

Melbourne Radio - Share Movement (%) by Demographic

The Nielsen Company

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2008

Survey Period: Sun September 14 - Sat November 22, 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	4.2	5.3	-1.1	1.9	3.4	-1.5	1.7	3.5	-1.8	4.4	4.8	-0.4	6.7	6.8	-0.1	3.3	5.1	-1.8	3.8	3.9	-0.1
3AW	14.4	14.0	0.4	3.0	1.2	1.8	0.5	2.5	-2.0	4.1	3.7	0.4	12.0	10.9	1.1	29.7	29.0	0.7	17.6	17.6	0.0
MAGIC1278	4.3	4.6	-0.3	0.1	0.4	-0.3	*	*	0.0	0.3	0.1	0.2	1.2	3.4	-2.2	11.6	10.5	1.1	5.1	5.6	-0.5
3MP	2.7	3.3	-0.6	1.0	1.3	-0.3	0.3	0.2	0.1	0.4	0.4	0.0	2.7	3.8	-1.1	5.3	6.2	-0.9	3.3	4.1	-0.8
FOXF	15.6	14.6	1.0	39.3	42.6	-3.3	32.1	33.2	-1.1	22.7	20.4	2.3	15.4	13.8	1.6	1.5	1.5	0.0	11.4	10.7	0.7
GOLD FM	7.3	6.0	1.3	5.4	6.0	-0.6	6.4	3.9	2.5	7.3	6.1	1.2	11.3	9.1	2.2	4.8	4.2	0.6	6.8	6.2	0.6
MIX101.1FM	5.5	5.6	-0.1	9.4	10.2	-0.8	5.8	6.7	-0.9	7.4	8.5	-1.1	6.6	6.9	-0.3	2.7	1.5	1.2	5.7	5.9	-0.2
3MMM	5.0	5.9	-0.9	15.3	7.5	7.8	3.6	6.6	-3.0	9.1	12.9	-3.8	5.6	6.2	-0.6	0.6	0.4	0.2	3.4	3.5	-0.1
NOVA 100	8.9	8.3	0.6	13.5	14.3	-0.8	26.1	22.0	4.1	13.8	14.1	-0.3	6.9	6.5	0.4	0.6	0.9	-0.3	6.1	6.7	-0.6
vega 91.5	3.8	3.7	0.1	3.4	4.4	-1.0	5.2	3.2	2.0	5.0	5.2	-0.2	5.7	5.9	-0.2	1.1	1.0	0.1	3.9	3.9	0.0
ABC774	11.4	10.3	1.1	1.3	2.3	-1.0	1.0	0.8	0.2	6.0	5.0	1.0	11.0	11.1	-0.1	20.5	17.4	3.1	14.7	13.4	1.3
3RN	2.0	2.1	-0.1	0.1	0.1	0.0	0.2	0.3	-0.1	1.3	1.0	0.3	2.2	2.2	0.0	3.4	3.7	-0.3	2.9	2.8	0.1
NEWSR	1.4	1.2	0.2	0.1	0.1	0.0	0.3	0.2	0.1	1.8	1.0	0.8	1.2	1.1	0.1	1.7	1.9	-0.2	1.6	1.1	0.5
3JJJ	3.3	3.7	-0.4	3.2	2.2	1.0	9.6	11.8	-2.2	6.4	8.0	-1.6	2.0	1.9	0.1	0.1	*	0.1	2.6	3.0	-0.4
ABC CL-FM	2.3	2.9	-0.6	0.2	0.3	-0.1	1.0	0.6	0.4	0.8	0.9	-0.1	1.7	2.3	-0.6	4.7	5.7	-1.0	3.1	3.1	0.0

Melbourne Radio - Share Movement (%) by Session

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Survey #8 - 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	4.5	5.5	-1.0	4.7	5.1	-0.4	4.1	5.7	-1.6	4.1	5.1	-1.0	4.9	6.3	-1.4	4.9	5.6	-0.7	2.9	4.5	-1.6
3AW	14.4	13.9	0.5	17.7	18.3	-0.6	16.1	15.4	0.7	10.6	8.8	1.8	11.2	10.4	0.8	15.4	15.9	-0.5	14.3	14.5	-0.2
MAGIC1278	3.9	4.3	-0.4	3.4	3.5	-0.1	4.9	5.4	-0.5	4.6	4.9	-0.3	2.7	3.8	-1.1	3.0	3.2	-0.2	6.1	5.6	0.5
3MP	2.5	3.2	-0.7	2.5	3.3	-0.8	2.8	3.9	-1.1	2.7	3.5	-0.8	1.9	2.3	-0.4	1.9	2.1	-0.2	3.5	3.8	-0.3
FOXF	16.2	15.5	0.7	13.9	13.4	0.5	14.2	13.1	1.1	17.2	16.6	0.6	23.4	21.8	1.6	13.3	14.0	-0.7	13.2	11.6	1.6
GOLD FM	7.1	6.0	1.1	5.5	5.2	0.3	7.6	5.9	1.7	8.7	7.5	1.2	6.7	5.5	1.2	7.3	5.4	1.9	7.9	6.1	1.8
MIX101.1FM	5.4	5.4	0.0	4.4	4.6	-0.2	5.3	4.9	0.4	6.0	5.9	0.1	4.9	5.1	-0.2	7.4	7.4	0.0	6.0	6.4	-0.4
3MMM	5.2	5.8	-0.6	4.7	5.0	-0.3	4.7	6.1	-1.4	5.8	7.1	-1.3	5.2	6.0	-0.8	6.1	3.7	2.4	4.5	6.3	-1.8
NOVA 100	9.4	8.7	0.7	9.8	8.8	1.0	9.5	7.8	1.7	10.7	10.1	0.6	8.8	9.4	-0.6	5.9	6.0	-0.1	7.1	6.9	0.2
vega 91.5	3.9	3.9	0.0	2.8	3.1	-0.3	4.3	4.4	-0.1	5.0	4.7	0.3	4.2	3.7	0.5	3.6	3.2	0.4	3.0	3.1	-0.1
ABC774	11.0	10.1	0.9	14.7	13.3	1.4	10.5	9.5	1.0	8.2	7.9	0.3	8.7	8.0	0.7	11.4	10.3	1.1	13.0	11.3	1.7
3RN	2.0	2.1	-0.1	2.9	2.8	0.1	1.2	1.5	-0.3	0.9	1.2	-0.3	2.5	2.0	0.5	2.9	3.4	-0.5	2.3	2.2	0.1
NEWSR	1.2	1.1	0.1	1.9	1.7	0.2	1.0	0.7	0.3	0.8	0.4	0.4	0.9	0.9	0.0	1.5	2.2	-0.7	1.8	1.6	0.2
3JJJ	3.4	3.9	-0.5	2.8	3.1	-0.3	3.3	4.0	-0.7	3.6	4.4	-0.8	4.0	4.6	-0.6	3.5	3.8	-0.3	3.0	3.1	-0.1
ABC CL-FM	2.4	2.9	-0.5	2.4	2.6	-0.2	2.6	3.3	-0.7	2.3	2.9	-0.6	2.3	2.6	-0.3	2.3	3.0	-0.7	2.2	2.9	-0.7