

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	15.9	18.2	-2.3	3.3	2.4	0.9	4.4	3.4	1.0	4.4	5.5	-1.1	12.9	13.1	-0.2	30.6	36.6	-6.0	17.0	20.7	-3.7
CRUISE 1323	6.2	6.2	0.0	1.3	0.9	0.4	1.5	1.2	0.3	3.2	2.1	1.1	4.1	3.6	0.5	11.8	12.9	-1.1	7.7	7.4	0.3
MIX102.3	17.0	16.8	0.2	15.7	12.3	3.4	5.9	17.4	-11.5	18.0	16.3	1.7	29.3	27.6	1.7	10.2	9.7	0.5	17.8	17.8	0.0
5MMM	9.2	8.8	0.4	15.2	13.3	1.9	14.0	6.1	7.9	12.3	14.7	-2.4	14.6	14.3	0.3	0.8	1.3	-0.5	6.8	6.1	0.7
NOVA91.9	11.6	11.3	0.3	31.7	30.1	1.6	33.9	29.0	4.9	16.0	19.6	-3.6	9.5	7.3	2.2	1.3	1.0	0.3	8.9	8.7	0.2
SAFM	10.7	11.0	-0.3	22.3	30.8	-8.5	18.7	21.7	-3.0	17.2	17.2	0.0	13.2	10.4	2.8	0.7	1.5	-0.8	10.6	9.7	0.9
ABC891	10.9	10.4	0.5	1.1	1.4	-0.3	1.4	2.6	-1.2	3.0	3.4	-0.4	7.2	9.3	-2.1	22.9	19.2	3.7	12.9	12.5	0.4
5RN	1.9	1.9	0.0	0.4	*	0.4	*	0.1	-0.1	0.4	0.1	0.3	1.7	2.4	-0.7	3.7	3.4	0.3	2.5	2.2	0.3
NEWSR	1.8	1.6	0.2	0.6	*	0.6	0.1	0.9	-0.8	1.6	1.5	0.1	1.0	1.1	-0.1	3.1	2.5	0.6	2.1	1.8	0.3
5JJJ	4.3	3.4	0.9	4.2	5.6	-1.4	7.4	5.6	1.8	12.4	8.2	4.2	1.1	2.0	-0.9	0.5	0.5	0.0	3.2	2.6	0.6
ABC CL-FM	3.6	2.6	1.0	2.2	0.2	2.0	0.7	0.2	0.5	1.6	1.1	0.5	2.0	2.7	-0.7	7.0	4.6	2.4	4.6	3.4	1.2

Adelaide Radio - Share Movement (%) by Session

10+

Survey #5 - 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	15.4	18.2	-2.8	19.6	22.2	-2.6	13.0	17.2	-4.2	10.5	12.3	-1.8	18.7	18.5	0.2	17.8	24.3	-6.5	17.5	18.2	-0.7
CRUISE 1323	5.8	5.9	-0.1	3.8	4.1	-0.3	7.0	6.8	0.2	6.5	7.1	-0.6	5.7	5.8	-0.1	6.9	5.5	1.4	7.8	7.2	0.6
MIX102.3	17.4	17.2	0.2	16.8	16.4	0.4	18.8	18.9	-0.1	19.6	19.3	0.3	15.4	15.8	-0.4	12.9	12.9	0.0	15.2	15.4	-0.2
5MMM	9.3	8.8	0.5	8.6	7.5	1.1	9.7	9.2	0.5	10.9	10.6	0.3	8.4	8.1	0.3	7.9	8.5	-0.6	8.5	8.7	-0.2
NOVA91.9	12.0	11.8	0.2	12.4	11.1	1.3	11.3	10.8	0.5	13.3	13.4	-0.1	11.0	12.5	-1.5	11.0	10.3	0.7	9.9	9.7	0.2
SAFM	11.0	11.2	-0.2	9.3	9.3	0.0	10.6	10.9	-0.3	11.7	12.1	-0.4	14.2	14.4	-0.2	9.6	9.6	0.0	9.6	10.4	-0.8
ABC891	10.8	10.0	0.8	13.6	13.5	0.1	11.8	10.7	1.1	7.9	7.9	0.0	7.5	6.8	0.7	13.4	9.7	3.7	11.5	11.5	0.0
5RN	1.7	1.8	-0.1	2.4	2.2	0.2	0.9	1.2	-0.3	1.1	1.4	-0.3	1.7	2.2	-0.5	3.2	2.9	0.3	2.5	2.0	0.5
NEWSR	1.5	1.5	0.0	2.3	2.3	0.0	1.2	1.0	0.2	0.8	0.8	0.0	1.1	0.9	0.2	3.1	2.6	0.5	2.5	2.1	0.4
5JJJ	4.5	3.6	0.9	3.2	2.8	0.4	4.7	3.6	1.1	5.3	4.1	1.2	5.7	4.5	1.2	3.8	2.6	1.2	3.5	3.0	0.5
ABC CL-FM	3.4	2.5	0.9	3.2	2.5	0.7	3.7	2.3	1.4	3.2	2.4	0.8	3.9	3.1	0.8	3.1	2.4	0.7	4.0	3.1	0.9

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

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	25	29	-4	*	*	0	1	1	0	2	2	0	5	5	0	17	21	-4	14	17	-3
CRUISE 1323	10	10	0	*	*	0	*	*	0	1	1	0	2	2	0	7	7	0	6	6	0
MIX102.3	27	27	0	1	1	0	1	3	-2	7	6	1	12	12	0	6	6	0	14	15	-1
5MMM	14	14	0	1	1	0	2	1	1	5	5	0	6	6	0	*	1	-1	6	5	1
NOVA91.9	18	18	0	3	3	0	5	5	0	6	7	-1	4	3	1	1	1	0	7	7	0
SAFM	17	18	-1	2	3	-1	3	4	-1	6	6	0	5	4	1	*	1	-1	9	8	1
ABC891	17	17	0	*	*	0	*	*	0	1	1	0	3	4	-1	13	11	2	10	10	0
5RN	3	3	0	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	2	2	0
NEWSR	3	3	0	*	*	0	*	*	0	1	1	0	*	*	0	2	1	1	2	2	0
5JJJ	7	6	1	*	*	0	1	1	0	5	3	2	*	1	-1	*	*	0	3	2	1
ABC CL-FM	6	4	2	*	*	0	*	*	0	1	*	1	1	1	0	4	3	1	4	3	1
ALL	157	162	-5	8	9	-1	15	17	-2	37	36	1	41	42	-1	56	58	-2	81	83	-2

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

10+ [Potential: 1013]

Survey #5 - 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	27	32	-5	48	55	-7	32	40	-8	22	25	-3	30	31	-1	10	16	-6	21	24	-3
CRUISE 1323	10	10	0	9	10	-1	17	16	1	14	15	-1	9	10	-1	4	4	0	9	9	0
MIX102.3	30	30	0	41	40	1	46	44	2	41	40	1	25	27	-2	8	9	-1	18	20	-2
5MMM	16	15	1	21	18	3	24	22	2	23	22	1	13	14	-1	5	6	-1	10	11	-1
NOVA91.9	21	20	1	30	27	3	28	25	3	28	27	1	18	21	-3	6	7	-1	12	13	-1
SAFM	19	19	0	23	23	0	26	26	0	24	25	-1	23	24	-1	6	6	0	11	14	-3
ABC891	19	17	2	33	33	0	29	25	4	16	16	0	12	11	1	8	6	2	14	15	-1
5RN	3	3	0	6	5	1	2	3	-1	2	3	-1	3	4	-1	2	2	0	3	3	0
NEWSR	3	3	0	6	6	0	3	2	1	2	2	0	2	2	0	2	2	0	3	3	0
5JJJ	8	6	2	8	7	1	11	9	2	11	8	3	9	8	1	2	2	0	4	4	0
ABC CL-FM	6	4	2	8	6	2	9	5	4	7	5	2	6	5	1	2	2	0	5	4	1
ALL	172	174	-2	245	246	-1	244	235	9	207	205	2	160	168	-8	58	66	-8	118	131	-13

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	229	243	-14	9	8	1	11	10	1	34	36	-2	52	57	-5	122	132	-10	110	126	-16
CRUISE 1323	118	128	-10	5	6	-1	5	7	-2	8	14	-6	30	26	4	70	75	-5	70	71	-1
MIX102.3	318	310	8	38	35	3	28	29	-1	75	71	4	113	111	2	64	65	-1	151	152	-1
5MMM	183	194	-11	21	25	-4	28	23	5	56	65	-9	61	65	-4	16	15	1	76	84	-8
NOVA91.9	261	269	-8	54	48	6	56	67	-11	85	92	-7	51	51	0	16	11	5	103	109	-6
SAFM	253	278	-25	44	54	-10	44	48	-4	83	86	-3	64	65	-1	17	26	-9	116	119	-3
ABC891	196	199	-3	8	6	2	7	7	0	20	24	-4	44	47	-3	118	114	4	100	107	-7
5RN	65	57	8	3	1	2	1	2	-1	5	3	2	18	18	0	38	32	6	38	33	5
NEWSR	65	59	6	*	*	0	2	2	0	10	11	-1	14	17	-3	38	28	10	37	34	3
5JJJ	99	97	2	8	11	-3	23	22	1	45	40	5	18	18	0	5	6	-1	37	35	2
ABC CL-FM	79	71	8	5	3	2	5	3	2	10	12	-2	16	19	-3	43	36	7	45	42	3
ALL	953	958	-5	100	103	-3	106	106	0	214	216	-2	237	237	0	296	296	0	466	466	0

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

10+ [Potential: 1013]

Survey #5 - 2007

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	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	204	217	-13	147	157	-10	95	116	-21	95	110	-15	118	128	-10	67	78	-11	169	174	-5
CRUISE 1323	103	111	-8	48	50	-2	59	59	0	67	73	-6	55	57	-2	44	38	6	79	90	-11
MIX102.3	284	278	6	183	177	6	140	138	2	164	167	-3	154	152	2	97	102	-5	201	204	-3
5MMM	152	166	-14	95	84	11	70	83	-13	86	97	-11	72	77	-5	50	56	-6	108	108	0
NOVA91.9	237	247	-10	156	150	6	110	119	-9	128	143	-15	132	143	-11	86	90	-4	151	160	-9
SAFM	236	253	-17	135	143	-8	114	129	-15	130	148	-18	142	156	-14	86	85	1	153	180	-27
ABC891	175	179	-4	120	131	-11	103	100	3	87	93	-6	85	85	0	73	62	11	139	136	3
5RN	52	46	6	27	27	0	16	15	1	24	22	2	19	18	1	23	21	2	37	31	6
NEWSR	55	50	5	32	35	-3	19	15	4	19	16	3	19	14	5	19	19	0	41	41	0
5JJJ	90	89	1	48	45	3	45	39	6	56	54	2	58	54	4	36	30	6	56	53	3
ABC CL-FM	74	63	11	36	33	3	38	26	12	40	29	11	30	30	0	18	16	2	48	47	1
ALL	933	944	-11	782	799	-17	641	650	-9	681	702	-21	683	694	-11	469	468	1	822	823	-1