

Melbourne Radio - Survey #2 2010



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

| 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 | 3.7 | 2.8 | 0.9 | 2.0 | 1.3 | 0.7 | 2.3 | 1.1 | 1.2 | 4.5 | 3.0 | 1.5 | 4.8 | 4.0 | 0.8 | 3.1 | 2.5 | 0.6 | 3.1 | 1.9 | 1.2 |
| 3AW | 14.6 | 14.1 | 0.5 | 1.9 | 2.0 | -0.1 | 0.6 | 1.3 | -0.7 | 4.3 | 4.2 | 0.1 | 10.0 | 12.2 | -2.2 | 30.2 | 27.4 | 2.8 | 18.4 | 17.3 | 1.1 |
| MAGIC | 3.8 | 4.3 | -0.5 | 0.1 | * | 0.1 | 0.6 | 1.0 | -0.4 | 0.3 | 0.1 | 0.2 | 1.1 | 1.7 | -0.6 | 9.3 | 10.6 | -1.3 | 4.2 | 4.9 | -0.7 |
| 3MP | 2.2 | 2.4 | -0.2 | 0.1 | 0.1 | 0.0 | 0.3 | 0.3 | 0.0 | 0.4 | 0.2 | 0.2 | 1.8 | 1.1 | 0.7 | 4.5 | 5.8 | -1.3 | 2.7 | 2.5 | 0.2 |
| FOXFM | 13.6 | 13.2 | 0.4 | 40.1 | 47.9 | -7.8 | 29.7 | 31.8 | -2.1 | 17.4 | 17.3 | 0.1 | 13.6 | 11.8 | 1.8 | 2.5 | 1.4 | 1.1 | 12.5 | 11.1 | 1.4 |
| GOLD | 8.0 | 9.0 | -1.0 | 5.8 | 5.8 | 0.0 | 6.3 | 6.7 | -0.4 | 7.3 | 7.4 | -0.1 | 14.4 | 14.8 | -0.4 | 4.9 | 7.0 | -2.1 | 8.5 | 9.5 | -1.0 |
| MIX101.1 | 5.0 | 5.1 | -0.1 | 9.9 | 11.5 | -1.6 | 10.7 | 7.3 | 3.4 | 8.2 | 9.0 | -0.8 | 5.0 | 5.4 | -0.4 | 0.6 | 0.7 | -0.1 | 3.9 | 4.7 | -0.8 |
| 3MMM | 5.4 | 5.5 | -0.1 | 6.1 | 4.3 | 1.8 | 6.1 | 5.2 | 0.9 | 11.1 | 10.2 | 0.9 | 6.2 | 7.8 | -1.6 | 0.8 | 0.9 | -0.1 | 3.9 | 4.1 | -0.2 |
| NOVA 100 | 8.3 | 7.3 | 1.0 | 15.5 | 12.9 | 2.6 | 26.2 | 25.4 | 0.8 | 14.4 | 13.5 | 0.9 | 4.5 | 3.5 | 1.0 | 0.9 | 0.2 | 0.7 | 5.8 | 5.0 | 0.8 |
| Classic Rock* | 3.4 | 3.7 | -0.3 | 6.3 | 2.2 | 4.1 | 2.2 | 3.1 | -0.9 | 2.9 | 3.7 | -0.8 | 6.5 | 7.0 | -0.5 | 1.4 | 1.7 | -0.3 | 3.4 | 4.6 | -1.2 |
| ABC774 | 12.5 | 12.2 | 0.3 | 1.3 | 4.5 | -3.2 | 0.5 | 0.6 | -0.1 | 4.3 | 3.8 | 0.5 | 14.0 | 14.4 | -0.4 | 21.8 | 20.5 | 1.3 | 15.2 | 14.5 | 0.7 |
| 3RN | 2.7 | 3.0 | -0.3 | 0.4 | 0.4 | 0.0 | 0.3 | 0.2 | 0.1 | 1.9 | 1.8 | 0.1 | 3.0 | 3.0 | 0.0 | 4.0 | 4.9 | -0.9 | 2.9 | 3.8 | -0.9 |
| NEWSR | 1.7 | 1.8 | -0.1 | 0.9 | 0.7 | 0.2 | 0.7 | 0.5 | 0.2 | 2.1 | 2.2 | -0.1 | 1.9 | 2.0 | -0.1 | 1.8 | 2.0 | -0.2 | 1.6 | 1.7 | -0.1 |
| 3JJJ | 4.3 | 4.2 | 0.1 | 4.7 | 1.2 | 3.5 | 10.0 | 11.5 | -1.5 | 10.9 | 10.6 | 0.3 | 1.3 | 1.7 | -0.4 | 0.4 | 0.1 | 0.3 | 2.7 | 2.3 | 0.4 |
| ABCFM | 2.8 | 2.9 | -0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.7 | -0.5 | 1.1 | 1.9 | -0.8 | 2.5 | 1.4 | 1.1 | 5.3 | 5.7 | -0.4 | 3.1 | 3.0 | 0.1 |

Share Movement (%) by Session, P10+

| 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 | 4.0 | 3.1 | 0.9 | 3.9 | 3.2 | 0.7 | 4.0 | 3.2 | 0.8 | 3.3 | 2.8 | 0.5 | 4.6 | 3.3 | 1.3 | 4.3 | 2.7 | 1.6 | 2.9 | 1.9 | 1.0 |
| 3AW | 14.5 | 14.1 | 0.4 | 17.6 | 19.0 | -1.4 | 16.2 | 14.0 | 2.2 | 11.0 | 9.9 | 1.1 | 10.7 | 10.7 | 0.0 | 16.5 | 16.6 | -0.1 | 14.8 | 14.3 | 0.5 |
| MAGIC | 3.4 | 3.9 | -0.5 | 3.3 | 3.8 | -0.5 | 3.9 | 4.6 | -0.7 | 4.0 | 4.1 | -0.1 | 2.6 | 2.6 | 0.0 | 2.9 | 4.2 | -1.3 | 5.0 | 5.7 | -0.7 |
| 3MP | 2.0 | 2.4 | -0.4 | 1.8 | 2.0 | -0.2 | 2.3 | 2.8 | -0.5 | 2.3 | 2.7 | -0.4 | 1.8 | 1.9 | -0.1 | 1.7 | 2.2 | -0.5 | 2.8 | 2.7 | 0.1 |
| FOXFM | 14.1 | 13.7 | 0.4 | 12.7 | 11.5 | 1.2 | 11.2 | 11.2 | 0.0 | 13.9 | 13.9 | 0.0 | 21.7 | 21.0 | 0.7 | 11.6 | 12.2 | -0.6 | 11.7 | 11.3 | 0.4 |
| GOLD | 7.9 | 8.9 | -1.0 | 6.3 | 7.4 | -1.1 | 8.8 | 9.8 | -1.0 | 10.0 | 10.6 | -0.6 | 7.6 | 8.6 | -1.0 | 6.0 | 7.7 | -1.7 | 8.3 | 9.1 | -0.8 |
| MIX101.1 | 5.0 | 5.0 | 0.0 | 4.4 | 3.7 | 0.7 | 3.7 | 4.3 | -0.6 | 5.3 | 5.3 | 0.0 | 5.8 | 6.1 | -0.3 | 7.7 | 7.5 | 0.2 | 5.1 | 5.4 | -0.3 |
| 3MMM | 5.7 | 5.9 | -0.2 | 5.5 | 5.8 | -0.3 | 6.2 | 6.0 | 0.2 | 7.7 | 7.6 | 0.1 | 4.6 | 5.2 | -0.6 | 2.6 | 3.4 | -0.8 | 4.3 | 4.0 | 0.3 |
| NOVA 100 | 8.7 | 7.5 | 1.2 | 9.1 | 7.4 | 1.7 | 8.0 | 7.8 | 0.2 | 10.0 | 9.0 | 1.0 | 7.9 | 6.5 | 1.4 | 6.9 | 5.1 | 1.8 | 6.9 | 6.4 | 0.5 |
| Classic Rock* | 3.5 | 3.7 | -0.2 | 2.8 | 2.6 | 0.2 | 3.9 | 4.1 | -0.2 | 4.5 | 4.5 | 0.0 | 3.1 | 4.0 | -0.9 | 2.6 | 3.2 | -0.6 | 3.1 | 3.8 | -0.7 |
| ABC774 | 12.7 | 12.3 | 0.4 | 16.3 | 16.2 | 0.1 | 14.0 | 13.6 | 0.4 | 9.6 | 8.8 | 0.8 | 9.7 | 10.0 | -0.3 | 11.4 | 11.2 | 0.2 | 11.6 | 11.9 | -0.3 |
| 3RN | 2.6 | 2.8 | -0.2 | 3.4 | 3.6 | -0.2 | 2.7 | 2.3 | 0.4 | 1.6 | 2.0 | -0.4 | 2.6 | 3.0 | -0.4 | 2.5 | 3.2 | -0.7 | 2.8 | 3.7 | -0.9 |
| NEWSR | 1.7 | 1.7 | 0.0 | 1.9 | 2.0 | -0.1 | 1.1 | 1.2 | -0.1 | 1.2 | 1.2 | 0.0 | 1.5 | 1.7 | -0.2 | 3.8 | 3.7 | 0.1 | 2.0 | 2.1 | -0.1 |
| 3JJJ | 4.2 | 4.5 | -0.3 | 3.4 | 2.8 | 0.6 | 3.6 | 4.8 | -1.2 | 4.6 | 5.9 | -1.3 | 5.7 | 5.6 | 0.1 | 4.6 | 3.3 | 1.3 | 4.6 | 3.2 | 1.4 |
| ABCFM | 2.7 | 2.7 | 0.0 | 2.2 | 2.6 | -0.4 | 2.9 | 2.6 | 0.3 | 2.6 | 2.7 | -0.1 | 3.0 | 2.7 | 0.3 | 3.4 | 3.3 | 0.1 | 3.3 | 3.6 | -0.3 |

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

* Please note: Classic Rock 91.5 commenced broadcasting on March 12 replacing vega 91.5. All listening for Survey #2 reflects listening to vega from Jan 31 to Mar 11 and Classic Rock from Mar 12 to Mar 20. LAST (#1) survey results reflect listening to vega only.