

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	18.6	17.0	1.6	2.3	2.8	-0.5	0.9	2.3	-1.4	5.4	3.7	1.7	11.9	10.5	1.4	36.7	35.5	1.2	21.4	18.8	2.6
CRUISE 1323	7.4	6.3	1.1	0.1	0.8	-0.7	0.5	1.7	-1.2	1.4	3.6	-2.2	8.1	4.9	3.2	12.6	10.9	1.7	8.7	7.6	1.1
MIX102.3	16.0	16.4	-0.4	10.0	15.8	-5.8	5.8	5.8	0.0	16.4	17.5	-1.1	27.9	29.2	-1.3	10.1	9.3	0.8	16.6	16.3	0.3
5MMM	8.2	9.4	-1.2	7.3	11.1	-3.8	12.6	15.6	-3.0	13.5	11.9	1.6	13.3	16.6	-3.3	0.7	0.9	-0.2	6.7	7.5	-0.8
NOVA91.9	11.7	11.9	-0.2	36.8	32.5	4.3	40.3	36.2	4.1	21.8	17.9	3.9	6.5	9.0	-2.5	0.5	1.1	-0.6	7.8	8.8	-1.0
SAFM	10.5	11.1	-0.6	34.8	23.4	11.4	20.6	22.9	-2.3	17.4	20.0	-2.6	10.5	11.6	-1.1	1.0	0.7	0.3	8.5	9.9	-1.4
ABC891	9.1	10.8	-1.7	1.2	1.7	-0.5	0.2	0.4	-0.2	2.9	2.7	0.2	7.2	8.8	-1.6	17.0	21.1	-4.1	11.3	13.2	-1.9
5RN	1.5	1.6	-0.1	0.2	0.6	-0.4	*	*	0.0	0.5	0.5	0.0	1.5	1.3	0.2	2.6	3.0	-0.4	2.1	2.2	-0.1
NEWSR	1.2	1.5	-0.3	*	1.0	-1.0	*	0.2	-0.2	0.6	1.0	-0.4	0.9	0.7	0.2	2.2	2.7	-0.5	1.2	1.8	-0.6
5JJJ	3.6	3.5	0.1	1.9	2.0	-0.1	9.2	7.4	1.8	8.0	9.3	-1.3	3.7	2.0	1.7	0.2	0.3	-0.1	3.3	3.1	0.2
ABC CL-FM	3.3	3.2	0.1	0.2	1.1	-0.9	1.3	0.6	0.7	0.6	1.7	-1.1	1.9	1.4	0.5	6.8	6.4	0.4	4.5	4.0	0.5

Adelaide Radio - Share Movement (%) by Session

10+

Survey #7 - 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	18.0	16.1	1.9	20.8	20.7	0.1	17.1	13.9	3.2	10.2	9.2	1.0	20.8	19.9	0.9	27.6	21.1	6.5	20.9	20.2	0.7
CRUISE 1323	7.3	6.0	1.3	4.7	4.0	0.7	9.3	7.9	1.4	9.6	7.2	2.4	6.5	5.0	1.5	4.9	5.5	-0.6	7.8	7.3	0.5
MIX102.3	16.0	16.5	-0.5	17.3	16.3	1.0	16.9	16.9	0.0	18.5	19.0	-0.5	12.5	14.3	-1.8	9.4	12.3	-2.9	16.0	16.1	-0.1
5MMM	8.5	9.9	-1.4	8.8	9.1	-0.3	8.2	10.4	-2.2	10.9	12.4	-1.5	7.0	8.4	-1.4	4.8	6.9	-2.1	6.8	7.5	-0.7
NOVA91.9	12.4	12.5	-0.1	11.2	12.6	-1.4	12.2	12.1	0.1	13.5	13.6	-0.1	13.3	11.5	1.8	11.8	12.0	-0.2	9.4	9.7	-0.3
SAFM	11.1	11.7	-0.6	9.1	9.4	-0.3	9.5	10.8	-1.3	11.9	13.1	-1.2	16.2	16.0	0.2	10.5	9.7	0.8	8.3	9.2	-0.9
ABC891	8.7	10.6	-1.9	10.6	12.5	-1.9	9.5	11.3	-1.8	6.8	8.3	-1.5	6.2	8.0	-1.8	10.4	13.5	-3.1	10.7	11.4	-0.7
5RN	1.5	1.5	0.0	2.1	2.4	-0.3	1.3	1.0	0.3	0.9	1.1	-0.2	1.5	1.2	0.3	2.1	2.2	-0.1	1.4	1.8	-0.4
NEWSR	1.1	1.3	-0.2	1.7	1.9	-0.2	0.7	1.0	-0.3	0.7	0.8	-0.1	0.8	1.0	-0.2	2.0	2.0	0.0	1.5	2.1	-0.6
5JJJ	3.7	3.7	0.0	3.5	2.9	0.6	3.3	3.7	-0.4	3.9	4.3	-0.4	3.7	4.1	-0.4	4.1	3.5	0.6	3.3	2.7	0.6
ABC CL-FM	3.1	3.0	0.1	3.1	3.1	0.0	3.1	3.3	-0.2	3.3	2.5	0.8	3.1	3.1	0.0	2.6	2.8	-0.2	4.2	4.1	0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	27	2	*	*	0	*	*	0	2	1	1	5	4	1	22	20	2	18	16	2
CRUISE 1323	11	10	1	*	*	0	*	*	0	*	1	-1	3	2	1	7	6	1	7	6	1
MIX102.3	25	26	-1	1	1	0	1	1	0	5	6	-1	12	12	0	6	5	1	14	13	1
5MMM	13	15	-2	1	1	0	1	2	-1	4	4	0	6	7	-1	*	1	-1	6	6	0
NOVA91.9	18	19	-1	3	3	0	5	5	0	7	6	1	3	4	-1	*	1	-1	7	7	0
SAFM	16	17	-1	3	2	1	2	3	-1	6	7	-1	4	5	-1	1	*	1	7	8	-1
ABC891	14	17	-3	*	*	0	*	*	0	1	1	0	3	4	-1	10	12	-2	9	11	-2
5RN	2	3	-1	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	2	2	0
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	*	*	0	1	2	-1	1	1	0
5JJJ	6	5	1	*	*	0	1	1	0	3	3	0	2	1	1	*	*	0	3	3	0
ABC CL-FM	5	5	0	*	*	0	*	*	0	*	1	-1	1	1	0	4	4	0	4	3	1
ALL	155	157	-2	9	9	0	12	14	-2	32	34	-2	43	42	1	59	58	1	84	83	1

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

10+ [Potential: 1013]

Survey #7 - 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	30	28	2	52	51	1	40	34	6	20	18	2	33	31	2	17	13	4	25	25	0
CRUISE 1323	12	10	2	12	10	2	22	19	3	19	15	4	10	8	2	3	3	0	9	9	0
MIX102.3	27	28	-1	43	40	3	39	41	-2	37	38	-1	20	22	-2	6	7	-1	19	20	-1
5MMM	14	17	-3	22	23	-1	19	25	-6	22	25	-3	11	13	-2	3	4	-1	8	9	-1
NOVA91.9	21	21	0	28	31	-3	28	30	-2	27	27	0	21	18	3	7	7	0	11	12	-1
SAFM	19	20	-1	23	23	0	22	26	-4	24	26	-2	26	25	1	6	6	0	10	11	-1
ABC891	15	18	-3	27	31	-4	22	28	-6	13	17	-4	10	12	-2	6	8	-2	13	14	-1
5RN	3	3	0	5	6	-1	3	3	0	2	2	0	2	2	0	1	1	0	2	2	0
NEWSR	2	2	0	4	5	-1	2	2	0	1	2	-1	1	2	-1	1	1	0	2	3	-1
5JJJ	6	6	0	9	7	2	8	9	-1	8	9	-1	6	6	0	2	2	0	4	3	1
ABC CL-FM	5	5	0	8	8	0	7	8	-1	6	5	1	5	5	0	2	2	0	5	5	0
ALL	169	171	-2	250	248	2	231	244	-13	198	201	-3	158	154	4	60	61	-1	118	122	-4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 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	219	219	0	7	9	-2	4	6	-2	31	29	2	56	49	7	121	126	-5	125	115	10
CRUISE 1323	129	123	6	1	2	-1	4	5	-1	10	9	1	32	31	1	82	75	7	79	77	2
MIX102.3	309	316	-7	31	41	-10	29	29	0	70	76	-6	119	117	2	59	53	6	153	149	4
5MMM	180	184	-4	17	22	-5	27	28	-1	57	50	7	65	66	-1	15	18	-3	89	80	9
NOVA91.9	254	254	0	58	55	3	55	54	1	81	81	0	47	51	-4	13	14	-1	97	99	-2
SAFM	259	257	2	51	46	5	46	48	-2	82	85	-3	63	63	0	17	15	2	109	113	-4
ABC891	163	190	-27	3	8	-5	1	2	-1	17	21	-4	41	45	-4	100	114	-14	91	105	-14
5RN	49	57	-8	2	3	-1	1	1	0	3	4	-1	14	15	-1	29	33	-4	30	34	-4
NEWSR	41	57	-16	*	1	-1	1	2	-1	6	8	-2	12	13	-1	22	32	-10	19	28	-9
5JJJ	89	83	6	5	6	-1	22	21	1	39	37	2	17	15	2	7	5	2	40	36	4
ABC CL-FM	62	72	-10	2	4	-2	2	4	-2	7	10	-3	10	12	-2	41	42	-1	37	39	-2
ALL	958	956	2	106	103	3	103	104	-1	212	213	-1	240	238	2	297	297	0	467	468	-1

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

10+ [Potential: 1013]

Survey #7 - 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	199	197	2	147	143	4	102	96	6	95	94	1	123	114	9	86	75	11	166	166	0
CRUISE 1323	114	108	6	59	53	6	64	64	0	76	68	8	59	56	3	35	39	-4	87	81	6
MIX102.3	269	274	-5	173	173	0	130	130	0	164	158	6	135	148	-13	74	86	-12	208	211	-3
5MMM	149	149	0	91	93	-2	71	70	1	84	83	1	69	75	-6	36	43	-7	103	109	-6
NOVA91.9	240	232	8	144	151	-7	108	107	1	147	130	17	125	129	-4	79	84	-5	139	146	-7
SAFM	233	238	-5	126	126	0	108	111	-3	139	138	1	140	140	0	68	71	-3	136	145	-9
ABC891	141	167	-26	101	113	-12	75	96	-21	81	91	-10	66	82	-16	53	70	-17	114	136	-22
5RN	38	46	-8	21	27	-6	17	18	-1	14	16	-2	16	15	1	14	17	-3	27	33	-6
NEWSR	37	49	-12	24	27	-3	13	18	-5	15	19	-4	11	19	-8	11	13	-2	26	34	-8
5JJJ	83	75	8	47	42	5	41	38	3	43	43	0	42	42	0	31	26	5	51	49	2
ABC CL-FM	53	63	-10	29	31	-2	25	30	-5	26	32	-6	24	27	-3	16	18	-2	39	44	-5
ALL	938	933	5	788	776	12	607	623	-16	683	670	13	664	667	-3	440	457	-17	779	805	-26