

Melbourne Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 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 | 2.7 | 2.6 | 0.1 | 0.8 | 1.3 | -0.5 | 0.2 | 0.9 | -0.7 | 3.7 | 3.7 | 0.0 | 3.2 | 3.6 | -0.4 | 2.8 | 1.6 | 1.2 | 2.3 | 1.6 | 0.7 |
| 3AW | 13.6 | 17.5 | -3.9 | 1.6 | 1.5 | 0.1 | 1.3 | 1.4 | -0.1 | 4.9 | 5.4 | -0.5 | 15.1 | 16.2 | -1.1 | 25.6 | 34.1 | -8.5 | 17.8 | 22.8 | -5.0 |
| MAGIC1278 | 5.0 | 4.6 | 0.4 | 0.3 | 0.4 | -0.1 | 0.3 | 1.4 | -1.1 | 0.1 | * | 0.1 | 4.2 | 5.3 | -1.1 | 11.8 | 9.0 | 2.8 | 6.5 | 5.5 | 1.0 |
| 3MP | 3.4 | 3.1 | 0.3 | 0.1 | 0.5 | -0.4 | 0.5 | 1.4 | -0.9 | 0.6 | 0.5 | 0.1 | 2.2 | 3.0 | -0.8 | 8.2 | 5.8 | 2.4 | 3.9 | 3.7 | 0.2 |
| FOXFM | 11.3 | 10.6 | 0.7 | 33.4 | 33.5 | -0.1 | 24.1 | 21.7 | 2.4 | 15.7 | 15.7 | 0.0 | 9.0 | 8.7 | 0.3 | 1.0 | 1.6 | -0.6 | 9.0 | 8.3 | 0.7 |
| GOLD FM | 10.9 | 9.6 | 1.3 | 11.3 | 11.2 | 0.1 | 7.5 | 4.6 | 2.9 | 11.2 | 10.9 | 0.3 | 17.4 | 13.2 | 4.2 | 6.5 | 7.0 | -0.5 | 10.9 | 10.1 | 0.8 |
| MIX101.1FM | 6.2 | 6.0 | 0.2 | 16.1 | 15.7 | 0.4 | 9.6 | 8.8 | 0.8 | 8.7 | 8.7 | 0.0 | 6.5 | 6.0 | 0.5 | 1.1 | 1.7 | -0.6 | 6.5 | 5.8 | 0.7 |
| 3MMM | 7.6 | 6.9 | 0.7 | 4.9 | 6.1 | -1.2 | 12.9 | 12.3 | 0.6 | 13.1 | 9.9 | 3.2 | 9.0 | 10.2 | -1.2 | 1.1 | 0.9 | 0.2 | 6.0 | 5.8 | 0.2 |
| NOVA 100 | 9.2 | 9.5 | -0.3 | 17.5 | 17.9 | -0.4 | 27.6 | 31.6 | -4.0 | 14.6 | 15.5 | -0.9 | 5.4 | 5.8 | -0.4 | 0.3 | 0.5 | -0.2 | 5.6 | 6.3 | -0.7 |
| vega 91.5 | 3.6 | 3.1 | 0.5 | 2.8 | 2.2 | 0.6 | 2.9 | 3.8 | -0.9 | 4.9 | 5.2 | -0.3 | 6.6 | 4.7 | 1.9 | 0.5 | 0.3 | 0.2 | 3.7 | 2.9 | 0.8 |
| ABC774 | 11.1 | 11.9 | -0.8 | 3.2 | 1.5 | 1.7 | 1.3 | 1.2 | 0.1 | 5.7 | 5.1 | 0.6 | 9.5 | 10.2 | -0.7 | 21.5 | 22.8 | -1.3 | 12.9 | 13.1 | -0.2 |
| 3RN | 1.9 | 2.2 | -0.3 | * | 0.3 | -0.3 | * | 1.1 | -1.1 | 1.0 | 1.7 | -0.7 | 2.1 | 2.8 | -0.7 | 3.3 | 2.7 | 0.6 | 2.8 | 3.0 | -0.2 |
| NEWSR | 1.4 | 1.4 | 0.0 | 0.6 | 0.2 | 0.4 | 0.7 | 0.3 | 0.4 | 1.6 | 1.9 | -0.3 | 1.5 | 1.1 | 0.4 | 1.7 | 1.7 | 0.0 | 1.4 | 1.2 | 0.2 |
| 3JJJ | 3.4 | 3.3 | 0.1 | 2.9 | 3.9 | -1.0 | 7.6 | 5.1 | 2.5 | 7.3 | 9.0 | -1.7 | 1.9 | 1.2 | 0.7 | 0.3 | 0.1 | 0.2 | 2.4 | 2.2 | 0.2 |
| ABC CL-FM | 2.2 | 1.5 | 0.7 | 0.7 | 0.6 | 0.1 | 0.3 | 0.1 | 0.2 | 1.0 | 0.7 | 0.3 | 0.9 | 0.8 | 0.1 | 5.0 | 3.2 | 1.8 | 2.4 | 1.9 | 0.5 |

Melbourne Radio - Share Movement (%) by Session

10+

Survey #3 - 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 | 2.9 | 2.8 | 0.1 | 3.1 | 3.1 | 0.0 | 2.7 | 2.5 | 0.2 | 2.7 | 2.6 | 0.1 | 2.8 | 3.0 | -0.2 | 3.1 | 2.6 | 0.5 | 2.3 | 1.7 | 0.6 |
| 3AW | 13.7 | 17.5 | -3.8 | 18.2 | 21.6 | -3.4 | 14.7 | 18.5 | -3.8 | 9.9 | 12.1 | -2.2 | 10.7 | 15.9 | -5.2 | 14.0 | 19.3 | -5.3 | 13.1 | 17.4 | -4.3 |
| MAGIC1278 | 4.6 | 4.2 | 0.4 | 3.9 | 3.7 | 0.2 | 5.1 | 4.6 | 0.5 | 5.3 | 4.8 | 0.5 | 4.0 | 3.8 | 0.2 | 4.4 | 4.4 | 0.0 | 6.3 | 6.1 | 0.2 |
| 3MP | 3.1 | 2.9 | 0.2 | 3.3 | 3.3 | 0.0 | 3.6 | 3.2 | 0.4 | 3.3 | 2.8 | 0.5 | 2.6 | 2.2 | 0.4 | 2.3 | 2.3 | 0.0 | 4.4 | 3.8 | 0.6 |
| FOXFM | 11.4 | 10.9 | 0.5 | 10.2 | 10.0 | 0.2 | 8.8 | 8.0 | 0.8 | 10.6 | 10.8 | -0.2 | 17.0 | 15.8 | 1.2 | 13.1 | 11.8 | 1.3 | 10.7 | 9.6 | 1.1 |
| GOLD FM | 11.1 | 9.4 | 1.7 | 9.9 | 7.3 | 2.6 | 12.2 | 10.9 | 1.3 | 13.0 | 11.6 | 1.4 | 10.4 | 9.2 | 1.2 | 8.5 | 6.7 | 1.8 | 10.2 | 10.3 | -0.1 |
| MIX101.1FM | 6.3 | 6.0 | 0.3 | 5.8 | 5.1 | 0.7 | 5.9 | 5.9 | 0.0 | 7.1 | 7.6 | -0.5 | 6.7 | 5.9 | 0.8 | 6.2 | 5.2 | 1.0 | 6.0 | 5.9 | 0.1 |
| 3MMM | 8.2 | 7.5 | 0.7 | 8.1 | 8.4 | -0.3 | 8.8 | 7.6 | 1.2 | 9.7 | 8.5 | 1.2 | 6.7 | 5.7 | 1.0 | 5.5 | 5.3 | 0.2 | 5.7 | 4.7 | 1.0 |
| NOVA 100 | 9.4 | 9.9 | -0.5 | 8.9 | 9.0 | -0.1 | 9.0 | 9.4 | -0.4 | 9.9 | 11.0 | -1.1 | 10.4 | 10.6 | -0.2 | 9.2 | 10.2 | -1.0 | 8.4 | 8.0 | 0.4 |
| vega 91.5 | 3.8 | 3.3 | 0.5 | 2.4 | 1.8 | 0.6 | 4.9 | 4.1 | 0.8 | 5.2 | 4.8 | 0.4 | 3.5 | 3.2 | 0.3 | 2.0 | 2.1 | -0.1 | 3.1 | 2.5 | 0.6 |
| ABC774 | 11.1 | 12.0 | -0.9 | 13.2 | 14.0 | -0.8 | 11.3 | 12.4 | -1.1 | 8.7 | 9.5 | -0.8 | 9.5 | 10.5 | -1.0 | 13.5 | 14.2 | -0.7 | 11.2 | 11.6 | -0.4 |
| 3RN | 1.7 | 2.1 | -0.4 | 2.4 | 2.8 | -0.4 | 1.1 | 1.5 | -0.4 | 1.0 | 1.2 | -0.2 | 2.1 | 2.6 | -0.5 | 2.3 | 2.3 | 0.0 | 2.5 | 2.8 | -0.3 |
| NEWSR | 1.3 | 1.2 | 0.1 | 2.0 | 1.7 | 0.3 | 0.8 | 0.8 | 0.0 | 0.7 | 0.8 | -0.1 | 1.1 | 1.1 | 0.0 | 2.6 | 2.2 | 0.4 | 1.9 | 1.9 | 0.0 |
| 3JJJ | 3.5 | 3.3 | 0.2 | 2.6 | 2.6 | 0.0 | 3.9 | 3.3 | 0.6 | 4.6 | 4.1 | 0.5 | 3.7 | 3.5 | 0.2 | 2.5 | 2.9 | -0.4 | 3.0 | 3.1 | -0.1 |
| ABC CL-FM | 2.0 | 1.4 | 0.6 | 1.4 | 1.0 | 0.4 | 2.0 | 1.7 | 0.3 | 1.9 | 1.7 | 0.2 | 2.8 | 1.8 | 1.0 | 2.8 | 1.1 | 1.7 | 2.6 | 1.9 | 0.7 |

Melbourne Radio - Average Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 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 | +/- |
| Potential | 3533 | 3533 | 0 | 413 | 413 | 0 | 421 | 421 | 0 | 902 | 902 | 0 | 849 | 849 | 0 | 948 | 948 | 0 | 1530 | 1530 | 0 |
| SEN | 15 | 14 | 1 | * | * | 0 | * | * | 0 | 5 | 5 | 0 | 5 | 5 | 0 | 5 | 3 | 2 | 6 | 4 | 2 |
| 3AW | 74 | 95 | -21 | 1 | * | 1 | 1 | 1 | 0 | 7 | 7 | 0 | 21 | 23 | -2 | 45 | 64 | -19 | 45 | 59 | -14 |
| MAGIC1278 | 27 | 25 | 2 | * | * | 0 | * | 1 | -1 | * | * | 0 | 6 | 7 | -1 | 21 | 17 | 4 | 16 | 14 | 2 |
| 3MP | 19 | 17 | 2 | * | * | 0 | * | 1 | -1 | 1 | 1 | 0 | 3 | 4 | -1 | 14 | 11 | 3 | 10 | 10 | 0 |
| FOXFM | 61 | 58 | 3 | 11 | 10 | 1 | 14 | 12 | 2 | 21 | 21 | 0 | 13 | 12 | 1 | 2 | 3 | -1 | 23 | 21 | 2 |
| GOLD FM | 59 | 52 | 7 | 4 | 3 | 1 | 4 | 2 | 2 | 15 | 14 | 1 | 24 | 19 | 5 | 11 | 13 | -2 | 27 | 26 | 1 |
| MIX101.1FM | 34 | 33 | 1 | 5 | 5 | 0 | 6 | 5 | 1 | 12 | 11 | 1 | 9 | 9 | 0 | 2 | 3 | -1 | 16 | 15 | 1 |
| 3MMM | 42 | 38 | 4 | 2 | 2 | 0 | 8 | 7 | 1 | 18 | 13 | 5 | 13 | 15 | -2 | 2 | 2 | 0 | 15 | 15 | 0 |
| NOVA 100 | 50 | 52 | -2 | 6 | 5 | 1 | 17 | 17 | 0 | 20 | 20 | 0 | 8 | 8 | 0 | * | 1 | -1 | 14 | 16 | -2 |
| vega 91.5 | 20 | 17 | 3 | 1 | 1 | 0 | 2 | 2 | 0 | 7 | 7 | 0 | 9 | 7 | 2 | 1 | 1 | 0 | 9 | 7 | 2 |
| ABC774 | 60 | 65 | -5 | 1 | * | 1 | 1 | 1 | 0 | 8 | 7 | 1 | 13 | 15 | -2 | 38 | 43 | -5 | 32 | 34 | -2 |
| 3RN | 10 | 12 | -2 | * | * | 0 | * | 1 | -1 | 1 | 2 | -1 | 3 | 4 | -1 | 6 | 5 | 1 | 7 | 8 | -1 |
| NEWSR | 8 | 8 | 0 | * | * | 0 | * | * | 0 | 2 | 2 | 0 | 2 | 2 | 0 | 3 | 3 | 0 | 4 | 3 | 1 |
| 3JJJ | 19 | 18 | 1 | 1 | 1 | 0 | 5 | 3 | 2 | 10 | 12 | -2 | 3 | 2 | 1 | 1 | * | 1 | 6 | 6 | 0 |
| ABC CL-FM | 12 | 8 | 4 | * | * | 0 | * | * | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 9 | 6 | 3 | 6 | 5 | 1 |
| ALL | 544 | 545 | -1 | 33 | 30 | 3 | 60 | 53 | 7 | 134 | 132 | 2 | 141 | 142 | -1 | 175 | 187 | -12 | 251 | 259 | -8 |

Melbourne Radio - Average Audience (000's) by Session

10+ [Potential: 3533]

Survey #3 - 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 | 17 | 17 | 0 | 27 | 29 | -2 | 21 | 20 | 1 | 18 | 17 | 1 | 17 | 17 | 0 | 7 | 6 | 1 | 9 | 7 | 2 |
| 3AW | 82 | 105 | -23 | 158 | 196 | -38 | 116 | 148 | -32 | 67 | 80 | -13 | 65 | 94 | -29 | 30 | 42 | -12 | 54 | 72 | -18 |
| MAGIC1278 | 27 | 25 | 2 | 34 | 33 | 1 | 40 | 37 | 3 | 36 | 31 | 5 | 25 | 23 | 2 | 9 | 10 | -1 | 26 | 25 | 1 |
| 3MP | 19 | 17 | 2 | 29 | 30 | -1 | 28 | 26 | 2 | 22 | 18 | 4 | 16 | 13 | 3 | 5 | 5 | 0 | 18 | 16 | 2 |
| FOXFM | 68 | 65 | 3 | 88 | 90 | -2 | 69 | 64 | 5 | 71 | 71 | 0 | 104 | 93 | 11 | 28 | 26 | 2 | 44 | 40 | 4 |
| GOLD FM | 66 | 56 | 10 | 86 | 66 | 20 | 96 | 87 | 9 | 88 | 76 | 12 | 64 | 54 | 10 | 18 | 15 | 3 | 42 | 43 | -1 |
| MIX101.1FM | 37 | 36 | 1 | 50 | 46 | 4 | 46 | 47 | -1 | 48 | 50 | -2 | 41 | 34 | 7 | 13 | 11 | 2 | 25 | 25 | 0 |
| 3MMM | 49 | 45 | 4 | 71 | 76 | -5 | 70 | 61 | 9 | 65 | 56 | 9 | 41 | 33 | 8 | 12 | 12 | 0 | 24 | 20 | 4 |
| NOVA 100 | 56 | 59 | -3 | 77 | 81 | -4 | 71 | 75 | -4 | 66 | 72 | -6 | 64 | 63 | 1 | 20 | 22 | -2 | 35 | 33 | 2 |
| vega 91.5 | 22 | 20 | 2 | 21 | 17 | 4 | 39 | 33 | 6 | 35 | 32 | 3 | 21 | 19 | 2 | 4 | 5 | -1 | 13 | 10 | 3 |
| ABC774 | 66 | 72 | -6 | 115 | 126 | -11 | 89 | 99 | -10 | 58 | 62 | -4 | 59 | 62 | -3 | 29 | 31 | -2 | 46 | 48 | -2 |
| 3RN | 10 | 12 | -2 | 21 | 26 | -5 | 8 | 12 | -4 | 7 | 8 | -1 | 13 | 15 | -2 | 5 | 5 | 0 | 10 | 12 | -2 |
| NEWSR | 8 | 7 | 1 | 17 | 15 | 2 | 6 | 6 | 0 | 5 | 6 | -1 | 7 | 6 | 1 | 6 | 5 | 1 | 8 | 8 | 0 |
| 3JJJ | 21 | 20 | 1 | 23 | 24 | -1 | 31 | 27 | 4 | 31 | 27 | 4 | 23 | 20 | 3 | 5 | 6 | -1 | 12 | 13 | -1 |
| ABC CL-FM | 12 | 9 | 3 | 13 | 9 | 4 | 16 | 13 | 3 | 13 | 11 | 2 | 17 | 10 | 7 | 6 | 3 | 3 | 11 | 8 | 3 |
| ALL | 595 | 597 | -2 | 870 | 906 | -36 | 789 | 797 | -8 | 674 | 657 | 17 | 615 | 588 | 27 | 213 | 219 | -6 | 415 | 415 | 0 |

Melbourne Radio - Cumulative Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 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 | +/- |
| Potential | 3533 | 3533 | 0 | 413 | 413 | 0 | 421 | 421 | 0 | 902 | 902 | 0 | 849 | 849 | 0 | 948 | 948 | 0 | 1530 | 1530 | 0 |
| SEN | 196 | 182 | 14 | 17 | 9 | 8 | 10 | 14 | -4 | 62 | 66 | -4 | 49 | 47 | 2 | 57 | 45 | 12 | 61 | 55 | 6 |
| 3AW | 654 | 675 | -21 | 26 | 23 | 3 | 15 | 15 | 0 | 109 | 109 | 0 | 195 | 194 | 1 | 310 | 334 | -24 | 344 | 356 | -12 |
| MAGIC1278 | 288 | 296 | -8 | 4 | 11 | -7 | 12 | 7 | 5 | 8 | 5 | 3 | 64 | 66 | -2 | 200 | 207 | -7 | 161 | 154 | 7 |
| 3MP | 222 | 249 | -27 | 3 | 11 | -8 | 9 | 11 | -2 | 12 | 17 | -5 | 66 | 66 | 0 | 132 | 143 | -11 | 126 | 131 | -5 |
| FOXFM | 1048 | 1059 | -11 | 219 | 233 | -14 | 209 | 204 | 5 | 329 | 330 | -1 | 231 | 222 | 9 | 60 | 68 | -8 | 386 | 384 | 2 |
| GOLD FM | 824 | 786 | 38 | 97 | 82 | 15 | 89 | 82 | 7 | 196 | 195 | 1 | 298 | 301 | -3 | 143 | 126 | 17 | 357 | 350 | 7 |
| MIX101.1FM | 637 | 697 | -60 | 129 | 134 | -5 | 104 | 103 | 1 | 222 | 249 | -27 | 140 | 156 | -16 | 42 | 56 | -14 | 261 | 295 | -34 |
| 3MMM | 567 | 546 | 21 | 61 | 55 | 6 | 82 | 80 | 2 | 233 | 225 | 8 | 147 | 156 | -9 | 44 | 30 | 14 | 239 | 235 | 4 |
| NOVA 100 | 845 | 850 | -5 | 152 | 148 | 4 | 224 | 217 | 7 | 294 | 325 | -31 | 155 | 138 | 17 | 19 | 22 | -3 | 299 | 308 | -9 |
| vega 91.5 | 337 | 311 | 26 | 44 | 34 | 10 | 34 | 29 | 5 | 114 | 138 | -24 | 113 | 83 | 30 | 31 | 27 | 4 | 148 | 134 | 14 |
| ABC774 | 740 | 844 | -104 | 30 | 27 | 3 | 26 | 33 | -7 | 115 | 158 | -43 | 197 | 239 | -42 | 372 | 387 | -15 | 365 | 411 | -46 |
| 3RN | 211 | 225 | -14 | 5 | 10 | -5 | * | 12 | -12 | 45 | 51 | -6 | 52 | 59 | -7 | 108 | 93 | 15 | 116 | 115 | 1 |
| NEWSR | 191 | 207 | -16 | 10 | 7 | 3 | 10 | 11 | -1 | 52 | 57 | -5 | 41 | 45 | -4 | 78 | 87 | -9 | 86 | 84 | 2 |
| 3JJJ | 249 | 255 | -6 | 12 | 17 | -5 | 60 | 55 | 5 | 120 | 131 | -11 | 48 | 40 | 8 | 9 | 12 | -3 | 101 | 94 | 7 |
| ABC CL-FM | 186 | 148 | 38 | 11 | 6 | 5 | 6 | 6 | 0 | 41 | 30 | 11 | 27 | 36 | -9 | 102 | 69 | 33 | 97 | 90 | 7 |
| ALL | 3342 | 3341 | 1 | 375 | 370 | 5 | 384 | 379 | 5 | 863 | 866 | -3 | 817 | 816 | 1 | 902 | 911 | -9 | 1468 | 1475 | -7 |

Melbourne Radio - Cumulative Audience (000's) by Session

10+ [Potential: 3533]

Survey #3 - 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 | 167 | 155 | 12 | 107 | 99 | 8 | 67 | 68 | -1 | 78 | 77 | 1 | 93 | 102 | -9 | 66 | 64 | 2 | 118 | 103 | 15 |
| 3AW | 610 | 644 | -34 | 460 | 497 | -37 | 318 | 368 | -50 | 277 | 337 | -60 | 312 | 383 | -71 | 208 | 244 | -36 | 422 | 445 | -23 |
| MAGIC1278 | 255 | 247 | 8 | 146 | 135 | 11 | 152 | 132 | 20 | 170 | 141 | 29 | 119 | 125 | -6 | 89 | 80 | 9 | 198 | 202 | -4 |
| 3MP | 191 | 211 | -20 | 108 | 118 | -10 | 103 | 98 | 5 | 116 | 114 | 2 | 93 | 93 | 0 | 54 | 48 | 6 | 147 | 156 | -9 |
| FOXFM | 946 | 952 | -6 | 571 | 560 | 11 | 361 | 351 | 10 | 531 | 535 | -4 | 626 | 594 | 32 | 346 | 302 | 44 | 645 | 608 | 37 |
| GOLD FM | 716 | 670 | 46 | 373 | 345 | 28 | 332 | 323 | 9 | 400 | 390 | 10 | 388 | 344 | 44 | 198 | 184 | 14 | 488 | 485 | 3 |
| MIX101.1FM | 560 | 588 | -28 | 299 | 311 | -12 | 235 | 244 | -9 | 302 | 321 | -19 | 286 | 277 | 9 | 198 | 183 | 15 | 379 | 406 | -27 |
| 3MMM | 506 | 495 | 11 | 304 | 322 | -18 | 232 | 228 | 4 | 287 | 275 | 12 | 257 | 252 | 5 | 149 | 122 | 27 | 311 | 313 | -2 |
| NOVA 100 | 739 | 749 | -10 | 432 | 446 | -14 | 333 | 320 | 13 | 384 | 413 | -29 | 406 | 427 | -21 | 245 | 266 | -21 | 501 | 487 | 14 |
| vega 91.5 | 282 | 255 | 27 | 141 | 113 | 28 | 122 | 108 | 14 | 151 | 138 | 13 | 143 | 131 | 12 | 73 | 61 | 12 | 186 | 171 | 15 |
| ABC774 | 656 | 749 | -93 | 496 | 521 | -25 | 350 | 389 | -39 | 348 | 386 | -38 | 342 | 395 | -53 | 250 | 285 | -35 | 515 | 551 | -36 |
| 3RN | 179 | 187 | -8 | 107 | 127 | -20 | 73 | 73 | 0 | 59 | 63 | -4 | 89 | 97 | -8 | 65 | 59 | 6 | 135 | 139 | -4 |
| NEWSR | 164 | 178 | -14 | 103 | 88 | 15 | 53 | 65 | -12 | 70 | 82 | -12 | 56 | 61 | -5 | 67 | 56 | 11 | 109 | 113 | -4 |
| 3JJJ | 221 | 222 | -1 | 118 | 113 | 5 | 120 | 103 | 17 | 142 | 127 | 15 | 130 | 131 | -1 | 80 | 78 | 2 | 153 | 148 | 5 |
| ABC CL-FM | 163 | 128 | 35 | 69 | 54 | 15 | 77 | 54 | 23 | 84 | 65 | 19 | 90 | 64 | 26 | 61 | 50 | 11 | 112 | 85 | 27 |
| ALL | 3266 | 3270 | -4 | 2759 | 2781 | -22 | 2142 | 2130 | 12 | 2362 | 2356 | 6 | 2452 | 2438 | 14 | 1667 | 1621 | 46 | 2808 | 2791 | 17 |