



MELBOURNE RADIO - SURVEY 5 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	4.2	0.1	1.7	1.5	0.2	1.8	1.9	-0.1	4.6	4.1	0.5	5.5	6.2	-0.7	5.2	5.1	0.1	3.7	2.9	0.8
3AW	12.6	12.1	0.5	2.4	2.2	0.2	2.1	3.3	-1.2	2.5	2.7	-0.2	11.0	8.3	2.7	20.1	20.1	0.0	26.1	27.1	-1.0
MAGIC 1278	3.6	3.3	0.3	0.4	0.4	0.0	0.3	0.4	-0.1	0.8	0.1	0.7	2.6	2.0	0.6	3.2	2.7	0.5	10.2	10.6	-0.4
FOXFm hit 1019	8.3	7.7	0.6	17.2	18.9	-1.7	23.7	20.1	3.6	13.9	11.5	2.4	6.9	5.9	1.0	1.4	3.5	-2.1	1.1	0.9	0.2
GOLD	8.4	8.7	-0.3	3.3	5.7	-2.4	6.1	5.6	0.5	6.9	8.2	-1.3	14.1	12.9	1.2	11.4	12.3	-0.9	3.1	3.4	-0.3
KIIS 101.1 FM	7.2	7.3	-0.1	17.6	19.7	-2.1	10.1	12.9	-2.8	11.6	11.1	0.5	7.2	6.7	0.5	2.3	1.9	0.4	1.9	2.0	-0.1
3MMM	8.5	8.6	-0.1	7.9	7.1	0.8	10.5	7.7	2.8	12.0	11.3	0.7	13.9	14.5	-0.6	4.9	6.0	-1.1	0.8	1.4	-0.6
NOVA 100	6.1	6.3	-0.2	20.0	18.6	1.4	14.8	12.5	2.3	8.4	10.3	-1.9	4.0	5.0	-1.0	3.1	2.3	0.8	0.5	0.3	0.2
smoothfm 91.5	6.4	7.5	-1.1	5.4	4.9	0.5	3.4	4.6	-1.2	4.2	6.3	-2.1	7.1	10.4	-3.3	11.5	11.6	-0.1	5.3	4.1	1.2
ABC774	10.2	10.9	-0.7	3.9	2.8	1.1	2.0	2.2	-0.2	3.3	3.5	-0.2	7.0	7.6	-0.6	15.1	14.7	0.4	22.4	26.0	-3.6
3RN	2.8	2.4	0.4	*	0.2	*	0.3	0.3	0.0	1.1	1.3	-0.2	1.8	2.0	-0.2	3.5	2.0	1.5	6.8	6.0	0.8
NEWSR	1.6	1.3	0.3	1.0	0.3	0.7	0.4	0.7	-0.3	1.2	0.9	0.3	2.7	1.5	1.2	1.3	1.0	0.3	1.8	2.0	-0.2
3JJJ	5.8	6.0	-0.2	5.1	5.5	-0.4	13.9	14.9	-1.0	17.5	15.6	1.9	2.1	2.9	-0.8	0.5	0.9	-0.4	0.1	0.1	0.0
ABCFM	2.9	2.4	0.5	0.8	0.3	0.5	0.7	0.4	0.3	0.9	1.2	-0.3	0.7	0.8	-0.1	6.4	4.4	2.0	6.5	5.4	1.1

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	4.3	4.3	0.0	3.6	3.6	0.0	5.4	5.5	-0.1	4.1	3.6	0.5	4.4	4.8	-0.4	4.8	4.8	0.0	4.2	3.8	0.4
3AW	12.9	12.4	0.5	16.5	16.5	0.0	13.4	11.1	2.3	10.6	10.1	0.5	9.7	10.1	-0.4	12.6	12.9	-0.3	11.7	11.2	0.5
MAGIC 1278	3.3	3.0	0.3	3.0	3.5	-0.5	4.4	3.6	0.8	3.3	2.8	0.5	2.3	2.0	0.3	3.9	2.5	1.4	4.4	4.1	0.3
FOXFm hit 1019	8.6	7.9	0.7	7.3	6.8	0.5	7.9	7.5	0.4	9.5	8.2	1.3	10.3	8.8	1.5	8.8	9.5	-0.7	7.5	7.2	0.3
GOLD	8.3	8.9	-0.6	7.5	7.7	-0.2	8.7	9.3	-0.6	10.3	11.8	-1.5	7.9	7.6	0.3	5.9	5.9	0.0	8.5	8.1	0.4
KIIS 101.1 FM	7.2	7.4	-0.2	7.0	7.1	-0.1	6.0	6.6	-0.6	7.1	7.6	-0.5	9.6	9.4	0.2	6.5	5.8	0.7	7.0	6.9	0.1
3MMM	8.6	8.7	-0.1	9.3	9.6	-0.3	8.2	7.5	0.7	9.4	9.7	-0.3	7.9	8.8	-0.9	6.6	5.7	0.9	8.1	8.3	-0.2
NOVA 100	6.0	6.2	-0.2	5.2	5.9	-0.7	4.0	4.4	-0.4	6.0	6.1	-0.1	8.7	8.7	0.0	7.3	7.2	0.1	6.4	6.4	0.0
smoothfm 91.5	6.1	7.5	-1.4	5.2	5.9	-0.7	6.1	8.1	-2.0	6.8	9.1	-2.3	6.3	7.5	-1.2	6.5	7.3	-0.8	7.5	7.5	0.0
ABC774	10.7	11.3	-0.6	13.1	13.4	-0.3	12.6	14.8	-2.2	8.0	7.8	0.2	9.1	8.9	0.2	9.3	10.8	-1.5	8.7	9.7	-1.0
3RN	2.7	2.4	0.3	4.4	4.0	0.4	1.6	1.9	-0.3	1.6	1.4	0.2	2.2	1.6	0.6	3.2	2.3	0.9	3.1	2.6	0.5
NEWSR	1.4	1.1	0.3	2.1	1.9	0.2	0.6	0.3	0.3	0.6	0.4	0.2	0.9	0.7	0.2	4.3	3.1	1.2	2.2	1.8	0.4
3JJJ	6.3	6.4	-0.1	5.5	4.9	0.6	6.8	7.0	-0.2	7.1	7.7	-0.6	6.6	6.9	-0.3	5.3	5.7	-0.4	4.3	4.4	-0.1
ABCFM	2.7	2.0	0.7	2.0	1.5	0.5	2.6	2.0	0.6	2.9	2.1	0.8	3.1	2.6	0.5	3.1	3.0	0.1	3.8	3.5	0.3

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 5 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	23	0	1	1	0	1	1	0	5	5	0	8	8	0	5	5	0	4	3	1
3AW	67	65	2	1	1	0	1	2	-1	3	3	0	15	11	4	17	18	-1	30	31	-1
MAGIC 1278	19	18	1	*	*	*	*	*	*	1	*	*	4	3	1	3	2	1	12	12	0
FOXFM hit 1019	44	42	2	7	6	1	10	9	1	15	14	1	9	8	1	1	3	-2	1	1	0
GOLD	44	47	-3	1	2	-1	3	3	0	8	10	-2	19	18	1	10	11	-1	4	4	0
KIIS 101.1 FM	38	39	-1	7	7	0	4	6	-2	13	13	0	10	9	1	2	2	0	2	2	0
3MMM	45	46	-1	3	2	1	5	4	1	13	13	0	19	20	-1	4	5	-1	1	2	-1
NOVA 100	32	34	-2	8	6	2	6	6	0	9	12	-3	6	7	-1	3	2	1	1	*	*
smoothfm 91.5	34	40	-6	2	2	0	1	2	-1	5	7	-2	10	14	-4	10	10	0	6	5	1
ABC774	54	59	-5	1	1	0	1	1	0	4	4	0	10	11	-1	13	13	0	25	29	-4
3RN	15	13	2	*	*	*	*	*	*	1	2	-1	3	3	0	3	2	1	8	7	1
NEWSR	9	7	2	*	*	*	*	*	*	1	1	0	4	2	2	1	1	0	2	2	0
3JJJ	31	32	-1	2	2	0	6	7	-1	19	18	1	3	4	-1	*	1	*	*	*	*
ABCFM	15	13	2	*	*	*	*	*	*	1	1	0	1	1	0	6	4	2	7	6	1
Total	530	538	-8	38	34	4	44	47	-3	111	119	-8	137	138	-1	87	88	-1	114	112	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	25	-1	31	31	0	39	42	-3	25	23	2	26	29	-3	10	10	0	19	17	2						
3AW	73	71	2	139	142	-3	97	84	13	66	64	2	58	62	-4	25	26	-1	52	50	2						
MAGIC 1278	19	17	2	25	30	-5	32	27	5	21	18	3	14	12	2	8	5	3	20	18	2						
FOXFM hit 1019	48	45	3	61	59	2	57	57	0	59	52	7	62	54	8	18	19	-1	34	32	2						
GOLD	47	51	-4	63	67	-4	63	71	-8	64	75	-11	47	46	1	12	12	0	38	36	2						
KIIS 101.1 FM	40	43	-3	58	61	-3	43	50	-7	44	48	-4	58	57	1	13	12	1	31	30	1						
3MMM	48	50	-2	79	83	-4	60	57	3	58	61	-3	48	54	-6	13	11	2	36	37	-1						
NOVA 100	34	36	-2	44	51	-7	29	33	-4	37	39	-2	52	53	-1	15	14	1	28	28	0						
smoothfm 91.5	34	43	-9	44	51	-7	44	62	-18	42	58	-16	38	46	-8	13	15	-2	33	33	0						
ABC774	60	65	-5	110	115	-5	92	112	-20	49	49	0	55	55	0	19	21	-2	39	43	-4						
3RN	15	14	1	37	34	3	12	14	-2	10	9	1	13	10	3	6	5	1	14	12	2						
NEWSR	8	6	2	17	16	1	5	3	2	4	3	1	6	4	2	9	6	3	10	8	2						
3JJJ	35	37	-2	46	42	4	49	53	-4	44	49	-5	40	42	-2	11	11	0	19	20	-1						
ABCFM	15	12	3	17	13	4	19	15	4	18	13	5	19	16	3	6	6	0	17	15	2						
Total	563	576	-13	841	861	-20	725	760	-35	619	636	-17	602	612	-10	201	198	3	447	442	5						

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 5 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	335	329	6	29	21	8	19	21	-2	87	84	3	97	109	-12	60	58	2	44	36	8
3AW	610	614	-4	28	19	9	18	22	-4	59	63	-4	167	149	18	133	145	-12	205	216	-11
MAGIC 1278	240	259	-19	8	7	1	5	7	-2	10	8	2	38	51	-13	61	57	4	118	130	-12
FOXFm hit 1019	1082	982	100	186	194	-8	234	199	35	375	314	61	211	193	18	41	52	-11	35	30	5
GOLD	867	853	14	66	81	-15	75	75	0	206	195	11	325	297	28	128	136	-8	67	67	0
KIIS 101.1 FM	873	912	-39	165	178	-13	150	174	-24	279	277	2	202	209	-7	55	51	4	23	23	0
3MMM	718	741	-23	92	87	5	85	96	-11	229	233	-4	226	238	-12	61	65	-4	25	21	4
NOVA 100	891	912	-21	198	195	3	215	192	23	296	311	-15	136	164	-28	37	38	-1	10	13	-3
smoothfm 91.5	731	766	-35	72	64	8	70	73	-3	152	157	-5	193	233	-40	145	153	-8	99	87	12
ABC774	703	755	-52	42	43	-1	32	26	6	103	121	-18	154	164	-10	135	136	-1	237	266	-29
3RN	224	222	2	5	7	-2	4	6	-2	41	33	8	56	46	10	41	37	4	78	93	-15
NEWSR	219	218	1	11	10	1	10	19	-9	61	47	14	56	50	6	31	31	0	51	61	-10
3JJJ	556	543	13	57	62	-5	134	134	0	258	240	18	86	86	0	16	15	1	6	7	-1
ABCFM	215	196	19	15	7	8	12	14	-2	39	38	1	29	32	-3	43	26	17	77	78	-1
Total	3975	3974	1	407	415	-8	464	456	8	1033	1027	6	946	947	-1	520	525	-5	606	603	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	294	288	6	183	197	-14	148	156	-8	154	146	8	185	180	5	105	96	9	228	228	0
3AW	562	583	-21	440	454	-14	325	326	-1	312	319	-7	301	330	-29	187	178	9	456	445	11
MAGIC 1278	208	223	-15	127	145	-18	142	138	4	120	120	0	103	107	-4	73	57	16	194	198	-4
FOXFm hit 1019	978	885	93	553	515	38	422	364	58	527	466	61	548	478	70	309	296	13	679	600	79
GOLD	769	760	9	400	416	-16	351	345	6	416	410	6	406	394	12	209	206	3	538	530	8
KIIS 101.1 FM	786	822	-36	462	525	-63	317	322	-5	399	428	-29	463	502	-39	225	235	-10	556	562	-6
3MMM	611	620	-9	380	403	-23	270	256	14	307	304	3	315	337	-22	180	184	-4	458	459	-1
NOVA 100	798	833	-35	423	455	-32	297	298	-1	386	409	-23	462	490	-28	266	265	1	587	582	5
smoothfm 91.5	644	680	-36	352	383	-31	285	310	-25	338	376	-38	360	382	-22	192	228	-36	481	500	-19
ABC774	650	682	-32	478	483	-5	364	402	-38	333	330	3	319	347	-28	213	222	-9	461	475	-14
3RN	196	193	3	138	125	13	79	84	-5	85	80	5	109	95	14	75	55	20	160	146	14
NEWSR	186	182	4	120	124	-4	50	42	8	52	46	6	67	69	-2	78	73	5	159	144	15
3JJJ	489	489	0	286	294	-8	227	233	-6	267	267	0	312	308	4	169	167	2	337	329	8
ABCFM	185	170	15	85	63	22	100	94	6	101	80	21	102	92	10	63	63	0	154	134	20
Total	3902	3888	14	3205	3236	-31	2549	2573	-24	2794	2731	63	2962	2980	-18	1896	1849	47	3476	3447	29