

# Melbourne Radio - Survey #1 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	2.8	3.4	-0.6	1.3	0.7	0.6	1.1	2.2	-1.1	3.0	5.1	-2.1	4.0	4.7	-0.7	2.5	2.2	0.3	1.9	3.1	-1.2
3AW	14.1	14.1	0.0	2.0	0.7	1.3	1.3	0.5	0.8	4.2	4.6	-0.4	12.2	11.4	0.8	27.4	27.8	-0.4	17.3	17.9	-0.6
MAGIC	4.3	4.7	-0.4	*	5.9	-5.9	1.0	*	1.0	0.1	0.4	-0.3	1.7	3.1	-1.4	10.6	9.6	1.0	4.9	5.3	-0.4
3MP	2.4	3.1	-0.7	0.1	0.7	0.4	0.3	0.4	0.4	0.2	0.3	-0.1	1.1	2.6	-1.5	5.8	6.4	-0.6	2.5	4.5	-2.0
FOXFM	13.2	13.5	-0.3	47.9	42.6	5.3	31.8	27.4	4.4	17.3	18.7	-1.4	11.8	13.4	-1.6	1.4	1.8	-0.4	11.1	9.9	1.2
GOLD	9.0	6.9	2.1	5.8	2.0	3.8	6.7	4.0	2.7	7.4	6.4	1.0	14.8	8.8	6.0	7.0	7.6	-0.6	9.5	7.0	2.5
MIX101.1	5.1	5.4	-0.3	11.5	11.8	-0.3	7.3	8.3	-1.0	9.0	8.4	0.6	5.4	5.5	-0.1	0.7	1.6	-0.9	4.7	4.7	0.0
3MMM	5.5	3.9	1.6	4.3	2.4	1.9	5.2	5.3	-0.1	10.2	6.3	3.9	7.8	6.2	1.6	0.9	0.9	0.0	4.1	3.9	0.2
NOVA 100	7.3	7.9	-0.6	12.9	20.6	-7.7	25.4	20.7	4.7	13.5	12.9	0.6	3.5	5.8	-2.3	0.2	0.8	-0.6	5.0	4.9	0.1
vega 91.5	3.7	4.3	-0.6	2.2	1.7	0.5	3.1	4.4	-1.3	3.7	6.1	-2.4	7.0	7.4	-0.4	1.7	1.4	0.3	4.6	4.4	0.2
ABC774	12.2	11.3	0.9	4.5	1.0	3.5	0.6	1.7	-1.1	3.8	5.4	-1.6	14.4	12.4	2.0	20.5	18.4	2.1	14.5	12.7	1.8
3RN	3.0	2.6	0.4	0.4	1.2	-0.8	0.2	0.3	0.3	1.8	1.1	0.7	3.0	3.5	-0.5	4.9	3.9	1.0	3.8	2.6	1.2
NEWSR	1.8	1.5	0.3	0.7	0.5	0.2	0.5	1.2	-0.7	2.2	1.4	0.8	2.0	1.5	0.5	2.0	1.9	0.1	1.7	1.2	0.5
3JJJ	4.2	4.6	-0.4	1.2	4.2	-3.0	11.5	12.8	-1.3	10.6	10.8	-0.2	1.7	2.6	-0.9	0.1	0.1	0.0	2.3	3.4	-1.1
ABCFM	2.9	3.1	-0.2	0.1	0.4	-0.3	0.7	0.7	0.0	1.9	1.8	0.1	1.4	1.9	-0.5	5.7	5.8	-0.1	3.0	4.1	-1.1

## 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	3.1	3.5	-0.4	3.2	3.3	-0.1	3.2	3.1	0.1	2.8	3.1	-0.3	3.3	4.8	-1.5	2.7	3.2	-0.5	1.9	3.0	-1.1
3AW	14.1	14.4	-0.3	19.0	19.2	-0.2	14.0	15.9	-1.9	9.9	10.1	-0.2	10.7	10.4	0.3	16.6	14.7	1.9	14.3	13.3	1.0
MAGIC	3.9	4.6	-0.7	3.8	4.3	-0.5	4.6	5.4	-0.8	4.1	5.2	-1.1	2.6	3.7	-1.1	4.2	3.6	0.6	5.7	5.3	0.4
3MP	2.4	3.0	-0.6	2.0	2.2	-0.2	2.8	3.9	-1.1	2.7	3.5	-0.8	1.9	2.3	-0.4	2.2	3.0	-0.8	2.7	3.7	-1.0
FOXFM	13.7	13.8	-0.1	11.5	12.2	-0.7	11.2	10.2	1.0	13.9	13.2	0.7	21.0	22.6	-1.6	12.2	11.0	1.2	11.3	12.8	-1.5
GOLD	8.9	6.9	2.0	7.4	5.2	2.2	9.8	7.9	1.9	10.6	9.0	1.6	8.6	5.9	2.7	7.7	6.7	1.0	9.1	7.1	2.0
MIX101.1	5.0	5.4	-0.4	3.7	5.0	-1.3	4.3	4.9	-0.6	5.3	5.7	-0.4	6.1	5.0	1.1	7.5	8.0	-0.5	5.4	5.3	0.1
3MMM	5.9	4.2	1.7	5.8	4.3	1.5	6.0	4.4	1.6	7.6	4.7	2.9	5.2	3.3	1.9	3.4	3.4	0.0	4.0	3.2	0.8
NOVA 100	7.5	8.0	-0.5	7.4	7.9	-0.5	7.8	7.5	0.3	9.0	8.1	0.9	6.5	8.1	-1.6	5.1	8.8	-3.7	6.4	7.7	-1.3
vega 91.5	3.7	4.7	-1.0	2.6	3.2	-0.6	4.1	5.7	-1.6	4.5	6.8	-2.3	4.0	4.2	-0.2	3.2	1.9	1.3	3.8	2.9	0.9
ABC774	12.3	11.5	0.8	16.2	14.9	1.3	13.6	11.8	1.8	8.8	8.8	0.0	10.0	9.1	0.9	11.2	12.0	-0.8	11.9	10.6	1.3
3RN	2.8	2.6	0.2	3.6	3.8	-0.2	2.3	1.9	0.4	2.0	1.3	0.7	3.0	3.1	-0.1	3.2	2.8	0.4	3.7	2.8	0.9
NEWSR	1.7	1.4	0.3	2.0	1.8	0.2	1.2	0.8	0.4	1.2	1.0	0.2	1.7	1.2	0.5	3.7	2.5	1.2	2.1	2.0	0.1
3JJJ	4.5	4.6	-0.1	2.8	3.2	-0.4	4.8	4.8	0.0	5.9	5.8	0.1	5.6	5.4	0.2	3.3	4.4	-1.1	3.2	4.6	-1.4
ABCFM	2.7	2.9	-0.2	2.6	2.8	-0.2	2.6	3.1	-0.5	2.7	2.9	-0.2	2.7	2.8	-0.1	3.3	3.0	0.3	3.6	3.9	-0.3

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## Average Audience (000's) 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	+/-
Potential	3840	3726	114	415	423	-8	476	456	20	1017	981	36	897	880	17	1035	986	49	1692	1632	60
SEN	16	18	-2	*	*	0	1	1	0	4	6	-2	6	6	0	5	4	1	5	8	-3
3AW	79	77	2	1	*	1	1	*	1	6	6	0	17	16	1	55	55	0	47	48	-1
MAGIC	24	26	-2	*	2	-2	1	*	1	*	1	-1	2	4	-2	21	19	2	13	14	-1
3MP	14	17	-3	*	*	0	*	*	0	*	*	0	2	4	-2	12	13	-1	7	12	-5
FOXFM	74	74	0	14	15	-1	17	14	3	24	23	1	17	18	-1	3	4	-1	30	27	3
GOLD	51	38	13	2	1	1	3	2	1	10	8	2	21	12	9	14	15	-1	26	19	7
MIX101.1	29	29	0	3	4	-1	4	4	0	12	10	2	8	7	1	1	3	-2	13	13	0
3MMM	31	21	10	1	1	0	3	3	0	14	8	6	11	8	3	2	2	0	11	11	0
NOVA 100	41	43	-2	4	7	-3	13	11	2	19	16	3	5	8	-3	*	2	-2	14	13	1
vega 91.5	21	23	-2	1	1	0	2	2	0	5	8	-3	10	10	0	3	3	0	13	12	1
ABC774	69	62	7	1	*	1	*	1	-1	5	7	-2	21	17	4	41	37	4	40	34	6
3RN	17	14	3	*	*	0	*	*	0	3	1	2	4	5	-1	10	8	2	10	7	3
NEWSR	10	8	2	*	*	0	*	1	-1	3	2	1	3	2	1	4	4	0	5	3	2
3JJJ	24	25	-1	*	1	-1	6	7	-1	15	13	2	3	4	-1	*	*	0	6	9	-3
ABCFM	16	17	-1	*	*	0	*	*	0	3	2	1	2	3	-1	11	12	-1	8	11	-3
ALL	562	545	17	30	34	-4	52	51	1	137	125	12	143	136	7	200	199	1	274	268	6

## Average Audience (000's) by Session, P10+ [Potential: 3840]

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	19	20	-1	28	29	-1	27	24	3	19	20	-1	22	30	-8	6	6	0	9	13	-4
3AW	86	85	1	167	171	-4	117	121	-4	66	65	1	69	67	2	36	30	6	64	58	6
MAGIC	24	27	-3	34	39	-5	38	41	-3	27	33	-6	17	24	-7	9	7	2	26	23	3
3MP	14	18	-4	17	20	-3	24	30	-6	18	23	-5	12	15	-3	5	6	-1	12	16	-4
FOXFM	84	81	3	101	109	-8	94	77	17	93	85	8	137	144	-7	26	22	4	50	56	-6
GOLD	54	41	13	65	46	19	82	60	22	71	58	13	56	38	18	17	14	3	41	31	10
MIX101.1	30	32	-2	32	44	-12	35	37	-2	36	37	-1	40	32	8	16	16	0	24	23	1
3MMM	36	24	12	51	38	13	50	33	17	50	30	20	34	21	13	7	7	0	18	14	4
NOVA 100	46	47	-1	65	71	-6	65	57	8	60	52	8	42	52	-10	11	18	-7	29	33	-4
vega 91.5	22	27	-5	22	29	-7	34	44	-10	30	44	-14	26	27	-1	7	4	3	17	13	4
ABC774	75	68	7	141	132	9	113	90	23	59	57	2	65	58	7	24	24	0	53	46	7
3RN	17	15	2	31	34	-3	20	14	6	13	9	4	19	20	-1	7	6	1	17	12	5
NEWSR	11	8	3	18	16	2	10	6	4	8	7	1	11	8	3	8	5	3	9	9	0
3JJJ	27	27	0	24	28	-4	40	36	4	39	37	2	37	35	2	7	9	-2	14	20	-6
ABCFM	17	17	0	23	24	-1	22	23	-1	18	18	0	17	18	-1	7	6	1	16	17	-1
ALL	609	589	20	874	889	-15	833	761	72	668	644	24	650	639	11	216	202	14	447	435	12

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## Cumulative Audience (000's) 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	+/-
Potential	3840	3726	114	415	423	-8	476	456	20	1017	981	36	897	880	17	1035	986	49	1692	1632	60
SEN	281	246	35	14	13	1	10	18	-8	93	95	-2	90	66	24	75	55	20	95	105	-10
3AW	634	634	0	19	13	6	16	7	9	80	90	-10	170	172	-2	349	353	-4	322	358	-36
MAGIC	229	246	-17	*	11	-11	8	*	8	3	10	-7	39	45	-6	180	179	1	128	127	1
3MP	168	190	-22	6	5	1	3	7	-4	12	12	0	30	41	-11	118	124	-6	90	112	-22
FOXFM	1315	1253	62	262	274	-12	294	286	8	417	370	47	293	262	31	49	62	-13	509	423	86
GOLD	750	639	111	53	32	21	72	66	6	209	182	27	271	214	57	145	147	-2	340	278	62
MIX101.1	718	677	41	122	118	4	132	127	5	258	216	42	168	165	3	38	51	-13	300	237	63
3MMM	498	417	81	43	55	-12	90	59	31	175	177	-2	159	104	55	31	22	9	193	162	31
NOVA 100	868	927	-59	145	183	-38	254	243	11	323	331	-8	134	139	-5	13	31	-18	279	288	-9
vega 91.5	288	310	-22	16	24	-8	56	16	40	72	102	-30	108	136	-28	36	32	4	143	145	-2
ABC774	875	747	128	38	17	21	10	21	-11	153	139	14	266	208	58	409	363	46	433	393	40
3RN	223	232	-9	9	9	0	2	5	-3	33	46	-13	77	76	1	103	97	6	127	114	13
NEWSR	227	236	-9	11	4	7	7	18	-11	68	74	-6	63	61	2	77	79	-2	93	100	-7
3JJJ	369	364	5	13	21	-8	112	102	10	184	184	0	54	52	2	6	5	1	115	132	-17
ABCFM	233	272	-39	3	10	-7	7	14	-7	52	76	-24	55	53	2	116	119	-3	124	141	-17
ALL	3640	3523	117	385	376	9	436	421	15	966	935	31	873	848	25	981	944	37	1614	1551	63

## Cumulative Audience (000's) by Session, P10+ [Potential: 3840]

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	262	226	36	175	147	28	121	96	25	128	105	23	152	158	-6	75	87	-12	119	147	-28
3AW	608	616	-8	489	482	7	367	362	5	329	321	8	342	373	-31	219	208	11	434	413	21
MAGIC	206	226	-20	125	145	-20	131	141	-10	119	146	-27	95	128	-33	70	65	5	177	187	-10
3MP	157	173	-16	76	85	-9	80	115	-35	97	120	-23	71	95	-24	55	52	3	110	132	-22
FOXFM	1260	1179	81	713	692	21	548	499	49	676	676	0	879	841	38	439	404	35	822	811	11
GOLD	658	552	106	363	301	62	342	295	47	380	305	75	375	255	120	226	166	60	477	393	84
MIX101.1	652	599	53	294	303	-9	283	252	31	349	287	62	321	299	22	255	241	14	462	407	55
3MMM	464	367	97	278	201	77	201	164	37	260	190	70	255	194	61	127	107	20	254	242	12
NOVA 100	802	847	-45	451	481	-30	355	383	-28	425	451	-26	432	489	-57	232	330	-98	497	567	-70
vega 91.5	262	280	-18	139	158	-19	142	149	-7	166	187	-21	171	170	1	92	70	22	186	175	11
ABC774	783	682	101	533	538	-5	421	388	33	419	350	69	459	395	64	276	237	39	598	496	102
3RN	204	209	-5	128	149	-21	95	93	2	87	93	-6	107	105	2	73	69	4	163	162	1
NEWSR	205	200	5	128	117	11	66	55	11	70	76	-6	87	77	10	98	75	23	140	141	-1
3JJJ	333	334	-1	156	190	-34	162	168	-6	199	186	13	241	223	18	146	127	19	214	246	-32
ABCFM	206	233	-27	111	121	-10	110	117	-7	109	121	-12	110	130	-20	74	79	-5	172	189	-17
ALL	3595	3443	152	2947	2899	48	2551	2355	196	2652	2532	120	2813	2771	42	1898	1761	137	3106	3071	35

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