

Melbourne Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2005

Survey Period: Sun March 27 - Sat April 30, 2005 and Sun May 08 - Sat June 11, 2005

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	2.6	2.7	-0.1	0.5	1.1	-0.6	0.3	3.1	-2.8	3.1	2.9	0.2	4.2	4.2	0.0	1.9	1.6	0.3	2.4	2.2	0.2
3AW	15.7	15.6	0.1	3.5	3.6	-0.1	1.2	0.6	0.6	6.1	7.0	-0.9	16.0	17.2	-1.2	30.1	27.8	2.3	19.9	18.3	1.6
MAGIC693	6.7	6.1	0.6	0.2	0.3	-0.1	*	0.4	-0.4	1.2	1.1	0.1	4.2	2.4	1.8	16.4	15.8	0.6	8.8	7.6	1.2
3MP	2.0	2.8	-0.8	0.4	0.3	0.1	0.3	0.3	0.0	0.9	1.8	-0.9	2.0	2.8	-0.8	3.7	4.7	-1.0	2.7	3.5	-0.8
FOXFM	9.0	9.7	-0.7	26.3	27.2	-0.9	20.2	15.7	4.5	11.7	13.8	-2.1	8.1	10.0	-1.9	1.0	1.2	-0.2	7.0	8.6	-1.6
GOLD FM	12.0	10.8	1.2	11.8	9.2	2.6	11.9	7.7	4.2	12.6	11.1	1.5	19.2	16.7	2.5	6.0	7.0	-1.0	11.0	10.3	0.7
MIX101.1FM	4.5	5.6	-1.1	8.2	9.4	-1.2	5.4	11.6	-6.2	8.4	8.7	-0.3	3.8	4.5	-0.7	1.0	1.6	-0.6	4.5	6.1	-1.6
3MMM	11.6	11.4	0.2	14.3	13.5	0.8	13.8	12.7	1.1	21.2	23.0	-1.8	12.6	11.0	1.6	2.0	1.6	0.4	7.8	7.5	0.3
NOVA 100	9.6	10.0	-0.4	22.8	27.8	-5.0	30.0	33.0	-3.0	16.1	14.5	1.6	3.2	4.3	-1.1	0.3	0.6	-0.3	6.1	5.7	0.4
ABC774	11.6	10.3	1.3	3.6	2.4	1.2	1.5	1.2	0.3	4.4	4.1	0.3	14.2	12.4	1.8	20.0	17.9	2.1	14.4	13.2	1.2
3RN	1.6	1.6	0.0	0.3	0.1	0.2	0.1	0.1	0.0	0.6	0.5	0.1	2.0	2.0	0.0	2.8	2.9	-0.1	2.1	2.2	-0.1
NEWSR	1.6	1.6	0.0	*	*	0.0	0.3	0.6	-0.3	1.0	1.1	-0.1	2.3	1.8	0.5	2.2	2.4	-0.2	1.9	1.8	0.1
3JJJ	2.5	2.7	-0.2	3.8	2.7	1.1	8.1	8.7	-0.6	4.4	3.9	0.5	0.8	2.4	-1.6	0.3	0.2	0.1	1.8	2.6	-0.8
ABC CL-FM	1.4	2.2	-0.8	0.2	0.1	0.1	0.1	0.3	-0.2	0.5	0.5	0.0	1.0	1.9	-0.9	3.2	4.8	-1.6	1.7	2.5	-0.8

Melbourne Radio - Share Movement (%) by Session (Mon-Fri)

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Survey #4 - 2005

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	3.0	-0.1	3.4	3.4	0.0	2.4	2.7	-0.3	2.4	3.0	-0.6	3.8	3.5	0.3	1.9	2.3	-0.4	1.6	1.6	0.0
3AW	15.5	15.7	-0.2	19.5	19.4	0.1	14.9	16.0	-1.1	11.1	11.8	-0.7	14.2	14.5	-0.3	18.1	16.1	2.0	16.6	15.1	1.5
MAGIC693	6.5	5.8	0.7	6.4	5.1	1.3	7.7	7.2	0.5	5.9	5.9	0.0	5.3	4.7	0.6	7.8	5.9	1.9	7.3	7.3	0.0
3MP	1.9	2.7	-0.8	1.9	2.0	-0.1	1.8	3.2	-1.4	1.8	3.2	-1.4	1.9	2.0	-0.1	2.6	3.0	-0.4	2.2	3.2	-1.0
FOXFM	9.2	9.8	-0.6	9.1	9.7	-0.6	8.4	8.4	0.0	9.3	9.9	-0.6	9.8	11.1	-1.3	10.1	10.6	-0.5	8.5	9.5	-1.0
GOLD FM	12.5	11.0	1.5	9.8	8.8	1.0	13.9	12.4	1.5	16.3	14.5	1.8	11.8	9.7	2.1	8.7	7.6	1.1	10.3	10.0	0.3
MIX101.1FM	4.5	5.5	-1.0	3.3	4.2	-0.9	4.8	5.9	-1.1	5.1	6.6	-1.5	5.0	5.5	-0.5	5.0	5.6	-0.6	4.7	5.9	-1.2
3MMM	11.9	12.2	-0.3	10.8	12.0	-1.2	12.4	11.8	0.6	14.5	13.9	0.6	11.6	12.7	-1.1	7.9	8.1	-0.2	10.8	8.6	2.2
NOVA 100	9.8	10.1	-0.3	9.8	10.0	-0.2	7.9	7.7	0.2	9.9	9.3	0.6	12.5	12.7	-0.2	9.8	13.0	-3.2	8.7	9.7	-1.0
ABC774	11.2	10.2	1.0	13.1	12.2	0.9	11.9	11.0	0.9	9.2	8.2	1.0	9.9	8.4	1.5	11.9	10.5	1.4	12.6	10.9	1.7
3RN	1.6	1.6	0.0	2.2	2.1	0.1	1.0	1.2	-0.2	1.1	1.1	0.0	1.9	1.8	0.1	1.9	2.0	-0.1	1.6	1.8	-0.2
NEWSR	1.5	1.4	0.1	2.0	1.9	0.1	1.3	1.0	0.3	1.1	0.9	0.2	1.3	1.3	0.0	2.3	2.7	-0.4	1.8	2.1	-0.3
3JJJ	2.5	2.8	-0.3	2.0	2.3	-0.3	2.0	2.1	-0.1	3.0	2.9	0.1	3.4	3.9	-0.5	2.7	3.0	-0.3	2.4	2.6	-0.2
ABC CL-FM	1.4	2.1	-0.7	1.0	1.7	-0.7	2.0	2.5	-0.5	1.3	1.7	-0.4	1.7	2.7	-1.0	1.0	2.3	-1.3	1.6	2.7	-1.1