

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2008

Survey Period: Sun January 27 - Sat March 15, 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	3.6	2.6	1.0	0.9	1.6	-0.7	2.3	1.0	1.3	6.1	3.2	2.9	4.4	3.4	1.0	2.0	2.2	-0.2	2.6	1.9	0.7
3AW	15.3	15.0	0.3	0.7	1.5	-0.8	0.8	1.2	-0.4	6.0	3.2	2.8	14.2	15.0	-0.8	29.7	29.4	0.3	18.6	18.7	-0.1
MAGIC1278	3.9	4.6	-0.7	0.4	0.3	0.1	0.2	0.4	-0.2	0.2	0.3	-0.1	4.0	4.6	-0.6	8.4	9.4	-1.0	5.3	5.5	-0.2
3MP	2.9	2.9	0.0	0.2	0.2	0.0	0.3	0.5	-0.2	0.4	0.2	0.2	3.1	1.8	1.3	5.9	6.6	-0.7	3.5	3.7	-0.2
FOXFM	12.9	12.5	0.4	43.2	42.0	1.2	27.2	23.6	3.6	15.6	16.3	-0.7	11.6	11.9	-0.3	3.0	2.5	0.5	9.2	10.2	-1.0
GOLD FM	8.6	8.2	0.4	6.9	6.7	0.2	8.6	8.2	0.4	6.1	7.3	-1.2	14.2	12.4	1.8	6.6	5.9	0.7	7.9	8.1	-0.2
MIX101.1FM	5.7	5.9	-0.2	7.9	6.8	1.1	8.4	8.4	0.0	8.3	8.8	-0.5	6.6	6.9	-0.3	2.0	2.2	-0.2	6.5	6.3	0.2
3MMM	6.0	6.6	-0.6	10.2	8.6	1.6	6.5	11.9	-5.4	10.0	9.8	0.2	7.5	8.3	-0.8	1.1	1.2	-0.1	5.3	4.4	0.9
NOVA 100	9.9	10.3	-0.4	17.6	17.6	0.0	24.7	27.3	-2.6	19.1	18.6	0.5	5.6	7.0	-1.4	0.4	0.8	-0.4	7.8	7.2	0.6
vega 91.5	3.0	2.7	0.3	2.5	2.0	0.5	3.5	2.9	0.6	5.0	4.2	0.8	2.9	3.2	-0.3	1.4	1.3	0.1	2.3	2.3	0.0
ABC774	11.6	12.8	-1.2	2.3	3.6	-1.3	2.4	2.4	0.0	4.9	6.7	-1.8	10.4	11.2	-0.8	21.7	22.7	-1.0	13.8	15.5	-1.7
3RN	1.9	2.2	-0.3	0.2	0.1	0.1	0.4	0.5	-0.1	1.1	1.1	0.0	1.8	2.1	-0.3	3.4	4.0	-0.6	2.4	3.0	-0.6
NEWSR	1.6	1.3	0.3	0.1	0.1	0.0	0.6	0.4	0.2	1.5	1.1	0.4	1.4	1.1	0.3	2.3	2.1	0.2	1.7	1.3	0.4
3JJJ	3.4	3.7	-0.3	2.4	4.5	-2.1	10.3	6.5	3.8	6.4	9.0	-2.6	2.0	1.9	0.1	0.2	0.3	-0.1	2.9	2.9	0.0
ABC CL-FM	1.8	1.4	0.4	0.5	0.4	0.1	0.3	0.5	-0.2	0.6	0.9	-0.3	1.6	0.9	0.7	3.6	2.6	1.0	2.2	1.7	0.5

Melbourne Radio - Share Movement (%) by Session

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Survey #2 - 2008

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	3.7	2.7	1.0	3.8	2.8	1.0	4.0	3.0	1.0	4.0	2.2	1.8	3.7	3.3	0.4	2.5	1.8	0.7	3.1	2.2	0.9
3AW	15.6	15.3	0.3	19.0	21.2	-2.2	18.4	16.4	2.0	9.9	9.1	0.8	13.0	11.8	1.2	18.3	17.6	0.7	14.2	14.1	0.1
MAGIC1278	3.5	4.2	-0.7	3.0	3.6	-0.6	3.9	4.6	-0.7	3.9	4.6	-0.7	3.3	3.8	-0.5	3.4	4.7	-1.3	5.7	6.0	-0.3
3MP	2.8	2.8	0.0	2.5	2.3	0.2	3.3	3.2	0.1	3.4	3.4	0.0	2.2	2.3	-0.1	2.0	2.1	-0.1	3.5	3.2	0.3
FOXFM	13.6	13.1	0.5	12.5	10.9	1.6	10.9	10.8	0.1	13.9	14.4	-0.5	19.5	18.9	0.6	11.5	11.1	0.4	10.6	10.3	0.3
GOLD FM	8.5	8.3	0.2	6.8	6.9	-0.1	8.8	8.7	0.1	11.4	10.4	1.0	8.1	7.2	0.9	6.1	7.7	-1.6	8.9	7.7	1.2
MIX101.1FM	5.6	5.7	-0.1	5.1	4.1	1.0	5.7	6.3	-0.6	6.8	6.8	0.0	5.1	5.9	-0.8	4.7	5.7	-1.0	6.1	6.4	-0.3
3MMM	6.3	7.1	-0.8	5.9	6.3	-0.4	5.9	7.1	-1.2	7.2	8.2	-1.0	6.2	7.3	-1.1	6.2	5.7	0.5	4.8	5.0	-0.2
NOVA 100	10.4	10.7	-0.3	10.6	10.5	0.1	10.0	10.6	-0.6	12.0	12.1	-0.1	9.3	9.5	-0.2	8.8	9.6	-0.8	7.8	9.1	-1.3
vega 91.5	3.1	2.7	0.4	2.5	2.1	0.4	3.4	2.8	0.6	4.1	3.0	1.1	2.5	2.7	-0.2	2.9	2.9	0.0	2.5	2.8	-0.3
ABC774	11.5	12.4	-0.9	14.3	14.3	0.0	12.0	12.2	-0.2	8.2	10.4	-2.2	9.4	11.6	-2.2	14.1	14.2	-0.1	12.0	14.3	-2.3
3RN	1.8	2.2	-0.4	2.0	2.6	-0.6	1.4	1.5	-0.1	1.2	1.6	-0.4	2.0	2.7	-0.7	3.3	3.0	0.3	2.3	2.4	-0.1
NEWSR	1.4	1.1	0.3	1.8	1.7	0.1	0.7	0.6	0.1	1.0	0.7	0.3	1.5	1.2	0.3	2.6	2.0	0.6	2.3	2.0	0.3
3JJJ	3.5	3.7	-0.2	3.3	3.4	-0.1	3.1	3.7	-0.6	3.5	4.6	-1.1	4.2	3.4	0.8	3.5	3.0	0.5	3.2	3.4	-0.2
ABC CL-FM	1.8	1.3	0.5	1.4	0.8	0.6	2.0	1.3	0.7	1.7	1.5	0.2	2.1	1.4	0.7	2.2	1.9	0.3	2.0	1.9	0.1