

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	18.1	15.0	3.1	5.9	4.6	1.3	1.4	0.7	0.7	6.2	5.5	0.7	10.4	11.1	-0.7	36.4	28.4	8.0	19.7	17.2	2.5
CRUISE 1323	6.9	7.9	-1.0	0.5	0.8	-0.3	1.4	2.2	-0.8	3.1	2.7	0.4	4.7	7.1	-2.4	13.0	13.7	-0.7	8.2	8.5	-0.3
MIX102.3	15.2	15.6	-0.4	18.2	17.2	1.0	17.1	8.0	9.1	13.7	14.9	-1.2	23.4	23.6	-0.2	9.4	12.1	-2.7	16.0	17.3	-1.3
5MMM	8.9	7.6	1.3	8.7	7.7	1.0	6.1	7.0	-0.9	13.6	10.6	3.0	14.7	12.1	2.6	2.9	2.7	0.2	7.0	6.9	0.1
NOVA91.9	11.2	10.8	0.4	23.9	26.6	-2.7	26.8	32.4	-5.6	22.5	21.1	1.4	7.9	5.7	2.2	1.0	0.9	0.1	8.1	7.4	0.7
SAFM	12.4	11.8	0.6	33.2	34.6	-1.4	26.8	20.3	6.5	19.6	15.8	3.8	12.2	15.3	-3.1	1.6	1.7	-0.1	11.7	11.8	-0.1
ABC891	9.7	11.8	-2.1	2.0	1.9	0.1	3.5	2.2	1.3	2.1	2.5	-0.4	8.8	7.9	0.9	17.5	23.6	-6.1	11.5	13.1	-1.6
5RN	1.5	1.9	-0.4	0.1	0.5	-0.4	0.1	0.3	-0.2	1.0	1.9	-0.9	1.4	2.4	-1.0	2.3	2.1	0.2	1.5	2.3	-0.8
NEWSR	1.8	1.8	0.0	*	*	0.0	1.7	1.0	0.7	0.7	1.3	-0.6	1.8	2.1	-0.3	2.6	2.4	0.2	1.8	2.1	-0.3
5JJJ	2.9	5.0	-2.1	3.7	2.7	1.0	5.0	6.2	-1.2	5.7	13.2	-7.5	3.3	5.2	-1.9	0.2	0.2	0.0	2.1	3.1	-1.0
ABC CL-FM	2.6	2.5	0.1	0.1	*	0.1	0.5	2.2	-1.7	1.1	1.0	0.1	2.5	1.6	0.9	4.4	4.5	-0.1	3.2	3.3	-0.1

Adelaide Radio - Share Movement (%) by Session

10+

Survey #3 - 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	18.4	15.1	3.3	22.8	20.1	2.7	15.8	11.8	4.0	11.0	8.3	2.7	21.4	17.5	3.9	24.9	20.7	4.2	17.2	14.7	2.5
CRUISE 1323	6.7	7.6	-0.9	5.0	5.4	-0.4	8.1	9.1	-1.0	7.8	9.6	-1.8	6.6	7.1	-0.5	6.2	6.4	-0.2	7.5	8.9	-1.4
MIX102.3	15.3	15.7	-0.4	15.6	16.6	-1.0	17.5	17.8	-0.3	17.4	17.4	0.0	12.2	13.0	-0.8	10.1	9.0	1.1	14.9	15.5	-0.6
5MMM	9.2	7.8	1.4	7.8	7.4	0.4	9.5	8.7	0.8	11.4	9.6	1.8	8.3	6.3	2.0	8.4	5.6	2.8	7.9	6.6	1.3
NOVA91.9	11.7	11.2	0.5	9.7	9.6	0.1	11.9	11.7	0.2	14.8	13.7	1.1	12.4	12.3	0.1	8.3	7.7	0.6	9.3	9.2	0.1
SAFM	12.7	12.1	0.6	12.2	11.7	0.5	11.4	10.2	1.2	13.4	13.5	-0.1	14.9	14.6	0.3	12.0	10.9	1.1	11.4	10.5	0.9
ABC891	9.3	11.6	-2.3	11.5	13.1	-1.6	10.4	12.8	-2.4	7.5	9.2	-1.7	6.5	9.1	-2.6	10.0	14.0	-4.0	11.1	12.6	-1.5
5RN	1.5	1.8	-0.3	1.7	1.8	-0.1	0.9	1.2	-0.3	1.1	1.4	-0.3	2.1	2.6	-0.5	2.1	2.4	-0.3	1.3	2.3	-1.0
NEWSR	1.7	1.8	-0.1	2.5	2.1	0.4	1.0	1.0	0.0	1.0	1.0	0.0	1.0	1.2	-0.2	3.3	5.1	-1.8	2.1	2.1	0.0
5JJJ	2.8	5.0	-2.2	2.2	4.1	-1.9	2.6	4.9	-2.3	3.2	5.4	-2.2	3.7	6.0	-2.3	2.4	5.0	-2.6	3.1	4.9	-1.8
ABC CL-FM	2.3	2.4	-0.1	2.2	1.8	0.4	2.5	3.2	-0.7	1.7	1.8	-0.1	3.1	2.8	0.3	2.4	2.5	-0.1	3.7	3.2	0.5

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	24	5	*	*	0	*	*	0	2	2	0	4	5	-1	22	17	5	16	14	2
CRUISE 1323	11	12	-1	*	*	0	*	*	0	1	1	0	2	3	-1	8	8	0	7	7	0
MIX102.3	24	25	-1	2	1	1	3	1	2	5	5	0	10	10	0	6	7	-1	13	14	-1
5MMM	14	12	2	1	1	0	1	1	0	5	3	2	6	5	1	2	2	0	6	6	0
NOVA91.9	18	17	1	2	2	0	4	5	-1	8	7	1	3	2	1	1	1	0	7	6	1
SAFM	20	19	1	3	3	0	4	3	1	7	5	2	5	7	-2	1	1	0	10	10	0
ABC891	16	19	-3	*	*	0	1	*	1	1	1	0	4	3	1	10	14	-4	9	11	-2
5RN	2	3	-1	*	*	0	*	*	0	*	1	-1	1	1	0	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	0	*	*	0	*	*	0	1	1	0	2	1	1	1	2	-1
5JJJ	5	8	-3	*	*	0	1	1	0	2	4	-2	1	2	-1	*	*	0	2	3	-1
ABC CL-FM	4	4	0	*	*	0	*	*	0	*	*	0	1	1	0	3	3	0	3	3	0
ALL	161	159	2	8	8	0	16	16	0	34	33	1	42	43	-1	60	59	1	83	83	0

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

10+ [Potential: 1013]

Survey #3 - 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	26	6	57	52	5	37	28	9	21	16	5	35	29	6	17	14	3	23	18	5
CRUISE 1323	12	13	-1	12	14	-2	19	21	-2	15	18	-3	11	12	-1	4	4	0	10	11	-1
MIX102.3	26	27	-1	39	43	-4	40	42	-2	34	33	1	20	21	-1	7	6	1	20	19	1
5MMM	16	14	2	19	19	0	22	20	2	22	18	4	14	10	4	6	4	2	10	8	2
NOVA91.9	20	19	1	24	25	-1	28	28	0	29	26	3	20	20	0	6	5	1	12	11	1
SAFM	22	21	1	30	30	0	26	24	2	26	26	0	24	24	0	8	7	1	15	13	2
ABC891	16	20	-4	28	34	-6	24	30	-6	15	17	-2	11	15	-4	7	9	-2	15	16	-1
5RN	3	3	0	4	5	-1	2	3	-1	2	3	-1	4	4	0	1	2	-1	2	3	-1
NEWSR	3	3	0	6	5	1	2	2	0	2	2	0	2	2	0	2	3	-1	3	3	0
5JJJ	5	9	-4	6	11	-5	6	12	-6	6	10	-4	6	10	-4	2	3	-1	4	6	-2
ABC CL-FM	4	4	0	5	5	0	6	8	-2	3	3	0	5	5	0	2	2	0	5	4	1
ALL	173	173	0	248	258	-10	232	236	-4	196	190	6	164	164	0	70	67	3	131	123	8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #3 - 2007

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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	238	207	31	12	8	4	7	4	3	35	30	5	56	51	5	129	114	15	120	107	13
CRUISE 1323	122	109	13	4	2	2	8	6	2	17	8	9	19	21	-2	75	72	3	65	63	2
MIX102.3	290	290	0	32	26	6	28	26	2	67	74	-7	106	100	6	58	64	-6	148	155	-7
5MMM	191	167	24	22	21	1	23	20	3	60	51	9	69	62	7	17	13	4	89	77	12
NOVA91.9	253	246	7	43	44	-1	66	68	-2	90	78	12	45	42	3	9	14	-5	96	90	6
SAFM	286	285	1	51	55	-4	53	48	5	91	87	4	66	73	-7	24	21	3	131	134	-3
ABC891	184	200	-16	6	10	-4	7	6	1	22	25	-3	44	48	-4	105	111	-6	102	107	-5
5RN	44	58	-14	1	2	-1	2	2	0	5	10	-5	11	15	-4	25	28	-3	23	32	-9
NEWSR	56	54	2	*	*	0	5	4	1	8	8	0	20	16	4	22	27	-5	27	32	-5
5JJJ	89	105	-16	9	9	0	21	19	2	39	53	-14	18	22	-4	2	2	0	35	40	-5
ABC CL-FM	68	56	12	1	*	1	4	5	-1	11	8	3	16	11	5	36	31	5	40	36	4
ALL	960	958	2	106	104	2	104	104	0	214	211	3	239	240	-1	297	299	-2	468	469	-1

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

10+ [Potential: 1013]

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	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	222	197	25	152	133	19	107	84	23	100	82	18	132	108	24	83	80	3	156	136	20
CRUISE 1323	108	101	7	54	55	-1	60	57	3	68	62	6	60	63	-3	33	36	-3	84	76	8
MIX102.3	263	263	0	162	165	-3	129	133	-4	161	154	7	133	127	6	71	61	10	182	172	10
5MMM	166	150	16	86	96	-10	84	75	9	101	91	10	83	74	9	54	43	11	103	94	9
NOVA91.9	234	222	12	134	137	-3	116	102	14	140	121	19	141	131	10	76	69	7	157	146	11
SAFM	264	256	8	152	158	-6	135	118	17	156	140	16	158	147	11	86	83	3	186	173	13
ABC891	166	181	-15	121	121	0	91	96	-5	90	104	-14	78	91	-13	56	67	-11	135	141	-6
5RN	38	50	-12	25	29	-4	12	17	-5	13	19	-6	17	27	-10	15	18	-3	26	35	-9
NEWSR	49	45	4	33	28	5	10	10	0	17	16	1	17	16	1	19	18	1	38	36	2
5JJJ	82	98	-16	40	60	-20	35	51	-16	44	52	-8	51	66	-15	26	39	-13	52	67	-15
ABC CL-FM	56	48	8	28	26	2	26	29	-3	21	24	-3	28	24	4	15	11	4	49	40	9
ALL	949	944	5	784	792	-8	638	622	16	698	673	25	690	678	12	451	459	-8	810	809	1