

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	17.0	15.9	1.1	2.8	3.3	-0.5	2.3	4.4	-2.1	3.7	4.4	-0.7	10.5	12.9	-2.4	35.5	30.6	4.9	18.8	17.0	1.8
CRUISE 1323	6.3	6.2	0.1	0.8	1.3	-0.5	1.7	1.5	0.2	3.6	3.2	0.4	4.9	4.1	0.8	10.9	11.8	-0.9	7.6	7.7	-0.1
MIX102.3	16.4	17.0	-0.6	15.8	15.7	0.1	5.8	5.9	-0.1	17.5	18.0	-0.5	29.2	29.3	-0.1	9.3	10.2	-0.9	16.3	17.8	-1.5
5MMM	9.4	9.2	0.2	11.1	15.2	-4.1	15.6	14.0	1.6	11.9	12.3	-0.4	16.6	14.6	2.0	0.9	0.8	0.1	7.5	6.8	0.7
NOVA91.9	11.9	11.6	0.3	32.5	31.7	0.8	36.2	33.9	2.3	17.9	16.0	1.9	9.0	9.5	-0.5	1.1	1.3	-0.2	8.8	8.9	-0.1
SAFM	11.1	10.7	0.4	23.4	22.3	1.1	22.9	18.7	4.2	20.0	17.2	2.8	11.6	13.2	-1.6	0.7	0.7	0.0	9.9	10.6	-0.7
ABC891	10.8	10.9	-0.1	1.7	1.1	0.6	0.4	1.4	-1.0	2.7	3.0	-0.3	8.8	7.2	1.6	21.1	22.9	-1.8	13.2	12.9	0.3
5RN	1.6	1.9	-0.3	0.6	0.4	0.2	*	*	0.0	0.5	0.4	0.1	1.3	1.7	-0.4	3.0	3.7	-0.7	2.2	2.5	-0.3
NEWSR	1.5	1.8	-0.3	1.0	0.6	0.4	0.2	0.1	0.1	1.0	1.6	-0.6	0.7	1.0	-0.3	2.7	3.1	-0.4	1.8	2.1	-0.3
5JJJ	3.5	4.3	-0.8	2.0	4.2	-2.2	7.4	7.4	0.0	9.3	12.4	-3.1	2.0	1.1	0.9	0.3	0.5	-0.2	3.1	3.2	-0.1
ABC CL-FM	3.2	3.6	-0.4	1.1	2.2	-1.1	0.6	0.7	-0.1	1.7	1.6	0.1	1.4	2.0	-0.6	6.4	7.0	-0.6	4.0	4.6	-0.6

Adelaide Radio - Share Movement (%) by Session

10+

Survey #6 - 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	16.1	15.4	0.7	20.7	19.6	1.1	13.9	13.0	0.9	9.2	10.5	-1.3	19.9	18.7	1.2	21.1	17.8	3.3	20.2	17.5	2.7
CRUISE 1323	6.0	5.8	0.2	4.0	3.8	0.2	7.9	7.0	0.9	7.2	6.5	0.7	5.0	5.7	-0.7	5.5	6.9	-1.4	7.3	7.8	-0.5
MIX102.3	16.5	17.4	-0.9	16.3	16.8	-0.5	16.9	18.8	-1.9	19.0	19.6	-0.6	14.3	15.4	-1.1	12.3	12.9	-0.6	16.1	15.2	0.9
5MMM	9.9	9.3	0.6	9.1	8.6	0.5	10.4	9.7	0.7	12.4	10.9	1.5	8.4	8.4	0.0	6.9	7.9	-1.0	7.5	8.5	-1.0
NOVA91.9	12.5	12.0	0.5	12.6	12.4	0.2	12.1	11.3	0.8	13.6	13.3	0.3	11.5	11.0	0.5	12.0	11.0	1.0	9.7	9.9	-0.2
SAFM	11.7	11.0	0.7	9.4	9.3	0.1	10.8	10.6	0.2	13.1	11.7	1.4	16.0	14.2	1.8	9.7	9.6	0.1	9.2	9.6	-0.4
ABC891	10.6	10.8	-0.2	12.5	13.6	-1.1	11.3	11.8	-0.5	8.3	7.9	0.4	8.0	7.5	0.5	13.5	13.4	0.1	11.4	11.5	-0.1
5RN	1.5	1.7	-0.2	2.4	2.4	0.0	1.0	0.9	0.1	1.1	1.1	0.0	1.2	1.7	-0.5	2.2	3.2	-1.0	1.8	2.5	-0.7
NEWSR	1.3	1.5	-0.2	1.9	2.3	-0.4	1.0	1.2	-0.2	0.8	0.8	0.0	1.0	1.1	-0.1	2.0	3.1	-1.1	2.1	2.5	-0.4
5JJJ	3.7	4.5	-0.8	2.9	3.2	-0.3	3.7	4.7	-1.0	4.3	5.3	-1.0	4.1	5.7	-1.6	3.5	3.8	-0.3	2.7	3.5	-0.8
ABC CL-FM	3.0	3.4	-0.4	3.1	3.2	-0.1	3.3	3.7	-0.4	2.5	3.2	-0.7	3.1	3.9	-0.8	2.8	3.1	-0.3	4.1	4.0	0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	27	25	2	*	*	0	*	1	-1	1	2	-1	4	5	-1	20	17	3	16	14	2
CRUISE 1323	10	10	0	*	*	0	*	*	0	1	1	0	2	2	0	6	7	-1	6	6	0
MIX102.3	26	27	-1	1	1	0	1	1	0	6	7	-1	12	12	0	5	6	-1	13	14	-1
5MMM	15	14	1	1	1	0	2	2	0	4	5	-1	7	6	1	1	*	1	6	6	0
NOVA91.9	19	18	1	3	3	0	5	5	0	6	6	0	4	4	0	1	1	0	7	7	0
SAFM	17	17	0	2	2	0	3	3	0	7	6	1	5	5	0	*	*	0	8	9	-1
ABC891	17	17	0	*	*	0	*	*	0	1	1	0	4	3	1	12	13	-1	11	10	1
5RN	3	3	0	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	2	2	0
NEWSR	2	3	-1	*	*	0	*	*	0	*	1	-1	*	*	0	2	2	0	1	2	-1
5JJJ	5	7	-2	*	*	0	1	1	0	3	5	-2	1	*	1	*	*	0	3	3	0
ABC CL-FM	5	6	-1	*	*	0	*	*	0	1	1	0	1	1	0	4	4	0	3	4	-1
ALL	157	157	0	9	8	1	14	15	-1	34	37	-3	42	41	1	58	56	2	83	81	2

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

10+ [Potential: 1013]

Survey #6 - 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	28	27	1	51	48	3	34	32	2	18	22	-4	31	30	1	13	10	3	25	21	4
CRUISE 1323	10	10	0	10	9	1	19	17	2	15	14	1	8	9	-1	3	4	-1	9	9	0
MIX102.3	28	30	-2	40	41	-1	41	46	-5	38	41	-3	22	25	-3	7	8	-1	20	18	2
5MMM	17	16	1	23	21	2	25	24	1	25	23	2	13	13	0	4	5	-1	9	10	-1
NOVA91.9	21	21	0	31	30	1	30	28	2	27	28	-1	18	18	0	7	6	1	12	12	0
SAFM	20	19	1	23	23	0	26	26	0	26	24	2	25	23	2	6	6	0	11	11	0
ABC891	18	19	-1	31	33	-2	28	29	-1	17	16	1	12	12	0	8	8	0	14	14	0
5RN	3	3	0	6	6	0	3	2	1	2	2	0	2	3	-1	1	2	-1	2	3	-1
NEWSR	2	3	-1	5	6	-1	2	3	-1	2	2	0	2	2	0	1	2	-1	3	3	0
5JJJ	6	8	-2	7	8	-1	9	11	-2	9	11	-2	6	9	-3	2	2	0	3	4	-1
ABC CL-FM	5	6	-1	8	8	0	8	9	-1	5	7	-2	5	6	-1	2	2	0	5	5	0
ALL	171	172	-1	248	245	3	244	244	0	201	207	-6	154	160	-6	61	58	3	122	118	4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	219	229	-10	9	9	0	6	11	-5	29	34	-5	49	52	-3	126	122	4	115	110	5
CRUISE 1323	123	118	5	2	5	-3	5	5	0	9	8	1	31	30	1	75	70	5	77	70	7
MIX102.3	316	318	-2	41	38	3	29	28	1	76	75	1	117	113	4	53	64	-11	149	151	-2
5MMM	184	183	1	22	21	1	28	28	0	50	56	-6	66	61	5	18	16	2	80	76	4
NOVA91.9	254	261	-7	55	54	1	54	56	-2	81	85	-4	51	51	0	14	16	-2	99	103	-4
SAFM	257	253	4	46	44	2	48	44	4	85	83	2	63	64	-1	15	17	-2	113	116	-3
ABC891	190	196	-6	8	8	0	2	7	-5	21	20	1	45	44	1	114	118	-4	105	100	5
5RN	57	65	-8	3	3	0	1	1	0	4	5	-1	15	18	-3	33	38	-5	34	38	-4
NEWSR	57	65	-8	1	*	1	2	2	0	8	10	-2	13	14	-1	32	38	-6	28	37	-9
5JJJ	83	99	-16	6	8	-2	21	23	-2	37	45	-8	15	18	-3	5	5	0	36	37	-1
ABC CL-FM	72	79	-7	4	5	-1	4	5	-1	10	10	0	12	16	-4	42	43	-1	39	45	-6
ALL	956	953	3	103	100	3	104	106	-2	213	214	-1	238	237	1	297	296	1	468	466	2

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

10+ [Potential: 1013]

Survey #6 - 2007

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	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	197	204	-7	143	147	-4	96	95	1	94	95	-1	114	118	-4	75	67	8	166	169	-3
CRUISE 1323	108	103	5	53	48	5	64	59	5	68	67	1	56	55	1	39	44	-5	81	79	2
MIX102.3	274	284	-10	173	183	-10	130	140	-10	158	164	-6	148	154	-6	86	97	-11	211	201	10
5MMM	149	152	-3	93	95	-2	70	70	0	83	86	-3	75	72	3	43	50	-7	109	108	1
NOVA91.9	232	237	-5	151	156	-5	107	110	-3	130	128	2	129	132	-3	84	86	-2	146	151	-5
SAFM	238	236	2	126	135	-9	111	114	-3	138	130	8	140	142	-2	71	86	-15	145	153	-8
ABC891	167	175	-8	113	120	-7	96	103	-7	91	87	4	82	85	-3	70	73	-3	136	139	-3
5RN	46	52	-6	27	27	0	18	16	2	16	24	-8	15	19	-4	17	23	-6	33	37	-4
NEWSR	49	55	-6	27	32	-5	18	19	-1	19	19	0	19	19	0	13	19	-6	34	41	-7
5JJJ	75	90	-15	42	48	-6	38	45	-7	43	56	-13	42	58	-16	26	36	-10	49	56	-7
ABC CL-FM	63	74	-11	31	36	-5	30	38	-8	32	40	-8	27	30	-3	18	18	0	44	48	-4
ALL	933	933	0	776	782	-6	623	641	-18	670	681	-11	667	683	-16	457	469	-12	805	822	-17