	17.1	-0.9	19.9	18.7	1.2
3RN	2.2	2.3	-0.1	1.7	1.6	0.1	0.4	0.1	0.3	0.9	0.6	0.3	2.4	3.0	-0.6	2.4	3.4	-1.0	3.9	3.1	0.8
NEWSR	1.4	1.4	0.0	0.9	0.9	0.0	0.9	0.3	0.6	1.9	1.4	0.5	1.1	1.8	-0.7	1.4	1.5	-0.1	1.7	1.3	0.4
3JJJ	5.1	5.2	-0.1	3.0	2.6	0.4	14.4	14.8	-0.4	11.6	13.7	-2.1	3.8	3.3	0.5	0.7	0.4	0.3	0.1	0.1	0.0
ABCFM	2.6	2.6	0.0	0.3	1.4	-1.1	0.6	0.1	0.5	0.9	1.0	-0.1	1.4	1.3	0.1	3.4	2.5	0.9	6.3	6.7	-0.4

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	4.0	4.2	-0.2	3.6	3.5	0.1	4.5	4.8	-0.3	3.9	4.5	-0.6	4.0	4.5	-0.5	4.4	3.6	0.8	3.2	3.3	-0.1
3AW	13.7	14.8	-1.1	19.8	20.3	-0.5	14.7	15.2	-0.5	9.9	11.1	-1.2	9.5	10.4	-0.9	11.2	15.0	-3.8	12.3	13.7	-1.4
MAGIC 1278	3.9	3.6	0.3	3.7	3.3	0.4	4.5	4.7	-0.2	4.3	3.7	0.6	2.9	2.6	0.3	4.0	3.0	1.0	4.7	4.7	0.0
FOXFM hit 1019	10.1	9.7	0.4	9.2	7.9	1.3	9.0	9.1	-0.1	10.9	10.5	0.4	12.8	12.6	0.2	8.7	8.9	-0.2	8.4	8.4	0.0
GOLD	7.9	8.0	-0.1	6.2	6.3	-0.1	8.9	9.2	-0.3	9.8	9.9	-0.1	7.1	7.6	-0.5	7.0	6.4	0.6	9.3	9.0	0.3
KIIS 101.1 FM	6.9	6.1	0.8	5.9	5.2	0.7	5.5	5.0	0.5	7.8	7.0	0.8	9.3	7.7	1.6	6.2	6.4	-0.2	6.5	5.2	1.3
3MMM	7.4	8.0	-0.6	8.8	9.3	-0.5	6.5	7.4	-0.9	7.5	8.6	-1.1	7.8	8.2	-0.4	4.5	4.5	0.0	4.6	5.8	-1.2
NOVA 100	6.7	6.9	-0.2	5.3	6.4	-1.1	6.4	5.7	0.7	7.6	6.6	1.0	8.3	9.7	-1.4	6.9	6.9	0.0	7.0	7.2	-0.2
smoothfm 91.5	6.8	7.9	-1.1	4.8	6.4	-1.6	7.4	8.3	-0.9	8.1	9.4	-1.3	6.5	7.1	-0.6	8.5	9.3	-0.8	8.0	8.8	-0.8
ABC774	10.7	10.2	0.5	13.7	12.8	0.9	12.7	12.0	0.7	7.1	6.9	0.2	8.5	7.7	0.8	10.4	11.2	-0.8	8.7	8.5	0.2
3RN	2.1	2.1	0.0	3.0	2.9	0.1	1.5	1.8	-0.3	1.3	1.2	0.1	1.9	2.0	-0.1	2.9	2.7	0.2	2.6	2.8	-0.2
NEWSR	1.3	1.3	0.0	1.8	1.6	0.2	0.8	0.7	0.1	1.0	1.0	0.0	1.3	1.3	0.0	2.1	2.4	-0.3	1.8	1.7	0.1
3JJJ	5.2	5.3	-0.1	4.6	5.0	-0.4	5.4	5.1	0.3	5.9	6.1	-0.2	5.8	6.0	-0.2	3.9	3.8	0.1	4.9	4.7	0.2
ABCFM	2.4	2.4	0.0	2.1	2.0	0.1	2.2	2.5	-0.3	2.4	2.5	-0.1	2.6	3.1	-0.5	3.6	2.2	1.4	3.1	3.1	0.0



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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	20	22	-2	1	1	0	1	*	*	3	3	0	8	10	-2	4	3	1	4	4	0
3AW	71	79	-8	*	*	*	1	1	0	3	2	1	13	14	-1	14	18	-4	39	43	-4
MAGIC 1278	22	21	1	*	*	*	*	*	*	*	*	*	2	2	0	6	5	1	13	14	-1
FOXFM hit 1019	51	51	0	7	8	-1	10	10	0	23	20	3	10	11	-1	2	1	1	1	1	0
GOLD	43	45	-2	1	2	-1	3	3	0	9	8	1	15	17	-2	10	11	-1	5	4	1
KIIS 101.1 FM	36	32	4	5	6	-1	6	4	2	12	11	1	10	8	2	3	2	1	1	1	0
3MMM	36	41	-5	2	2	0	3	4	-1	15	17	-2	11	13	-2	4	5	-1	1	1	0
NOVA 100	36	38	-2	6	7	-1	6	6	0	15	14	1	7	8	-1	1	2	-1	1	1	0
smoothfm 91.5	37	44	-7	1	2	-1	2	1	1	6	7	-1	13	15	-2	7	10	-3	9	9	0
ABC774	54	53	1	1	1	0	1	*	*	5	4	1	11	10	1	13	15	-2	24	23	1
3RN	12	12	0	*	1	*	*	*	*	1	1	0	3	4	-1	2	3	-1	5	4	1
NEWSR	8	8	0	*	*	*	*	*	*	2	2	0	1	2	-1	1	1	0	2	2	0
3JJJ	27	28	-1	1	1	0	6	6	0	14	16	-2	5	4	1	1	*	*	*	*	*
ABCFM	14	14	0	*	*	*	*	*	*	1	1	0	2	2	0	3	2	1	8	8	0
Total	529	541	-12	29	33	-4	44	41	3	121	118	3	133	137	-4	78	89	-11	123	124	-1

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	23	24	-1	30	30	0	34	36	-2	24	29	-5	24	27	-3	9	8	1	14	15	-1							
3AW	78	86	-8	166	174	-8	112	114	-2	61	71	-10	56	64	-8	24	33	-9	52	60	-8							
MAGIC 1278	22	21	1	31	28	3	34	36	-2	27	23	4	17	16	1	8	7	1	20	21	-1							
FOXFM hit 1019	58	56	2	77	67	10	69	68	1	67	68	-1	76	77	-1	18	19	-1	36	37	-1							
GOLD	45	47	-2	52	54	-2	68	70	-2	61	64	-3	42	47	-5	15	14	1	40	40	0							
KIIS 101.1 FM	39	36	3	50	45	5	42	37	5	48	45	3	55	47	8	13	14	-1	28	23	5							
3MMM	42	47	-5	74	79	-5	50	55	-5	46	55	-9	46	50	-4	9	10	-1	20	25	-5							
NOVA 100	38	40	-2	45	55	-10	48	43	5	47	42	5	49	60	-11	15	15	0	30	32	-2							
smoothfm 91.5	39	46	-7	40	55	-15	57	62	-5	50	60	-10	39	44	-5	18	20	-2	34	39	-5							
ABC774	61	59	2	115	110	5	97	90	7	44	44	0	50	48	2	22	24	-2	37	37	0							
3RN	12	12	0	25	25	0	11	14	-3	8	8	0	11	12	-1	6	6	0	11	12	-1							
NEWSR	8	8	0	15	13	2	6	6	0	6	6	0	8	8	0	4	5	-1	8	8	0							
3JJJ	30	31	-1	38	43	-5	41	38	3	37	39	-2	34	37	-3	8	8	0	21	21	0							
ABCFM	14	14	0	17	17	0	17	19	-2	15	16	-1	15	19	-4	8	5	3	13	14	-1							
Total	569	581	-12	839	857	-18	762	753	9	620	641	-21	594	615	-21	210	218	-8	427	438	-11							



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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	312	322	-10	14	8	6	23	20	3	73	79	-6	107	119	-12	50	54	-4	45	42	3
3AW	641	670	-29	22	21	1	30	25	5	38	41	-3	156	172	-16	134	152	-18	261	259	2
MAGIC 1278	263	244	19	12	8	4	9	4	5	16	15	1	37	37	0	67	56	11	122	123	-1
FOXFH hit 1019	1181	1149	32	204	201	3	260	246	14	432	405	27	218	224	-6	45	47	-2	22	26	-4
GOLD	821	830	-9	44	65	-21	89	80	9	207	205	2	283	281	2	137	144	-7	62	55	7
KIIS 101.1 FM	889	848	41	169	173	-4	176	153	23	282	269	13	207	190	17	44	52	-8	10	12	-2
3MMM	638	672	-34	72	66	6	77	82	-5	230	245	-15	191	193	-2	55	68	-13	14	17	-3
NOVA 100	889	943	-54	188	213	-25	192	186	6	303	329	-26	172	175	-3	20	23	-3	13	16	-3
smoothfm 91.5	691	704	-13	55	68	-13	75	59	16	148	159	-11	183	205	-22	116	104	12	113	109	4
ABC774	741	717	24	26	22	4	19	14	5	118	106	12	162	177	-15	179	169	10	237	230	7
3RN	224	199	25	8	10	-2	9	5	4	31	19	12	59	69	-10	58	45	13	60	50	10
NEWSR	228	248	-20	7	8	-1	18	13	5	64	57	7	52	80	-28	42	44	-2	45	47	-2
3JJJ	490	487	3	45	57	-12	115	129	-14	217	209	8	91	74	17	16	15	1	5	3	2
ABCFM	222	224	-2	9	11	-2	8	5	3	41	49	-8	49	47	2	36	38	-2	77	75	2
Total	3975	3970	5	404	412	-8	470	464	6	1028	1020	8	940	939	1	514	519	-5	619	616	3

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	281	276	5	171	161	10	133	129	4	143	146	-3	158	162	-4	106	102	4	170	195	-25
3AW	614	632	-18	488	501	-13	351	368	-17	313	327	-14	312	332	-20	188	215	-27	418	477	-59
MAGIC 1278	235	214	21	135	115	20	142	139	3	148	122	26	111	98	13	78	66	12	191	184	7
FOXFH hit 1019	1102	1038	64	606	578	28	468	428	40	554	545	9	669	609	60	337	315	22	690	695	-5
GOLD	717	710	7	353	364	-11	330	335	-5	403	411	-8	374	376	-2	201	196	5	517	526	-9
KIIS 101.1 FM	817	772	45	447	439	8	322	283	39	456	416	40	494	428	66	245	223	22	547	525	22
3MMM	585	594	-9	368	397	-29	236	245	-9	267	287	-20	362	351	11	170	170	0	343	398	-55
NOVA 100	797	855	-58	414	504	-90	335	294	41	421	432	-11	460	499	-39	278	275	3	562	623	-61
smoothfm 91.5	604	634	-30	312	355	-43	287	304	-17	328	340	-12	315	338	-23	207	220	-13	448	446	2
ABC774	684	651	33	487	457	30	409	384	25	338	303	35	354	318	36	225	232	-7	468	461	7
3RN	201	180	21	131	115	16	89	76	13	66	65	1	99	83	16	88	72	16	148	130	18
NEWSR	182	195	-13	104	100	4	59	50	9	63	50	13	70	75	-5	57	79	-22	150	166	-16
3JJJ	439	439	0	234	239	-5	199	166	33	205	240	-35	263	270	-7	151	143	8	278	294	-16
ABCFM	194	193	1	107	105	2	95	103	-8	97	95	2	95	111	-16	89	73	16	139	146	-7
Total	3902	3880	22	3194	3179	15	2545	2453	92	2744	2723	21	2972	2952	20	1965	1901	64	3387	3374	13