

# Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 28, 2007

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	4.6	3.0	1.6	1.5	1.3	0.2	2.1	1.1	1.0	6.9	4.6	2.3	5.0	3.1	1.9	3.8	2.7	1.1	3.6	2.2	1.4
3AW	14.7	13.4	1.3	4.1	1.2	2.9	2.0	1.5	0.5	5.6	4.2	1.4	13.3	14.8	-1.5	28.3	25.5	2.8	17.2	17.2	0.0
MAGIC1278	4.9	5.4	-0.5	0.2	0.4	-0.2	*	0.3	-0.3	0.6	0.3	0.3	3.6	3.6	0.0	11.2	13.2	-2.0	6.0	7.6	-1.6
3MP	2.5	3.2	-0.7	0.2	0.2	0.0	0.5	*	0.5	0.4	0.3	0.1	1.3	1.4	-0.1	6.0	8.4	-2.4	3.2	3.9	-0.7
FOXFm	10.2	10.6	-0.4	33.1	30.8	2.3	17.8	21.7	-3.9	14.2	14.9	-0.7	10.6	9.3	1.3	0.8	0.9	-0.1	9.1	9.0	0.1
GOLD FM	8.7	10.1	-1.4	6.9	7.8	-0.9	8.3	7.6	0.7	8.0	8.7	-0.7	15.2	19.6	-4.4	4.9	5.3	-0.4	8.9	10.4	-1.5
MIX101.1FM	5.2	5.6	-0.4	9.6	13.7	-4.1	8.1	9.5	-1.4	7.8	7.2	0.6	4.9	5.4	-0.5	2.1	1.9	0.2	5.1	5.7	-0.6
3MMM	7.2	7.6	-0.4	7.4	6.7	0.7	10.0	12.7	-2.7	11.9	13.7	-1.8	8.4	8.1	0.3	1.9	1.2	0.7	5.6	5.3	0.3
NOVA 100	9.7	9.7	0.0	26.1	24.0	2.1	32.4	27.7	4.7	13.3	14.5	-1.2	5.4	6.0	-0.6	0.8	0.3	0.5	6.6	5.9	0.7
vega 91.5	4.2	4.4	-0.2	3.1	3.5	-0.4	4.6	4.2	0.4	8.4	8.5	-0.1	4.5	6.0	-1.5	0.9	0.4	0.5	3.1	3.5	-0.4
ABC774	10.2	10.2	0.0	0.9	3.8	-2.9	0.1	1.1	-1.0	4.4	5.0	-0.6	10.6	9.0	1.6	18.8	19.3	-0.5	12.3	12.2	0.1
3RN	2.9	2.3	0.6	0.5	0.1	0.4	0.3	0.3	0.0	0.6	0.6	0.0	3.9	2.3	1.6	4.9	4.7	0.2	4.4	3.4	1.0
NEWSR	1.1	1.0	0.1	0.3	0.4	-0.1	0.2	0.7	-0.5	0.7	1.0	-0.3	2.0	1.3	0.7	1.3	1.1	0.2	1.4	1.1	0.3
3JJJ	3.4	3.5	-0.1	0.8	0.5	0.3	7.3	9.2	-1.9	7.2	7.1	0.1	2.4	2.1	0.3	0.6	0.4	0.2	2.5	2.5	0.0
ABC CL-FM	2.4	2.2	0.2	0.3	0.5	-0.2	0.5	0.4	0.1	1.0	1.2	-0.2	0.9	0.9	0.0	5.4	4.8	0.6	3.2	2.5	0.7

# Melbourne Radio - Share Movement (%) by Session

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Survey #5 - 2007

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	4.5	3.0	1.5	4.5	3.3	1.2	4.2	2.8	1.4	4.6	2.9	1.7	4.9	3.0	1.9	4.8	2.7	2.1	4.8	3.0	1.8
3AW	15.1	14.0	1.1	19.8	18.9	0.9	16.7	14.9	1.8	10.4	10.2	0.2	12.7	11.6	1.1	13.4	11.6	1.8	13.5	11.3	2.2
MAGIC1278	4.5	5.0	-0.5	4.0	4.5	-0.5	5.3	5.9	-0.6	5.3	6.0	-0.7	4.0	4.3	-0.3	3.0	3.4	-0.4	6.1	6.7	-0.6
3MP	2.4	2.8	-0.4	2.6	2.9	-0.3	2.7	3.2	-0.5	2.2	2.9	-0.7	1.9	2.4	-0.5	2.5	2.5	0.0	2.9	4.5	-1.6
FOXFm	10.5	10.7	-0.2	9.8	9.9	-0.1	7.3	8.2	-0.9	10.3	10.0	0.3	16.3	15.4	0.9	10.3	11.9	-1.6	9.0	10.3	-1.3
GOLD FM	9.1	10.4	-1.3	7.0	8.9	-1.9	10.2	11.7	-1.5	12.1	13.0	-0.9	8.3	9.0	-0.7	7.3	8.0	-0.7	7.4	9.0	-1.6
MIX101.1FM	5.3	5.8	-0.5	3.9	4.7	-0.8	5.1	5.3	-0.2	6.1	6.1	0.0	5.6	6.5	-0.9	7.6	7.6	0.0	4.9	5.2	-0.3
3MMM	7.0	7.7	-0.7	6.9	6.8	0.1	7.6	8.3	-0.7	8.1	9.1	-1.0	6.1	7.4	-1.3	5.2	6.4	-1.2	7.7	7.2	0.5
NOVA 100	10.0	10.1	-0.1	10.1	10.0	0.1	8.8	9.7	-0.9	10.4	11.0	-0.6	10.5	10.2	0.3	10.2	8.9	1.3	8.7	8.3	0.4
vega 91.5	4.4	4.7	-0.3	3.0	3.2	-0.2	5.0	5.6	-0.6	6.6	6.8	-0.2	3.9	4.2	-0.3	3.1	2.7	0.4	3.4	3.3	0.1
ABC774	9.8	9.8	0.0	12.5	12.1	0.4	9.7	9.4	0.3	7.0	7.3	-0.3	8.4	8.3	0.1	12.1	13.7	-1.6	11.5	11.6	-0.1
3RN	2.9	2.3	0.6	4.0	3.1	0.9	2.2	1.7	0.5	1.8	1.4	0.4	2.9	2.6	0.3	3.7	2.9	0.8	2.8	2.5	0.3
NEWSR	1.1	0.9	0.2	1.5	1.5	0.0	0.6	0.5	0.1	0.8	0.5	0.3	0.5	0.5	0.0	2.3	2.5	-0.2	1.5	1.4	0.1
3JJJ	3.6	3.6	0.0	2.4	3.1	-0.7	3.6	3.8	-0.2	4.1	4.0	0.1	4.8	4.5	0.3	3.9	2.5	1.4	2.7	2.9	-0.2
ABC CL-FM	2.4	2.1	0.3	1.8	1.5	0.3	2.6	2.1	0.5	2.4	1.8	0.6	2.6	2.8	-0.2	3.0	3.6	-0.6	2.4	2.5	-0.1