



MELBOURNE RADIO - SURVEY 7 2014

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	4.5	5.3	-0.8	1.8	1.4	0.4	3.4	1.7	1.7	4.9	5.4	-0.5	6.8	7.1	-0.3	3.9	7.1	-3.2	2.6	3.6	-1.0
3AW	12.2	13.6	-1.4	0.8	1.3	-0.5	1.3	1.6	-0.3	3.3	3.6	-0.3	9.1	11.0	-1.9	16.1	21.5	-5.4	29.7	28.3	1.4
MAGIC 1278	5.0	5.1	-0.1	0.1	0.1	0.0	*	0.2	*	0.4	1.2	-0.8	1.3	2.3	-1.0	8.4	7.0	1.4	14.7	14.3	0.4
FOXFm	8.5	7.8	0.7	23.7	22.7	1.0	21.1	20.5	0.6	11.9	11.8	0.1	9.2	7.6	1.6	1.9	1.8	0.1	0.4	0.6	-0.2
GOLD	7.2	7.6	-0.4	5.8	4.7	1.1	4.9	6.1	-1.2	7.0	7.1	-0.1	9.3	11.1	-1.8	12.2	10.4	1.8	2.1	2.4	-0.3
MIX101.1	6.0	5.8	0.2	13.6	14.7	-1.1	13.3	11.3	2.0	8.2	8.9	-0.7	6.9	6.0	0.9	2.4	2.3	0.1	0.5	1.1	-0.6
3MMM	6.7	7.1	-0.4	6.4	5.3	1.1	10.1	12.4	-2.3	9.6	8.3	1.3	10.2	12.6	-2.4	4.0	3.1	0.9	0.3	0.7	-0.4
NOVA 100	7.8	7.3	0.5	21.2	26.5	-5.3	15.7	17.1	-1.4	13.7	11.3	2.4	7.1	7.0	0.1	2.2	0.9	1.3	0.4	0.4	0.0
smoothfm 91.5	7.2	6.4	0.8	4.5	7.1	-2.6	4.7	4.0	0.7	6.7	5.2	1.5	10.1	9.0	1.1	9.3	8.4	0.9	4.1	3.3	0.8
ABC774	11.6	11.0	0.6	2.2	1.4	0.8	2.0	1.8	0.2	3.8	5.0	-1.2	10.2	7.9	2.3	15.2	14.7	0.5	24.9	23.8	1.1
3RN	2.6	2.2	0.4	0.2	0.2	0.0	1.0	0.8	0.2	0.5	1.1	-0.6	2.5	1.7	0.8	5.5	3.7	1.8	3.9	3.8	0.1
NEWSR	1.8	2.2	-0.4	0.9	0.2	0.7	0.9	1.2	-0.3	1.7	2.5	-0.8	2.1	2.3	-0.2	2.1	2.5	-0.4	2.0	2.4	-0.4
3JJJ	5.4	4.6	0.8	7.5	5.0	2.5	10.6	12.6	-2.0	13.7	12.6	1.1	3.2	1.6	1.6	1.5	1.0	0.5	0.2	0.1	0.1
ABCFM	2.2	2.7	-0.5	2.0	2.2	-0.2	0.1	0.4	-0.3	0.8	0.9	-0.1	1.8	1.6	0.2	2.1	4.1	-2.0	5.4	5.9	-0.5

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	4.7	5.5	-0.8	4.0	4.1	-0.1	5.3	7.3	-2.0	4.3	5.1	-0.8	5.3	6.0	-0.7	5.3	5.3	0.0	3.8	4.7	-0.9
3AW	12.4	13.8	-1.4	16.7	18.3	-1.6	13.5	14.3	-0.8	8.9	10.2	-1.3	9.1	11.0	-1.9	11.9	13.3	-1.4	11.6	13.2	-1.6
MAGIC 1278	4.7	5.0	-0.3	4.3	4.2	0.1	5.6	6.0	-0.4	5.2	5.6	-0.4	3.4	3.7	-0.3	5.3	5.4	-0.1	5.6	5.6	0.0
FOXFm	8.6	8.2	0.4	7.4	8.0	-0.6	7.3	7.0	0.3	10.1	9.2	0.9	10.1	9.1	1.0	8.5	7.2	1.3	8.0	6.5	1.5
GOLD	7.4	7.6	-0.2	6.5	6.4	0.1	8.1	8.1	0.0	8.9	8.8	0.1	6.6	7.9	-1.3	5.9	6.8	-0.9	6.8	7.3	-0.5
MIX101.1	6.3	6.2	0.1	6.2	6.5	-0.3	6.2	5.5	0.7	7.1	6.8	0.3	6.6	6.4	0.2	4.8	4.7	0.1	4.8	4.7	0.1
3MMM	7.1	7.3	-0.2	7.7	8.5	-0.8	6.4	6.7	-0.3	7.8	7.8	0.0	8.1	7.4	0.7	3.5	3.8	-0.3	5.5	6.5	-1.0
NOVA 100	7.9	7.4	0.5	7.0	6.7	0.3	6.8	5.9	0.9	8.7	8.1	0.6	9.5	8.9	0.6	7.9	7.7	0.2	7.5	6.9	0.6
smoothfm 91.5	7.1	6.4	0.7	5.1	4.8	0.3	7.9	6.5	1.4	8.5	8.0	0.5	7.0	6.6	0.4	7.1	6.7	0.4	7.7	6.3	1.4
ABC774	12.1	11.4	0.7	15.4	13.4	2.0	13.0	12.6	0.4	8.9	8.8	0.1	10.3	9.7	0.6	11.6	12.4	-0.8	10.1	9.7	0.4
3RN	2.6	2.1	0.5	3.6	3.1	0.5	1.9	1.6	0.3	1.8	1.3	0.5	2.2	2.0	0.2	3.9	3.0	0.9	2.6	2.5	0.1
NEWSR	1.8	2.0	-0.2	2.6	2.9	-0.3	1.0	1.2	-0.2	1.0	1.1	-0.1	1.7	1.8	-0.1	3.1	4.2	-1.1	2.1	2.6	-0.5
3JJJ	5.5	4.7	0.8	4.3	4.3	0.0	6.3	4.8	1.5	6.3	5.0	1.3	5.9	4.9	1.0	4.3	4.2	0.1	5.4	4.3	1.1
ABCFM	2.0	2.4	-0.4	1.7	2.0	-0.3	1.7	2.5	-0.8	2.1	2.6	-0.5	2.4	2.8	-0.4	2.9	2.4	0.5	3.0	3.6	-0.6



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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	24	29	-5	1	*	*	1	1	0	6	6	0	10	10	0	4	7	-3	3	4	-1
3AW	66	74	-8	*	*	*	1	1	0	4	4	0	13	16	-3	15	21	-6	34	32	2
MAGIC 1278	27	28	-1	*	*	*	*	*	*	*	1	*	2	3	-1	8	7	1	17	16	1
FOXFm	46	43	3	7	6	1	9	9	0	14	14	0	13	11	2	2	2	0	1	1	0
GOLD	39	41	-2	2	1	1	2	3	-1	8	8	0	13	16	-3	11	10	1	2	3	-1
MIX101.1	32	32	0	4	4	0	6	5	1	10	10	0	10	9	1	2	2	0	1	1	0
3MMM	37	39	-2	2	1	1	4	5	-1	12	10	2	14	18	-4	4	3	1	*	1	*
NOVA 100	42	40	2	6	8	-2	7	7	0	17	13	4	10	10	0	2	1	1	*	*	*
smoothfm 91.5	39	35	4	1	2	-1	2	2	0	8	6	2	14	13	1	9	8	1	5	4	1
ABC774	63	60	3	1	*	*	1	1	0	5	6	-1	14	12	2	14	14	0	28	27	1
3RN	14	12	2	*	*	*	*	*	*	1	1	0	4	2	2	5	4	1	4	4	0
NEWSR	10	12	-2	*	*	*	*	1	*	2	3	-1	3	3	0	2	2	0	2	3	-1
3JJJ	30	25	5	2	1	1	5	6	-1	17	15	2	5	2	3	1	1	0	*	*	*
ABCFM	12	15	-3	1	1	0	*	*	*	1	1	0	3	2	1	2	4	-2	6	7	-1
Total	543	545	-2	30	28	2	43	44	-1	121	116	5	142	146	-4	94	97	-3	113	114	-1

Average Audience (000's) by Session, P10+ [Potential: 4115]

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	27	32	-5	35	35	0	40	55	-15	28	33	-5	31	37	-6	11	11	0	17	21	-4						
3AW	72	80	-8	144	158	-14	103	107	-4	58	66	-8	54	68	-14	24	27	-3	53	60	-7						
MAGIC 1278	27	29	-2	37	37	0	42	45	-3	34	37	-3	21	23	-2	11	11	0	26	26	0						
FOXFm	50	48	2	63	69	-6	56	52	4	65	60	5	61	56	5	17	15	2	36	30	6						
GOLD	43	44	-1	56	55	1	62	61	1	57	57	0	40	49	-9	12	14	-2	31	33	-2						
MIX101.1	37	36	1	53	56	-3	47	41	6	46	44	2	39	40	-1	10	10	0	22	21	1						
3MMM	41	42	-1	66	74	-8	49	50	-1	50	50	0	49	46	3	7	8	-1	25	30	-5						
NOVA 100	46	43	3	60	58	2	52	45	7	57	52	5	57	55	2	16	16	0	34	32	2						
smoothfm 91.5	41	37	4	44	42	2	60	49	11	55	52	3	42	41	1	14	14	0	35	29	6						
ABC774	70	66	4	132	116	16	99	95	4	58	57	1	61	60	1	24	26	-2	46	44	2						
3RN	15	12	3	31	26	5	15	12	3	12	9	3	13	13	0	8	6	2	12	11	1						
NEWSR	10	12	-2	22	25	-3	8	9	-1	6	7	-1	10	11	-1	6	9	-3	9	12	-3						
3JJJ	32	27	5	37	38	-1	48	36	12	41	33	8	35	31	4	9	9	0	24	19	5						
ABCFM	12	14	-2	14	17	-3	13	19	-6	14	17	-3	14	17	-3	6	5	1	13	16	-3						
Total	578	581	-3	858	864	-6	760	749	11	648	650	-2	599	618	-19	204	207	-3	454	456	-2						



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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	310	317	-7	23	21	2	26	23	3	69	71	-2	98	89	9	52	65	-13	42	49	-7
3AW	615	667	-52	21	37	-16	27	30	-3	76	74	2	127	131	-4	124	161	-37	240	234	6
MAGIC 1278	278	330	-52	10	8	2	6	9	-3	9	30	-21	29	34	-5	68	86	-18	156	164	-8
FOXFM	997	985	12	202	201	1	217	208	9	314	316	-2	213	208	5	40	32	8	11	19	-8
GOLD	792	864	-72	72	61	11	84	93	-9	190	221	-31	241	281	-40	157	146	11	48	63	-15
MIX101.1	915	896	19	170	162	8	195	165	30	275	283	-8	213	216	-3	46	42	4	16	28	-12
3MMM	646	652	-6	82	66	16	89	92	-3	243	242	1	172	193	-21	48	44	4	11	17	-6
NOVA 100	957	970	-13	190	199	-9	197	212	-15	343	330	13	186	197	-11	33	23	10	8	8	0
smoothfm 91.5	667	668	-1	58	60	-2	67	59	8	164	167	-3	195	203	-8	111	107	4	72	71	1
ABC774	807	764	43	28	17	11	26	19	7	120	122	-2	203	200	3	172	169	3	259	239	20
3RN	224	225	-1	6	8	-2	12	9	3	41	46	-5	48	43	5	58	55	3	59	65	-6
NEWSR	236	272	-36	16	7	9	13	21	-8	64	71	-7	65	78	-13	33	42	-9	46	54	-8
3JJJ	505	474	31	43	45	-2	103	113	-10	252	241	11	80	54	26	25	16	9	2	4	-2
ABCFM	214	203	11	7	8	-1	8	9	-1	43	33	10	49	33	16	33	46	-13	73	74	-1
Total	3906	3898	8	403	396	7	465	463	2	1015	1010	5	924	929	-5	509	511	-2	591	588	3

Cumulative Audience (000's) by Session, P10+ [Potential: 4115]

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	283	278	5	181	182	-1	131	154	-23	143	150	-7	178	182	-4	96	103	-7	211	232	-21
3AW	578	620	-42	461	497	-36	330	349	-19	299	344	-45	280	325	-45	199	216	-17	400	484	-84
MAGIC 1278	248	284	-36	146	158	-12	159	158	1	158	182	-24	123	154	-31	80	94	-14	203	235	-32
FOXFM	913	907	6	500	553	-53	391	346	45	492	485	7	547	526	21	308	311	-3	601	593	8
GOLD	702	750	-48	387	384	3	325	339	-14	380	404	-24	334	412	-78	205	229	-24	452	506	-54
MIX101.1	837	828	9	466	483	-17	333	296	37	404	403	1	455	457	-2	248	243	5	552	545	7
3MMM	565	541	24	332	347	-15	234	222	12	302	255	47	329	317	12	140	144	-4	359	382	-23
NOVA 100	876	882	-6	508	519	-11	343	322	21	445	444	1	511	527	-16	285	287	-2	602	621	-19
smoothfm 91.5	615	606	9	301	305	-4	298	270	28	363	344	19	340	331	9	220	211	9	448	435	13
ABC774	751	694	57	553	494	59	422	383	39	370	353	17	401	366	35	261	253	8	522	495	27
3RN	210	203	7	129	122	7	90	76	14	83	77	6	96	88	8	96	88	8	132	135	-3
NEWSR	199	230	-31	138	158	-20	56	84	-28	70	83	-13	85	86	-1	57	86	-29	144	191	-47
3JJJ	446	421	25	267	252	15	206	179	27	230	194	36	281	253	28	157	152	5	325	295	30
ABCFM	187	179	8	90	92	-2	89	102	-13	106	111	-5	104	111	-7	75	59	16	139	151	-12
Total	3826	3812	14	3156	3158	-2	2512	2460	52	2750	2732	18	2952	2975	-23	1940	1917	23	3376	3361	15