

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