

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 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	5.3	5.2	0.1	3.4	4.7	-1.3	3.5	1.5	2.0	4.8	6.5	-1.7	6.8	5.8	1.0	5.1	4.9	0.2	3.9	4.1	-0.2
3AW	14.0	14.9	-0.9	1.2	1.7	-0.5	2.5	1.9	0.6	3.7	4.4	-0.7	10.9	12.3	-1.4	29.0	30.7	-1.7	17.6	19.0	-1.4
MAGIC1278	4.6	5.4	-0.8	0.4	1.6	-1.2	*	0.3	-0.3	0.1	0.4	-0.3	3.4	3.2	0.2	10.5	12.8	-2.3	5.6	6.9	-1.3
3MP	3.3	2.9	0.4	1.3	1.2	0.1	0.2	0.2	0.0	0.4	0.4	0.0	3.8	4.1	-0.3	6.2	4.8	1.4	4.1	3.4	0.7
FOXF	14.6	15.1	-0.5	42.6	42.5	0.1	33.2	31.2	2.0	20.4	21.1	-0.7	13.8	14.8	-1.0	1.5	1.5	0.0	10.7	12.3	-1.6
GOLD FM	6.0	6.8	-0.8	6.0	8.1	-2.1	3.9	5.4	-1.5	6.1	5.7	0.4	9.1	10.8	-1.7	4.2	4.5	-0.3	6.2	6.9	-0.7
MIX101.1FM	5.6	4.3	1.3	10.2	5.9	4.3	6.7	5.2	1.5	8.5	6.2	2.3	6.9	5.8	1.1	1.5	1.3	0.2	5.9	4.8	1.1
3MMM	5.9	6.5	-0.6	7.5	6.6	0.9	6.6	9.4	-2.8	12.9	13.2	-0.3	6.2	6.3	-0.1	0.4	0.9	-0.5	3.5	3.4	0.1
NOVA 100	8.3	7.4	0.9	14.3	13.6	0.7	22.0	20.7	1.3	14.1	13.7	0.4	6.5	4.0	2.5	0.9	0.5	0.4	6.7	5.6	1.1
vega 91.5	3.7	3.9	-0.2	4.4	4.9	-0.5	3.2	2.5	0.7	5.2	5.8	-0.6	5.9	6.4	-0.5	1.0	0.8	0.2	3.9	3.7	0.2
ABC774	10.3	10.0	0.3	2.3	2.4	-0.1	0.8	0.9	-0.1	5.0	4.0	1.0	11.1	9.9	1.2	17.4	18.3	-0.9	13.4	12.0	1.4
3RN	2.1	1.7	0.4	0.1	0.1	0.0	0.3	0.2	0.1	1.0	0.5	0.5	2.2	1.5	0.7	3.7	3.3	0.4	2.8	2.3	0.5
NEWSR	1.2	1.5	-0.3	0.1	*	0.1	0.2	*	0.2	1.0	0.8	0.2	1.1	1.6	-0.5	1.9	2.8	-0.9	1.1	1.9	-0.8
3JJJ	3.7	3.9	-0.2	2.2	1.7	0.5	11.8	10.4	1.4	8.0	9.6	-1.6	1.9	1.4	0.5	*	0.1	-0.1	3.0	3.2	-0.2
ABC CL-FM	2.9	2.5	0.4	0.3	0.2	0.1	0.6	0.1	0.5	0.9	0.8	0.1	2.3	2.1	0.2	5.7	5.0	0.7	3.1	2.8	0.3

Melbourne Radio - Share Movement (%) by Session

10+

Survey #7 - 2008

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	5.5	5.1	0.4	5.1	4.5	0.6	5.7	4.9	0.8	5.1	4.9	0.2	6.3	5.7	0.6	5.6	6.8	-1.2	4.5	5.5	-1.0
3AW	13.9	14.5	-0.6	18.3	20.3	-2.0	15.4	15.1	0.3	8.8	8.8	0.0	10.4	10.9	-0.5	15.9	16.3	-0.4	14.5	16.5	-2.0
MAGIC1278	4.3	5.1	-0.8	3.5	4.5	-1.0	5.4	6.0	-0.6	4.9	5.8	-0.9	3.8	4.3	-0.5	3.2	4.7	-1.5	5.6	6.2	-0.6
3MP	3.2	2.9	0.3	3.3	2.6	0.7	3.9	3.4	0.5	3.5	3.4	0.1	2.3	2.1	0.2	2.1	2.2	-0.1	3.8	2.8	1.0
FOXF	15.5	16.1	-0.6	13.4	15.0	-1.6	13.1	13.8	-0.7	16.6	16.6	0.0	21.8	22.1	-0.3	14.0	13.6	0.4	11.6	11.4	0.2
GOLD FM	6.0	6.9	-0.9	5.2	5.9	-0.7	5.9	7.5	-1.6	7.5	9.4	-1.9	5.5	5.9	-0.4	5.4	4.1	1.3	6.1	6.3	-0.2
MIX101.1FM	5.4	4.3	1.1	4.6	3.2	1.4	4.9	4.0	0.9	5.9	4.8	1.1	5.1	5.0	0.1	7.4	5.2	2.2	6.4	4.5	1.9
3MMM	5.8	6.3	-0.5	5.0	5.4	-0.4	6.1	6.4	-0.3	7.1	7.8	-0.7	6.0	6.6	-0.6	3.7	5.0	-1.3	6.3	6.9	-0.6
NOVA 100	8.7	7.9	0.8	8.8	7.8	1.0	7.8	7.1	0.7	10.1	8.9	1.2	9.4	8.9	0.5	6.0	6.1	-0.1	6.9	5.6	1.3
vega 91.5	3.9	4.2	-0.3	3.1	3.3	-0.2	4.4	4.8	-0.4	4.7	5.2	-0.5	3.7	4.0	-0.3	3.2	3.3	-0.1	3.1	2.9	0.2
ABC774	10.1	9.6	0.5	13.3	12.3	1.0	9.5	9.7	-0.2	7.9	7.5	0.4	8.0	7.4	0.6	10.3	10.4	-0.1	11.3	11.1	0.2
3RN	2.1	1.6	0.5	2.8	2.4	0.4	1.5	1.1	0.4	1.2	0.8	0.4	2.0	1.5	0.5	3.4	2.9	0.5	2.2	1.7	0.5
NEWSR	1.1	1.5	-0.4	1.7	1.9	-0.2	0.7	1.6	-0.9	0.4	0.9	-0.5	0.9	1.0	-0.1	2.2	2.2	0.0	1.6	1.8	-0.2
3JJJ	3.9	4.0	-0.1	3.1	3.2	-0.1	4.0	4.2	-0.2	4.4	4.8	-0.4	4.6	4.2	0.4	3.8	3.5	0.3	3.1	3.4	-0.3
ABC CL-FM	2.9	2.4	0.5	2.6	1.9	0.7	3.3	3.1	0.2	2.9	2.2	0.7	2.6	2.8	-0.2	3.0	2.8	0.2	2.9	2.6	0.3