

EMBARGOED UNTIL 9:30AM AEST



# MELBOURNE RADIO - SURVEY 4 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	4.2	4.6	-0.4	1.5	2.2	-0.7	1.9	0.7	1.2	4.1	4.5	-0.4	6.2	7.9	-1.7	5.1	4.3	0.8	2.9	3.4	-0.5
3AW	12.1	13.7	-1.6	2.2	2.2	0.0	3.3	3.1	0.2	2.7	2.5	0.2	8.3	9.9	-1.6	20.1	18.7	1.4	27.1	32.6	-5.5
MAGIC 1278	3.3	3.7	-0.4	0.4	0.3	0.1	0.4	0.4	0.0	0.1	1.0	-0.9	2.0	1.2	0.8	2.7	6.4	-3.7	10.6	9.5	1.1
FOXFm hit 1019	7.7	6.9	0.8	18.9	21.6	-2.7	20.1	18.5	1.6	11.5	9.5	2.0	5.9	5.1	0.8	3.5	3.7	-0.2	0.9	0.6	0.3
GOLD	8.7	7.9	0.8	5.7	8.2	-2.5	5.6	7.0	-1.4	8.2	9.3	-1.1	12.9	10.0	2.9	12.3	11.2	1.1	3.4	2.3	1.1
KIIS 101.1 FM	7.3	6.2	1.1	19.7	16.7	3.0	12.9	13.0	-0.1	11.1	8.1	3.0	6.7	7.2	-0.5	1.9	2.3	-0.4	2.0	0.8	1.2
3MMM	8.6	7.9	0.7	7.1	7.3	-0.2	7.7	7.8	-0.1	11.3	11.4	-0.1	14.5	12.2	2.3	6.0	6.3	-0.3	1.4	0.9	0.5
NOVA 100	6.3	6.3	0.0	18.6	17.4	1.2	12.5	13.7	-1.2	10.3	10.5	-0.2	5.0	6.2	-1.2	2.3	1.1	1.2	0.3	0.3	0.0
smoothfm 91.5	7.5	7.4	0.1	4.9	4.0	0.9	4.6	5.7	-1.1	6.3	6.3	0.0	10.4	9.4	1.0	11.6	11.7	-0.1	4.1	4.9	-0.8
ABC774	10.9	11.5	-0.6	2.8	2.5	0.3	2.2	3.0	-0.8	3.5	4.4	-0.9	7.6	9.6	-2.0	14.7	16.0	-1.3	26.0	23.0	3.0
3RN	2.4	2.5	-0.1	0.2	0.3	-0.1	0.3	0.6	-0.3	1.3	1.3	0.0	2.0	1.9	0.1	2.0	2.8	-0.8	6.0	5.2	0.8
NEWSR	1.3	1.4	-0.1	0.3	0.4	-0.1	0.7	0.8	-0.1	0.9	0.9	0.0	1.5	1.8	-0.3	1.0	1.8	-0.8	2.0	1.5	0.5
3JJJ	6.0	6.1	-0.1	5.5	6.3	-0.8	14.9	15.2	-0.3	15.6	15.0	0.6	2.9	3.6	-0.7	0.9	0.9	0.0	0.1	*	*
ABCFM	2.4	2.5	-0.1	0.3	0.1	0.2	0.4	0.7	-0.3	1.2	0.9	0.3	0.8	1.2	-0.4	4.4	2.1	2.3	5.4	7.0	-1.6

## 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	4.9	-0.6	3.6	4.1	-0.5	5.5	5.5	0.0	3.6	4.4	-0.8	4.8	5.9	-1.1	4.8	5.0	-0.2	3.8	3.8	0.0
3AW	12.4	14.2	-1.8	16.5	19.0	-2.5	11.1	12.7	-1.6	10.1	11.2	-1.1	10.1	11.8	-1.7	12.9	15.6	-2.7	11.2	12.2	-1.0
MAGIC 1278	3.0	3.4	-0.4	3.5	4.0	-0.5	3.6	3.9	-0.3	2.8	3.1	-0.3	2.0	2.4	-0.4	2.5	3.2	-0.7	4.1	4.6	-0.5
FOXFm hit 1019	7.9	6.8	1.1	6.8	5.8	1.0	7.5	5.8	1.7	8.2	7.1	1.1	8.8	8.4	0.4	9.5	8.5	1.0	7.2	7.2	0.0
GOLD	8.9	8.0	0.9	7.7	6.3	1.4	9.3	8.1	1.2	11.8	11.1	0.7	7.6	7.4	0.2	5.9	6.4	-0.5	8.1	7.6	0.5
KIIS 101.1 FM	7.4	6.4	1.0	7.1	5.9	1.2	6.6	5.7	0.9	7.6	6.9	0.7	9.4	8.3	1.1	5.8	4.5	1.3	6.9	5.6	1.3
3MMM	8.7	8.2	0.5	9.6	9.2	0.4	7.5	7.3	0.2	9.7	9.6	0.1	8.8	8.0	0.8	5.7	4.5	1.2	8.3	6.9	1.4
NOVA 100	6.2	6.3	-0.1	5.9	6.3	-0.4	4.4	4.8	-0.4	6.1	6.5	-0.4	8.7	7.9	0.8	7.2	6.0	1.2	6.4	6.3	0.1
smoothfm 91.5	7.5	7.2	0.3	5.9	5.2	0.7	8.1	8.4	-0.3	9.1	9.0	0.1	7.5	6.3	1.2	7.3	6.8	0.5	7.5	8.3	-0.8
ABC774	11.3	11.8	-0.5	13.4	14.1	-0.7	14.8	15.0	-0.2	7.8	7.2	0.6	8.9	9.6	-0.7	10.8	13.2	-2.4	9.7	10.5	-0.8
3RN	2.4	2.4	0.0	4.0	3.2	0.8	1.9	2.0	-0.1	1.4	1.7	-0.3	1.6	2.6	-1.0	2.3	2.1	0.2	2.6	2.7	-0.1
NEWSR	1.1	1.3	-0.2	1.9	2.1	-0.2	0.3	0.6	-0.3	0.4	0.5	-0.1	0.7	0.8	-0.1	3.1	3.1	0.0	1.8	1.8	0.0
3JJJ	6.4	6.6	-0.2	4.9	5.6	-0.7	7.0	6.8	0.2	7.7	8.0	-0.3	6.9	6.8	0.1	5.7	4.8	0.9	4.4	4.5	-0.1
ABCFM	2.0	2.3	-0.3	1.5	1.6	-0.1	2.0	2.5	-0.5	2.1	2.3	-0.2	2.6	2.6	0.0	3.0	3.0	0.0	3.5	3.2	0.3

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## MELBOURNE RADIO - SURVEY 4 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	25	-2	1	1	0	1	*	*	5	6	-1	8	11	-3	5	4	1	3	4	-1
3AW	65	75	-10	1	1	0	2	1	1	3	3	0	11	14	-3	18	16	2	31	40	-9
MAGIC 1278	18	20	-2	*	*	*	*	*	*	*	1	*	3	2	1	2	5	-3	12	12	0
FOXFm hit 1019	42	37	5	6	6	0	9	8	1	14	12	2	8	7	1	3	3	0	1	1	0
GOLD	47	43	4	2	2	0	3	3	0	10	12	-2	18	14	4	11	9	2	4	3	1
KIIS 101.1 FM	39	34	5	7	5	2	6	6	0	13	10	3	9	10	-1	2	2	0	2	1	1
3MMM	46	43	3	2	2	0	4	3	1	13	14	-1	20	17	3	5	5	0	2	1	1
NOVA 100	34	34	0	6	5	1	6	6	0	12	13	-1	7	9	-2	2	1	1	*	*	*
smoothfm 91.5	40	40	0	2	1	1	2	3	-1	7	8	-1	14	13	1	10	10	0	5	6	-1
ABC774	59	62	-3	1	1	0	1	1	0	4	5	-1	11	13	-2	13	13	0	29	28	1
3RN	13	13	0	*	*	*	*	*	*	2	2	0	3	3	0	2	2	0	7	6	1
NEWSR	7	8	-1	*	*	*	*	*	*	1	1	0	2	3	-1	1	2	-1	2	2	0
3JJJ	32	33	-1	2	2	0	7	7	0	18	19	-1	4	5	-1	1	1	0	*	*	*
ABCFM	13	13	0	*	*	*	*	*	*	1	1	0	1	2	-1	4	2	2	6	9	-3
<b>Total</b>	<b>538</b>	<b>542</b>	<b>-4</b>	<b>34</b>	<b>30</b>	<b>4</b>	<b>47</b>	<b>44</b>	<b>3</b>	<b>119</b>	<b>124</b>	<b>-5</b>	<b>138</b>	<b>138</b>	<b>0</b>	<b>88</b>	<b>84</b>	<b>4</b>	<b>112</b>	<b>123</b>	<b>-11</b>

### 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	25	28	-3	31	35	-4	42	43	-1	23	28	-5	29	37	-8	10	10	0	17	17	0						
3AW	71	83	-12	142	163	-21	84	99	-15	64	70	-6	62	73	-11	26	32	-6	50	54	-4						
MAGIC 1278	17	20	-3	30	34	-4	27	31	-4	18	20	-2	12	15	-3	5	7	-2	18	21	-3						
FOXFm hit 1019	45	40	5	59	50	9	57	45	12	52	45	7	54	52	2	19	17	2	32	32	0						
GOLD	51	47	4	67	54	13	71	63	8	75	70	5	46	46	0	12	13	-1	36	34	2						
KIIS 101.1 FM	43	37	6	61	50	11	50	45	5	48	44	4	57	52	5	12	9	3	30	25	5						
3MMM	50	48	2	83	79	4	57	57	0	61	61	0	54	50	4	11	9	2	37	31	6						
NOVA 100	36	36	0	51	54	-3	33	37	-4	39	41	-2	53	49	4	14	12	2	28	28	0						
smoothfm 91.5	43	42	1	51	45	6	62	66	-4	58	57	1	46	40	6	15	14	1	33	37	-4						
ABC774	65	68	-3	115	121	-6	112	117	-5	49	45	4	55	59	-4	21	27	-6	43	47	-4						
3RN	14	14	0	34	28	6	14	16	-2	9	10	-1	10	16	-6	5	4	1	12	12	0						
NEWSR	6	7	-1	16	18	-2	3	4	-1	3	3	0	4	5	-1	6	6	0	8	8	0						
3JJJ	37	38	-1	42	48	-6	53	53	0	49	50	-1	42	43	-1	11	10	1	20	20	0						
ABCFM	12	13	-1	13	14	-1	15	20	-5	13	15	-2	16	16	0	6	6	0	15	14	1						
<b>Total</b>	<b>576</b>	<b>581</b>	<b>-5</b>	<b>861</b>	<b>855</b>	<b>6</b>	<b>760</b>	<b>777</b>	<b>-17</b>	<b>636</b>	<b>631</b>	<b>5</b>	<b>612</b>	<b>622</b>	<b>-10</b>	<b>198</b>	<b>205</b>	<b>-7</b>	<b>442</b>	<b>447</b>	<b>-5</b>						

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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	329	342	-13	21	32	-11	21	11	10	84	82	2	109	125	-16	58	48	10	36	44	-8
3AW	614	651	-37	19	27	-8	22	15	7	63	69	-6	149	162	-13	145	134	11	216	243	-27
MAGIC 1278	259	256	3	7	8	-1	7	8	-1	8	18	-10	51	38	13	57	63	-6	130	121	9
FOXFH hit 1019	982	879	103	194	192	2	199	179	20	314	267	47	193	169	24	52	53	-1	30	19	11
GOLD	853	853	0	81	80	1	75	80	-5	195	227	-32	297	253	44	136	154	-18	67	58	9
KIIS 101.1 FM	912	863	49	178	165	13	174	159	15	277	269	8	209	209	0	51	43	8	23	17	6
3MMM	741	714	27	87	80	7	96	96	0	233	247	-14	238	220	18	65	57	8	21	12	9
NOVA 100	912	926	-14	195	196	-1	192	164	28	311	333	-22	164	189	-25	38	30	8	13	14	-1
smoothfm 91.5	766	718	48	64	45	19	73	74	-1	157	154	3	233	214	19	153	144	9	87	87	0
ABC774	755	804	-49	43	49	-6	26	28	-2	121	129	-8	164	183	-19	136	145	-9	266	271	-5
3RN	222	226	-4	7	8	-1	6	8	-2	33	28	5	46	46	0	37	45	-8	93	91	2
NEWSR	218	221	-3	10	12	-2	19	18	1	47	39	8	50	59	-9	31	34	-3	61	58	3
3JJJ	543	529	14	62	63	-1	134	124	10	240	229	11	86	91	-5	15	20	-5	7	2	5
ABCFM	196	191	5	7	3	4	14	17	-3	38	30	8	32	37	-5	26	22	4	78	82	-4
<b>Total</b>	<b>3974</b>	<b>3972</b>	<b>2</b>	<b>415</b>	<b>413</b>	<b>2</b>	<b>456</b>	<b>458</b>	<b>-2</b>	<b>1027</b>	<b>1026</b>	<b>1</b>	<b>947</b>	<b>944</b>	<b>3</b>	<b>525</b>	<b>520</b>	<b>5</b>	<b>603</b>	<b>613</b>	<b>-10</b>

## 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	288	315	-27	197	189	8	156	155	1	146	146	0	180	179	1	96	117	-21	228	216	12
3AW	583	630	-47	454	483	-29	326	359	-33	319	349	-30	330	385	-55	178	212	-34	445	449	-4
MAGIC 1278	223	226	-3	145	134	11	138	125	13	120	118	2	107	103	4	57	71	-14	198	199	-1
FOXFH hit 1019	885	802	83	515	475	40	364	316	48	466	417	49	478	484	-6	296	277	19	600	569	31
GOLD	760	753	7	416	401	15	345	330	15	410	432	-22	394	398	-4	206	219	-13	530	541	-11
KIIS 101.1 FM	822	783	39	525	459	66	322	310	12	428	421	7	502	465	37	235	215	20	562	519	43
3MMM	620	616	4	403	396	7	256	259	-3	304	320	-16	337	372	-35	184	166	18	459	429	30
NOVA 100	833	852	-19	455	469	-14	298	325	-27	409	419	-10	490	472	18	265	265	0	582	560	22
smoothfm 91.5	680	629	51	383	315	68	310	327	-17	376	368	8	382	325	57	228	203	25	500	495	5
ABC774	682	725	-43	483	514	-31	402	414	-12	330	322	8	347	379	-32	222	241	-19	475	520	-45
3RN	193	206	-13	125	121	4	84	102	-18	80	95	-15	95	114	-19	55	66	-11	146	144	2
NEWSR	182	187	-5	124	124	0	42	59	-17	46	63	-17	69	72	-3	73	81	-8	144	139	5
3JJJ	489	496	-7	294	286	8	233	234	-1	267	260	7	308	291	17	167	164	3	329	327	2
ABCFM	170	172	-2	63	81	-18	94	89	5	80	89	-9	92	101	-9	63	60	3	134	119	15
<b>Total</b>	<b>3888</b>	<b>3903</b>	<b>-15</b>	<b>3236</b>	<b>3193</b>	<b>43</b>	<b>2573</b>	<b>2600</b>	<b>-27</b>	<b>2731</b>	<b>2766</b>	<b>-35</b>	<b>2980</b>	<b>3010</b>	<b>-30</b>	<b>1849</b>	<b>1894</b>	<b>-45</b>	<b>3447</b>	<b>3417</b>	<b>30</b>