



MELBOURNE RADIO - SURVEY 5 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	4.3	4.2	0.1	1.7	1.5	0.2	1.8	1.9	-0.1	4.6	4.1	0.5	5.5	6.2	-0.7	5.2	5.1	0.1	3.7	2.9	0.8
3AW	12.6	12.1	0.5	2.4	2.2	0.2	2.1	3.3	-1.2	2.5	2.7	-0.2	11.0	8.3	2.7	20.1	20.1	0.0	26.1	27.1	-1.0
MAGIC 1278	3.6	3.3	0.3	0.4	0.4	0.0	0.3	0.4	-0.1	0.8	0.1	0.7	2.6	2.0	0.6	3.2	2.7	0.5	10.2	10.6	-0.4
FOXFm hit 1019	8.3	7.7	0.6	17.2	18.9	-1.7	23.7	20.1	3.6	13.9	11.5	2.4	6.9	5.9	1.0	1.4	3.5	-2.1	1.1	0.9	0.2
GOLD	8.4	8.7	-0.3	3.3	5.7	-2.4	6.1	5.6	0.5	6.9	8.2	-1.3	14.1	12.9	1.2	11.4	12.3	-0.9	3.1	3.4	-0.3
KIIS 101.1 FM	7.2	7.3	-0.1	17.6	19.7	-2.1	10.1	12.9	-2.8	11.6	11.1	0.5	7.2	6.7	0.5	2.3	1.9	0.4	1.9	2.0	-0.1
3MMM	8.5	8.6	-0.1	7.9	7.1	0.8	10.5	7.7	2.8	12.0	11.3	0.7	13.9	14.5	-0.6	4.9	6.0	-1.1	0.8	1.4	-0.6
NOVA 100	6.1	6.3	-0.2	20.0	18.6	1.4	14.8	12.5	2.3	8.4	10.3	-1.9	4.0	5.0	-1.0	3.1	2.3	0.8	0.5	0.3	0.2
smoothfm 91.5	6.4	7.5	-1.1	5.4	4.9	0.5	3.4	4.6	-1.2	4.2	6.3	-2.1	7.1	10.4	-3.3	11.5	11.6	-0.1	5.3	4.1	1.2
ABC774	10.2	10.9	-0.7	3.9	2.8	1.1	2.0	2.2	-0.2	3.3	3.5	-0.2	7.0	7.6	-0.6	15.1	14.7	0.4	22.4	26.0	-3.6
3RN	2.8	2.4	0.4	*	0.2	*	0.3	0.3	0.0	1.1	1.3	-0.2	1.8	2.0	-0.2	3.5	2.0	1.5	6.8	6.0	0.8
NEWSR	1.6	1.3	0.3	1.0	0.3	0.7	0.4	0.7	-0.3	1.2	0.9	0.3	2.7	1.5	1.2	1.3	1.0	0.3	1.8	2.0	-0.2
3JJJ	5.8	6.0	-0.2	5.1	5.5	-0.4	13.9	14.9	-1.0	17.5	15.6	1.9	2.1	2.9	-0.8	0.5	0.9	-0.4	0.1	0.1	0.0
ABCFM	2.9	2.4	0.5	0.8	0.3	0.5	0.7	0.4	0.3	0.9	1.2	-0.3	0.7	0.8	-0.1	6.4	4.4	2.0	6.5	5.4	1.1

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	4.3	0.0	3.6	3.6	0.0	5.4	5.5	-0.1	4.1	3.6	0.5	4.4	4.8	-0.4	4.8	4.8	0.0	4.2	3.8	0.4
3AW	12.9	12.4	0.5	16.5	16.5	0.0	13.4	11.1	2.3	10.6	10.1	0.5	9.7	10.1	-0.4	12.6	12.9	-0.3	11.7	11.2	0.5
MAGIC 1278	3.3	3.0	0.3	3.0	3.5	-0.5	4.4	3.6	0.8	3.3	2.8	0.5	2.3	2.0	0.3	3.9	2.5	1.4	4.4	4.1	0.3
FOXFm hit 1019	8.6	7.9	0.7	7.3	6.8	0.5	7.9	7.5	0.4	9.5	8.2	1.3	10.3	8.8	1.5	8.8	9.5	-0.7	7.5	7.2	0.3
GOLD	8.3	8.9	-0.6	7.5	7.7	-0.2	8.7	9.3	-0.6	10.3	11.8	-1.5	7.9	7.6	0.3	5.9	5.9	0.0	8.5	8.1	0.4
KIIS 101.1 FM	7.2	7.4	-0.2	7.0	7.1	-0.1	6.0	6.6	-0.6	7.1	7.6	-0.5	9.6	9.4	0.2	6.5	5.8	0.7	7.0	6.9	0.1
3MMM	8.6	8.7	-0.1	9.3	9.6	-0.3	8.2	7.5	0.7	9.4	9.7	-0.3	7.9	8.8	-0.9	6.6	5.7	0.9	8.1	8.3	-0.2
NOVA 100	6.0	6.2	-0.2	5.2	5.9	-0.7	4.0	4.4	-0.4	6.0	6.1	-0.1	8.7	8.7	0.0	7.3	7.2	0.1	6.4	6.4	0.0
smoothfm 91.5	6.1	7.5	-1.4	5.2	5.9	-0.7	6.1	8.1	-2.0	6.8	9.1	-2.3	6.3	7.5	-1.2	6.5	7.3	-0.8	7.5	7.5	0.0
ABC774	10.7	11.3	-0.6	13.1	13.4	-0.3	12.6	14.8	-2.2	8.0	7.8	0.2	9.1	8.9	0.2	9.3	10.8	-1.5	8.7	9.7	-1.0
3RN	2.7	2.4	0.3	4.4	4.0	0.4	1.6	1.9	-0.3	1.6	1.4	0.2	2.2	1.6	0.6	3.2	2.3	0.9	3.1	2.6	0.5
NEWSR	1.4	1.1	0.3	2.1	1.9	0.2	0.6	0.3	0.3	0.6	0.4	0.2	0.9	0.7	0.2	4.3	3.1	1.2	2.2	1.8	0.4
3JJJ	6.3	6.4	-0.1	5.5	4.9	0.6	6.8	7.0	-0.2	7.1	7.7	-0.6	6.6	6.9	-0.3	5.3	5.7	-0.4	4.3	4.4	-0.1
ABCFM	2.7	2.0	0.7	2.0	1.5	0.5	2.6	2.0	0.6	2.9	2.1	0.8	3.1	2.6	0.5	3.1	3.0	0.1	3.8	3.5	0.3