

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2008

Survey Period: Sun June 22 - Sat August 30, 2008

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	5.2	5.4	-0.2	4.7	2.7	2.0	1.5	1.7	-0.2	6.5	8.9	-2.4	5.8	5.3	0.5	4.9	4.5	0.4	4.1	5.0	-0.9
3AW	14.9	16.6	-1.7	1.7	4.3	-2.6	1.9	0.9	1.0	4.4	6.3	-1.9	12.3	14.6	-2.3	30.7	32.2	-1.5	19.0	20.5	-1.5
MAGIC1278	5.4	5.0	0.4	1.6	1.4	0.2	0.3	0.3	0.0	0.4	0.5	-0.1	3.2	1.5	1.7	12.8	13.0	-0.2	6.9	6.7	0.2
3MP	2.9	2.4	0.5	1.2	1.0	0.2	0.2	*	0.2	0.4	0.3	0.1	4.1	2.7	1.4	4.8	4.6	0.2	3.4	3.1	0.3
FOXF	15.1	14.2	0.9	42.5	38.0	4.5	31.2	28.3	2.9	21.1	20.6	0.5	14.8	14.1	0.7	1.5	1.6	-0.1	12.3	12.3	0.0
GOLD FM	6.8	7.6	-0.8	8.1	8.1	0.0	5.4	5.1	0.3	5.7	7.5	-1.8	10.8	12.6	-1.8	4.5	4.7	-0.2	6.9	6.8	0.1
MIX101.1FM	4.3	4.2	0.1	5.9	6.3	-0.4	5.2	3.9	1.3	6.2	6.4	-0.2	5.8	5.4	0.4	1.3	1.4	-0.1	4.8	4.6	0.2
3MMM	6.5	6.7	-0.2	6.6	8.9	-2.3	9.4	9.1	0.3	13.2	12.7	0.5	6.3	6.4	-0.1	0.9	1.5	-0.6	3.4	3.9	-0.5
NOVA 100	7.4	7.3	0.1	13.6	14.6	-1.0	20.7	21.6	-0.9	13.7	11.6	2.1	4.0	4.8	-0.8	0.5	0.6	-0.1	5.6	5.0	0.6
vega 91.5	3.9	3.8	0.1	4.9	3.9	1.0	2.5	5.9	-3.4	5.8	4.3	1.5	6.4	7.0	-0.6	0.8	0.3	0.5	3.7	3.2	0.5
ABC774	10.0	10.2	-0.2	2.4	3.0	-0.6	0.9	0.5	0.4	4.0	3.2	0.8	9.9	9.6	0.3	18.3	20.0	-1.7	12.0	11.9	0.1
3RN	1.7	1.7	0.0	0.1	0.2	-0.1	0.2	0.7	-0.5	0.5	0.6	-0.1	1.5	1.4	0.1	3.3	3.1	0.2	2.3	2.0	0.3
NEWSR	1.5	1.8	-0.3	*	*	0.0	*	0.5	-0.5	0.8	0.9	-0.1	1.6	2.1	-0.5	2.8	2.8	0.0	1.9	2.3	-0.4
3JJJ	3.9	3.3	0.6	1.7	2.6	-0.9	10.4	10.5	-0.1	9.6	7.6	2.0	1.4	0.8	0.6	0.1	0.1	0.0	3.2	2.3	0.9
ABC CL-FM	2.5	1.9	0.6	0.2	0.2	0.0	0.1	0.1	0.0	0.8	0.8	0.0	2.1	1.4	0.7	5.0	3.9	1.1	2.8	2.6	0.2

Melbourne Radio - Share Movement (%) by Session

10+

Survey #6 - 2008

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	5.1	5.4	-0.3	4.5	5.0	-0.5	4.9	4.9	0.0	4.9	5.4	-0.5	5.7	6.4	-0.7	6.8	6.3	0.5	5.5	5.5	0.0
3AW	14.5	16.2	-1.7	20.3	21.3	-1.0	15.1	17.7	-2.6	8.8	10.6	-1.8	10.9	13.1	-2.2	16.3	16.6	-0.3	16.5	17.7	-1.2
MAGIC1278	5.1	4.7	0.4	4.5	4.3	0.2	6.0	5.2	0.8	5.8	5.2	0.6	4.3	3.5	0.8	4.7	4.9	-0.2	6.2	6.3	-0.1
3MP	2.9	2.4	0.5	2.6	1.8	0.8	3.4	2.9	0.5	3.4	3.1	0.3	2.1	1.7	0.4	2.2	2.2	0.0	2.8	2.4	0.4
FOXF	16.1	15.0	1.1	15.0	14.5	0.5	13.8	12.9	0.9	16.6	15.0	1.6	22.1	21.0	1.1	13.6	11.8	1.8	11.4	11.4	0.0
GOLD FM	6.9	7.9	-1.0	5.9	6.5	-0.6	7.5	8.7	-1.2	9.4	10.8	-1.4	5.9	6.6	-0.7	4.1	4.5	-0.4	6.3	6.9	-0.6
MIX101.1FM	4.3	4.2	0.1	3.2	3.2	0.0	4.0	4.0	0.0	4.8	4.3	0.5	5.0	4.4	0.6	5.2	7.0	-1.8	4.5	4.1	0.4
3MMM	6.3	6.6	-0.3	5.4	5.9	-0.5	6.4	6.6	-0.2	7.8	8.4	-0.6	6.6	5.9	0.7	5.0	5.2	-0.2	6.9	7.1	-0.2
NOVA 100	7.9	7.9	0.0	7.8	8.0	-0.2	7.1	7.6	-0.5	8.9	8.6	0.3	8.9	8.3	0.6	6.1	6.1	0.0	5.6	5.1	0.5
vega 91.5	4.2	4.1	0.1	3.3	3.1	0.2	4.8	4.6	0.2	5.2	5.2	0.0	4.0	4.4	-0.4	3.3	3.1	0.2	2.9	2.5	0.4
ABC774	9.6	9.8	-0.2	12.3	12.9	-0.6	9.7	9.6	0.1	7.5	7.0	0.5	7.4	7.8	-0.4	10.4	11.4	-1.0	11.1	11.7	-0.6
3RN	1.6	1.6	0.0	2.4	2.1	0.3	1.1	1.3	-0.2	0.8	1.0	-0.2	1.5	1.6	-0.1	2.9	2.1	0.8	1.7	1.9	-0.2
NEWSR	1.5	1.6	-0.1	1.9	2.2	-0.3	1.6	1.5	0.1	0.9	1.1	-0.2	1.0	1.3	-0.3	2.2	2.4	-0.2	1.8	2.1	-0.3
3JJJ	4.0	3.5	0.5	3.2	2.6	0.6	4.2	3.7	0.5	4.8	4.4	0.4	4.2	3.7	0.5	3.5	3.3	0.2	3.4	2.8	0.6
ABC CL-FM	2.4	1.9	0.5	1.9	1.4	0.5	3.1	2.0	1.1	2.2	1.9	0.3	2.8	2.4	0.4	2.8	2.0	0.8	2.6	2.1	0.5