

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #3 - 2008

Survey Period: Sun February 10 - Sat March 15, 2008 and Sun March 23 - Sat April 26, 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	4.2	3.6	0.6	3.3	0.9	2.4	2.2	2.3	-0.1	6.6	6.1	0.5	5.3	4.4	0.9	2.2	2.0	0.2	3.1	2.6	0.5
3AW	15.2	15.3	-0.1	2.9	0.7	2.2	1.5	0.8	0.7	6.7	6.0	0.7	13.7	14.2	-0.5	28.8	29.7	-0.9	18.6	18.6	0.0
MAGIC1278	3.6	3.9	-0.3	0.3	0.4	-0.1	*	0.2	-0.2	0.2	0.2	0.0	2.1	4.0	-1.9	8.9	8.4	0.5	5.0	5.3	-0.3
3MP	2.4	2.9	-0.5	0.2	0.2	0.0	0.3	0.3	0.0	0.7	0.4	0.3	2.8	3.1	-0.3	4.4	5.9	-1.5	2.7	3.5	-0.8
FOXFM	13.3	12.9	0.4	41.9	43.2	-1.3	25.2	27.2	-2.0	16.2	15.6	0.6	12.5	11.6	0.9	3.5	3.0	0.5	10.0	9.2	0.8
GOLD FM	8.4	8.6	-0.2	4.3	6.9	-2.6	6.9	8.6	-1.7	9.9	6.1	3.8	13.7	14.2	-0.5	4.5	6.6	-2.1	8.0	7.9	0.1
MIX101.1FM	5.2	5.7	-0.5	11.4	7.9	3.5	6.4	8.4	-2.0	7.1	8.3	-1.2	6.3	6.6	-0.3	1.5	2.0	-0.5	5.8	6.5	-0.7
3MMM	5.8	6.0	-0.2	5.6	10.2	-4.6	8.9	6.5	2.4	8.2	10.0	-1.8	8.2	7.5	0.7	1.3	1.1	0.2	5.1	5.3	-0.2
NOVA 100	7.9	9.9	-2.0	16.1	17.6	-1.5	18.7	24.7	-6.0	15.2	19.1	-3.9	3.7	5.6	-1.9	1.0	0.4	0.6	6.3	7.8	-1.5
vega 91.5	3.5	3.0	0.5	4.4	2.5	1.9	5.8	3.5	2.3	5.4	5.0	0.4	3.4	2.9	0.5	1.3	1.4	-0.1	2.8	2.3	0.5
ABC774	11.6	11.6	0.0	2.1	2.3	-0.2	1.6	2.4	-0.8	5.5	4.9	0.6	12.3	10.4	1.9	20.3	21.7	-1.4	14.2	13.8	0.4
3RN	2.7	1.9	0.8	0.2	0.2	0.0	0.5	0.4	0.1	1.0	1.1	-0.1	2.3	1.8	0.5	5.5	3.4	2.1	3.2	2.4	0.8
NEWSR	1.5	1.6	-0.1	0.1	0.1	0.0	0.9	0.6	0.3	1.4	1.5	-0.1	1.2	1.4	-0.2	2.3	2.3	0.0	1.7	1.7	0.0
3JJJ	3.3	3.4	-0.1	1.7	2.4	-0.7	14.6	10.3	4.3	4.3	6.4	-2.1	2.4	2.0	0.4	0.2	0.2	0.0	2.3	2.9	-0.6
ABC CL-FM	2.4	1.8	0.6	0.2	0.5	-0.3	0.3	0.3	0.0	0.7	0.6	0.1	1.7	1.6	0.1	5.1	3.6	1.5	2.9	2.2	0.7

Melbourne Radio - Share Movement (%) by Session

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Survey #3 - 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	4.3	3.7	0.6	4.4	3.8	0.6	4.4	4.0	0.4	4.9	4.0	0.9	3.8	3.7	0.1	3.1	2.5	0.6	3.8	3.1	0.7
3AW	15.3	15.6	-0.3	17.2	19.0	-1.8	17.5	18.4	-0.9	11.0	9.9	1.1	14.5	13.0	1.5	17.3	18.3	-1.0	14.4	14.2	0.2
MAGIC1278	3.3	3.5	-0.2	3.0	3.0	0.0	4.1	3.9	0.2	3.7	3.9	-0.2	2.5	3.3	-0.8	3.1	3.4	-0.3	4.5	5.7	-1.2
3MP	2.3	2.8	-0.5	1.9	2.5	-0.6	2.8	3.3	-0.5	2.8	3.4	-0.6	1.8	2.2	-0.4	1.7	2.0	-0.3	3.0	3.5	-0.5
FOXFM	14.0	13.6	0.4	13.1	12.5	0.6	11.4	10.9	0.5	14.6	13.9	0.7	19.2	19.5	-0.3	12.0	11.5	0.5	11.0	10.6	0.4
GOLD FM	8.5	8.5	0.0	7.1	6.8	0.3	8.8	8.8	0.0	11.1	11.4	-0.3	8.7	8.1	0.6	5.3	6.1	-0.8	8.3	8.9	-0.6
MIX101.1FM	5.0	5.6	-0.6	4.9	5.1	-0.2	5.0	5.7	-0.7	5.8	6.8	-1.0	4.7	5.1	-0.4	4.1	4.7	-0.6	5.7	6.1	-0.4
3MMM	5.8	6.3	-0.5	5.9	5.9	0.0	5.6	5.9	-0.6	6.6	7.2	-0.6	5.1	6.2	-1.1	5.0	6.2	-1.2	5.8	4.8	1.0
NOVA 100	8.4	10.4	-2.0	8.6	10.6	-2.0	8.4	10.0	-1.6	9.4	12.0	-2.6	7.6	9.3	-1.7	7.0	8.8	-1.8	6.1	7.8	-1.7
vega 91.5	3.7	3.1	0.6	3.0	2.5	0.5	4.5	3.4	1.1	5.3	4.1	1.2	2.8	2.5	0.3	2.3	2.9	-0.6	2.7	2.5	0.2
ABC774	11.8	11.5	0.3	14.7	14.3	0.4	12.4	12.0	0.4	8.2	8.2	0.0	9.5	9.4	0.1	14.6	14.1	0.5	11.0	12.0	-1.0
3RN	2.6	1.8	0.8	3.6	2.0	1.6	1.4	1.4	0.0	1.3	1.2	0.1	2.8	2.0	0.8	4.4	3.3	1.1	3.4	2.3	1.1
NEWSR	1.4	1.4	0.0	1.8	1.8	0.0	0.6	0.7	-0.1	1.0	1.0	0.0	1.0	1.5	-0.5	3.3	2.6	0.7	2.0	2.3	-0.3
3JJJ	3.4	3.5	-0.1	2.8	3.3	-0.5	3.3	3.1	0.2	3.3	3.5	-0.2	4.3	4.2	0.1	3.7	3.5	0.2	3.3	3.2	0.1
ABC CL-FM	2.3	1.8	0.5	1.6	1.4	0.2	2.4	2.0	0.4	2.5	1.7	0.8	3.0	2.1	0.9	2.5	2.2	0.3	2.7	2.0	0.7