

Melbourne Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #4 - 2008

Survey Period: Sun March 23 - Sat April 26, 2008 and Sun May 04 - Sat June 07, 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	4.8	4.2	0.6	4.2	3.3	0.9	2.0	2.2	-0.2	8.3	6.6	1.7	4.7	5.3	-0.6	3.3	2.2	1.1	3.9	3.1	0.8
3AW	16.8	15.2	1.6	5.9	2.9	3.0	2.3	1.5	0.8	6.7	6.7	0.0	15.1	13.7	1.4	31.3	28.8	2.5	20.0	18.6	1.4
MAGIC1278	4.0	3.6	0.4	0.2	0.3	-0.1	*	*	0.0	0.3	0.2	0.1	1.1	2.1	-1.0	10.6	8.9	1.7	5.9	5.0	0.9
3MP	2.0	2.4	-0.4	0.1	0.2	-0.1	0.1	0.3	-0.2	0.4	0.7	-0.3	1.7	2.8	-1.1	4.3	4.4	-0.1	2.6	2.7	-0.1
FOXF	14.1	13.3	0.8	38.4	41.9	-3.5	25.3	25.2	0.1	19.3	16.2	3.1	15.2	12.5	2.7	2.6	3.5	-0.9	11.7	10.0	1.7
GOLD FM	7.8	8.4	-0.6	3.5	4.3	-0.8	5.0	6.9	-1.9	10.5	9.9	0.6	12.2	13.7	-1.5	4.1	4.5	-0.4	7.0	8.0	-1.0
MIX101.1FM	4.5	5.2	-0.7	9.2	11.4	-2.2	4.1	6.4	-2.3	7.6	7.1	0.5	5.2	6.3	-1.1	1.1	1.5	-0.4	5.0	5.8	-0.8
3MMM	6.1	5.8	0.3	5.5	5.6	-0.1	7.2	8.9	-1.7	10.1	8.2	1.9	7.7	8.2	-0.5	1.8	1.3	0.5	4.5	5.1	-0.6
NOVA 100	7.2	7.9	-0.7	16.4	16.1	0.3	19.7	18.7	1.0	11.3	15.2	-3.9	4.6	3.7	0.9	1.2	1.0	0.2	5.3	6.3	-1.0
vega 91.5	3.9	3.5	0.4	4.4	4.4	0.0	9.1	5.8	3.3	4.8	5.4	-0.6	5.5	3.4	2.1	0.4	1.3	-0.9	3.1	2.8	0.3
ABC774	11.5	11.6	-0.1	3.5	2.1	1.4	0.6	1.6	-1.0	4.2	5.5	-1.3	12.9	12.3	0.6	20.1	20.3	-0.2	14.1	14.2	-0.1
3RN	2.8	2.7	0.1	0.1	0.2	-0.1	1.3	0.5	0.8	0.9	1.0	-0.1	2.2	2.3	-0.1	5.5	5.5	0.0	3.3	3.2	0.1
NEWSR	1.4	1.5	-0.1	0.1	0.1	0.0	1.2	0.9	0.3	1.1	1.4	-0.3	1.5	1.2	0.3	1.9	2.3	-0.4	1.6	1.7	-0.1
3JJJ	3.2	3.3	-0.1	2.8	1.7	1.1	15.9	14.6	1.3	4.2	4.3	-0.1	1.5	2.4	-0.9	0.2	0.2	0.0	1.9	2.3	-0.4
ABC CL-FM	1.9	2.4	-0.5	0.3	0.2	0.1	0.1	0.3	-0.2	0.7	0.7	0.0	1.2	1.7	-0.5	4.0	5.1	-1.1	2.5	2.9	-0.4

Melbourne Radio - Share Movement (%) by Session

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Survey #4 - 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	4.9	4.3	0.6	5.0	4.4	0.6	4.9	4.4	0.5	5.0	4.9	0.1	5.4	3.8	1.6	3.8	3.1	0.7	4.5	3.8	0.7
3AW	16.8	15.3	1.5	20.1	17.2	2.9	18.3	17.5	0.8	12.2	11.0	1.2	14.5	14.5	0.0	18.6	17.3	1.3	17.0	14.4	2.6
MAGIC1278	3.7	3.3	0.4	3.4	3.0	0.4	4.5	4.1	0.4	4.1	3.7	0.4	2.6	2.5	0.1	3.7	3.1	0.6	5.1	4.5	0.6
3MP	2.0	2.3	-0.3	1.4	1.9	-0.5	2.4	2.8	-0.4	2.7	2.8	-0.1	1.4	1.8	-0.4	1.8	1.7	0.1	2.3	3.0	-0.7
FOXF	14.8	14.0	0.8	13.2	13.1	0.1	12.5	11.4	1.1	16.1	14.6	1.5	20.7	19.2	1.5	11.6	12.0	-0.4	11.7	11.0	0.7
GOLD FM	8.1	8.5	-0.4	6.7	7.1	-0.4	8.7	8.8	-0.1	10.5	11.1	-0.6	7.7	8.7	-1.0	5.8	5.3	0.5	6.8	8.3	-1.5
MIX101.1FM	4.5	5.0	-0.5	3.7	4.9	-1.2	4.2	5.0	-0.8	4.5	5.8	-1.3	4.6	4.7	-0.1	7.1	4.1	3.0	4.6	5.7	-1.1
3MMM	5.7	5.8	-0.1	5.8	5.9	-0.1	5.5	5.6	-0.1	6.9	6.6	0.3	4.7	5.1	-0.4	4.5	5.0	-0.5	7.5	5.8	1.7
NOVA 100	7.6	8.4	-0.8	8.4	8.6	-0.2	7.3	8.4	-1.1	7.6	9.4	-1.8	7.6	7.6	0.0	6.4	7.0	-0.6	5.6	6.1	-0.5
vega 91.5	4.2	3.7	0.5	3.2	3.0	0.2	5.2	4.5	0.7	5.8	5.3	0.5	3.9	2.8	1.1	1.8	2.3	-0.5	2.6	2.7	-0.1
ABC774	11.2	11.8	-0.6	14.2	14.7	-0.5	11.3	12.4	-1.1	7.9	8.2	-0.3	9.3	9.5	-0.2	13.6	14.6	-1.0	12.4	11.0	1.4
3RN	2.7	2.6	0.1	3.7	3.6	0.1	1.9	1.4	0.5	1.5	1.3	0.2	2.9	2.8	0.1	3.9	4.4	-0.5	3.3	3.4	-0.1
NEWSR	1.4	1.4	0.0	1.8	1.8	0.0	0.7	0.6	0.1	0.9	1.0	-0.1	1.1	1.0	0.1	3.0	3.3	-0.3	1.8	2.0	-0.2
3JJJ	3.4	3.4	0.0	2.5	2.8	-0.3	3.7	3.3	0.4	3.9	3.3	0.6	4.0	4.3	-0.3	3.2	3.7	-0.5	2.6	3.3	-0.7
ABC CL-FM	1.8	2.3	-0.5	1.2	1.6	-0.4	1.7	2.4	-0.7	2.3	2.5	-0.2	2.1	3.0	-0.9	2.0	2.5	-0.5	2.2	2.7	-0.5