

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2006

Survey Period: Sun March 26 - Sat April 29, 2006 and Sun May 07 - Sat June 10, 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	2.6	2.4	0.2	0.8	0.5	0.3	0.3	0.8	-0.5	3.0	2.7	0.3	3.9	3.9	0.0	2.2	1.6	0.6	2.2	2.0	0.2
3AW	17.0	16.7	0.3	5.3	5.9	-0.6	3.1	1.5	1.6	4.4	7.0	-2.6	15.6	16.5	-0.9	33.3	30.6	2.7	20.7	19.4	1.3
MAGIC1278	5.7	6.0	-0.3	0.6	0.4	0.2	0.3	0.1	0.2	1.3	2.5	-1.2	4.1	4.2	-0.1	12.6	12.8	-0.2	8.0	7.9	0.1
3MP	2.9	2.5	0.4	0.1	0.1	0.0	0.2	*	0.2	0.5	0.4	0.1	2.5	2.3	0.2	6.2	5.5	0.7	4.0	3.0	1.0
FOXFM	11.7	11.3	0.4	27.7	26.8	0.9	20.3	25.1	-4.8	21.5	16.6	4.9	9.5	10.3	-0.8	1.2	1.2	0.0	9.0	8.8	0.2
GOLD FM	8.6	8.3	0.3	10.1	10.5	-0.4	5.5	5.9	-0.4	8.6	6.8	1.8	14.3	14.7	-0.4	4.9	4.6	0.3	8.8	8.7	0.1
MIX101.1FM	5.2	5.1	0.1	7.7	7.6	0.1	6.3	7.9	-1.6	6.9	7.4	-0.5	7.8	6.0	1.8	1.2	1.4	-0.2	6.0	6.0	0.0
3MMM	9.1	10.5	-1.4	10.9	14.0	-3.1	15.4	16.3	-0.9	17.3	18.2	-0.9	8.9	12.5	-3.6	1.0	0.8	0.2	6.0	7.6	-1.6
NOVA 100	9.1	9.0	0.1	24.8	22.2	2.6	31.2	27.3	3.9	13.1	14.7	-1.6	4.5	4.4	0.1	0.3	0.5	-0.2	5.7	6.5	-0.8
vega 91.5	1.2	1.4	-0.2	0.9	1.2	-0.3	1.5	0.9	0.6	1.9	1.6	0.3	1.3	1.8	-0.5	0.6	1.0	-0.4	1.3	1.3	0.0
ABC774	11.4	11.2	0.2	2.7	2.5	0.2	2.8	2.9	-0.1	4.8	4.2	0.6	12.8	10.3	2.5	19.3	21.1	-1.8	13.0	12.0	1.0
3RN	2.1	2.1	0.0	0.1	*	0.1	0.3	0.2	0.1	1.4	1.8	-0.4	1.7	1.6	0.1	3.9	3.6	0.3	2.6	2.3	0.3
NEWSR	1.2	1.7	-0.5	0.2	0.4	-0.2	0.1	0.3	-0.2	1.2	1.9	-0.7	0.7	1.0	-0.3	2.1	2.8	-0.7	0.9	1.4	-0.5
3JJJ	2.5	2.4	0.1	2.1	2.0	0.1	6.8	6.3	0.5	5.1	4.7	0.4	1.4	1.7	-0.3	0.1	0.1	0.0	2.2	2.4	-0.2
ABC CL-FM	2.5	2.5	0.0	1.3	1.6	-0.3	0.4	0.3	0.1	0.9	0.8	0.1	2.1	1.0	1.1	4.6	5.7	-1.1	2.4	2.8	-0.4

Melbourne Radio - Share Movement (%) by Session

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Survey #4 - 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	2.9	2.6	0.3	2.4	2.4	0.0	2.9	2.1	0.8	2.8	2.4	0.4	3.6	3.6	0.0	3.1	2.8	0.3	1.6	1.6	0.0
3AW	16.9	16.8	0.1	19.7	18.9	0.8	18.6	18.4	0.2	13.2	13.4	-0.2	14.2	14.7	-0.5	18.2	18.5	-0.3	17.4	16.4	1.0
MAGIC1278	5.1	5.5	-0.4	4.7	5.1	-0.4	5.3	6.5	-1.2	5.2	5.6	-0.4	5.1	4.6	0.5	5.8	5.6	0.2	7.6	7.7	-0.1
3MP	2.8	2.3	0.5	2.6	1.6	1.0	2.9	2.6	0.3	3.0	2.6	0.4	3.2	2.8	0.4	2.1	2.1	0.0	3.3	3.3	0.0
FOXFM	12.3	11.7	0.6	12.8	12.0	0.8	10.8	10.0	0.8	13.0	12.1	0.9	14.2	13.6	0.6	9.2	10.4	-1.2	9.8	9.9	-0.1
GOLD FM	8.9	8.2	0.7	7.3	7.4	-0.1	9.1	8.7	0.4	11.9	9.8	2.1	8.8	8.6	0.2	6.0	5.4	0.6	7.5	8.4	-0.9
MIX101.1FM	5.3	5.0	0.3	4.6	4.2	0.4	5.3	4.5	0.8	5.9	5.7	0.2	5.3	5.7	-0.4	5.8	6.2	-0.4	4.9	5.3	-0.4
3MMM	9.2	11.4	-2.2	8.2	9.8	-1.6	9.0	11.5	-2.5	10.2	14.2	-4.0	10.5	11.9	-1.4	7.8	8.6	-0.8	8.6	7.6	1.0
NOVA 100	9.6	9.2	0.4	10.3	10.1	0.2	8.8	8.2	0.6	10.5	9.5	1.0	8.9	9.3	-0.4	8.3	8.0	0.3	7.3	8.3	-1.0
vega 91.5	1.1	1.4	-0.3	0.9	1.1	-0.2	0.9	1.3	-0.4	1.1	1.5	-0.4	1.4	1.5	-0.1	2.1	2.0	0.1	1.4	1.3	0.1
ABC774	11.3	11.1	0.2	14.3	14.3	0.0	12.3	11.9	0.4	8.3	7.6	0.7	8.2	8.8	-0.6	12.6	12.5	0.1	12.0	11.2	0.8
3RN	2.0	2.0	0.0	2.6	3.0	-0.4	1.3	1.4	-0.1	1.1	0.9	0.2	2.6	2.0	0.6	3.1	2.6	0.5	2.5	2.5	0.0
NEWSR	1.0	1.6	-0.6	1.3	2.0	-0.7	1.1	1.3	-0.2	0.8	1.2	-0.4	0.6	1.1	-0.5	1.7	2.3	-0.6	1.7	2.3	-0.6
3JJJ	2.5	2.5	0.0	1.6	1.8	-0.2	2.2	2.4	-0.2	2.7	2.8	-0.1	3.9	3.5	0.4	3.1	2.0	1.1	2.4	2.3	0.1
ABC CL-FM	2.4	2.4	0.0	1.9	1.9	0.0	2.4	2.5	-0.1	2.6	2.3	0.3	3.1	3.2	-0.1	2.3	2.5	-0.2	2.6	2.8	-0.2