

Melbourne Radio - Survey #5 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	5.2	4.2	1.0	1.9	0.8	1.1	1.3	1.3	0.0	6.7	5.1	1.6	8.1	6.9	1.2	4.6	3.5	1.1	3.1	2.6	0.5
3AW	15.2	14.8	0.4	1.6	1.4	0.2	1.0	1.2	-0.2	4.8	5.9	-1.1	14.2	14.7	-0.5	22.9	23.4	-0.5	31.1	27.1	4.0
MAGIC	7.4	6.8	0.6	0.2	*	0.2	0.1	0.4	-0.3	0.4	0.4	0.0	4.3	2.9	1.4	15.7	15.2	0.5	17.3	16.5	0.8
MTR 1377 *	1.3	1.7	-0.4	0.2	0.4	-0.2	0.1	0.3	-0.2	0.4	0.4	0.0	1.9	2.3	-0.4	2.1	3.0	-0.9	1.9	2.5	-0.6
FOXFM	12.5	13.2	-0.7	43.9	46.0	-2.1	28.3	31.0	-2.7	18.5	17.7	0.8	10.9	12.4	-1.5	2.5	2.5	0.0	0.9	1.4	-0.5
GOLD	7.3	7.2	0.1	5.8	3.9	1.9	2.9	6.5	-3.6	7.7	8.0	-0.3	9.4	10.0	-0.6	10.4	8.6	1.8	3.8	2.8	1.0
MIX101.1	4.7	5.3	-0.6	11.7	14.5	-2.8	5.5	4.8	0.7	9.1	10.8	-1.7	5.0	5.4	-0.4	1.4	1.0	0.4	0.1	0.1	0.0
3MMM	5.6	6.0	-0.4	6.1	7.2	-1.1	13.1	11.0	2.1	9.7	10.7	-1.0	6.2	7.6	-1.4	1.0	1.0	0.0	0.8	0.3	0.5
NOVA 100	7.0	6.8	0.2	13.5	12.1	1.4	23.3	16.4	6.9	11.6	13.0	-1.4	5.1	5.8	-0.7	1.1	0.8	0.3	0.4	0.5	-0.1
Classic Rock	3.3	3.3	0.0	3.3	2.2	1.1	1.4	2.3	-0.9	4.6	3.9	0.7	5.8	5.2	0.6	2.0	4.2	-2.2	0.6	*	0.6
ABC774	12.7	12.7	0.0	1.8	2.9	-1.1	2.3	2.1	0.2	5.4	5.3	0.1	13.8	9.8	4.0	19.2	22.5	-3.3	21.3	23.7	-2.4
3RN	2.1	2.4	-0.3	0.0	0.5	-0.5	0.6	0.6	0.0	0.8	1.1	-0.3	2.7	2.5	0.2	3.4	3.7	-0.3	3.1	3.9	-0.8
NEWSR	1.6	2.1	-0.5	0.9	1.3	-0.4	1.3	2.3	-1.0	1.6	1.5	0.1	1.8	2.4	-0.6	1.5	1.3	0.2	1.9	3.1	-1.2
3JJJ	3.6	3.9	-0.3	1.5	1.9	-0.4	12.8	14.3	-1.5	9.5	9.2	0.3	1.0	1.7	-0.7	0.1	0.1	0.0	0.1	0.3	-0.2
ABCFM	2.6	2.6	0.0	1.0	0.6	0.4	0.2	0.3	-0.1	0.9	0.9	0.0	1.3	1.4	-0.1	4.5	3.9	0.6	6.0	6.7	-0.7

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	5.2	4.1	1.1	5.5	3.6	1.9	4.8	4.2	0.6	4.7	3.7	1.0	5.6	5.0	0.6	6.4	5.1	1.3	5.1	4.6	0.5
3AW	15.4	15.1	0.3	19.2	19.4	-0.2	17.7	15.9	1.8	12.0	11.3	0.7	12.7	12.9	-0.2	12.0	13.2	-1.2	14.5	14.0	0.5
MAGIC	7.0	6.4	0.6	6.0	5.4	0.6	8.8	7.8	1.0	8.3	8.0	0.3	5.5	5.1	0.4	5.1	4.8	0.3	8.8	7.9	0.9
MTR 1377 *	1.4	1.7	-0.3	1.4	1.7	-0.3	1.5	1.8	-0.3	1.4	1.6	-0.2	1.2	1.6	-0.4	1.3	1.7	-0.4	1.2	2.0	-0.8
FOXFM	12.8	13.8	-1.0	11.9	12.6	-0.7	8.6	10.3	-1.7	12.6	13.8	-1.2	20.0	20.8	-0.8	12.4	12.0	0.4	11.7	11.4	0.3
GOLD	7.4	7.5	-0.1	6.2	6.9	-0.7	8.5	8.8	-0.3	9.7	9.3	0.4	6.4	5.6	0.8	4.7	5.1	-0.4	6.7	6.2	0.5
MIX101.1	4.9	5.3	-0.4	4.0	4.7	-0.7	4.5	4.9	-0.4	5.0	5.5	-0.5	4.8	5.0	-0.2	7.9	8.2	-0.3	4.4	5.1	-0.7
3MMM	5.5	5.9	-0.4	5.3	5.6	-0.3	5.2	5.6	-0.4	6.5	6.9	-0.4	5.8	5.8	0.0	4.1	5.2	-1.1	5.9	6.4	-0.5
NOVA 100	7.4	7.2	0.2	7.2	7.2	0.0	6.9	6.7	0.2	8.4	8.1	0.3	6.8	7.1	-0.3	7.3	6.6	0.7	5.7	5.2	0.5
Classic Rock	3.4	3.4	0.0	2.6	2.3	0.3	3.3	3.9	-0.6	4.7	4.9	-0.2	3.5	3.0	0.5	3.0	2.9	0.1	2.8	2.6	0.2
ABC774	12.7	12.6	0.1	14.9	14.6	0.3	14.7	13.6	1.1	10.3	9.9	0.4	9.6	9.7	-0.1	13.4	16.0	-2.6	12.4	13.0	-0.6
3RN	2.0	2.2	-0.2	2.7	2.6	0.1	1.4	2.2	-0.8	1.0	1.2	-0.2	2.4	2.7	-0.3	3.2	2.5	0.7	2.5	3.0	-0.5
NEWSR	1.4	1.9	-0.5	1.6	2.5	-0.9	0.7	1.1	-0.4	1.5	1.8	-0.3	1.1	1.8	-0.7	2.6	2.4	0.2	2.4	2.7	-0.3
3JJJ	3.9	4.1	-0.2	3.7	3.7	0.0	3.7	3.7	0.0	3.9	5.0	-1.1	4.1	4.4	-0.3	4.1	3.9	0.2	2.9	3.4	-0.5
ABCFM	2.5	2.6	-0.1	2.0	2.2	-0.2	2.7	3.1	-0.4	2.3	2.3	0.0	3.1	2.7	0.4	3.1	2.6	0.5	2.9	2.9	0.0

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

* Note: MTR 1377 - LAST (#4) survey results reflect listening to 3MP from Mar 28 to Apr 18 and MTR 1377 from Apr 19 to Jun 12.

Melbourne Radio - Survey #5 2010



Average Audience (000's) 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	+/-
Potential	3840			415			476			1017			897			467			568		
SEN	30	24	6	1	*	1	1	1	0	9	6	3	12	10	2	4	3	1	4	3	1
3AW	87	83	4	1	*	1	*	1	-1	6	7	-1	20	22	-2	21	21	0	37	32	5
MAGIC	42	38	4	*	*	0	*	*	0	*	*	0	6	4	2	15	14	1	21	19	2
MTR 1377 *	8	10	-2	*	*	0	*	*	0	*	*	0	3	3	0	2	3	-1	2	3	-1
FOXFM	71	74	-3	14	14	0	13	15	-2	24	22	2	16	18	-2	2	2	0	1	2	-1
GOLD	41	40	1	2	1	1	1	3	-2	10	10	0	14	15	-1	10	8	2	5	3	2
MIX101.1	27	30	-3	4	5	-1	3	2	1	12	14	-2	7	8	-1	1	1	0	*	*	0
3MMM	32	34	-2	2	2	0	6	5	1	13	14	-1	9	11	-2	1	1	0	1	*	1
NOVA 100	40	38	2	4	4	0	11	8	3	15	16	-1	7	8	-1	1	1	0	1	1	0
Classic Rock	19	18	1	1	1	0	1	1	0	6	5	1	8	8	0	2	4	-2	1	*	1
ABC774	72	71	1	1	1	0	1	1	0	7	7	0	20	14	6	18	20	-2	26	28	-2
3RN	12	13	-1	*	*	0	*	*	0	1	1	0	4	4	0	3	3	0	4	5	-1
NEWSR	9	12	-3	*	*	0	1	1	0	2	2	0	3	4	-1	1	1	0	2	4	-2
3JJJ	21	22	-1	*	1	-1	6	7	-1	13	12	1	1	2	-1	*	*	0	*	*	0
ABCFM	15	15	0	*	*	0	*	*	0	1	1	0	2	2	0	4	4	0	7	8	-1
ALL	570	561	9	33	31	2	47	49	-2	132	126	6	144	147	-3	93	90	3	120	117	3

Average 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	32	25	7	51	33	18	39	32	7	32	24	8	36	31	5	13	11	2	24	21	3
3AW	95	91	4	178	177	1	143	124	19	82	74	8	81	81	0	25	29	-4	66	64	2
MAGIC	43	39	4	56	49	7	72	61	11	57	52	5	35	32	3	10	10	0	40	36	4
MTR 1377 *	8	10	-2	13	15	-2	12	14	-2	10	11	-1	8	10	-2	3	4	-1	5	9	-4
FOXFM	79	83	-4	111	115	-4	70	81	-11	87	91	-4	128	131	-3	26	26	0	53	52	1
GOLD	46	45	1	58	63	-5	69	68	1	66	61	5	41	35	6	10	11	-1	31	28	3
MIX101.1	30	32	-2	37	43	-6	37	38	-1	34	36	-2	31	32	-1	16	18	-2	20	23	-3
3MMM	34	35	-1	49	51	-2	42	44	-2	44	45	-1	37	36	1	8	11	-3	27	29	-2
NOVA 100	45	44	1	66	65	1	56	52	4	58	54	4	44	45	-1	15	14	1	26	24	2
Classic Rock	21	21	0	24	21	3	26	30	-4	32	33	-1	22	19	3	6	6	0	13	12	1
ABC774	78	76	2	139	133	6	119	106	13	71	65	6	62	61	1	28	35	-7	57	60	-3
3RN	12	13	-1	25	23	2	11	18	-7	7	8	-1	15	17	-2	7	5	2	12	14	-2
NEWSR	9	11	-2	15	23	-8	5	8	-3	10	12	-2	7	11	-4	5	5	0	11	12	-1
3JJJ	24	25	-1	35	33	2	30	29	1	27	33	-6	26	27	-1	8	8	0	13	16	-3
ABCFM	15	15	0	18	20	-2	22	24	-2	16	15	1	20	17	3	6	6	0	13	13	0
ALL	615	602	13	927	910	17	809	781	28	687	658	29	640	629	11	207	217	-10	458	457	1

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

* Note: MTR 1377 - LAST (#4) survey results reflect listening to 3MP from Mar 28 to Apr 18 and MTR 1377 from Apr 19 to Jun 12.

Melbourne Radio - Survey #5 2010



Cumulative Audience (000's) 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	+/-
Potential	3840			415			476			1017			897			467			568		
SEN	364	336	28	29	18	11	15	23	-8	109	94	15	121	120	1	51	41	10	40	39	1
3AW	692	682	10	28	18	10	14	21	-7	95	104	-9	193	201	-8	147	147	0	216	190	26
MAGIC	330	302	28	5	2	3	5	5	0	14	12	2	53	33	20	110	117	-7	143	133	10
MTR 1377 *	100	145	-45	4	4	0	1	5	-4	17	9	8	27	49	-22	26	36	-10	25	42	-17
FOXFM	1248	1259	-11	285	275	10	230	255	-25	418	424	-6	254	240	14	39	41	-2	21	23	-2
GOLD	675	696	-21	58	44	14	57	58	-1	172	180	-8	226	250	-24	117	118	-1	46	46	0
MIX101.1	622	618	4	126	127	-1	119	91	28	207	218	-11	134	153	-19	30	23	7	6	5	1
3MMM	535	574	-39	60	80	-20	87	83	4	220	228	-8	130	149	-19	22	23	-1	16	11	5
NOVA 100	772	765	7	138	123	15	229	215	14	263	283	-20	120	126	-6	14	11	3	8	8	0
Classic Rock	276	284	-8	19	29	-10	21	32	-11	90	77	13	111	110	1	29	33	-4	8	4	4
ABC774	827	827	0	28	44	-16	30	25	5	119	126	-7	233	208	25	182	188	-6	235	235	0
3RN	217	222	-5	1	5	-4	10	11	-1	30	38	-8	65	54	11	53	44	9	58	70	-12
NEWSR	223	244	-21	10	10	0	14	24	-10	55	61	-6	72	71	1	33	31	2	39	46	-7
3JJJ	364	353	11	17	21	-4	114	108	6	187	171	16	39	49	-10	5	3	2	1	1	0
ABCFM	212	222	-10	11	6	5	4	5	-1	29	24	5	46	55	-9	48	42	6	75	90	-15
ALL	3636	3635	1	385	383	2	434	442	-8	967	954	13	862	869	-7	448	450	-2	542	538	4

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	334	301	33	217	182	35	148	146	2	176	168	8	202	190	12	123	121	2	250	238	12
3AW	641	638	3	510	513	-3	397	387	10	352	355	-3	384	368	16	195	195	0	497	494	3
MAGIC	300	271	29	202	187	15	198	174	24	208	197	11	166	155	11	76	76	0	252	240	12
MTR 1377 *	93	130	-37	62	87	-25	54	70	-16	52	67	-15	41	60	-19	26	35	-9	51	91	-40
FOXFM	1177	1193	-16	685	713	-28	468	472	-4	683	668	15	841	838	3	386	390	-4	813	763	50
GOLD	591	606	-15	291	332	-41	303	303	0	349	323	26	296	287	9	165	156	9	400	411	-11
MIX101.1	553	560	-7	256	289	-33	214	241	-27	280	294	-14	294	305	-11	189	207	-18	400	375	25
3MMM	433	497	-64	247	262	-15	190	225	-35	216	263	-47	250	279	-29	120	147	-27	341	375	-34
NOVA 100	729	732	-3	443	448	-5	312	303	9	395	382	13	407	431	-24	272	283	-11	463	441	22
Classic Rock	251	260	-9	125	138	-13	116	129	-13	158	157	1	162	138	24	74	85	-11	176	168	8
ABC774	738	744	-6	553	553	0	436	409	27	397	407	-10	398	393	5	270	281	-11	598	585	13
3RN	189	192	-3	120	125	-5	78	86	-8	65	83	-18	110	112	-2	79	67	12	141	159	-18
NEWSR	202	219	-17	112	142	-30	60	87	-27	87	102	-15	81	102	-21	72	76	-4	154	158	-4
3JJJ	339	333	6	191	192	-1	167	153	14	190	196	-6	225	206	19	121	127	-6	222	226	-4
ABCFM	191	202	-11	92	107	-15	100	113	-13	122	108	14	115	98	17	73	78	-5	148	161	-13
ALL	3579	3577	2	3019	3017	2	2381	2373	8	2655	2640	15	2863	2825	38	1738	1764	-26	3180	3146	34

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