

# Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	18.2	18.1	0.1	2.4	5.9	-3.5	3.4	1.4	2.0	5.5	6.2	-0.7	13.1	10.4	2.7	36.6	36.4	0.2	20.7	19.7	1.0
CRUISE 1323	6.2	6.9	-0.7	0.9	0.5	0.4	1.2	1.4	-0.2	2.1	3.1	-1.0	3.6	4.7	-1.1	12.9	13.0	-0.1	7.4	8.2	-0.8
MIX102.3	16.8	15.2	1.6	12.3	18.2	-5.9	17.4	17.1	0.3	16.3	13.7	2.6	27.6	23.4	4.2	9.7	9.4	0.3	17.8	16.0	1.8
5MMM	8.8	8.9	-0.1	13.3	8.7	4.6	6.1	6.1	0.0	14.7	13.6	1.1	14.3	14.7	-0.4	1.3	2.9	-1.6	6.1	7.0	-0.9
NOVA91.9	11.3	11.2	0.1	30.1	23.9	6.2	29.0	26.8	2.2	19.6	22.5	-2.9	7.3	7.9	-0.6	1.0	1.0	0.0	8.7	8.1	0.6
SAFM	11.0	12.4	-1.4	30.8	33.2	-2.4	21.7	26.8	-5.1	17.2	19.6	-2.4	10.4	12.2	-1.8	1.5	1.6	-0.1	9.7	11.7	-2.0
ABC891	10.4	9.7	0.7	1.4	2.0	-0.6	2.6	3.5	-0.9	3.4	2.1	1.3	9.3	8.8	0.5	19.2	17.5	1.7	12.5	11.5	1.0
5RN	1.9	1.5	0.4	*	0.1	-0.1	0.1	0.1	0.0	0.1	1.0	-0.9	2.4	1.4	1.0	3.4	2.3	1.1	2.2	1.5	0.7
NEWSR	1.6	1.8	-0.2	*	*	0.0	0.9	1.7	-0.8	1.5	0.7	0.8	1.1	1.8	-0.7	2.5	2.6	-0.1	1.8	1.8	0.0
5JJJ	3.4	2.9	0.5	5.6	3.7	1.9	5.6	5.0	0.6	8.2	5.7	2.5	2.0	3.3	-1.3	0.5	0.2	0.3	2.6	2.1	0.5
ABC CL-FM	2.6	2.6	0.0	0.2	0.1	0.1	0.2	0.5	-0.3	1.1	1.1	0.0	2.7	2.5	0.2	4.6	4.4	0.2	3.4	3.2	0.2

# Adelaide Radio - Share Movement (%) by Session

10+

Survey #4 - 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	18.2	18.4	-0.2	22.2	22.8	-0.6	17.2	15.8	1.4	12.3	11.0	1.3	18.5	21.4	-2.9	24.3	24.9	-0.6	18.2	17.2	1.0
CRUISE 1323	5.9	6.7	-0.8	4.1	5.0	-0.9	6.8	8.1	-1.3	7.1	7.8	-0.7	5.8	6.6	-0.8	5.5	6.2	-0.7	7.2	7.5	-0.3
MIX102.3	17.2	15.3	1.9	16.4	15.6	0.8	18.9	17.5	1.4	19.3	17.4	1.9	15.8	12.2	3.6	12.9	10.1	2.8	15.4	14.9	0.5
5MMM	8.8	9.2	-0.4	7.5	7.8	-0.3	9.2	9.5	-0.3	10.6	11.4	-0.8	8.1	8.3	-0.2	8.5	8.4	0.1	8.7	7.9	0.8
NOVA91.9	11.8	11.7	0.1	11.1	9.7	1.4	10.8	11.9	-1.1	13.4	14.8	-1.4	12.5	12.4	0.1	10.3	8.3	2.0	9.7	9.3	0.4
SAFM	11.2	12.7	-1.5	9.3	12.2	-2.9	10.9	11.4	-0.5	12.1	13.4	-1.3	14.4	14.9	-0.5	9.6	12.0	-2.4	10.4	11.4	-1.0
ABC891	10.0	9.3	0.7	13.5	11.5	2.0	10.7	10.4	0.3	7.9	7.5	0.4	6.8	6.5	0.3	9.7	10.0	-0.3	11.5	11.1	0.4
5RN	1.8	1.5	0.3	2.2	1.7	0.5	1.2	0.9	0.3	1.4	1.1	0.3	2.2	2.1	0.1	2.9	2.1	0.8	2.0	1.3	0.7
NEWSR	1.5	1.7	-0.2	2.3	2.5	-0.2	1.0	1.0	0.0	0.8	1.0	-0.2	0.9	1.0	-0.1	2.6	3.3	-0.7	2.1	2.1	0.0
5JJJ	3.6	2.8	0.8	2.8	2.2	0.6	3.6	2.6	1.0	4.1	3.2	0.9	4.5	3.7	0.8	2.6	2.4	0.2	3.0	3.1	-0.1
ABC CL-FM	2.5	2.3	0.2	2.5	2.2	0.3	2.3	2.5	-0.2	2.4	1.7	0.7	3.1	3.1	0.0	2.4	2.4	0.0	3.1	3.7	-0.6

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	1013	0	116	116	0	116	116	0	222	222	0	248	248	0	311	311	0	486	486	0
5AA	29	29	0	*	*	0	1	*	1	2	2	0	5	4	1	21	22	-1	17	16	1
CRUISE 1323	10	11	-1	*	*	0	*	*	0	1	1	0	2	2	0	7	8	-1	6	7	-1
MIX102.3	27	24	3	1	2	-1	3	3	0	6	5	1	12	10	2	6	6	0	15	13	2
5MMM	14	14	0	1	1	0	1	1	0	5	5	0	6	6	0	1	2	-1	5	6	-1
NOVA91.9	18	18	0	3	2	1	5	4	1	7	8	-1	3	3	0	1	1	0	7	7	0
SAFM	18	20	-2	3	3	0	4	4	0	6	7	-1	4	5	-1	1	1	0	8	10	-2
ABC891	17	16	1	*	*	0	*	1	-1	1	1	0	4	4	0	11	10	1	10	9	1
5RN	3	2	1	*	*	0	*	*	0	*	*	0	1	1	0	2	1	1	2	1	1
NEWSR	3	3	0	*	*	0	*	*	0	1	*	1	*	1	-1	1	2	-1	2	1	1
5JJJ	6	5	1	*	*	0	1	1	0	3	2	1	1	1	0	*	*	0	2	2	0
ABC CL-FM	4	4	0	*	*	0	*	*	0	*	*	0	1	1	0	3	3	0	3	3	0
ALL	162	161	1	9	8	1	17	16	1	36	34	2	42	42	0	58	60	-2	83	83	0

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

10+ [Potential: 1013]

Survey #4 - 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	32	32	0	55	57	-2	40	37	3	25	21	4	31	35	-4	16	17	-1	24	23	1
CRUISE 1323	10	12	-2	10	12	-2	16	19	-3	15	15	0	10	11	-1	4	4	0	9	10	-1
MIX102.3	30	26	4	40	39	1	44	40	4	40	34	6	27	20	7	9	7	2	20	20	0
5MMM	15	16	-1	18	19	-1	22	22	0	22	22	0	14	14	0	6	6	0	11	10	1
NOVA91.9	20	20	0	27	24	3	25	28	-3	27	29	-2	21	20	1	7	6	1	13	12	1
SAFM	19	22	-3	23	30	-7	26	26	0	25	26	-1	24	24	0	6	8	-2	14	15	-1
ABC891	17	16	1	33	28	5	25	24	1	16	15	1	11	11	0	6	7	-1	15	15	0
5RN	3	3	0	5	4	1	3	2	1	3	2	1	4	4	0	2	1	1	3	2	1
NEWSR	3	3	0	6	6	0	2	2	0	2	2	0	2	2	0	2	2	0	3	3	0
5JJJ	6	5	1	7	6	1	9	6	3	8	6	2	8	6	2	2	2	0	4	4	0
ABC CL-FM	4	4	0	6	5	1	5	6	-1	5	3	2	5	5	0	2	2	0	4	5	-1
ALL	174	173	1	246	248	-2	235	232	3	205	196	9	168	164	4	66	70	-4	131	131	0

# Adelaide Radio - Cumulative Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	1013	0	116	116	0	116	116	0	222	222	0	248	248	0	311	311	0	486	486	0
5AA	243	238	5	8	12	-4	10	7	3	36	35	1	57	56	1	132	129	3	126	120	6
CRUISE 1323	128	122	6	6	4	2	7	8	-1	14	17	-3	26	19	7	75	75	0	71	65	6
MIX102.3	310	290	20	35	32	3	29	28	1	71	67	4	111	106	5	65	58	7	152	148	4
5MMM	194	191	3	25	22	3	23	23	0	65	60	5	65	69	-4	15	17	-2	84	89	-5
NOVA91.9	269	253	16	48	43	5	67	66	1	92	90	2	51	45	6	11	9	2	109	96	13
SAFM	278	286	-8	54	51	3	48	53	-5	86	91	-5	65	66	-1	26	24	2	119	131	-12
ABC891	199	184	15	6	6	0	7	7	0	24	22	2	47	44	3	114	105	9	107	102	5
5RN	57	44	13	1	1	0	2	2	0	3	5	-2	18	11	7	32	25	7	33	23	10
NEWSR	59	56	3	*	*	0	2	5	-3	11	8	3	17	20	-3	28	22	6	34	27	7
5JJJ	97	89	8	11	9	2	22	21	1	40	39	1	18	18	0	6	2	4	35	35	0
ABC CL-FM	71	68	3	3	1	2	3	4	-1	12	11	1	19	16	3	36	36	0	42	40	2
ALL	958	960	-2	103	106	-3	106	104	2	216	214	2	237	239	-2	296	297	-1	466	468	-2

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

10+ [Potential: 1013]

Survey #4 - 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	217	222	-5	157	152	5	116	107	9	110	100	10	128	132	-4	78	83	-5	174	156	18
CRUISE 1323	111	108	3	50	54	-4	59	60	-1	73	68	5	57	60	-3	38	33	5	90	84	6
MIX102.3	278	263	15	177	162	15	138	129	9	167	161	6	152	133	19	102	71	31	204	182	22
5MMM	166	166	0	84	86	-2	83	84	-1	97	101	-4	77	83	-6	56	54	2	108	103	5
NOVA91.9	247	234	13	150	134	16	119	116	3	143	140	3	143	141	2	90	76	14	160	157	3
SAFM	253	264	-11	143	152	-9	129	135	-6	148	156	-8	156	158	-2	85	86	-1	180	186	-6
ABC891	179	166	13	131	121	10	100	91	9	93	90	3	85	78	7	62	56	6	136	135	1
5RN	46	38	8	27	25	2	15	12	3	22	13	9	18	17	1	21	15	6	31	26	5
NEWSR	50	49	1	35	33	2	15	10	5	16	17	-1	14	17	-3	19	19	0	41	38	3
5JJJ	89	82	7	45	40	5	39	35	4	54	44	10	54	51	3	30	26	4	53	52	1
ABC CL-FM	63	56	7	33	28	5	26	26	0	29	21	8	30	28	2	16	15	1	47	49	-2
ALL	944	949	-5	799	784	15	650	638	12	702	698	4	694	690	4	468	451	17	823	810	13