

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 2008

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	2.6	4.7	-2.1	1.6	3.9	-2.3	1.0	3.5	-2.5	3.2	7.0	-3.8	3.4	4.5	-1.1	2.2	3.6	-1.4	1.9	3.2	-1.3
3AW	15.0	15.6	-0.6	1.5	1.9	-0.4	1.2	3.8	-2.6	3.2	3.8	-0.6	15.0	15.6	-0.6	29.4	29.4	0.0	18.7	19.2	-0.5
MAGIC1278	4.6	4.3	0.3	0.3	0.1	0.2	0.4	0.3	0.1	0.3	0.5	-0.2	4.6	1.9	2.7	9.4	10.7	-1.3	5.5	5.2	0.3
3MP	2.9	3.2	-0.3	0.2	0.4	-0.2	0.5	0.3	0.2	0.2	0.8	-0.6	1.8	3.1	-1.3	6.6	6.1	0.5	3.7	3.8	-0.1
FOXFM	12.5	12.6	-0.1	42.0	37.2	4.8	23.6	26.9	-3.3	16.3	19.5	-3.2	11.9	10.7	1.2	2.5	1.4	1.1	10.2	9.8	0.4
GOLD FM	8.2	7.8	0.4	6.7	5.9	0.8	8.2	4.5	3.7	7.3	7.3	0.0	12.4	12.1	0.3	5.9	6.2	-0.3	8.1	8.4	-0.3
MIX101.1FM	5.9	5.9	0.0	6.8	10.6	-3.8	8.4	7.2	1.2	8.8	9.3	-0.5	6.9	6.3	0.6	2.2	2.0	0.2	6.3	6.1	0.2
3MMM	6.6	6.2	0.4	8.6	8.1	0.5	11.9	7.3	4.6	9.8	10.5	-0.7	8.3	7.8	0.5	1.2	1.3	-0.1	4.4	4.5	-0.1
NOVA 100	10.3	9.8	0.5	17.6	19.2	-1.6	27.3	31.1	-3.8	18.6	16.1	2.5	7.0	6.0	1.0	0.8	0.7	0.1	7.2	7.2	0.0
vega 91.5	2.7	3.3	-0.6	2.0	1.4	0.6	2.9	1.7	1.2	4.2	4.7	-0.5	3.2	5.6	-2.4	1.3	1.3	0.0	2.3	3.7	-1.4
ABC774	12.8	11.1	1.7	3.6	3.2	0.4	2.4	4.1	-1.7	6.7	3.5	3.2	11.2	10.7	0.5	22.7	20.0	2.7	15.5	12.6	2.9
3RN	2.2	2.5	-0.3	0.1	0.3	-0.2	0.5	0.7	-0.2	1.1	1.2	-0.1	2.1	2.9	-0.8	4.0	3.8	0.2	3.0	3.5	-0.5
NEWSR	1.3	1.4	-0.1	0.1	2.1	-2.0	0.4	0.5	-0.1	1.1	1.0	0.1	1.1	1.5	-0.4	2.1	1.9	0.2	1.3	1.4	-0.1
3JJJ	3.7	3.0	0.7	4.5	2.2	2.3	6.5	5.3	1.2	9.0	7.9	1.1	1.9	1.4	0.5	0.3	0.1	0.2	2.9	1.9	1.0
ABC CL-FM	1.4	1.8	-0.4	0.4	*	0.4	0.5	*	0.5	0.9	0.5	0.4	0.9	0.8	0.1	2.6	4.4	-1.8	1.7	2.2	-0.5

Melbourne Radio - Share Movement (%) by Session

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Survey #1 - 2008

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	2.7	4.9	-2.2	2.8	4.6	-1.8	3.0	5.2	-2.2	2.2	4.5	-2.3	3.3	4.8	-1.5	1.8	6.3	-4.5	2.2	3.8	-1.6
3AW	15.3	15.7	-0.4	21.2	20.0	1.2	16.4	15.7	0.7	9.1	11.0	-1.9	11.8	14.3	-2.5	17.6	16.9	0.7	14.1	15.1	-1.0
MAGIC1278	4.2	4.0	0.2	3.6	4.6	-1.0	4.6	4.4	0.2	4.6	3.8	0.8	3.8	2.7	1.1	4.7	4.0	0.7	6.0	5.5	0.5
3MP	2.8	3.0	-0.2	2.3	2.6	-0.3	3.2	3.5	-0.3	3.4	3.1	0.3	2.3	2.7	-0.4	2.1	2.8	-0.7	3.2	3.9	-0.7
FOXFM	13.1	13.2	-0.1	10.9	11.6	-0.7	10.8	11.2	-0.4	14.4	13.9	0.5	18.9	18.9	0.0	11.1	11.0	0.1	10.3	10.1	0.2
GOLD FM	8.3	7.7	0.6	6.9	6.0	0.9	8.7	8.3	0.4	10.4	9.8	0.6	7.2	7.8	-0.6	7.7	5.3	2.4	7.7	8.5	-0.8
MIX101.1FM	5.7	6.1	-0.4	4.1	4.6	-0.5	6.3	6.1	0.2	6.8	7.5	-0.7	5.9	6.6	-0.7	5.7	6.3	-0.6	6.4	4.9	1.5
3MMM	7.1	6.6	0.5	6.3	6.4	-0.1	7.1	7.0	0.1	8.2	7.6	0.6	7.3	6.2	1.1	5.7	4.8	0.9	5.0	4.5	0.5
NOVA 100	10.7	10.4	0.3	10.5	10.0	0.5	10.6	9.9	0.7	12.1	11.8	0.3	9.5	10.6	-1.1	9.6	8.4	1.2	9.1	7.9	1.2
vega 91.5	2.7	3.2	-0.5	2.1	2.7	-0.6	2.8	3.3	-0.5	3.0	4.0	-1.0	2.7	3.4	-0.7	2.9	2.4	0.5	2.8	3.7	-0.9
ABC774	12.4	10.9	1.5	14.3	13.7	0.6	12.2	11.9	0.3	10.4	8.1	2.3	11.6	8.2	3.4	14.2	12.0	2.2	14.3	11.7	2.6
3RN	2.2	2.2	0.0	2.6	2.5	0.1	1.5	2.3	-0.8	1.6	1.6	0.0	2.7	2.3	0.4	3.0	2.9	0.1	2.4	3.3	-0.9
NEWSR	1.1	1.3	-0.2	1.7	1.8	-0.1	0.6	0.6	0.0	0.7	1.0	-0.3	1.2	0.7	0.5	2.0	3.3	-1.3	2.0	2.0	0.0
3JJJ	3.7	3.0	0.7	3.4	2.4	1.0	3.7	2.8	0.9	4.6	3.9	0.7	3.4	3.2	0.2	3.0	2.9	0.1	3.4	2.8	0.6
ABC CL-FM	1.3	1.7	-0.4	0.8	1.4	-0.6	1.3	2.1	-0.8	1.5	1.5	0.0	1.4	1.6	-0.2	1.9	2.2	-0.3	1.9	2.4	-0.5