

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

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	+/-
5AA	13.9	14.9	-1.0	0.3	2.7	-2.4	1.3	1.6	-0.3	3.6	5.7	-2.1	10.8	13.7	-2.9	28.5	27.6	0.9	16.1	16.3	-0.2
CRUISE 1323	7.8	6.6	1.2	2.0	0.5	1.5	2.1	0.9	1.2	1.1	1.1	0.0	7.2	3.8	3.4	15.0	15.3	-0.3	8.9	7.7	1.2
MIX102.3	18.0	17.0	1.0	21.6	17.4	4.2	8.1	15.0	-6.9	19.9	15.6	4.3	25.9	25.6	0.3	12.6	11.5	1.1	19.6	17.6	2.0
5MMM	7.6	9.2	-1.6	7.5	9.4	-1.9	8.3	8.7	-0.4	11.1	12.2	-1.1	13.0	15.7	-2.7	1.0	2.0	-1.0	6.4	8.6	-2.2
NOVA91.9	11.2	11.8	-0.6	27.4	29.2	-1.8	35.8	34.1	1.7	17.7	20.8	-3.1	6.8	6.6	0.2	1.0	0.9	0.1	7.5	8.9	-1.4
SAFM	12.0	12.5	-0.5	32.4	33.8	-1.4	17.5	20.0	-2.5	16.3	22.1	-5.8	13.9	10.9	3.0	3.0	1.8	1.2	11.9	11.9	0.0
ABC891	11.3	10.4	0.9	1.2	1.8	-0.6	0.7	0.9	-0.2	4.4	3.7	0.7	8.9	9.2	-0.3	22.0	19.8	2.2	12.4	11.9	0.5
5RN	1.8	2.2	-0.4	0.3	0.3	0.0	0.1	0.2	-0.1	0.7	0.6	0.1	2.5	2.0	0.5	2.6	4.4	-1.8	2.3	2.5	-0.2
NEWSR	1.4	1.5	-0.1	*	0.1	-0.1	0.2	0.4	-0.2	0.7	0.3	0.4	1.4	0.5	0.9	2.5	3.5	-1.0	1.7	1.3	0.4
5JJJ	5.1	4.5	0.6	2.4	1.8	0.6	7.8	9.0	-1.2	14.3	8.8	5.5	3.8	5.3	-1.5	0.1	0.1	0.0	4.0	3.5	0.5
ABC CL-FM	2.6	2.8	-0.2	*	0.3	-0.3	1.5	1.0	0.5	1.7	0.6	1.1	1.3	1.3	0.0	4.8	6.4	-1.6	3.5	3.5	0.0

Adelaide Radio - Share Movement (%) by Session

10+

Survey #1 - 2007

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	+/-
5AA	14.0	14.9	-0.9	19.6	18.4	1.2	11.8	12.7	-0.9	7.0	8.5	-1.5	13.1	17.5	-4.4	21.7	21.5	0.2	13.5	14.8	-1.3
CRUISE 1323	7.1	6.3	0.8	5.4	5.4	0.0	9.0	8.9	0.1	9.4	6.8	2.6	5.3	4.9	0.4	4.9	4.4	0.5	10.1	7.7	2.4
MIX102.3	17.8	17.0	0.8	18.5	15.5	3.0	18.6	18.5	0.1	18.8	20.8	-2.0	17.1	16.2	0.9	12.8	9.5	3.3	18.7	17.0	1.7
5MMM	8.3	9.8	-1.5	7.2	7.8	-0.6	8.9	9.2	-0.3	10.2	11.9	-1.7	7.3	9.3	-2.0	6.9	11.9	-5.0	5.1	7.1	-2.0
NOVA91.9	11.6	12.3	-0.7	10.6	9.5	1.1	11.1	14.2	-3.1	12.6	14.6	-2.0	13.8	11.9	1.9	10.4	10.5	-0.1	9.4	10.0	-0.6
SAFM	12.2	12.6	-0.4	9.8	13.9	-4.1	11.9	10.3	1.6	15.1	12.5	2.6	14.8	14.0	0.8	9.1	12.1	-3.0	11.2	12.2	-1.0
ABC891	11.1	10.2	0.9	13.2	13.3	-0.1	11.5	10.0	1.5	8.9	7.8	1.1	9.6	8.4	1.2	12.4	10.8	1.6	11.7	11.0	0.7
5RN	1.5	2.1	-0.6	2.2	2.7	-0.5	1.1	1.8	-0.7	0.9	1.5	-0.6	1.7	2.2	-0.5	2.0	2.4	-0.4	2.7	2.7	0.0
NEWSR	1.3	1.3	0.0	2.0	1.9	0.1	0.5	0.7	-0.2	0.5	0.9	-0.4	1.0	0.8	0.2	3.4	2.9	0.5	1.8	2.0	-0.2
5JJJ	5.4	4.5	0.9	3.9	3.4	0.5	5.6	4.4	1.2	6.5	5.1	1.4	6.5	5.9	0.6	4.8	4.6	0.2	4.0	4.2	-0.2
ABC CL-FM	2.4	2.6	-0.2	2.1	2.8	-0.7	3.0	2.8	0.2	1.8	2.1	-0.3	2.6	2.7	-0.1	3.2	2.9	0.3	3.0	3.4	-0.4

Adelaide Radio - Average Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

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	1013	1007	6	116	117	-1	116	116	0	222	224	-2	248	249	-1	311	301	10	486	481	5
5AA	22	23	-1	*	*	0	*	*	0	1	2	-1	5	6	-1	16	15	1	13	13	0
CRUISE 1323	12	10	2	*	*	0	*	*	0	*	*	0	3	2	1	8	8	0	7	6	1
MIX102.3	28	26	2	2	2	0	1	2	-1	7	6	1	11	11	0	7	6	1	16	14	2
5MMM	12	14	-2	1	1	0	1	1	0	4	4	0	6	7	-1	1	1	0	5	7	-2
NOVA91.9	18	18	0	2	3	-1	6	5	1	6	7	-1	3	3	0	1	*	1	6	7	-1
SAFM	19	19	0	3	3	0	3	3	0	6	8	-2	6	5	1	2	1	1	10	10	0
ABC891	18	16	2	*	*	0	*	*	0	1	1	0	4	4	0	12	11	1	10	10	0
5RN	3	3	0	*	*	0	*	*	0	*	*	0	1	1	0	1	2	-1	2	2	0
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	1	*	1	1	2	-1	1	1	0
5JJJ	8	7	1	*	*	0	1	1	0	5	3	2	2	2	0	*	*	0	3	3	0
ABC CL-FM	4	4	0	*	*	0	*	*	0	1	*	1	1	1	0	3	3	0	3	3	0
ALL	157	156	1	9	9	0	15	15	0	34	36	-2	44	43	1	55	53	2	82	80	2

Adelaide Radio - Average Audience (000's) by Session

10+ [Potential: 1013]

Survey #1 - 2007

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	+/-
5AA	24	25	-1	49	45	4	28	30	-2	13	17	-4	21	29	-8	15	13	2	17	18	-1
CRUISE 1323	12	11	1	13	13	0	22	21	1	18	13	5	9	8	1	3	3	0	12	9	3
MIX102.3	31	29	2	46	38	8	45	43	2	36	41	-5	28	26	2	9	6	3	23	20	3
5MMM	14	17	-3	18	19	-1	21	22	-1	20	23	-3	12	15	-3	5	7	-2	6	8	-2
NOVA91.9	20	21	-1	26	23	3	27	33	-6	24	28	-4	22	19	3	7	7	0	11	12	-1
SAFM	21	21	0	24	34	-10	29	24	5	29	24	5	24	23	1	6	8	-2	14	14	0
ABC891	19	17	2	33	33	0	28	23	5	17	15	2	16	14	2	8	7	1	14	13	1
5RN	3	4	-1	5	7	-2	3	4	-1	2	3	-1	3	4	-1	1	1	0	3	3	0
NEWSR	2	2	0	5	5	0	1	2	-1	1	2	-1	2	1	1	2	2	0	2	2	0
5JJJ	9	8	1	10	8	2	13	10	3	13	10	3	11	10	1	3	3	0	5	5	0
ABC CL-FM	4	4	0	5	7	-2	7	7	0	3	4	-1	4	4	0	2	2	0	4	4	0
ALL	172	170	2	248	247	1	240	235	5	192	195	-3	161	163	-2	67	62	5	122	119	3

Adelaide Radio - Cumulative Audience (000's) by Demographic Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

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	1013	1007	6	116	117	-1	116	116	0	222	224	-2	248	249	-1	311	301	10	486	481	5
5AA	200	214	-14	4	10	-6	6	8	-2	22	32	-10	53	60	-7	116	104	12	108	103	5
CRUISE 1323	125	119	6	5	3	2	4	5	-1	7	9	-2	28	22	6	81	81	0	75	66	9
MIX102.3	318	293	25	35	37	-2	28	34	-6	77	69	8	110	97	13	67	56	11	164	143	21
5MMM	174	191	-17	22	28	-6	24	22	2	54	55	-1	63	68	-5	12	18	-6	77	90	-13
NOVA91.9	257	259	-2	47	50	-3	69	63	6	74	86	-12	51	47	4	16	14	2	97	104	-7
SAFM	307	298	9	61	57	4	50	53	-3	93	94	-1	80	69	11	23	25	-2	138	133	5
ABC891	214	195	19	8	12	-4	7	6	1	29	22	7	52	55	-3	118	101	17	113	99	14
5RN	53	64	-11	2	1	1	1	3	-2	7	7	0	16	18	-2	28	35	-7	30	32	-2
NEWSR	49	56	-7	*	2	-2	1	3	-2	5	6	-1	12	9	3	30	35	-5	30	27	3
5JJJ	94	92	2	8	6	2	18	21	-3	45	36	9	18	22	-4	7	7	0	39	40	-1
ABC CL-FM	52	64	-12	1	1	0	3	6	-3	8	6	2	8	13	-5	31	38	-7	33	37	-4
ALL	956	952	4	104	107	-3	105	103	2	211	217	-6	239	242	-3	298	283	15	467	461	6

Adelaide Radio - Cumulative Audience (000's) by Session

10+ [Potential: 1013]

Survey #1 - 2007

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	+/-
5AA	189	205	-16	130	139	-9	89	92	-3	86	96	-10	95	126	-31	85	77	8	136	141	-5
CRUISE 1323	115	110	5	55	61	-6	70	70	0	74	65	9	58	51	7	35	30	5	91	80	11
MIX102.3	288	259	29	174	159	15	159	133	26	164	164	0	164	145	19	87	79	8	200	191	9
5MMM	156	169	-13	90	96	-6	76	73	3	93	99	-6	80	90	-10	40	61	-21	85	101	-16
NOVA91.9	231	236	-5	139	137	2	109	122	-13	134	137	-3	140	132	8	84	88	-4	150	156	-6
SAFM	271	269	2	149	173	-24	137	126	11	165	163	2	159	154	5	83	87	-4	179	182	-3
ABC891	193	167	26	123	119	4	103	89	14	110	97	13	97	83	14	71	66	5	146	139	7
5RN	42	54	-12	27	34	-7	15	22	-7	16	23	-7	22	25	-3	15	19	-4	37	39	-2
NEWSR	41	47	-6	26	30	-4	13	16	-3	14	16	-2	14	11	3	15	18	-3	33	39	-6
5JJJ	87	81	6	54	40	14	47	40	7	50	49	1	59	52	7	30	33	-3	50	56	-6
ABC CL-FM	46	56	-10	23	33	-10	26	30	-4	24	27	-3	20	27	-7	13	17	-4	39	43	-4
ALL	937	939	-2	767	786	-19	657	632	25	680	702	-22	684	687	-3	470	458	12	798	794	4