

# Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	17.5	18.6	-1.1	1.8	2.3	-0.5	5.0	0.9	4.1	6.8	5.4	1.4	12.8	11.9	0.9	33.4	36.7	-3.3	20.3	21.4	-1.1
CRUISE 1323	7.3	7.4	-0.1	1.1	0.1	1.0	0.4	0.5	-0.1	1.2	1.4	-0.2	8.4	8.1	0.3	12.8	12.6	0.2	8.4	8.7	-0.3
MIX102.3	14.6	16.0	-1.4	9.1	10.0	-0.9	7.9	5.8	2.1	13.5	16.4	-2.9	23.3	27.9	-4.6	11.1	10.1	1.0	15.6	16.6	-1.0
5MMM	8.5	8.2	0.3	5.4	7.3	-1.9	5.4	12.6	-7.2	15.9	13.5	2.4	13.4	13.3	0.1	1.3	0.7	0.6	6.9	6.7	0.2
NOVA91.9	11.9	11.7	0.2	36.3	36.8	-0.5	25.6	40.3	-14.7	22.9	21.8	1.1	8.2	6.5	1.7	0.6	0.5	0.1	7.9	7.8	0.1
SAFM	12.1	10.5	1.6	41.9	34.8	7.1	22.3	20.6	1.7	18.7	17.4	1.3	11.0	10.5	0.5	1.6	1.0	0.6	10.8	8.5	2.3
ABC891	8.5	9.1	-0.6	1.0	1.2	-0.2	0.4	0.2	0.2	2.2	2.9	-0.7	8.3	7.2	1.1	15.7	17.0	-1.3	10.3	11.3	-1.0
5RN	1.6	1.5	0.1	0.1	0.2	-0.1	*	*	0.0	1.1	0.5	0.6	1.9	1.5	0.4	2.3	2.6	-0.3	1.9	2.1	-0.2
NEWSR	1.3	1.2	0.1	*	*	0.0	0.6	*	0.6	0.5	0.6	-0.1	1.0	0.9	0.1	2.3	2.2	0.1	1.3	1.2	0.1
5JJJ	3.6	3.6	0.0	0.8	1.9	-1.1	14.2	9.2	5.0	5.9	8.0	-2.1	3.6	3.7	-0.1	0.1	0.2	-0.1	2.9	3.3	-0.4
ABC CL-FM	3.4	3.3	0.1	0.1	0.2	-0.1	0.9	1.3	-0.4	0.8	0.6	0.2	1.7	1.9	-0.2	7.5	6.8	0.7	4.6	4.5	0.1

# Adelaide Radio - Share Movement (%) by Session

10+

Survey #8 - 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	17.7	18.0	-0.3	19.8	20.8	-1.0	17.5	17.1	0.4	10.3	10.2	0.1	20.6	20.8	-0.2	26.2	27.6	-1.4	17.0	20.9	-3.9
CRUISE 1323	6.9	7.3	-0.4	5.2	4.7	0.5	7.9	9.3	-1.4	8.6	9.6	-1.0	7.2	6.5	0.7	4.4	4.9	-0.5	8.7	7.8	0.9
MIX102.3	14.7	16.0	-1.3	14.9	17.3	-2.4	16.9	16.9	0.0	17.1	18.5	-1.4	11.3	12.5	-1.2	8.3	9.4	-1.1	14.1	16.0	-1.9
5MMM	8.8	8.5	0.3	9.1	8.8	0.3	9.2	8.2	1.0	11.4	10.9	0.5	6.2	7.0	-0.8	4.4	4.8	-0.4	7.4	6.8	0.6
NOVA91.9	12.3	12.4	-0.1	11.8	11.2	0.6	11.9	12.2	-0.3	14.1	13.5	0.6	12.7	13.3	-0.6	10.0	11.8	-1.8	10.2	9.4	0.8
SAFM	12.4	11.1	1.3	9.9	9.1	0.8	10.9	9.5	1.4	13.4	11.9	1.5	17.3	16.2	1.1	12.8	10.5	2.3	10.8	8.3	2.5
ABC891	8.1	8.7	-0.6	11.3	10.6	0.7	8.4	9.5	-1.1	5.2	6.8	-1.6	5.6	6.2	-0.6	9.4	10.4	-1.0	10.0	10.7	-0.7
5RN	1.5	1.5	0.0	2.1	2.1	0.0	0.9	1.3	-0.4	0.9	0.9	0.0	1.5	1.5	0.0	2.9	2.1	0.8	1.9	1.4	0.5
NEWSR	1.3	1.1	0.2	1.9	1.7	0.2	0.8	0.7	0.1	0.8	0.7	0.1	0.7	0.8	-0.1	2.5	2.0	0.5	1.4	1.5	-0.1
5JJJ	3.7	3.7	0.0	3.2	3.5	-0.3	3.7	3.3	0.4	3.9	3.9	0.0	3.8	3.7	0.1	4.1	4.1	0.0	3.5	3.3	0.2
ABC CL-FM	3.2	3.1	0.1	3.0	3.1	-0.1	2.9	3.1	-0.2	3.3	3.3	0.0	3.8	3.1	0.7	2.9	2.6	0.3	4.2	4.2	0.0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	26	29	-3	*	*	0	1	*	1	2	2	0	5	5	0	18	22	-4	16	18	-2
CRUISE 1323	11	11	0	*	*	0	*	*	0	*	*	0	3	3	0	7	7	0	6	7	-1
MIX102.3	21	25	-4	1	1	0	1	1	0	5	5	0	9	12	-3	6	6	0	12	14	-2
5MMM	13	13	0	*	1	-1	1	1	0	5	4	1	5	6	-1	1	*	1	5	6	-1
NOVA91.9	18	18	0	3	3	0	3	5	-2	8	7	1	3	3	0	*	*	0	6	7	-1
SAFM	18	16	2	3	3	0	3	2	1	6	6	0	4	4	0	1	1	0	8	7	1
ABC891	13	14	-1	*	*	0	*	*	0	1	1	0	3	3	0	8	10	-2	8	9	-1
5RN	2	2	0	*	*	0	*	*	0	*	*	0	1	1	0	1	2	-1	1	2	-1
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	*	*	0	1	1	0	1	1	0
5JJJ	5	6	-1	*	*	0	2	1	1	2	3	-1	1	2	-1	*	*	0	2	3	-1
ABC CL-FM	5	5	0	*	*	0	*	*	0	*	*	0	1	1	0	4	4	0	4	4	0
ALL	147	155	-8	8	9	-1	13	12	1	34	32	2	40	43	-3	53	59	-6	77	84	-7

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

10+ [Potential: 1013]

Survey #8 - 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	29	30	-1	47	52	-5	38	40	-2	19	20	-1	33	33	0	15	17	-2	19	25	-6
CRUISE 1323	11	12	-1	13	12	1	17	22	-5	16	19	-3	11	10	1	3	3	0	10	9	1
MIX102.3	24	27	-3	36	43	-7	37	39	-2	32	37	-5	18	20	-2	5	6	-1	15	19	-4
5MMM	14	14	0	22	22	0	20	19	1	21	22	-1	10	11	-1	3	3	0	8	8	0
NOVA91.9	20	21	-1	28	28	0	26	28	-2	26	27	-1	20	21	-1	6	7	-1	11	11	0
SAFM	20	19	1	24	23	1	24	22	2	25	24	1	28	26	2	7	6	1	12	10	2
ABC891	13	15	-2	27	27	0	18	22	-4	10	13	-3	9	10	-1	5	6	-1	11	13	-2
5RN	2	3	-1	5	5	0	2	3	-1	2	2	0	2	2	0	2	1	1	2	2	0
NEWSR	2	2	0	4	4	0	2	2	0	2	1	1	1	1	0	1	1	0	1	2	-1
5JJJ	6	6	0	8	9	-1	8	8	0	7	8	-1	6	6	0	2	2	0	4	4	0
ABC CL-FM	5	5	0	7	8	-1	6	7	-1	6	6	0	6	5	1	2	2	0	5	5	0
ALL	162	169	-7	239	250	-11	219	231	-12	187	198	-11	159	158	1	57	60	-3	110	118	-8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	213	219	-6	6	7	-1	4	4	0	34	31	3	58	56	2	111	121	-10	118	125	-7
CRUISE 1323	132	129	3	5	1	4	4	4	0	8	10	-2	32	32	0	84	82	2	71	79	-8
MIX102.3	275	309	-34	26	31	-5	25	29	-4	55	70	-15	105	119	-14	63	59	4	140	153	-13
5MMM	175	180	-5	17	17	0	23	27	-4	57	57	0	61	65	-4	18	15	3	85	89	-4
NOVA91.9	258	254	4	61	58	3	47	55	-8	85	81	4	47	47	0	18	13	5	97	97	0
SAFM	294	259	35	59	51	8	52	46	6	89	82	7	75	63	12	20	17	3	128	109	19
ABC891	164	163	1	4	3	1	4	1	3	18	17	1	44	41	3	94	100	-6	89	91	-2
5RN	49	49	0	1	2	-1	*	1	-1	5	3	2	14	14	0	28	29	-1	27	30	-3
NEWSR	49	41	8	1	*	1	2	1	1	8	6	2	15	12	3	24	22	2	27	19	8
5JJJ	91	89	2	5	5	0	24	22	2	34	39	-5	22	17	5	5	7	-2	38	40	-2
ABC CL-FM	69	62	7	2	2	0	3	2	1	9	7	2	12	10	2	43	41	2	40	37	3
ALL	957	958	-1	106	106	0	105	103	2	213	212	1	240	240	0	293	297	-4	465	467	-2

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

10+ [Potential: 1013]

Survey #8 - 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	202	199	3	142	147	-5	103	102	1	93	95	-2	124	123	1	80	86	-6	146	166	-20
CRUISE 1323	111	114	-3	59	59	0	65	64	1	79	76	3	64	59	5	35	35	0	89	87	2
MIX102.3	247	269	-22	159	173	-14	124	130	-6	154	164	-10	126	135	-9	66	74	-8	172	208	-36
5MMM	147	149	-2	90	91	-1	70	71	-1	87	84	3	63	69	-6	38	36	2	98	103	-5
NOVA91.9	242	240	2	158	144	14	107	108	-1	149	147	2	129	125	4	80	79	1	145	139	6
SAFM	262	233	29	143	126	17	114	108	6	160	139	21	159	140	19	82	68	14	175	136	39
ABC891	144	141	3	109	101	8	74	75	-1	74	81	-7	65	66	-1	43	53	-10	112	114	-2
5RN	36	38	-2	23	21	2	12	17	-5	14	14	0	16	16	0	17	14	3	32	27	5
NEWSR	44	37	7	28	24	4	13	13	0	17	15	2	16	11	5	13	11	2	28	26	2
5JJJ	84	83	1	40	47	-7	36	41	-5	45	43	2	43	42	1	35	31	4	52	51	1
ABC CL-FM	62	53	9	34	29	5	33	25	8	31	26	5	29	24	5	20	16	4	41	39	2
ALL	938	938	0	787	788	-1	607	607	0	685	683	2	669	664	5	432	440	-8	780	779	1