

# Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2006

Survey Period: Sun January 15 - Sat February 11, 2006

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	2.7	2.5	0.2	0.8	0.1	0.7	2.5	2.5	0.0	2.7	2.9	-0.2	4.1	1.9	2.2	1.9	3.0	-1.1	2.0	1.9	0.1
3AW	12.9	13.7	-0.8	1.4	2.1	-0.7	1.5	1.8	-0.3	5.5	4.7	0.8	11.7	14.8	-3.1	25.8	25.7	0.1	15.8	17.1	-1.3
MAGIC693	5.9	5.1	0.8	0.2	0.1	0.1	0.8	0.6	0.2	0.5	0.2	0.3	4.4	4.6	-0.2	14.1	11.6	2.5	7.1	6.0	1.1
3MP	2.8	3.6	-0.8	1.9	0.4	1.5	0.3	0.4	-0.1	0.9	0.9	0.0	3.2	2.4	0.8	4.9	8.2	-3.3	3.0	4.0	-1.0
FOXF	10.0	9.9	0.1	28.8	35.6	-6.8	17.0	16.2	0.8	15.2	15.3	-0.1	8.3	7.9	0.4	1.4	1.0	0.4	8.6	8.2	0.4
GOLD FM	10.9	12.2	-1.3	4.1	10.0	-5.9	7.1	9.8	-2.7	10.7	15.5	-4.8	19.3	18.9	0.4	6.7	5.3	1.4	10.6	10.5	0.1
MIX101.1FM	5.9	5.4	0.5	13.0	8.7	4.3	10.3	7.6	2.7	8.1	8.6	-0.5	5.7	6.3	-0.6	1.7	1.0	0.7	5.7	5.7	0.0
3MMM	9.1	10.8	-1.7	11.7	11.9	-0.2	10.6	16.6	-6.0	15.7	19.9	-4.2	11.4	11.3	0.1	1.0	1.0	0.0	7.4	8.6	-1.2
NOVA 100	9.6	8.3	1.3	21.3	22.8	-1.5	33.7	25.7	8.0	13.7	10.9	2.8	4.4	5.3	-0.9	0.6	0.9	-0.3	6.2	5.5	0.7
vega 91.5	1.1	1.2	-0.1	1.4	0.3	1.1	0.7	1.8	-1.1	1.0	0.8	0.2	2.2	2.2	0.0	0.3	0.6	-0.3	1.1	0.9	0.2
ABC774	12.4	11.7	0.7	2.9	1.7	1.2	0.8	1.9	-1.1	6.9	5.0	1.9	11.9	10.4	1.5	22.7	22.7	0.0	14.7	14.3	0.4
3RN	2.4	1.9	0.5	0.1	0.1	0.0	0.4	*	0.4	1.7	1.3	0.4	2.4	1.9	0.5	4.2	3.2	1.0	3.2	2.4	0.8
NEWSR	1.6	1.4	0.2	0.2	1.9	-1.7	0.1	0.6	-0.5	1.8	1.2	0.6	2.3	1.9	0.4	1.7	1.4	0.3	2.1	1.4	0.7
3JJJ	3.3	2.7	0.6	8.2	1.8	6.4	11.3	10.2	1.1	5.0	5.1	-0.1	1.3	1.0	0.3	0.3	0.1	0.2	2.2	2.2	0.0
ABC CL-FM	2.2	2.6	-0.4	0.3	0.2	0.1	0.5	*	0.5	1.7	0.7	1.0	1.3	2.0	-0.7	4.2	5.7	-1.5	3.1	3.1	0.0

# Melbourne Radio - Share Movement (%) by Session

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Survey #1 - 2006

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	2.8	2.7	0.1	3.0	3.0	0.0	2.7	2.5	0.2	2.7	2.2	0.5	3.2	3.4	-0.2	2.0	2.8	-0.8	2.2	1.6	0.6
3AW	13.5	14.4	-0.9	17.6	18.9	-1.3	15.1	15.5	-0.4	9.0	10.1	-1.1	12.0	13.2	-1.2	12.0	11.4	0.6	11.0	11.3	-0.3
MAGIC693	5.6	4.5	1.1	5.8	3.9	1.9	5.6	5.3	0.3	5.8	4.9	0.9	4.1	3.6	0.5	7.1	4.9	2.2	6.9	7.1	-0.2
3MP	2.5	3.5	-1.0	2.5	3.1	-0.6	2.7	4.2	-1.5	2.6	3.5	-0.9	2.1	3.4	-1.3	2.2	3.8	-1.6	3.8	3.8	0.0
FOXF	10.5	9.8	0.7	9.7	9.6	0.1	10.0	8.4	1.6	12.1	9.5	2.6	11.4	11.1	0.3	8.5	12.4	-3.9	8.4	10.3	-1.9
GOLD FM	11.3	12.5	-1.2	9.4	10.0	-0.6	12.5	14.6	-2.1	14.1	16.2	-2.1	10.4	10.5	-0.1	8.1	8.4	-0.3	9.7	11.2	-1.5
MIX101.1FM	5.8	5.5	0.3	3.4	3.6	-0.2	6.5	5.7	0.8	7.3	7.2	0.1	6.1	5.5	0.6	6.2	6.7	-0.5	6.5	5.0	1.5
3MMM	9.7	11.4	-1.7	8.9	11.0	-2.1	9.5	10.1	-0.6	11.8	12.7	-0.9	10.6	13.0	-2.4	5.8	9.7	-3.9	7.0	8.5	-1.5
NOVA 100	10.0	8.4	1.6	9.5	8.5	1.0	9.3	7.7	1.6	10.3	9.0	1.3	11.0	8.4	2.6	11.0	8.1	2.9	8.3	8.2	0.1
vega 91.5	1.0	1.2	-0.2	0.8	0.7	0.1	1.2	1.4	-0.2	1.3	1.6	-0.3	0.9	1.1	-0.2	0.9	0.9	0.0	1.3	1.2	0.1
ABC774	12.0	11.5	0.5	15.3	14.0	1.3	12.1	11.6	0.5	8.7	8.9	-0.2	10.6	10.8	-0.2	13.2	11.6	1.6	13.6	12.5	1.1
3RN	2.5	1.8	0.7	3.2	2.5	0.7	1.5	1.0	0.5	1.3	1.1	0.2	3.5	2.3	1.2	3.8	2.6	1.2	2.4	2.2	0.2
NEWSR	1.5	1.1	0.4	2.2	1.7	0.5	1.1	0.6	0.5	0.9	0.4	0.5	1.3	0.8	0.5	2.7	3.2	-0.5	1.9	2.4	-0.5
3JJJ	3.1	2.9	0.2	2.1	2.0	0.1	2.1	2.7	-0.6	3.5	3.2	0.3	4.4	3.8	0.6	5.4	3.6	1.8	4.1	2.2	1.9
ABC CL-FM	2.0	2.4	-0.4	1.8	2.0	-0.2	2.0	2.3	-0.3	2.0	2.5	-0.5	2.2	3.1	-0.9	2.2	2.9	-0.7	2.8	3.2	-0.4