

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	4.4	4.6	-0.2	1.3	1.5	-0.2	2.6	2.1	0.5	5.4	6.9	-1.5	5.1	5.0	0.1	4.2	3.8	0.4	3.8	3.6	0.2
3AW	15.5	14.7	0.8	5.0	4.1	0.9	1.9	2.0	-0.1	7.1	5.6	1.5	12.3	13.3	-1.0	30.3	28.3	2.0	17.8	17.2	0.6
MAGIC1278	4.1	4.9	-0.8	0.8	0.2	0.6	0.2	*	0.2	0.5	0.6	-0.1	1.7	3.6	-1.9	10.5	11.2	-0.7	5.0	6.0	-1.0
3MP	2.2	2.5	-0.3	0.1	0.2	-0.1	0.5	0.5	0.0	0.2	0.4	-0.2	1.3	1.3	0.0	5.2	6.0	-0.8	2.8	3.2	-0.4
FOXFM	10.5	10.2	0.3	32.0	33.1	-1.1	20.3	17.8	2.5	14.5	14.2	0.3	10.5	10.6	-0.1	1.0	0.8	0.2	9.0	9.1	-0.1
GOLD FM	7.9	8.7	-0.8	4.3	6.9	-2.6	8.5	8.3	0.2	8.7	8.0	0.7	11.7	15.2	-3.5	4.9	4.9	0.0	7.5	8.9	-1.4
MIX101.1FM	5.4	5.2	0.2	9.1	9.6	-0.5	8.2	8.1	0.1	7.7	7.8	-0.1	6.8	4.9	1.9	1.2	2.1	-0.9	5.9	5.1	0.8
3MMM	8.7	7.2	1.5	6.8	7.4	-0.6	11.0	10.0	1.0	14.6	11.9	2.7	11.5	8.4	3.1	1.7	1.9	-0.2	7.0	5.6	1.4
NOVA 100	9.3	9.7	-0.4	26.6	26.1	0.5	27.2	32.4	-5.2	13.1	13.3	-0.2	5.8	5.4	0.4	0.9	0.8	0.1	6.6	6.6	0.0
vega 91.5	3.6	4.2	-0.6	3.5	3.1	0.4	4.6	4.6	0.0	5.4	8.4	-3.0	4.7	4.5	0.2	1.1	0.9	0.2	3.4	3.1	0.3
ABC774	11.2	10.2	1.0	1.9	0.9	1.0	1.8	0.1	1.7	5.1	4.4	0.7	12.0	10.6	1.4	19.5	18.8	0.7	12.9	12.3	0.6
3RN	2.1	2.9	-0.8	0.4	0.5	-0.1	0.1	0.3	-0.2	0.8	0.6	0.2	3.0	3.9	-0.9	3.4	4.9	-1.5	3.2	4.4	-1.2
NEWSR	1.2	1.1	0.1	0.3	0.3	0.0	0.4	0.2	0.2	0.5	0.7	-0.2	2.1	2.0	0.1	1.4	1.3	0.1	1.3	1.4	-0.1
3JJJ	3.8	3.4	0.4	1.5	0.8	0.7	5.6	7.3	-1.7	8.7	7.2	1.5	2.9	2.4	0.5	0.6	0.6	0.0	3.1	2.5	0.6
ABC CL-FM	2.6	2.4	0.2	0.5	0.3	0.2	0.7	0.5	0.2	0.8	1.0	-0.2	1.4	0.9	0.5	5.9	5.4	0.5	3.5	3.2	0.3

Melbourne Radio - Share Movement (%) by Session

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Survey #6 - 2007

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	4.4	4.5	-0.1	4.1	4.5	-0.4	4.0	4.2	-0.2	4.3	4.6	-0.3	5.1	4.9	0.2	5.2	4.8	0.4	4.4	4.8	-0.4
3AW	15.5	15.1	0.4	20.4	19.8	0.6	16.2	16.7	-0.5	10.3	10.4	-0.1	12.2	12.7	-0.5	18.1	13.4	4.7	15.7	13.5	2.2
MAGIC1278	3.8	4.5	-0.7	4.1	4.0	0.1	4.0	5.3	-1.3	4.0	5.3	-1.3	3.1	4.0	-0.9	3.0	3.0	0.0	5.3	6.1	-0.8
3MP	2.1	2.4	-0.3	2.1	2.6	-0.5	2.6	2.7	-0.1	2.2	2.2	0.0	1.5	1.9	-0.4	1.7	2.5	-0.8	2.3	2.9	-0.6
FOXFM	10.9	10.5	0.4	9.8	9.8	0.0	7.9	7.3	0.6	10.5	10.3	0.2	17.7	16.3	1.4	10.4	10.3	0.1	9.1	9.0	0.1
GOLD FM	8.2	9.1	-0.9	5.6	7.0	-1.4	9.3	10.2	-0.9	11.6	12.1	-0.5	7.1	8.3	-1.2	6.7	7.3	-0.6	7.1	7.4	-0.3
MIX101.1FM	5.5	5.3	0.2	4.4	3.9	0.5	4.9	5.1	-0.2	6.4	6.1	0.3	6.0	5.6	0.4	6.7	7.6	-0.9	5.3	4.9	0.4
3MMM	9.0	7.0	2.0	8.1	6.9	1.2	10.0	7.6	2.4	11.5	8.1	3.4	7.3	6.1	1.2	5.2	5.2	0.0	7.9	7.7	0.2
NOVA 100	9.6	10.0	-0.4	9.5	10.1	-0.6	9.0	8.8	0.2	9.7	10.4	-0.7	10.2	10.5	-0.3	10.2	10.2	0.0	8.3	8.7	-0.4
vega 91.5	3.6	4.4	-0.8	2.7	3.0	-0.3	4.1	5.0	-0.9	4.7	6.6	-1.9	3.5	3.9	-0.4	2.7	3.1	-0.4	3.5	3.4	0.1
ABC774	11.1	9.8	1.3	14.4	12.5	1.9	11.6	9.7	1.9	7.9	7.0	0.9	9.8	8.4	1.4	10.8	12.1	-1.3	11.3	11.5	-0.2
3RN	2.1	2.9	-0.8	3.1	4.0	-0.9	1.3	2.2	-0.9	1.1	1.8	-0.7	2.4	2.9	-0.5	2.8	3.7	-0.9	2.3	2.8	-0.5
NEWSR	1.1	1.1	0.0	1.5	1.5	0.0	0.8	0.6	0.2	0.9	0.8	0.1	0.7	0.5	0.2	2.1	2.3	-0.2	1.4	1.5	-0.1
3JJJ	4.0	3.6	0.4	2.6	2.4	0.2	4.2	3.6	0.6	4.7	4.1	0.6	4.9	4.8	0.1	4.7	3.9	0.8	3.3	2.7	0.6
ABC CL-FM	2.6	2.4	0.2	2.0	1.8	0.2	2.8	2.6	0.2	2.5	2.4	0.1	3.1	2.6	0.5	3.0	3.0	0.0	2.9	2.4	0.5