

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 6 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	4.0	4.3	-0.3	1.1	1.7	-0.6	0.9	1.8	-0.9	4.0	4.6	-0.6	6.7	5.5	1.2	3.5	5.2	-1.7	3.2	3.7	-0.5
3AW	14.3	12.6	1.7	1.1	2.4	-1.3	2.2	2.1	0.1	1.7	2.5	-0.8	12.9	11.0	1.9	19.3	20.1	-0.8	31.8	26.1	5.7
MAGIC 1278	3.7	3.6	0.1	0.1	0.4	-0.3	0.4	0.3	0.1	0.6	0.8	-0.2	2.2	2.6	-0.4	4.3	3.2	1.1	10.0	10.2	-0.2
FOXFm hit 1019	9.2	8.3	0.9	20.7	17.2	3.5	29.9	23.7	6.2	14.3	13.9	0.4	8.1	6.9	1.2	1.8	1.4	0.4	1.0	1.1	-0.1
GOLD	8.1	8.4	-0.3	4.6	3.3	1.3	6.2	6.1	0.1	7.4	6.9	0.5	12.6	14.1	-1.5	13.0	11.4	1.6	1.9	3.1	-1.2
KIIS 101.1 FM	5.9	7.2	-1.3	15.5	17.6	-2.1	10.7	10.1	0.6	9.3	11.6	-2.3	5.7	7.2	-1.5	3.2	2.3	0.9	0.6	1.9	-1.3
3MMM	7.4	8.5	-1.1	6.2	7.9	-1.7	9.9	10.5	-0.6	12.5	12.0	0.5	10.0	13.9	-3.9	5.5	4.9	0.6	0.5	0.8	-0.3
NOVA 100	6.8	6.1	0.7	23.0	20.0	3.0	16.0	14.8	1.2	10.2	8.4	1.8	5.3	4.0	1.3	2.6	3.1	-0.5	0.5	0.5	0.0
smoothfm 91.5	7.7	6.4	1.3	5.7	5.4	0.3	3.8	3.4	0.4	5.9	4.2	1.7	8.1	7.1	1.0	12.6	11.5	1.1	7.3	5.3	2.0
ABC774	10.3	10.2	0.1	3.7	3.9	-0.2	2.2	2.0	0.2	3.5	3.3	0.2	7.3	7.0	0.3	17.3	15.1	2.2	19.7	22.4	-2.7
3RN	2.7	2.8	-0.1	0.1	*	*	*	0.3	*	0.8	1.1	-0.3	2.5	1.8	0.7	4.4	3.5	0.9	4.9	6.8	-1.9
NEWSR	1.6	1.6	0.0	1.3	1.0	0.3	0.3	0.4	-0.1	1.2	1.2	0.0	3.2	2.7	0.5	1.5	1.3	0.2	0.8	1.8	-1.0
3JJJ	5.5	5.8	-0.3	4.5	5.1	-0.6	10.7	13.9	-3.2	16.7	17.5	-0.8	2.9	2.1	0.8	0.4	0.5	-0.1	0.1	0.1	0.0
ABCFM	2.8	2.9	-0.1	1.9	0.8	1.1	0.6	0.7	-0.1	0.7	0.9	-0.2	0.9	0.7	0.2	3.6	6.4	-2.8	7.2	6.5	0.7

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	4.3	-0.2	3.2	3.6	-0.4	4.8	5.4	-0.6	4.5	4.1	0.4	4.6	4.4	0.2	3.4	4.8	-1.4	3.6	4.2	-0.6
3AW	14.6	12.9	1.7	18.4	16.5	1.9	15.5	13.4	2.1	12.0	10.6	1.4	10.1	9.7	0.4	15.8	12.6	3.2	13.3	11.7	1.6
MAGIC 1278	3.5	3.3	0.2	3.1	3.0	0.1	5.0	4.4	0.6	3.2	3.3	-0.1	2.5	2.3	0.2	3.8	3.9	-0.1	4.4	4.4	0.0
FOXFm hit 1019	9.5	8.6	0.9	7.5	7.3	0.2	8.4	7.9	0.5	10.5	9.5	1.0	12.8	10.3	2.5	8.9	8.8	0.1	8.5	7.5	1.0
GOLD	8.0	8.3	-0.3	6.7	7.5	-0.8	8.8	8.7	0.1	9.9	10.3	-0.4	7.9	7.9	0.0	5.8	5.9	-0.1	8.4	8.5	-0.1
KIIS 101.1 FM	6.0	7.2	-1.2	5.7	7.0	-1.3	4.9	6.0	-1.1	5.9	7.1	-1.2	7.9	9.6	-1.7	6.1	6.5	-0.4	5.6	7.0	-1.4
3MMM	7.7	8.6	-0.9	8.9	9.3	-0.4	7.2	8.2	-1.0	8.3	9.4	-1.1	6.8	7.9	-1.1	5.3	6.6	-1.3	6.4	8.1	-1.7
NOVA 100	6.7	6.0	0.7	6.4	5.2	1.2	5.1	4.0	1.1	6.3	6.0	0.3	9.5	8.7	0.8	7.1	7.3	-0.2	6.9	6.4	0.5
smoothfm 91.5	7.3	6.1	1.2	6.2	5.2	1.0	7.7	6.1	1.6	8.6	6.8	1.8	6.7	6.3	0.4	7.3	6.5	0.8	9.1	7.5	1.6
ABC774	10.6	10.7	-0.1	13.6	13.1	0.5	12.2	12.6	-0.4	7.5	8.0	-0.5	8.4	9.1	-0.7	10.7	9.3	1.4	9.4	8.7	0.7
3RN	2.5	2.7	-0.2	3.6	4.4	-0.8	1.8	1.6	0.2	1.6	1.6	0.0	2.5	2.2	0.3	3.1	3.2	-0.1	3.1	3.1	0.0
NEWSR	1.4	1.4	0.0	1.8	2.1	-0.3	0.9	0.6	0.3	0.7	0.6	0.1	1.1	0.9	0.2	3.9	4.3	-0.4	2.1	2.2	-0.1
3JJJ	5.9	6.3	-0.4	5.6	5.5	0.1	5.8	6.8	-1.0	6.7	7.1	-0.4	6.5	6.6	-0.1	4.4	5.3	-0.9	4.1	4.3	-0.2
ABCFM	2.6	2.7	-0.1	2.1	2.0	0.1	2.8	2.6	0.2	3.0	2.9	0.1	3.2	3.1	0.1	2.3	3.1	-0.8	3.1	3.8	-0.7

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 6 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	21	23	-2	*	1	*	*	1	*	5	5	0	9	8	1	3	5	-2	4	4	0
3AW	77	67	10	*	1	*	1	1	0	2	3	-1	17	15	2	17	17	0	39	30	9
MAGIC 1278	20	19	1	*	*	*	*	*	*	1	1	0	3	4	-1	4	3	1	12	12	0
FOXFM hit 1019	50	44	6	7	7	0	12	10	2	17	15	2	11	9	2	2	1	1	1	1	0
GOLD	44	44	0	2	1	1	2	3	-1	9	8	1	17	19	-2	12	10	2	2	4	-2
KIIS 101.1 FM	32	38	-6	6	7	-1	4	4	0	11	13	-2	8	10	-2	3	2	1	1	2	-1
3MMM	40	45	-5	2	3	-1	4	5	-1	14	13	1	14	19	-5	5	4	1	1	1	0
NOVA 100	36	32	4	8	8	0	6	6	0	12	9	3	7	6	1	2	3	-1	1	1	0
smoothfm 91.5	42	34	8	2	2	0	2	1	1	7	5	2	11	10	1	11	10	1	9	6	3
ABC774	56	54	2	1	1	0	1	1	0	4	4	0	10	10	0	16	13	3	24	25	-1
3RN	14	15	-1	*	*	*	*	*	*	1	1	0	3	3	0	4	3	1	6	8	-2
NEWSR	9	9	0	*	*	*	*	*	*	1	1	0	4	4	0	1	1	0	1	2	-1
3JJJ	30	31	-1	2	2	0	4	6	-2	19	19	0	4	3	1	*	*	*	*	*	*
ABCFM	15	15	0	1	*	*	*	*	*	1	1	0	1	1	0	3	6	-3	9	7	2
Total	538	530	8	36	38	-2	40	44	-4	116	111	5	135	137	-2	90	87	3	122	114	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	23	24	-1	27	31	-4	34	39	-5	28	25	3	28	26	2	7	10	-3	16	19	-3						
3AW	84	73	11	158	139	19	111	97	14	76	66	10	62	58	4	34	25	9	60	52	8						
MAGIC 1278	20	19	1	26	25	1	35	32	3	20	21	-1	15	14	1	8	8	0	20	20	0						
FOXFM hit 1019	54	48	6	64	61	3	60	57	3	66	59	7	79	62	17	19	18	1	38	34	4						
GOLD	46	47	-1	58	63	-5	63	63	0	62	64	-2	49	47	2	12	12	0	38	38	0						
KIIS 101.1 FM	34	40	-6	49	58	-9	35	43	-8	37	44	-7	48	58	-10	13	13	0	25	31	-6						
3MMM	44	48	-4	77	79	-2	51	60	-9	52	58	-6	42	48	-6	11	13	-2	29	36	-7						
NOVA 100	38	34	4	54	44	10	36	29	7	40	37	3	59	52	7	15	15	0	31	28	3						
smoothfm 91.5	42	34	8	53	44	9	55	44	11	54	42	12	41	38	3	16	13	3	41	33	8						
ABC774	61	60	1	116	110	6	87	92	-5	47	49	-2	52	55	-3	23	19	4	43	39	4						
3RN	14	15	-1	31	37	-6	13	12	1	10	10	0	15	13	2	7	6	1	14	14	0						
NEWSR	8	8	0	15	17	-2	6	5	1	4	4	0	7	6	1	8	9	-1	10	10	0						
3JJJ	34	35	-1	48	46	2	41	49	-8	42	44	-2	40	40	0	9	11	-2	19	19	0						
ABCFM	15	15	0	18	17	1	20	19	1	19	18	1	20	19	1	5	6	-1	14	17	-3						
Total	572	563	9	855	841	14	715	725	-10	629	619	10	617	602	15	216	201	15	453	447	6						

EMBARGOED UNTIL 9:30AM AEST



MELBOURNE RADIO - SURVEY 6 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	324	335	-11	17	29	-12	15	19	-4	79	87	-8	109	97	12	55	60	-5	48	44	4
3AW	648	610	38	23	28	-5	17	18	-1	47	59	-12	193	167	26	140	133	7	229	205	24
MAGIC 1278	221	240	-19	3	8	-5	6	5	1	11	10	1	31	38	-7	50	61	-11	119	118	1
FOXFH hit 1019	1161	1082	79	199	186	13	252	234	18	402	375	27	232	211	21	47	41	6	30	35	-5
GOLD	842	867	-25	76	66	10	70	75	-5	195	206	-11	293	325	-32	151	128	23	56	67	-11
KIIS 101.1 FM	835	873	-38	163	165	-2	147	150	-3	267	279	-12	187	202	-15	57	55	2	13	23	-10
3MMM	673	718	-45	78	92	-14	75	85	-10	237	229	8	196	226	-30	68	61	7	18	25	-7
NOVA 100	937	891	46	225	198	27	202	215	-13	315	296	19	156	136	20	29	37	-8	10	10	0
smoothfm 91.5	727	731	-4	74	72	2	71	70	1	160	152	8	181	193	-12	132	145	-13	109	99	10
ABC774	729	703	26	36	42	-6	24	32	-8	112	103	9	174	154	20	150	135	15	233	237	-4
3RN	211	224	-13	8	5	3	*	4	*	32	41	-9	66	56	10	45	41	4	60	78	-18
NEWSR	231	219	12	12	11	1	8	10	-2	55	61	-6	77	56	21	36	31	5	43	51	-8
3JJJ	521	556	-35	63	57	6	117	134	-17	242	258	-16	83	86	-3	15	16	-1	2	6	-4
ABCFM	216	215	1	18	15	3	10	12	-2	42	39	3	33	29	4	36	43	-7	77	77	0
Total	3970	3975	-5	405	407	-2	464	464	0	1031	1033	-2	940	946	-6	519	520	-1	611	606	5

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	287	294	-7	159	183	-24	133	148	-15	154	154	0	177	185	-8	104	105	-1	206	228	-22
3AW	600	562	38	463	440	23	341	325	16	324	312	12	314	301	13	222	187	35	472	456	16
MAGIC 1278	194	208	-14	104	127	-23	132	142	-10	103	120	-17	87	103	-16	69	73	-4	173	194	-21
FOXFH hit 1019	1049	978	71	605	553	52	430	422	8	564	527	37	636	548	88	326	309	17	731	679	52
GOLD	733	769	-36	367	400	-33	340	351	-11	409	416	-7	393	406	-13	201	209	-8	522	538	-16
KIIS 101.1 FM	755	786	-31	429	462	-33	292	317	-25	385	399	-14	429	463	-34	218	225	-7	518	556	-38
3MMM	577	611	-34	372	380	-8	241	270	-29	284	307	-23	318	315	3	168	180	-12	424	458	-34
NOVA 100	844	798	46	512	423	89	288	297	-9	417	386	31	499	462	37	275	266	9	625	587	38
smoothfm 91.5	647	644	3	344	352	-8	315	285	30	340	338	2	354	360	-6	198	192	6	487	481	6
ABC774	661	650	11	483	478	5	361	364	-3	306	333	-27	316	319	-3	223	213	10	491	461	30
3RN	193	196	-3	132	138	-6	75	79	-4	82	85	-3	99	109	-10	82	75	7	133	160	-27
NEWSR	191	186	5	103	120	-17	54	50	4	43	52	-9	66	67	-1	82	78	4	159	159	0
3JJJ	475	489	-14	274	286	-12	187	227	-40	266	267	-1	294	312	-18	150	169	-19	310	337	-27
ABCFM	187	185	2	96	85	11	100	100	0	102	101	1	109	102	7	58	63	-5	147	154	-7
Total	3896	3902	-6	3209	3205	4	2461	2549	-88	2768	2794	-26	2979	2962	17	1911	1896	15	3419	3476	-57