

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2006

Survey Period: Sun January 29 - Sat March 18, 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	2.3	2.7	-0.4	0.2	0.8	-0.6	2.9	2.5	0.4	2.3	2.7	-0.4	3.5	4.1	-0.6	1.4	1.9	-0.5	1.9	2.0	-0.1
3AW	14.5	12.9	1.6	3.5	1.4	2.1	1.1	1.5	-0.4	8.3	5.5	2.8	12.3	11.7	0.6	27.4	25.8	1.6	16.1	15.8	0.3
MAGIC693	5.6	5.9	-0.3	0.2	0.2	0.0	0.1	0.8	-0.7	1.8	0.5	1.3	4.9	4.4	0.5	11.9	14.1	-2.2	7.0	7.1	-0.1
3MP	2.2	2.8	-0.6	0.3	1.9	-1.6	0.4	0.3	0.1	0.7	0.9	-0.2	2.3	3.2	-0.9	4.3	4.9	-0.6	2.5	3.0	-0.5
FOXFM	10.3	10.0	0.3	32.7	28.8	3.9	23.6	17.0	6.6	12.2	15.2	-3.0	10.1	8.3	1.8	0.9	1.4	-0.5	8.5	8.6	-0.1
GOLD FM	9.9	10.9	-1.0	6.3	4.1	2.2	6.3	7.1	-0.8	10.0	10.7	-0.7	16.9	19.3	-2.4	6.0	6.7	-0.7	10.0	10.6	-0.6
MIX101.1FM	5.6	5.9	-0.3	10.2	13.0	-2.8	9.2	10.3	-1.1	7.6	8.1	-0.5	6.4	5.7	0.7	1.4	1.7	-0.3	5.9	5.7	0.2
3MMM	10.3	9.1	1.2	13.0	11.7	1.3	10.1	10.6	-0.5	17.8	15.7	2.1	13.7	11.4	2.3	0.9	1.0	-0.1	8.0	7.4	0.6
NOVA 100	9.0	9.6	-0.6	18.9	21.3	-2.4	33.9	33.7	0.2	12.8	13.7	-0.9	3.9	4.4	-0.5	0.4	0.6	-0.2	5.7	6.2	-0.5
vega 91.5	1.6	1.1	0.5	2.2	1.4	0.8	1.1	0.7	0.4	1.6	1.0	0.6	2.6	2.2	0.4	0.7	0.3	0.4	1.6	1.1	0.5
ABC774	13.0	12.4	0.6	2.7	2.9	-0.2	1.4	0.8	0.6	6.3	6.9	-0.6	11.0	11.9	-0.9	25.7	22.7	3.0	15.3	14.7	0.6
3RN	2.4	2.4	0.0	0.2	0.1	0.1	0.4	0.4	0.0	2.4	1.7	0.7	1.9	2.4	-0.5	3.8	4.2	-0.4	2.9	3.2	-0.3
NEWSR	1.6	1.6	0.0	0.4	0.2	0.2	0.4	0.1	0.3	1.5	1.8	-0.3	1.6	2.3	-0.7	2.2	1.7	0.5	1.7	2.1	-0.4
3JJJ	2.6	3.3	-0.7	5.4	8.2	-2.8	7.6	11.3	-3.7	4.2	5.0	-0.8	1.5	1.3	0.2	0.2	0.3	-0.1	2.0	2.2	-0.2
ABC CL-FM	2.4	2.2	0.2	1.2	0.3	0.9	0.6	0.5	0.1	1.3	1.7	-0.4	1.2	1.3	-0.1	5.0	4.2	0.8	3.2	3.1	0.1

Melbourne Radio - Share Movement (%) by Session

10+

Survey #2 - 2006

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	2.4	2.8	-0.4	2.4	3.0	-0.6	2.2	2.7	-0.5	2.4	2.7	-0.3	2.9	3.2	-0.3	2.2	2.0	0.2	1.8	2.2	-0.4
3AW	14.7	13.5	1.2	18.0	17.6	0.4	16.3	15.1	1.2	10.8	9.0	1.8	13.4	12.0	1.4	13.2	12.0	1.2	13.7	11.0	2.7
MAGIC693	5.2	5.6	-0.4	4.8	5.8	-1.0	5.9	5.6	0.3	5.8	5.8	0.0	4.1	4.1	0.0	5.0	7.1	-2.1	6.9	6.9	0.0
3MP	2.0	2.5	-0.5	1.6	2.5	-0.9	2.7	2.7	0.0	2.1	2.6	-0.5	1.8	2.1	-0.3	1.9	2.2	-0.3	3.0	3.8	-0.8
FOXFM	10.8	10.5	0.3	10.4	9.7	0.7	9.3	10.0	-0.7	11.6	12.1	-0.5	12.5	11.4	1.1	10.0	8.5	1.5	8.9	8.4	0.5
GOLD FM	10.1	11.3	-1.2	8.5	9.4	-0.9	11.4	12.5	-1.1	12.7	14.1	-1.4	9.5	10.4	-0.9	6.2	8.1	-1.9	9.5	9.7	-0.2
MIX101.1FM	5.5	5.8	-0.3	3.7	3.4	0.3	5.0	6.5	-1.5	6.7	7.3	-0.6	6.1	6.1	0.0	7.4	6.2	1.2	6.0	6.5	-0.5
3MMM	11.2	9.7	1.5	9.5	8.9	0.6	11.5	9.5	2.0	13.6	11.8	1.8	11.7	10.6	1.1	8.5	5.8	2.7	7.2	7.0	0.2
NOVA 100	9.1	10.0	-0.9	9.8	9.5	0.3	7.8	9.3	-1.5	9.2	10.3	-1.1	9.5	11.0	-1.5	9.1	11.0	-1.9	8.4	8.3	0.1
vega 91.5	1.6	1.0	0.6	1.1	0.8	0.3	2.1	1.2	0.9	1.8	1.3	0.5	1.5	0.9	0.6	1.3	0.9	0.4	1.6	1.3	0.3
ABC774	12.9	12.0	0.9	16.8	15.3	1.5	13.4	12.1	1.3	8.9	8.7	0.2	11.0	10.6	0.4	13.5	13.2	0.3	13.5	13.6	-0.1
3RN	2.4	2.5	-0.1	3.2	3.2	0.0	1.3	1.5	-0.2	1.2	1.3	-0.1	2.8	3.5	-0.7	4.1	3.8	0.3	2.5	2.4	0.1
NEWSR	1.5	1.5	0.0	2.1	2.2	-0.1	0.9	1.1	-0.2	1.0	0.9	0.1	1.1	1.3	-0.2	2.3	2.7	-0.4	2.1	1.9	0.2
3JJJ	2.5	3.1	-0.6	1.9	2.1	-0.2	1.8	2.1	-0.3	2.4	3.5	-1.1	3.7	4.4	-0.7	3.8	5.4	-1.6	3.0	4.1	-1.1
ABC CL-FM	2.2	2.0	0.2	1.7	1.8	-0.1	2.6	2.0	0.6	2.1	2.0	0.1	2.5	2.2	0.3	3.0	2.2	0.8	2.9	2.8	0.1