

Melbourne Radio - Survey #3 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	4.2	3.7	0.5	1.8	2.0	-0.2	2.7	2.3	0.4	5.3	4.5	0.8	6.2	4.8	1.4	3.0	3.1	-0.1	3.8	3.1	0.7
3AW	15.0	14.6	0.4	1.4	1.9	-0.5	0.9	0.6	0.3	4.9	4.3	0.6	13.3	10.0	3.3	28.2	30.2	-2.0	18.3	18.4	-0.1
MAGIC	4.7	3.8	0.9	0.1	0.1	0.0	0.3	0.6	-0.3	0.4	0.3	0.1	1.3	1.1	0.2	11.5	9.3	2.2	5.0	4.2	0.8
3MP **	2.0	2.2	-0.2	0.5	0.1	0.4	0.3	0.3	0.0	0.4	0.4	0.0	1.9	1.8	0.1	3.8	4.5	-0.7	2.6	2.7	-0.1
FOXFM	13.5	13.6	-0.1	41.1	40.1	1.0	31.7	29.7	2.0	16.9	17.4	-0.5	13.1	13.6	-0.5	2.4	2.5	-0.1	11.5	12.5	-1.0
GOLD	7.1	8.0	-0.9	4.5	5.8	-1.3	7.1	6.3	0.8	6.4	7.3	-0.9	11.9	14.4	-2.5	4.7	4.9	-0.2	7.5	8.5	-1.0
MIX101.1	4.9	5.0	-0.1	10.0	9.9	0.1	8.1	10.7	-2.6	9.2	8.2	1.0	5.4	5.0	0.4	0.4	0.6	-0.2	4.6	3.9	0.7
3MMM	5.2	5.4	-0.2	5.3	6.1	-0.8	9.4	6.1	3.3	9.3	11.1	-1.8	6.5	6.2	0.3	0.5	0.8	-0.3	3.8	3.9	-0.1
NOVA 100	7.5	8.3	-0.8	15.5	15.5	0.0	18.6	26.2	-7.6	15.1	14.4	0.7	4.3	4.5	-0.2	1.0	0.9	0.1	6.4	5.8	0.6
Classic Rock*	3.4	3.4	0.0	6.6	6.3	0.3	2.3	2.2	0.1	3.2	2.9	0.3	5.7	6.5	-0.8	1.7	1.4	0.3	3.5	3.4	0.1
ABC774	12.9	12.5	0.4	1.7	1.3	0.4	0.7	0.5	0.2	4.9	4.3	0.6	11.6	14.0	-2.4	23.8	21.8	2.0	14.8	15.2	-0.4
3RN	2.6	2.7	-0.1	0.8	0.4	0.4	0.4	0.3	0.1	1.7	1.9	-0.2	2.8	3.0	-0.2	3.9	4.0	-0.1	2.3	2.9	-0.6
NEWSR	1.8	1.7	0.1	0.6	0.9	-0.3	1.4	0.7	0.7	1.2	2.1	-0.9	2.2	1.9	0.3	2.1	1.8	0.3	1.9	1.6	0.3
3JJJ	5.1	4.3	0.8	5.4	4.7	0.7	13.1	10.0	3.1	12.9	10.9	2.0	1.8	1.3	0.5	0.6	0.4	0.2	3.6	2.7	0.9
ABCFM	2.7	2.8	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	1.1	1.1	0.0	2.5	2.5	0.0	4.9	5.3	-0.4	3.4	3.1	0.3

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	4.3	4.0	0.3	3.7	3.9	-0.2	4.3	4.0	0.3	3.6	3.3	0.3	5.5	4.6	0.9	5.1	4.3	0.8	4.2	2.9	1.3
3AW	15.0	14.5	0.5	18.5	17.6	0.9	17.1	16.2	0.9	11.2	11.0	0.2	11.0	10.7	0.3	15.8	16.5	-0.7	15.0	14.8	0.2
MAGIC	4.5	3.4	1.1	4.1	3.3	0.8	4.8	3.9	0.9	5.6	4.0	1.6	3.7	2.6	1.1	3.5	2.9	0.6	5.4	5.0	0.4
3MP **	1.8	2.0	-0.2	1.9	1.8	0.1	1.8	2.3	-0.5	1.9	2.3	-0.4	1.9	1.8	0.1	1.4	1.7	-0.3	2.8	2.8	0.0
FOXFM	14.0	14.1	-0.1	12.2	12.7	-0.5	11.4	11.2	0.2	14.4	13.9	0.5	21.3	21.7	-0.4	11.7	11.6	0.1	11.6	11.7	-0.1
GOLD	7.3	7.9	-0.6	6.5	6.3	0.2	8.2	8.8	-0.6	8.9	10.0	-1.1	6.0	7.6	-1.6	5.6	6.0	-0.4	6.6	8.3	-1.7
MIX101.1	5.0	5.0	0.0	4.2	4.4	-0.2	4.5	3.7	0.8	5.6	5.3	0.3	5.3	5.8	-0.5	6.1	7.7	-1.6	4.8	5.1	-0.3
3MMM	5.2	5.7	-0.5	4.8	5.5	-0.7	5.5	6.2	-0.7	6.6	7.7	-1.1	4.3	4.6	-0.3	3.7	2.6	1.1	5.1	4.3	0.8
NOVA 100	8.1	8.7	-0.6	8.7	9.1	-0.4	7.0	8.0	-1.0	8.7	10.0	-1.3	8.3	7.9	0.4	7.3	6.9	0.4	5.5	6.9	-1.4
Classic Rock*	3.5	3.5	0.0	3.0	2.8	0.2	4.1	3.9	0.2	4.6	4.5	0.1	2.9	3.1	-0.2	2.1	2.6	-0.5	2.9	3.1	-0.2
ABC774	12.9	12.7	0.2	15.8	16.3	-0.5	13.6	14.0	-0.4	10.4	9.6	0.8	9.3	9.7	-0.4	15.1	11.4	3.7	12.9	11.6	1.3
3RN	2.5	2.6	-0.1	3.2	3.4	-0.2	2.7	2.7	0.0	1.6	1.6	0.0	2.8	2.6	0.2	2.3	2.5	-0.2	2.8	2.8	0.0
NEWSR	1.6	1.7	-0.1	2.2	1.9	0.3	1.0	1.1	-0.1	1.1	1.2	-0.1	1.6	1.5	0.1	2.7	3.8	-1.1	2.2	2.0	0.2
3JJJ	5.3	4.2	1.1	3.9	3.4	0.5	4.7	3.6	1.1	6.4	4.6	1.8	6.4	5.7	0.7	6.0	4.6	1.4	4.7	4.6	0.1
ABCFM	2.6	2.7	-0.1	2.4	2.2	0.2	3.0	2.9	0.1	2.1	2.6	-0.5	2.7	3.0	-0.3	3.1	3.4	-0.3	3.0	3.3	-0.3

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

* Note: **Classic Rock 91.5** commenced broadcasting on **March 12** replacing **vega 91.5**. All listening for **Survey #3** reflects listening to **vega** from **Feb 14 to Mar 11** and **Classic Rock** from **Mar 12 to May 1**. **LAST (#2)** survey results reflect listening to **vega** from **Jan 31 to Mar 11** and **Classic Rock** from **Mar 12 to Mar 20**.

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** Note: **3MP** ceased broadcasting on **April 18** replaced by **MTR 1377** from **April 19**. All listening for **Survey #3** reflects listening to **3MP** from **Feb 14 to Apr 18** and **MTR** from **Apr 19 to May 1**. **LAST (#2)** survey results reflect listening to **3MP** only.