



MELBOURNE RADIO - SURVEY 8 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	3.7	4.5	-0.8	3.6	1.8	1.8	2.6	3.4	-0.8	3.6	4.9	-1.3	6.2	6.8	-0.6	1.6	3.9	-2.3	2.8	2.6	0.2
3AW	12.8	12.2	0.6	2.2	0.8	1.4	1.4	1.3	0.1	3.2	3.3	-0.1	8.2	9.1	-0.9	18.6	16.1	2.5	31.3	29.7	1.6
MAGIC 1278	5.1	5.0	0.1	0.1	0.1	0.0	0.2	*	*	0.3	0.4	-0.1	1.4	1.3	0.1	7.1	8.4	-1.3	16.3	14.7	1.6
FOXFm	8.5	8.5	0.0	20.6	23.7	-3.1	21.5	21.1	0.4	11.8	11.9	-0.1	9.8	9.2	0.6	1.9	1.9	0.0	0.3	0.4	-0.1
GOLD	8.0	7.2	0.8	4.4	5.8	-1.4	4.6	4.9	-0.3	7.8	7.0	0.8	11.5	9.3	2.2	12.4	12.2	0.2	2.9	2.1	0.8
MIX101.1	6.3	6.0	0.3	12.3	13.6	-1.3	12.8	13.3	-0.5	7.2	8.2	-1.0	8.8	6.9	1.9	3.2	2.4	0.8	0.4	0.5	-0.1
3MMM	6.8	6.7	0.1	7.4	6.4	1.0	12.4	10.1	2.3	11.1	9.6	1.5	8.8	10.2	-1.4	3.1	4.0	-0.9	0.4	0.3	0.1
NOVA 100	7.8	7.8	0.0	23.8	21.2	2.6	16.1	15.7	0.4	13.3	13.7	-0.4	6.6	7.1	-0.5	1.9	2.2	-0.3	0.3	0.4	-0.1
smoothfm 91.5	7.4	7.2	0.2	4.5	4.5	0.0	4.2	4.7	-0.5	7.8	6.7	1.1	8.8	10.1	-1.3	9.6	9.3	0.3	5.7	4.1	1.6
ABC774	10.0	11.6	-1.6	2.7	2.2	0.5	1.3	2.0	-0.7	2.9	3.8	-0.9	10.4	10.2	0.2	12.9	15.2	-2.3	20.1	24.9	-4.8
3RN	2.6	2.6	0.0	0.3	0.2	0.1	1.5	1.0	0.5	0.9	0.5	0.4	2.0	2.5	-0.5	7.0	5.5	1.5	2.9	3.9	-1.0
NEWSR	1.3	1.8	-0.5	1.1	0.9	0.2	0.7	0.9	-0.2	1.1	1.7	-0.6	1.2	2.1	-0.9	1.4	2.1	-0.7	2.0	2.0	0.0
3JJJ	5.4	5.4	0.0	6.7	7.5	-0.8	9.0	10.6	-1.6	13.7	13.7	0.0	3.5	3.2	0.3	1.7	1.5	0.2	0.2	0.2	0.0
ABCFM	2.8	2.2	0.6	0.3	2.0	-1.7	0.4	0.1	0.3	1.0	0.8	0.2	1.3	1.8	-0.5	6.0	2.1	3.9	5.9	5.4	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	4.1	4.7	-0.6	3.7	4.0	-0.3	3.5	5.3	-1.8	4.0	4.3	-0.3	5.3	5.3	0.0	4.8	5.3	-0.5	2.4	3.8	-1.4
3AW	13.0	12.4	0.6	18.5	16.7	1.8	14.4	13.5	0.9	8.5	8.9	-0.4	8.8	9.1	-0.3	12.4	11.9	0.5	12.0	11.6	0.4
MAGIC 1278	4.7	4.7	0.0	4.2	4.3	-0.1	5.3	5.6	-0.3	5.3	5.2	0.1	3.8	3.4	0.4	4.6	5.3	-0.7	6.4	5.6	0.8
FOXFm	8.4	8.6	-0.2	7.2	7.4	-0.2	6.6	7.3	-0.7	9.8	10.1	-0.3	10.3	10.1	0.2	9.1	8.5	0.6	8.9	8.0	0.9
GOLD	8.4	7.4	1.0	7.1	6.5	0.6	9.5	8.1	1.4	10.9	8.9	2.0	7.7	6.6	1.1	4.4	5.9	-1.5	6.8	6.8	0.0
MIX101.1	6.4	6.3	0.1	5.9	6.2	-0.3	5.9	6.2	-0.3	7.0	7.1	-0.1	7.3	6.6	0.7	6.6	4.8	1.8	5.7	4.8	0.9
3MMM	7.5	7.1	0.4	7.8	7.7	0.1	7.1	6.4	0.7	8.3	7.8	0.5	7.6	8.1	-0.5	4.7	3.5	1.2	4.7	5.5	-0.8
NOVA 100	7.7	7.9	-0.2	6.7	7.0	-0.3	6.7	6.8	-0.1	7.7	8.7	-1.0	10.0	9.5	0.5	8.6	7.9	0.7	8.1	7.5	0.6
smoothfm 91.5	7.3	7.1	0.2	5.4	5.1	0.3	8.2	7.9	0.3	8.6	8.5	0.1	7.3	7.0	0.3	8.2	7.1	1.1	7.8	7.7	0.1
ABC774	10.3	12.1	-1.8	13.7	15.4	-1.7	11.3	13.0	-1.7	6.7	8.9	-2.2	8.5	10.3	-1.8	9.9	11.6	-1.7	9.1	10.1	-1.0
3RN	2.6	2.6	0.0	3.6	3.6	0.0	1.9	1.9	0.0	1.7	1.8	-0.1	2.3	2.2	0.1	3.9	3.9	0.0	2.7	2.6	0.1
NEWSR	1.3	1.8	-0.5	2.1	2.6	-0.5	0.6	1.0	-0.4	0.8	1.0	-0.2	1.0	1.7	-0.7	1.7	3.1	-1.4	1.6	2.1	-0.5
3JJJ	5.4	5.5	-0.1	4.5	4.3	0.2	5.9	6.3	-0.4	5.5	6.3	-0.8	6.4	5.9	0.5	5.4	4.3	1.1	5.4	5.4	0.0
ABCFM	2.6	2.0	0.6	1.9	1.7	0.2	2.3	1.7	0.6	2.8	2.1	0.7	3.0	2.4	0.6	4.3	2.9	1.4	3.5	3.0	0.5



MELBOURNE RADIO - SURVEY 8 2014

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	24	-4	1	1	0	1	1	0	4	6	-2	9	10	-1	1	4	-3	3	3	0
3AW	68	66	2	1	*	*	1	1	0	4	4	0	12	13	-1	16	15	1	36	34	2
MAGIC 1278	27	27	0	*	*	*	*	*	*	*	*	*	2	2	0	6	8	-2	19	17	2
FOXFm	45	46	-1	6	7	-1	9	9	0	14	14	0	14	13	1	2	2	0	*	1	*
GOLD	43	39	4	1	2	-1	2	2	0	9	8	1	16	13	3	10	11	-1	3	2	1
MIX101.1	33	32	1	4	4	0	5	6	-1	9	10	-1	12	10	2	3	2	1	*	1	*
3MMM	36	37	-1	2	2	0	5	4	1	13	12	1	12	14	-2	3	4	-1	*	*	*
NOVA 100	42	42	0	7	6	1	7	7	0	16	17	-1	9	10	-1	2	2	0	*	*	*
smoothfm 91.5	40	39	1	1	1	0	2	2	0	9	8	1	12	14	-2	8	9	-1	7	5	2
ABC774	54	63	-9	1	1	0	1	1	0	4	5	-1	15	14	1	11	14	-3	23	28	-5
3RN	14	14	0	*	*	*	1	*	*	1	1	0	3	4	-1	6	5	1	3	4	-1
NEWSR	7	10	-3	*	*	*	*	*	*	1	2	-1	2	3	-1	1	2	-1	2	2	0
3JJJ	29	30	-1	2	2	0	4	5	-1	17	17	0	5	5	0	1	1	0	*	*	*
ABCFM	15	12	3	*	1	*	*	*	*	1	1	0	2	3	-1	5	2	3	7	6	1
Total	534	543	-9	30	30	0	42	43	-1	121	121	0	142	142	0	84	94	-10	115	113	2

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	23	27	-4	32	35	-3	27	40	-13	26	28	-2	31	31	0	9	11	-2	11	17	-6						
3AW	75	72	3	160	144	16	112	103	9	55	58	-3	52	54	-2	23	24	-1	52	53	-1						
MAGIC 1278	27	27	0	36	37	-1	41	42	-1	34	34	0	22	21	1	9	11	-2	28	26	2						
FOXFm	48	50	-2	62	63	-1	51	56	-5	63	65	-2	61	61	0	17	17	0	39	36	3						
GOLD	48	43	5	61	56	5	74	62	12	70	57	13	46	40	6	8	12	-4	29	31	-2						
MIX101.1	37	37	0	51	53	-2	45	47	-2	45	46	-1	43	39	4	12	10	2	25	22	3						
3MMM	43	41	2	67	66	1	55	49	6	54	50	4	45	49	-4	9	7	2	20	25	-5						
NOVA 100	44	46	-2	58	60	-2	52	52	0	50	57	-7	59	57	2	16	16	0	35	34	1						
smoothfm 91.5	42	41	1	46	44	2	63	60	3	55	55	0	43	42	1	15	14	1	34	35	-1						
ABC774	59	70	-11	119	132	-13	87	99	-12	43	58	-15	50	61	-11	18	24	-6	40	46	-6						
3RN	15	15	0	31	31	0	14	15	-1	11	12	-1	14	13	1	7	8	-1	12	12	0						
NEWSR	7	10	-3	18	22	-4	5	8	-3	5	6	-1	6	10	-4	3	6	-3	7	9	-2						
3JJJ	31	32	-1	39	37	2	46	48	-2	36	41	-5	37	35	2	10	9	1	23	24	-1						
ABCFM	15	12	3	17	14	3	18	13	5	18	14	4	18	14	4	8	6	2	15	13	2						
Total	574	578	-4	866	858	8	773	760	13	644	648	-4	589	599	-10	186	204	-18	434	454	-20						



MELBOURNE RADIO - SURVEY 8 2014

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	310	-1	25	23	2	20	26	-6	74	69	5	114	98	16	36	52	-16	39	42	-3
3AW	617	615	2	28	21	7	22	27	-5	65	76	-11	149	127	22	119	124	-5	234	240	-6
MAGIC 1278	280	278	2	7	10	-3	5	6	-1	6	9	-3	33	29	4	59	68	-9	170	156	14
FOXFm	1022	997	25	206	202	4	215	217	-2	343	314	29	209	213	-4	41	40	1	8	11	-3
GOLD	743	792	-49	65	72	-7	65	84	-19	170	190	-20	253	241	12	137	157	-20	53	48	5
MIX101.1	875	915	-40	155	170	-15	188	195	-7	276	275	1	194	213	-19	49	46	3	12	16	-4
3MMM	630	646	-16	80	82	-2	95	89	6	238	243	-5	172	172	0	36	48	-12	9	11	-2
NOVA 100	954	957	-3	200	190	10	191	197	-6	351	343	8	170	186	-16	34	33	1	7	8	-1
smoothfm 91.5	630	667	-37	54	58	-4	61	67	-6	160	164	-4	166	195	-29	112	111	1	76	72	4
ABC774	733	807	-74	35	28	7	34	26	8	105	120	-15	191	203	-12	143	172	-29	226	259	-33
3RN	210	224	-14	7	6	1	14	12	2	27	41	-14	45	48	-3	62	58	4	56	59	-3
NEWSR	217	236	-19	16	16	0	8	13	-5	56	64	-8	49	65	-16	31	33	-2	56	46	10
3JJJ	524	505	19	50	43	7	104	103	1	247	252	-5	91	80	11	28	25	3	4	2	2
ABCFM	248	214	34	13	7	6	14	8	6	49	43	6	57	49	8	43	33	10	72	73	-1
Total	3909	3906	3	412	403	9	464	465	-1	1010	1015	-5	927	924	3	506	509	-3	590	591	-1

Cumulative 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	288	283	5	185	181	4	125	131	-6	139	143	-4	176	178	-2	85	96	-11	160	211	-51						
3AW	587	578	9	463	461	2	338	330	8	288	299	-11	299	280	19	187	199	-12	405	400	5						
MAGIC 1278	250	248	2	147	146	1	169	159	10	156	158	-2	122	123	-1	71	80	-9	216	203	13						
FOXFm	931	913	18	497	500	-3	394	391	3	521	492	29	553	547	6	305	308	-3	632	601	31						
GOLD	668	702	-34	384	387	-3	343	325	18	384	380	4	375	334	41	179	205	-26	446	452	-6						
MIX101.1	795	837	-42	437	466	-29	325	333	-8	404	404	0	432	455	-23	249	248	1	520	552	-32						
3MMM	571	565	6	365	332	33	254	234	20	317	302	15	326	329	-3	176	140	36	359	359	0						
NOVA 100	862	876	-14	480	508	-28	373	343	30	458	445	13	514	511	3	296	285	11	619	602	17						
smoothfm 91.5	582	615	-33	323	301	22	301	298	3	337	363	-26	325	340	-15	191	220	-29	406	448	-42						
ABC774	687	751	-64	507	553	-46	378	422	-44	313	370	-57	340	401	-61	209	261	-52	488	522	-34						
3RN	190	210	-20	113	129	-16	84	90	-6	84	83	1	101	96	5	83	96	-13	134	132	2						
NEWSR	189	199	-10	122	138	-16	49	56	-7	56	70	-14	60	85	-25	46	57	-11	129	144	-15						
3JJJ	465	446	19	262	267	-5	223	206	17	221	230	-9	304	281	23	164	157	7	338	325	13						
ABCFM	218	187	31	107	90	17	100	89	11	114	106	8	111	104	7	105	75	30	162	139	23						
Total	3829	3826	3	3180	3156	24	2525	2512	13	2773	2750	23	2910	2952	-42	1901	1940	-39	3391	3376	15						