

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #3 - 2006

Survey Period: Sun February 12 - Sat March 18, 2006 and Sun March 26 - Sat April 29, 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	2.4	2.3	0.1	0.5	0.2	0.3	0.8	2.9	-2.1	2.7	2.3	0.4	3.9	3.5	0.4	1.6	1.4	0.2	2.0	1.9	0.1
3AW	16.7	14.5	2.2	5.9	3.5	2.4	1.5	1.1	0.4	7.0	8.3	-1.3	16.5	12.3	4.2	30.6	27.4	3.2	19.4	16.1	3.3
MAGIC693	6.0	5.6	0.4	0.4	0.2	0.2	0.1	0.1	0.0	2.5	1.8	0.7	4.2	4.9	-0.7	12.8	11.9	0.9	7.9	7.0	0.9
3MP	2.5	2.2	0.3	0.1	0.3	-0.2	*	0.4	-0.4	0.4	0.7	-0.3	2.3	2.3	0.0	5.5	4.3	1.2	3.0	2.5	0.5
FOXFM	11.3	10.3	1.0	26.8	32.7	-5.9	25.1	23.6	1.5	16.6	12.2	4.4	10.3	10.1	0.2	1.2	0.9	0.3	8.8	8.5	0.3
GOLD FM	8.3	9.9	-1.6	10.5	6.3	4.2	5.9	6.3	-0.4	6.8	10.0	-3.2	14.7	16.9	-2.2	4.6	6.0	-1.4	8.7	10.0	-1.3
MIX101.1FM	5.1	5.6	-0.5	7.6	10.2	-2.6	7.9	9.2	-1.3	7.4	7.6	-0.2	6.0	6.4	-0.4	1.4	1.4	0.0	6.0	5.9	0.1
3MMM	10.5	10.3	0.2	14.0	13.0	1.0	16.3	10.1	6.2	18.2	17.8	0.4	12.5	13.7	-1.2	0.8	0.9	-0.1	7.6	8.0	-0.4
NOVA 100	9.0	9.0	0.0	22.2	18.9	3.3	27.3	33.9	-6.6	14.7	12.8	1.9	4.4	3.9	0.5	0.5	0.4	0.1	6.5	5.7	0.8
vega 91.5	1.4	1.6	-0.2	1.2	2.2	-1.0	0.9	1.1	-0.2	1.6	1.6	0.0	1.8	2.6	-0.8	1.0	0.7	0.3	1.3	1.6	-0.3
ABC774	11.2	13.0	-1.8	2.5	2.7	-0.2	2.9	1.4	1.5	4.2	6.3	-2.1	10.3	11.0	-0.7	21.1	25.7	-4.6	12.0	15.3	-3.3
3RN	2.1	2.4	-0.3	*	0.2	-0.2	0.2	0.4	-0.2	1.8	2.4	-0.6	1.6	1.9	-0.3	3.6	3.8	-0.2	2.3	2.9	-0.6
NEWSR	1.7	1.6	0.1	0.4	0.4	0.0	0.3	0.4	-0.1	1.9	1.5	0.4	1.0	1.6	-0.6	2.8	2.2	0.6	1.4	1.7	-0.3
3JJJ	2.4	2.6	-0.2	2.0	5.4	-3.4	6.3	7.6	-1.3	4.7	4.2	0.5	1.7	1.5	0.2	0.1	0.2	-0.1	2.4	2.0	0.4
ABC CL-FM	2.5	2.4	0.1	1.6	1.2	0.4	0.3	0.6	-0.3	0.8	1.3	-0.5	1.0	1.2	-0.2	5.7	5.0	0.7	2.8	3.2	-0.4

Melbourne Radio - Share Movement (%) by Session

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Survey #3 - 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	2.6	2.4	0.2	2.4	2.4	0.0	2.1	2.2	-0.1	2.4	2.4	0.0	3.6	2.9	0.7	2.8	2.2	0.6	1.6	1.8	-0.2
3AW	16.8	14.7	2.1	18.9	18.0	0.9	18.4	16.3	2.1	13.4	10.8	2.6	14.7	13.4	1.3	18.5	13.2	5.3	16.4	13.7	2.7
MAGIC693	5.5	5.2	0.3	5.1	4.8	0.3	6.5	5.9	0.6	5.6	5.8	-0.2	4.6	4.1	0.5	5.6	5.0	0.6	7.7	6.9	0.8
3MP	2.3	2.0	0.3	1.6	1.6	0.0	2.6	2.7	-0.1	2.6	2.1	0.5	2.8	1.8	1.0	2.1	1.9	0.2	3.3	3.0	0.3
FOXFM	11.7	10.8	0.9	12.0	10.4	1.6	10.0	9.3	0.7	12.1	11.6	0.5	13.6	12.5	1.1	10.4	10.0	0.4	9.9	8.9	1.0
GOLD FM	8.2	10.1	-1.9	7.4	8.5	-1.1	8.7	11.4	-2.7	9.8	12.7	-2.9	8.6	9.5	-0.9	5.4	6.2	-0.8	8.4	9.5	-1.1
MIX101.1FM	5.0	5.5	-0.5	4.2	3.7	0.5	4.5	5.0	-0.5	5.7	6.7	-1.0	5.7	6.1	-0.4	6.2	7.4	-1.2	5.3	6.0	-0.7
3MMM	11.4	11.2	0.2	9.8	9.5	0.3	11.5	11.5	0.0	14.2	13.6	0.6	11.9	11.7	0.2	8.6	8.5	0.1	7.6	7.2	0.4
NOVA 100	9.2	9.1	0.1	10.1	9.8	0.3	8.2	7.8	0.4	9.5	9.2	0.3	9.3	9.5	-0.2	8.0	9.1	-1.1	8.3	8.4	-0.1
vega 91.5	1.4	1.6	-0.2	1.1	1.1	0.0	1.3	2.1	-0.8	1.5	1.8	-0.3	1.5	1.5	0.0	2.0	1.3	0.7	1.3	1.6	-0.3
ABC774	11.1	12.9	-1.8	14.3	16.8	-2.5	11.9	13.4	-1.5	7.6	8.9	-1.3	8.8	11.0	-2.2	12.5	13.5	-1.0	11.2	13.5	-2.3
3RN	2.0	2.4	-0.4	3.0	3.2	-0.2	1.4	1.3	0.1	0.9	1.2	-0.3	2.0	2.8	-0.8	2.6	4.1	-1.5	2.5	2.5	0.0
NEWSR	1.6	1.5	0.1	2.0	2.1	-0.1	1.3	0.9	0.4	1.2	1.0	0.2	1.1	1.1	0.0	2.3	2.3	0.0	2.3	2.1	0.2
3JJJ	2.5	2.5	0.0	1.8	1.9	-0.1	2.4	1.8	0.6	2.8	2.4	0.4	3.5	3.7	-0.2	2.0	3.8	-1.8	2.3	3.0	-0.7
ABC CL-FM	2.4	2.2	0.2	1.9	1.7	0.2	2.5	2.6	-0.1	2.3	2.1	0.2	3.2	2.5	0.7	2.5	3.0	-0.5	2.8	2.9	-0.1