

Melbourne Radio - Survey #1 2009



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	4.2	-1.5	0.8	1.9	-1.1	1.2	1.7	-0.5	4.4	4.4	0.0	2.9	6.7	-3.8	2.0	3.3	-1.3	2.1	3.8	-1.7
3AW	15.9	14.4	1.5	3.6	3.0	0.6	0.9	0.5	0.4	5.5	4.1	1.4	14.6	12.0	2.6	29.7	29.7	0.0	18.4	17.6	0.8
MAGIC	4.7	4.3	0.4	0.2	0.1	0.1	0.3	*	0.3	0.1	0.3	-0.2	3.6	1.2	2.4	10.4	11.6	-1.2	5.3	5.1	0.2
3MP	2.8	2.7	0.1	0.0	1.0	-1.0	0.1	0.3	-0.2	1.0	0.4	0.6	3.2	2.7	0.5	4.9	5.3	-0.4	3.6	3.3	0.3
FOXFM	11.9	15.6	-3.7	41.2	39.3	1.9	25.5	32.1	-6.6	17.7	22.7	-5.0	9.2	15.4	-6.2	1.3	1.5	-0.2	8.4	11.4	-3.0
GOLD	7.2	7.3	-0.1	7.0	5.4	1.6	6.0	6.4	-0.4	7.3	7.3	0.0	10.9	11.3	-0.4	4.9	4.8	0.1	7.5	6.8	0.7
MIX101.1	4.6	5.5	-0.9	6.5	9.4	-2.9	6.8	5.8	1.0	6.1	7.4	-1.3	6.5	6.6	-0.1	1.3	2.7	-1.4	4.8	5.7	-0.9
3MMM	4.6	5.0	-0.4	6.5	15.3	-8.8	5.9	3.6	2.3	8.8	9.1	-0.3	4.8	5.6	-0.8	0.9	0.6	0.3	3.6	3.4	0.2
NOVA 100	8.3	8.9	-0.6	20.9	13.5	7.4	22.5	26.1	-3.6	13.3	13.8	-0.5	6.1	6.9	-0.8	0.7	0.6	0.1	6.9	6.1	0.8
vega 91.5	3.7	3.8	-0.1	4.3	3.4	0.9	3.0	5.2	-2.2	5.7	5.0	0.7	6.2	5.7	0.5	0.7	1.1	-0.4	3.3	3.9	-0.6
ABC774	14.8	11.4	3.4	2.8	1.3	1.5	1.6	1.0	0.6	9.0	6.0	3.0	15.0	11.0	4.0	24.0	20.5	3.5	17.5	14.7	2.8
3RN	2.5	2.0	0.5	*	0.1	-0.1	0.8	0.2	0.6	1.2	1.3	-0.1	2.6	2.2	0.4	4.3	3.4	0.9	3.4	2.9	0.5
NEWSR	1.6	1.4	0.2	0.7	0.1	0.6	0.7	0.3	0.4	1.9	1.8	0.1	1.5	1.2	0.3	1.8	1.7	0.1	1.4	1.6	-0.2
3JJJ	4.2	3.3	0.9	2.1	3.2	-1.1	14.6	9.6	5.0	9.6	6.4	3.2	1.9	2.0	-0.1	0.1	0.1	0.0	3.0	2.6	0.4
ABCFM	2.0	2.3	-0.3	0.4	0.2	0.2	2.4	1.0	1.4	0.7	0.8	-0.1	1.2	1.7	-0.5	3.6	4.7	-1.1	1.8	3.1	-1.3

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	2.9	4.5	-1.6	2.9	4.7	-1.8	3.5	4.1	-0.6	2.9	4.1	-1.2	2.8	4.9	-2.1	2.2	4.9	-2.7	1.8	2.9	-1.1
3AW	15.7	14.4	1.3	20.9	17.7	3.2	16.2	16.1	0.1	11.0	10.6	0.4	13.5	11.2	2.3	14.8	15.4	-0.6	16.4	14.3	2.1
MAGIC	4.5	3.9	0.6	4.2	3.4	0.8	5.3	4.9	0.4	4.7	4.6	0.1	3.2	2.7	0.5	4.9	3.0	1.9	5.4	6.1	-0.7
3MP	2.7	2.5	0.2	3.0	2.5	0.5	2.9	2.8	0.1	2.8	2.7	0.1	2.3	1.9	0.4	2.4	1.9	0.5	3.0	3.5	-0.5
FOXFM	12.5	16.2	-3.7	10.5	13.9	-3.4	10.2	14.2	-4.0	13.1	17.2	-4.1	19.0	23.4	-4.4	11.3	13.3	-2.0	10.0	13.2	-3.2
GOLD	7.5	7.1	0.4	6.2	5.5	0.7	7.9	7.6	0.3	9.9	8.7	1.2	6.6	6.7	-0.1	6.1	7.3	-1.2	6.4	7.9	-1.5
MIX101.1	4.9	5.4	-0.5	4.1	4.4	-0.3	5.2	5.3	-0.1	5.5	6.0	-0.5	4.0	4.9	-0.9	6.5	7.4	-0.9	3.7	6.0	-2.3
3MMM	4.9	5.2	-0.3	5.4	4.7	0.7	5.1	4.7	0.4	5.3	5.8	-0.5	4.9	5.2	-0.3	2.8	6.1	-3.3	3.4	4.5	-1.1
NOVA 100	8.3	9.4	-1.1	8.1	9.8	-1.7	8.1	9.5	-1.4	9.0	10.7	-1.7	8.0	8.8	-0.8	7.9	5.9	2.0	8.3	7.1	1.2
vega 91.5	3.9	3.9	0.0	3.5	2.8	0.7	4.4	4.3	0.1	5.0	5.0	0.0	3.7	4.2	-0.5	1.9	3.6	-1.7	3.2	3.0	0.2
ABC774	14.0	11.0	3.0	14.6	14.7	-0.1	14.6	10.5	4.1	12.7	8.2	4.5	12.1	8.7	3.4	17.4	11.4	6.0	17.3	13.0	4.3
3RN	2.6	2.0	0.6	3.6	2.9	0.7	2.1	1.2	0.9	1.5	0.9	0.6	2.7	2.5	0.2	3.0	2.9	0.1	2.5	2.3	0.2
NEWSR	1.5	1.2	0.3	2.1	1.9	0.2	0.9	1.0	-0.1	1.1	0.8	0.3	0.9	0.9	0.0	2.7	1.5	1.2	1.8	1.8	0.0
3JJJ	4.4	3.4	1.0	3.1	2.8	0.3	4.1	3.3	0.8	5.0	3.6	1.4	5.7	4.0	1.7	4.9	3.5	1.4	3.7	3.0	0.7
ABCFM	1.9	2.4	-0.5	1.6	2.4	-0.8	1.9	2.6	-0.7	1.7	2.3	-0.6	2.0	2.3	-0.3	3.0	2.3	0.7	2.4	2.2	0.2

Survey Period: Sun January 18 - Sat February 14, 2009

Please note: From Survey #1 2009 there has been significant changes in the research methodology used for the Radio Ratings. Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

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