

EMBARGOED UNTIL 9:30AM AEST



# MELBOURNE RADIO - SURVEY 6 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	5.3	5.1	0.2	1.4	4.4	-3.0	1.7	1.5	0.2	5.4	4.9	0.5	7.1	7.8	-0.7	7.1	6.3	0.8	3.6	2.7	0.9
3AW	13.6	13.9	-0.3	1.3	1.5	-0.2	1.6	3.5	-1.9	3.6	2.0	1.6	11.0	11.9	-0.9	21.5	22.4	-0.9	28.3	28.3	0.0
MAGIC 1278	5.1	4.8	0.3	0.1	0.1	0.0	0.2	0.5	-0.3	1.2	1.2	0.0	2.3	2.2	0.1	7.0	6.0	1.0	14.3	13.5	0.8
FOXFM	7.8	7.8	0.0	22.7	22.2	0.5	20.5	17.9	2.6	11.8	13.6	-1.8	7.6	6.9	0.7	1.8	1.7	0.1	0.6	0.4	0.2
GOLD	7.6	7.2	0.4	4.7	3.9	0.8	6.1	6.1	0.0	7.1	6.7	0.4	11.1	11.9	-0.8	10.4	8.0	2.4	2.4	2.5	-0.1
MIX101.1	5.8	6.2	-0.4	14.7	15.3	-0.6	11.3	8.8	2.5	8.9	9.2	-0.3	6.0	7.4	-1.4	2.3	3.0	-0.7	1.1	1.2	-0.1
3MMM	7.1	7.6	-0.5	5.3	5.7	-0.4	12.4	10.3	2.1	8.3	12.8	-4.5	12.6	11.1	1.5	3.1	3.6	-0.5	0.7	0.8	-0.1
NOVA 100	7.3	6.8	0.5	26.5	25.3	1.2	17.1	17.7	-0.6	11.3	11.5	-0.2	7.0	5.1	1.9	0.9	1.2	-0.3	0.4	0.2	0.2
smoothfm 91.5	6.4	6.6	-0.2	7.1	5.6	1.5	4.0	3.5	0.5	5.2	4.6	0.6	9.0	8.3	0.7	8.4	11.5	-3.1	3.3	3.6	-0.3
ABC774	11.0	11.7	-0.7	1.4	2.5	-1.1	1.8	2.8	-1.0	5.0	5.6	-0.6	7.9	8.2	-0.3	14.7	14.5	0.2	23.8	25.5	-1.7
3RN	2.2	2.3	-0.1	0.2	0.3	-0.1	0.8	*	*	1.1	1.0	0.1	1.7	2.2	-0.5	3.7	4.0	-0.3	3.8	3.8	0.0
NEWSR	2.2	1.2	1.0	0.2	0.5	-0.3	1.2	0.8	0.4	2.5	1.4	1.1	2.3	1.2	1.1	2.5	1.2	1.3	2.4	1.6	0.8
3JJJ	4.6	4.5	0.1	5.0	5.1	-0.1	12.6	13.5	-0.9	12.6	11.5	1.1	1.6	1.9	-0.3	1.0	1.2	-0.2	0.1	0.1	0.0
ABCFM	2.7	2.8	-0.1	2.2	0.5	1.7	0.4	2.4	-2.0	0.9	0.9	0.0	1.6	1.1	0.5	4.1	5.2	-1.1	5.9	5.5	0.4

## Share Movement (%) by Session, P10+

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	5.5	5.5	0.0	4.1	4.0	0.1	7.3	7.0	0.3	5.1	5.7	-0.6	6.0	6.2	-0.2	5.3	4.8	0.5	4.7	3.9	0.8						
3AW	13.8	14.0	-0.2	18.3	18.6	-0.3	14.3	14.4	-0.1	10.2	10.0	0.2	11.0	11.4	-0.4	13.3	13.8	-0.5	13.2	13.5	-0.3						
MAGIC 1278	5.0	4.5	0.5	4.2	3.6	0.6	6.0	5.6	0.4	5.6	5.5	0.1	3.7	3.7	0.0	5.4	3.9	1.5	5.6	5.7	-0.1						
FOXFM	8.2	8.0	0.2	8.0	8.0	0.0	7.0	6.3	0.7	9.2	8.6	0.6	9.1	9.3	-0.2	7.2	7.8	-0.6	6.5	7.0	-0.5						
GOLD	7.6	7.4	0.2	6.4	6.6	-0.2	8.1	8.1	0.0	8.8	8.5	0.3	7.9	7.2	0.7	6.8	5.6	1.2	7.3	6.6	0.7						
MIX101.1	6.2	6.3	-0.1	6.5	6.7	-0.2	5.5	5.3	0.2	6.8	6.8	0.0	6.4	6.3	0.1	4.7	6.1	-1.4	4.7	6.0	-1.3						
3MMM	7.3	7.8	-0.5	8.5	9.0	-0.5	6.7	7.0	-0.3	7.8	8.4	-0.6	7.4	7.3	0.1	3.8	5.0	-1.2	6.5	6.9	-0.4						
NOVA 100	7.4	7.0	0.4	6.7	6.2	0.5	5.9	5.4	0.5	8.1	7.3	0.8	8.9	9.3	-0.4	7.7	7.7	0.0	6.9	6.3	0.6						
smoothfm 91.5	6.4	6.5	-0.1	4.8	4.7	0.1	6.5	7.0	-0.5	8.0	7.8	0.2	6.6	6.5	0.1	6.7	7.3	-0.6	6.3	6.8	-0.5						
ABC774	11.4	12.0	-0.6	13.4	14.4	-1.0	12.6	12.7	-0.1	8.8	9.3	-0.5	9.7	10.1	-0.4	12.4	14.1	-1.7	9.7	10.7	-1.0						
3RN	2.1	2.2	-0.1	3.1	2.8	0.3	1.6	1.6	0.0	1.3	1.4	-0.1	2.0	2.5	-0.5	3.0	2.8	0.2	2.5	2.8	-0.3						
NEWSR	2.0	1.2	0.8	2.9	1.7	1.2	1.2	0.8	0.4	1.1	0.7	0.4	1.8	0.9	0.9	4.2	2.2	2.0	2.6	1.5	1.1						
3JJJ	4.7	4.6	0.1	4.3	4.1	0.2	4.8	4.7	0.1	5.0	4.8	0.2	4.9	4.8	0.1	4.2	4.6	-0.4	4.3	4.4	-0.1						
ABCFM	2.4	2.6	-0.2	2.0	2.0	0.0	2.5	2.7	-0.2	2.6	2.9	-0.3	2.8	3.1	-0.3	2.4	2.3	0.1	3.6	3.4	0.2						



# MELBOURNE RADIO - SURVEY 6 2014

Average 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	29	28	1	*	1	*	1	1	0	6	6	0	10	11	-1	7	6	1	4	3	1
3AW	74	75	-1	*	*	*	1	1	0	4	2	2	16	17	-1	21	21	0	32	33	-1
MAGIC 1278	28	26	2	*	*	*	*	*	*	1	1	0	3	3	0	7	6	1	16	16	0
FOXFM	43	42	1	6	7	-1	9	7	2	14	16	-2	11	10	1	2	2	0	1	*	*
GOLD	41	39	2	1	1	0	3	3	0	8	8	0	16	17	-1	10	7	3	3	3	0
MIX101.1	32	34	-2	4	5	-1	5	4	1	10	11	-1	9	11	-2	2	3	-1	1	1	0
3MMM	39	41	-2	1	2	-1	5	4	1	10	15	-5	18	16	2	3	3	0	1	1	0
NOVA 100	40	37	3	8	8	0	7	7	0	13	13	0	10	7	3	1	1	0	*	*	*
smoothfm 91.5	35	36	-1	2	2	0	2	1	1	6	5	1	13	12	1	8	11	-3	4	4	0
ABC774	60	64	-4	*	1	*	1	1	0	6	6	0	12	12	0	14	14	0	27	30	-3
3RN	12	13	-1	*	*	*	*	*	*	1	1	0	2	3	-1	4	4	0	4	4	0
NEWSR	12	7	5	*	*	*	1	*	*	3	2	1	3	2	1	2	1	1	3	2	1
3JJB	25	24	1	1	2	-1	6	6	0	15	13	2	2	3	-1	1	1	0	*	*	*
ABCFM	15	15	0	1	*	*	*	1	*	1	1	0	2	2	0	4	5	-1	7	6	1
Total	545	543	2	28	31	-3	44	42	2	116	115	1	146	145	1	97	93	4	114	117	-3

## Average 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	32	32	0	35	35	0	55	54	1	33	38	-5	37	38	-1	11	9	2	21	17	4
3AW	80	82	-2	158	165	-7	107	110	-3	66	65	1	68	70	-2	27	27	0	60	59	1
MAGIC 1278	29	27	2	37	32	5	45	43	2	37	36	1	23	23	0	11	8	3	26	25	1
FOXFM	48	47	1	69	71	-2	52	48	4	60	56	4	56	57	-1	15	15	0	30	31	-1
GOLD	44	43	1	55	58	-3	61	62	-1	57	56	1	49	44	5	14	11	3	33	29	4
MIX101.1	36	37	-1	56	59	-3	41	40	1	44	45	-1	40	38	2	10	12	-2	21	26	-5
3MMM	42	46	-4	74	80	-6	50	54	-4	50	55	-5	46	44	2	8	10	-2	30	30	0
NOVA 100	43	41	2	58	55	3	45	42	3	52	48	4	55	57	-2	16	15	1	32	28	4
smoothfm 91.5	37	38	-1	42	41	1	49	54	-5	52	51	1	41	39	2	14	14	0	29	30	-1
ABC774	66	70	-4	116	127	-11	95	97	-2	57	61	-4	60	61	-1	26	27	-1	44	47	-3
3RN	12	13	-1	26	24	2	12	12	0	9	9	0	13	15	-2	6	5	1	11	12	-1
NEWSR	12	7	5	25	15	10	9	6	3	7	4	3	11	6	5	9	4	5	12	7	5
3JJB	27	27	0	38	37	1	36	36	0	33	31	2	31	29	2	9	9	0	19	19	0
ABCFM	14	15	-1	17	18	-1	19	21	-2	17	19	-2	17	19	-2	5	4	1	16	15	1
Total	581	585	-4	864	885	-21	749	767	-18	650	655	-5	618	608	10	207	194	13	456	438	18



# MELBOURNE RADIO - SURVEY 6 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	317	320	-3	21	26	-5	23	22	1	71	75	-4	89	103	-14	65	53	12	49	41	8
3AW	667	636	31	37	41	-4	30	30	0	74	51	23	131	154	-23	161	163	-2	234	196	38
MAGIC 1278	330	332	-2	8	5	3	9	12	-3	30	33	-3	34	37	-3	86	89	-3	164	156	8
FOXFM	985	1009	-24	201	207	-6	208	187	21	316	367	-51	208	195	13	32	36	-4	19	17	2
GOLD	864	825	39	61	54	7	93	81	12	221	215	6	281	275	6	146	141	5	63	60	3
MIX101.1	896	898	-2	162	174	-12	165	141	24	283	303	-20	216	209	7	42	48	-6	28	23	5
3MMM	652	659	-7	66	73	-7	92	89	3	242	247	-5	193	188	5	44	42	2	17	20	-3
NOVA 100	970	935	35	199	208	-9	212	202	10	330	325	5	197	169	28	23	23	0	8	7	1
smoothfm 91.5	668	649	19	60	54	6	59	55	4	167	153	14	203	185	18	107	122	-15	71	79	-8
ABC774	764	761	3	17	27	-10	19	26	-7	122	116	6	200	200	0	169	155	14	239	236	3
3RN	225	200	25	8	8	0	9	*	*	46	26	20	43	55	-12	55	54	1	65	57	8
NEWSR	272	209	63	7	5	2	21	15	6	71	47	24	78	61	17	42	29	13	54	53	1
3JJJ	474	473	1	45	60	-15	113	109	4	241	216	25	54	66	-12	16	17	-1	4	5	-1
ABCFM	203	219	-16	8	10	-2	9	16	-7	33	43	-10	33	38	-5	46	41	5	74	71	3
Total	3898	3900	-2	396	408	-12	463	449	14	1010	1010	0	929	934	-5	511	511	0	588	587	1

## 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	278	282	-4	182	179	3	154	158	-4	150	148	2	182	176	6	103	102	1	232	219	13
3AW	620	599	21	497	472	25	349	335	14	344	330	14	325	337	-12	216	211	5	484	458	26
MAGIC 1278	284	294	-10	158	160	-2	158	154	4	182	184	-2	154	154	0	94	84	10	235	232	3
FOXFM	907	933	-26	553	583	-30	346	349	-3	485	517	-32	526	548	-22	311	321	-10	593	618	-25
GOLD	750	700	50	384	361	23	339	321	18	404	384	20	412	395	17	229	206	23	506	514	-8
MIX101.1	828	815	13	483	479	4	296	293	3	403	435	-32	457	439	18	243	266	-23	545	576	-31
3MMM	541	561	-20	347	375	-28	222	231	-9	255	277	-22	317	317	0	144	159	-15	382	402	-20
NOVA 100	882	861	21	519	502	17	322	326	-4	444	443	1	527	503	24	287	274	13	621	575	46
smoothfm 91.5	606	577	29	305	328	-23	270	277	-7	344	324	20	331	318	13	211	190	21	435	429	6
ABC774	694	694	0	494	513	-19	383	381	2	353	350	3	366	369	-3	253	233	20	495	493	2
3RN	203	173	30	122	103	19	76	64	12	77	80	-3	88	96	-8	88	76	12	135	131	4
NEWSR	230	173	57	158	110	48	84	71	13	83	58	25	86	52	34	86	59	27	191	142	49
3JJJ	421	412	9	252	256	-4	179	176	3	194	189	5	253	262	-9	152	153	-1	295	297	-2
ABCFM	179	193	-14	92	101	-9	102	108	-6	111	101	10	111	126	-15	59	52	7	151	144	7
Total	3812	3831	-19	3158	3212	-54	2460	2462	-2	2732	2760	-28	2975	2941	34	1917	1861	56	3361	3340	21