

Melbourne Radio - Survey #4 2010



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	4.2	4.2	0.0	0.8	1.8	-1.0	1.3	2.7	-1.4	5.1	5.3	-0.2	6.9	6.2	0.7	3.5	4.1	-0.6	2.6	2.3	0.3
3AW	14.8	15.0	-0.2	1.4	1.4	0.0	1.2	0.9	0.3	5.9	4.9	1.0	14.7	13.3	1.4	23.4	24.3	-0.9	27.1	31.1	-4.0
MAGIC	6.8	4.7	2.1	*	0.1	-0.1	0.4	0.3	0.1	0.4	0.4	0.0	2.9	1.3	1.6	15.2	9.6	5.6	16.5	12.9	3.6
MTR 1377 **	1.7	2.0	-0.3	0.4	0.5	-0.1	0.3	0.3	0.0	0.4	0.4	0.0	2.3	1.9	0.4	3.0	4.3	-1.3	2.5	3.5	-1.0
FOXFM	13.2	13.5	-0.3	46.0	41.1	4.9	31.0	31.7	-0.7	17.7	16.9	0.8	12.4	13.1	-0.7	2.5	3.1	-0.6	1.4	1.9	-0.5
GOLD	7.2	7.1	0.1	3.9	4.5	-0.6	6.5	7.1	-0.6	8.0	6.4	1.6	10.0	11.9	-1.9	8.6	8.9	-0.3	2.8	1.6	1.2
MIX101.1	5.3	4.9	0.4	14.5	10.0	4.5	4.8	8.1	-3.3	10.8	9.2	1.6	5.4	5.4	0.0	1.0	0.6	0.4	0.1	0.2	-0.1
3MMM	6.0	5.2	0.8	7.2	5.3	1.9	11.0	9.4	1.6	10.7	9.3	1.4	7.6	6.5	1.1	1.0	0.9	0.1	0.3	0.3	0.0
NOVA 100	6.8	7.5	-0.7	12.1	15.5	-3.4	16.4	18.6	-2.2	13.0	15.1	-2.1	5.8	4.3	1.5	0.8	2.0	-1.2	0.5	0.2	0.3
Classic Rock*	3.3	3.4	-0.1	2.2	6.6	-4.4	2.3	2.3	0.0	3.9	3.2	0.7	5.2	5.7	-0.5	4.2	4.0	0.2	*	*	0.0
ABC774	12.7	12.9	-0.2	2.9	1.7	1.2	2.1	0.7	1.4	5.3	4.9	0.4	9.8	11.6	-1.8	22.5	22.4	0.1	23.7	24.8	-1.1
3RN	2.4	2.6	-0.2	0.5	0.8	-0.3	0.6	0.4	0.2	1.1	1.7	-0.6	2.5	2.8	-0.3	3.7	3.5	0.2	3.9	4.1	-0.2
NEWSR	2.1	1.8	0.3	1.3	0.6	0.7	2.3	1.4	0.9	1.5	1.2	0.3	2.4	2.2	0.2	1.3	1.8	-0.5	3.1	2.2	0.9
3JJJ	3.9	5.1	-1.2	1.9	5.4	-3.5	14.3	13.1	1.2	9.2	12.9	-3.7	1.7	1.8	-0.1	0.1	0.8	-0.7	0.3	0.4	0.4
ABCFM	2.6	2.7	-0.1	0.6	0.2	0.4	0.3	0.2	0.1	0.9	1.1	-0.2	1.4	2.5	-1.1	3.9	3.2	0.7	6.7	6.2	0.5

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	4.1	4.3	-0.2	3.6	3.7	-0.1	4.2	4.3	-0.1	3.7	3.6	0.1	5.0	5.5	-0.5	5.1	5.1	0.0	4.6	4.2	0.4
3AW	15.1	15.0	0.1	19.4	18.5	0.9	15.9	17.1	-1.2	11.3	11.2	0.1	12.9	11.0	1.9	13.2	15.8	-2.6	14.0	15.0	-1.0
MAGIC	6.4	4.5	1.9	5.4	4.1	1.3	7.8	4.8	3.0	8.0	5.6	2.4	5.1	3.7	1.4	4.8	3.5	1.3	7.9	5.4	2.5
MTR 1377 **	1.7	1.8	-0.1	1.7	1.9	-0.2	1.8	1.8	0.0	1.6	1.9	-0.3	1.6	1.9	-0.3	1.7	1.4	0.3	2.0	2.8	-0.8
FOXFM	13.8	14.0	-0.2	12.6	12.2	0.4	10.3	11.4	-1.1	13.8	14.4	-0.6	20.8	21.3	-0.5	12.0	11.7	0.3	11.4	11.6	-0.2
GOLD	7.5	7.3	0.2	6.9	6.5	0.4	8.8	8.2	0.6	9.3	8.9	0.4	5.6	6.0	-0.4	5.1	5.6	-0.5	6.2	6.6	-0.4
MIX101.1	5.3	5.0	0.3	4.7	4.2	0.5	4.9	4.5	0.4	5.5	5.6	-0.1	5.0	5.3	-0.3	8.2	6.1	2.1	5.1	4.8	0.3
3MMM	5.9	5.2	0.7	5.6	4.8	0.8	5.6	5.5	0.1	6.9	6.6	0.3	5.8	4.3	1.5	5.2	3.7	1.5	6.4	5.1	1.3
NOVA 100	7.2	8.1	-0.9	7.2	8.7	-1.5	6.7	7.0	-0.3	8.1	8.7	-0.6	7.1	8.3	-1.2	6.6	7.3	-0.7	5.2	5.5	-0.3
Classic Rock*	3.4	3.5	-0.1	2.3	3.0	-0.7	3.9	4.1	-0.2	4.9	4.6	0.3	3.0	2.9	0.1	2.9	2.1	0.8	2.6	2.9	-0.3
ABC774	12.6	12.9	-0.3	14.6	15.8	-1.2	13.6	13.6	0.0	9.9	10.4	-0.5	9.7	9.3	0.4	16.0	15.1	0.9	13.0	12.9	0.1
3RN	2.2	2.5	-0.3	2.6	3.2	-0.6	2.2	2.7	-0.5	1.2	1.6	-0.4	2.7	2.8	-0.1	2.5	2.3	0.2	3.0	2.8	0.2
NEWSR	1.9	1.6	0.3	2.5	2.2	0.3	1.1	1.0	0.1	1.8	1.1	0.7	1.8	1.6	0.2	2.4	2.7	-0.3	2.7	2.2	0.5
3JJJ	4.1	5.3	-1.2	3.7	3.9	-0.2	3.7	4.7	-1.0	5.0	6.4	-1.4	4.4	6.4	-2.0	3.9	6.0	-2.1	3.4	4.7	-1.3
ABCFM	2.6	2.6	0.0	2.2	2.4	-0.2	3.1	3.0	0.1	2.3	2.1	0.2	2.7	2.7	0.0	2.6	3.1	-0.5	2.9	3.0	-0.1

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

* Note: Classic Rock 91.5 - LAST (#3) survey results reflect listening to vega from Feb 14 to Mar 11 and Classic Rock from Mar 12 to May 1.

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** Note: MTR 1377 commenced broadcasting on April 19 replacing 3MP. All listening for Survey #4 reflects listening to 3MP from Mar 28 to Apr 18 and MTR from Apr 19 to Jun 12. LAST (#3) survey results reflect listening to 3MP from Feb 14 to Apr 18 and to MTR from April 19 to May 1.