



MELBOURNE RADIO - SURVEY 7 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	4.0	0.0	1.9	1.1	0.8	0.8	0.9	-0.1	2.7	4.0	-1.3	7.6	6.7	0.9	3.9	3.5	0.4	2.9	3.2	-0.3
3AW	14.5	14.3	0.2	0.9	1.1	-0.2	2.5	2.2	0.3	1.5	1.7	-0.2	10.3	12.9	-2.6	20.6	19.3	1.3	34.9	31.8	3.1
MAGIC 1278	3.8	3.7	0.1	0.4	0.1	0.3	0.1	0.4	-0.3	0.2	0.6	-0.4	1.2	2.2	-1.0	5.7	4.3	1.4	11.0	10.0	1.0
FOXFm hit 1019	9.4	9.2	0.2	23.5	20.7	2.8	25.3	29.9	-4.6	16.6	14.3	2.3	7.8	8.1	-0.3	1.6	1.8	-0.2	0.8	1.0	-0.2
GOLD	8.3	8.1	0.2	5.2	4.6	0.6	7.7	6.2	1.5	6.9	7.4	-0.5	12.3	12.6	-0.3	12.7	13.0	-0.3	2.9	1.9	1.0
KIIS 101.1 FM	5.9	5.9	0.0	18.7	15.5	3.2	10.6	10.7	-0.1	9.2	9.3	-0.1	5.8	5.7	0.1	2.5	3.2	-0.7	0.4	0.6	-0.2
3MMM	7.5	7.4	0.1	4.8	6.2	-1.4	9.3	9.9	-0.6	14.2	12.5	1.7	9.2	10.0	-0.8	5.9	5.5	0.4	0.6	0.5	0.1
NOVA 100	7.0	6.8	0.2	21.1	23.0	-1.9	13.6	16.0	-2.4	12.3	10.2	2.1	5.8	5.3	0.5	2.2	2.6	-0.4	0.8	0.5	0.3
smoothfm 91.5	8.1	7.7	0.4	5.5	5.7	-0.2	3.2	3.8	-0.6	6.1	5.9	0.2	10.7	8.1	2.6	11.2	12.6	-1.4	7.3	7.3	0.0
ABC774	9.8	10.3	-0.5	2.1	3.7	-1.6	1.0	2.2	-1.2	3.0	3.5	-0.5	7.4	7.3	0.1	17.1	17.3	-0.2	18.7	19.7	-1.0
3RN	2.3	2.7	-0.4	1.6	0.1	1.5	0.1	*	*	0.6	0.8	-0.2	3.0	2.5	0.5	3.4	4.4	-1.0	3.1	4.9	-1.8
NEWSR	1.4	1.6	-0.2	0.9	1.3	-0.4	0.3	0.3	0.0	1.4	1.2	0.2	1.8	3.2	-1.4	1.5	1.5	0.0	1.3	0.8	0.5
3JJJ	5.2	5.5	-0.3	2.6	4.5	-1.9	14.8	10.7	4.1	13.7	16.7	-3.0	3.3	2.9	0.4	0.4	0.4	0.0	0.1	0.1	0.0
ABCFM	2.6	2.8	-0.2	1.4	1.9	-0.5	0.1	0.6	-0.5	1.0	0.7	0.3	1.3	0.9	0.4	2.5	3.6	-1.1	6.7	7.2	-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	4.2	4.1	0.1	3.5	3.2	0.3	4.8	4.8	0.0	4.5	4.5	0.0	4.5	4.6	-0.1	3.6	3.4	0.2	3.3	3.6	-0.3
3AW	14.8	14.6	0.2	20.3	18.4	1.9	15.2	15.5	-0.3	11.1	12.0	-0.9	10.4	10.1	0.3	15.0	15.8	-0.8	13.7	13.3	0.4
MAGIC 1278	3.6	3.5	0.1	3.3	3.1	0.2	4.7	5.0	-0.3	3.7	3.2	0.5	2.6	2.5	0.1	3.0	3.8	-0.8	4.7	4.4	0.3
FOXFm hit 1019	9.7	9.5	0.2	7.9	7.5	0.4	9.1	8.4	0.7	10.5	10.5	0.0	12.6	12.8	-0.2	8.9	8.9	0.0	8.4	8.5	-0.1
GOLD	8.0	8.0	0.0	6.3	6.7	-0.4	9.2	8.8	0.4	9.9	9.9	0.0	7.6	7.9	-0.3	6.4	5.8	0.6	9.0	8.4	0.6
KIIS 101.1 FM	6.1	6.0	0.1	5.2	5.7	-0.5	5.0	4.9	0.1	7.0	5.9	1.1	7.7	7.9	-0.2	6.4	6.1	0.3	5.2	5.6	-0.4
3MMM	8.0	7.7	0.3	9.3	8.9	0.4	7.4	7.2	0.2	8.6	8.3	0.3	8.2	6.8	1.4	4.5	5.3	-0.8	5.8	6.4	-0.6
NOVA 100	6.9	6.7	0.2	6.4	6.4	0.0	5.7	5.1	0.6	6.6	6.3	0.3	9.7	9.5	0.2	6.9	7.1	-0.2	7.2	6.9	0.3
smoothfm 91.5	7.9	7.3	0.6	6.4	6.2	0.2	8.3	7.7	0.6	9.4	8.6	0.8	7.1	6.7	0.4	9.3	7.3	2.0	8.8	9.1	-0.3
ABC774	10.2	10.6	-0.4	12.8	13.6	-0.8	12.0	12.2	-0.2	6.9	7.5	-0.6	7.7	8.4	-0.7	11.2	10.7	0.5	8.5	9.4	-0.9
3RN	2.1	2.5	-0.4	2.9	3.6	-0.7	1.8	1.8	0.0	1.2	1.6	-0.4	2.0	2.5	-0.5	2.7	3.1	-0.4	2.8	3.1	-0.3
NEWSR	1.3	1.4	-0.1	1.6	1.8	-0.2	0.7	0.9	-0.2	1.0	0.7	0.3	1.3	1.1	0.2	2.4	3.9	-1.5	1.7	2.1	-0.4
3JJJ	5.3	5.9	-0.6	5.0	5.6	-0.6	5.1	5.8	-0.7	6.1	6.7	-0.6	6.0	6.5	-0.5	3.8	4.4	-0.6	4.7	4.1	0.6
ABCFM	2.4	2.6	-0.2	2.0	2.1	-0.1	2.5	2.8	-0.3	2.5	3.0	-0.5	3.1	3.2	-0.1	2.2	2.3	-0.1	3.1	3.1	0.0