

# Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	+/-
SEN	2.1	2.9	-0.8	1.1	1.1	0.0	0.8	1.5	-0.7	3.1	3.1	0.0	2.9	4.7	-1.8	1.4	2.1	-0.7	1.2	2.6	-1.4
3AW	17.1	14.4	2.7	1.2	2.2	-1.0	0.9	0.2	0.7	3.0	5.2	-2.2	14.5	12.5	2.0	35.2	29.5	5.7	22.1	17.8	4.3
MAGIC1278	4.4	4.1	0.3	1.7	0.2	1.5	1.3	0.2	1.1	0.1	0.6	-0.5	2.8	2.0	0.8	9.7	10.5	-0.8	5.4	4.8	0.6
3MP	3.2	3.6	-0.4	1.0	0.1	0.9	2.7	0.4	2.3	0.2	0.8	-0.6	3.7	3.1	0.6	5.3	7.8	-2.5	3.7	4.3	-0.6
FOXFM	10.3	12.7	-2.4	34.5	37.6	-3.1	22.9	23.0	-0.1	15.1	18.8	-3.7	8.6	12.2	-3.6	1.3	1.1	0.2	8.1	10.0	-1.9
GOLD FM	8.6	9.7	-1.1	6.2	11.3	-5.1	3.8	12.2	-8.4	10.3	10.7	-0.4	15.0	13.2	1.8	4.3	4.8	-0.5	8.4	7.5	0.9
MIX101.1FM	6.0	7.1	-1.1	12.9	12.5	0.4	6.1	9.7	-3.6	10.2	10.6	-0.4	5.4	7.7	-2.3	2.5	2.2	0.3	6.0	7.6	-1.6
3MMM	6.7	8.1	-1.4	7.7	9.0	-1.3	9.6	12.7	-3.1	10.4	11.8	-1.4	10.6	11.0	-0.4	0.5	1.1	-0.6	6.1	7.6	-1.5
NOVA 100	9.7	8.7	1.0	20.8	17.5	3.3	34.5	24.4	10.1	14.6	13.4	1.2	6.3	6.6	-0.3	0.6	0.4	0.2	6.6	6.3	0.3
vega 91.5	3.3	3.0	0.3	2.8	2.5	0.3	3.3	3.5	-0.2	7.1	3.8	3.3	4.0	5.1	-1.1	0.3	0.6	-0.3	2.6	3.1	-0.5
ABC774	12.2	9.6	2.6	2.1	1.7	0.4	1.3	1.0	0.3	5.4	3.4	2.0	10.7	8.4	2.3	22.2	19.5	2.7	13.0	11.0	2.0
3RN	2.7	1.9	0.8	0.3	0.2	0.1	1.1	1.1	0.0	1.6	1.0	0.6	3.2	1.3	1.9	3.7	3.8	-0.1	3.5	2.6	0.9
NEWSR	1.1	1.4	-0.3	0.1	0.5	-0.4	0.3	0.7	-0.4	1.4	1.4	0.0	1.2	1.1	0.1	1.3	2.1	-0.8	0.8	1.4	-0.6
3JJJ	3.3	2.4	0.9	3.9	1.2	2.7	7.8	5.0	2.8	8.3	5.3	3.0	1.1	1.7	-0.6	0.1	0.1	0.0	2.0	2.3	-0.3
ABC CL-FM	1.8	2.1	-0.3	0.2	0.4	-0.2	0.1	*	0.1	0.8	0.9	-0.1	1.4	1.7	-0.3	3.5	4.4	-0.9	2.4	2.6	-0.2

# Melbourne Radio - Share Movement (%) by Session

10+

Survey #1 - 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	+/-
SEN	2.3	3.1	-0.8	3.2	3.3	-0.1	1.8	3.1	-1.3	1.6	3.0	-1.4	3.0	3.6	-0.6	2.0	2.4	-0.4	1.4	2.2	-0.8
3AW	17.0	14.8	2.2	21.6	18.6	3.0	17.2	16.0	1.2	11.4	10.7	0.7	15.8	12.3	3.5	19.5	15.5	4.0	17.3	12.9	4.4
MAGIC1278	3.9	3.6	0.3	4.0	3.7	0.3	4.0	4.8	-0.8	3.7	3.4	0.3	3.4	2.5	0.9	4.3	2.8	1.5	6.3	5.9	0.4
3MP	3.0	3.3	-0.3	3.3	2.7	0.6	3.3	3.7	-0.4	3.1	4.4	-1.3	2.5	2.8	-0.3	2.3	2.2	0.1	3.8	4.6	-0.8
FOXFM	10.7	13.2	-2.5	9.4	12.9	-3.5	9.7	11.0	-1.3	11.8	13.2	-1.4	13.6	17.1	-3.5	9.3	12.9	-3.6	8.7	10.9	-2.2
GOLD FM	8.4	9.6	-1.2	5.6	7.3	-1.7	10.0	10.3	-0.3	11.2	11.7	-0.5	7.3	9.7	-2.4	7.0	9.0	-2.0	9.4	9.9	-0.5
MIX101.1FM	6.1	7.1	-1.0	4.7	6.1	-1.4	6.5	7.1	-0.6	7.5	8.0	-0.5	5.8	7.1	-1.3	6.0	8.1	-2.1	5.4	7.0	-1.6
3MMM	7.2	8.6	-1.4	7.6	8.3	-0.7	6.4	8.4	-2.0	7.9	9.7	-1.8	7.0	9.4	-2.4	6.8	6.2	0.6	5.0	6.0	-1.0
NOVA 100	10.1	8.9	1.2	8.9	9.4	-0.5	9.8	7.7	2.1	11.8	9.4	2.4	11.1	8.8	2.3	8.7	9.0	-0.3	8.3	8.2	0.1
vega 91.5	3.5	3.1	0.4	2.3	2.6	-0.3	3.8	3.4	0.4	4.9	3.6	1.3	3.5	3.3	0.2	2.6	1.8	0.8	2.7	3.0	-0.3
ABC774	12.1	9.6	2.5	14.8	11.3	3.5	12.6	10.7	1.9	8.9	7.5	1.4	10.5	7.6	2.9	13.9	10.4	3.5	12.4	9.8	2.6
3RN	2.6	1.9	0.7	3.6	2.2	1.4	1.8	1.4	0.4	1.8	1.4	0.4	2.9	2.4	0.5	2.8	2.9	-0.1	3.1	2.0	1.1
NEWSR	1.1	1.4	-0.3	1.3	2.1	-0.8	0.9	0.8	0.1	0.8	0.6	0.2	0.8	1.3	-0.5	1.9	2.7	-0.8	1.3	1.7	-0.4
3JJJ	3.4	2.4	1.0	2.5	1.9	0.6	3.1	1.9	1.2	4.2	3.0	1.2	4.2	2.9	1.3	3.3	2.2	1.1	3.0	2.3	0.7
ABC CL-FM	1.7	2.0	-0.3	1.6	1.4	0.2	2.0	1.8	0.2	1.5	2.0	-0.5	1.5	2.0	-0.5	1.9	3.7	-1.8	2.2	2.7	-0.5

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	3533	3495	38	413	410	3	421	418	3	902	901	1	849	843	6	948	923	25	1530	1509	21
SEN	11	16	-5	*	*	0	*	1	-1	4	4	0	4	7	-3	3	4	-1	3	7	-4
3AW	91	77	14	*	1	-1	*	*	0	4	7	-3	20	18	2	66	51	15	58	45	13
MAGIC1278	23	22	1	*	*	0	1	*	1	*	1	-1	4	3	1	18	18	0	14	12	2
3MP	17	19	-2	*	*	0	1	*	1	*	1	-1	5	5	0	10	13	-3	10	11	-1
FOXFM	55	68	-13	9	10	-1	12	13	-1	19	25	-6	12	18	-6	2	2	0	21	25	-4
GOLD FM	46	52	-6	2	3	-1	2	7	-5	13	14	-1	21	19	2	8	8	0	22	19	3
MIX101.1FM	32	38	-6	3	3	0	3	6	-3	13	14	-1	7	11	-4	5	4	1	16	19	-3
3MMM	36	43	-7	2	2	0	5	7	-2	13	15	-2	15	16	-1	1	2	-1	16	19	-3
NOVA 100	52	47	5	6	5	1	18	14	4	19	18	1	9	10	-1	1	1	0	17	16	1
vega 91.5	18	16	2	1	1	0	2	2	0	9	5	4	6	8	-2	1	1	0	7	8	-1
ABC774	65	51	14	1	*	1	1	1	0	7	4	3	15	12	3	42	34	8	34	28	6
3RN	14	10	4	*	*	0	1	1	0	2	1	1	4	2	2	7	7	0	9	7	2
NEWSR	6	8	-2	*	*	0	*	*	0	2	2	0	2	2	0	2	4	-2	2	4	-2
3JJJ	18	13	5	1	*	1	4	3	1	11	7	4	2	2	0	*	*	0	5	6	-1
ABC CL-FM	10	11	-1	*	*	0	*	*	0	1	1	0	2	3	-1	7	8	-1	6	7	-1
ALL	535	536	-1	26	27	-1	52	58	-6	129	132	-3	139	147	-8	188	172	16	261	254	7

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

10+ [Potential: 3533]

Survey #1 - 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	+/-
SEN	14	18	-4	27	29	-2	15	24	-9	10	20	-10	17	21	-4	4	5	-1	6	9	-3
3AW	100	86	14	183	162	21	142	128	14	76	71	5	89	72	17	42	30	12	70	53	17
MAGIC1278	23	21	2	34	33	1	33	39	-6	25	23	2	19	15	4	9	5	4	25	25	0
3MP	18	19	-1	28	24	4	27	30	-3	21	29	-8	14	16	-2	5	4	1	15	19	-4
FOXFM	63	77	-14	80	112	-32	80	88	-8	78	88	-10	77	100	-23	20	25	-5	35	45	-10
GOLD FM	49	56	-7	48	63	-15	83	82	1	74	78	-4	41	57	-16	15	18	-3	38	41	-3
MIX101.1FM	36	42	-6	40	53	-13	54	57	-3	50	53	-3	33	42	-9	13	16	-3	22	29	-7
3MMM	42	51	-9	65	72	-7	53	67	-14	52	64	-12	39	55	-16	15	12	3	20	25	-5
NOVA 100	60	52	8	75	82	-7	81	62	19	79	63	16	63	51	12	19	17	2	34	34	0
vega 91.5	20	18	2	19	23	-4	31	27	4	32	24	8	20	19	1	6	3	3	11	12	-1
ABC774	71	56	15	126	98	28	104	85	19	59	50	9	59	45	14	30	20	10	50	40	10
3RN	15	11	4	31	19	12	15	11	4	12	9	3	16	14	2	6	6	0	12	8	4
NEWSR	6	8	-2	11	18	-7	7	6	1	6	4	2	5	8	-3	4	5	-1	5	7	-2
3JJJ	20	14	6	21	17	4	26	16	10	28	20	8	24	17	7	7	4	3	12	10	2
ABC CL-FM	10	11	-1	13	13	0	17	15	2	10	13	-3	9	12	-3	4	7	-3	9	11	-2
ALL	588	586	2	848	872	-24	829	800	29	663	665	-2	564	585	-21	215	194	21	403	413	-10

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey # 1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	3533	3495	38	413	410	3	421	418	3	902	901	1	849	843	6	948	923	25	1530	1509	21
SEN	153	202	-49	5	8	-3	12	13	-1	55	52	3	38	69	-31	43	60	-17	48	72	-24
3AW	658	602	56	22	24	-2	11	8	3	93	83	10	169	188	-19	363	300	63	353	312	41
MAGIC1278	266	262	4	14	7	7	6	8	-2	10	13	-3	43	43	0	192	191	1	128	128	0
3MP	227	207	20	13	3	10	9	4	5	20	24	-4	52	47	5	133	130	3	108	108	0
FOXFM	985	1111	-126	221	214	7	182	205	-23	313	377	-64	218	263	-45	51	53	-2	366	421	-55
GOLD FM	746	776	-30	82	81	1	76	109	-33	206	214	-8	289	249	40	94	124	-30	320	339	-19
MIX101.1FM	698	735	-37	123	133	-10	97	125	-28	255	230	25	168	184	-16	56	62	-6	297	304	-7
3MMM	581	591	-10	61	71	-10	86	103	-17	231	217	14	175	160	15	28	39	-11	240	232	8
NOVA 100	832	829	3	150	126	24	202	223	-21	312	276	36	142	170	-28	27	33	-6	311	289	22
vega 91.5	325	294	31	50	37	13	28	56	-28	136	89	47	93	82	11	18	30	-12	124	118	6
ABC774	866	651	215	32	21	11	37	19	18	174	109	65	234	196	38	389	305	84	407	331	76
3RN	231	180	51	5	1	4	15	13	2	44	35	9	56	46	10	110	86	24	121	109	12
NEWSR	193	186	7	2	5	-3	8	13	-5	48	40	8	44	48	-4	92	81	11	77	86	-9
3JJJ	283	237	46	19	12	7	69	52	17	136	119	17	46	36	10	13	17	-4	106	94	12
ABC CL-FM	167	181	-14	4	6	-2	4	4	0	32	26	6	45	41	4	81	102	-21	99	91	8
ALL	3340	3309	31	362	373	-11	381	380	1	862	862	0	813	813	0	923	881	42	1472	1451	21

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

10+ [Potential: 3533]

Survey # 1 - 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	+/-
SEN	135	178	-43	93	109	-16	64	75	-11	69	90	-21	85	113	-28	49	48	1	64	109	-45
3AW	622	570	52	463	449	14	367	353	14	332	321	11	360	330	30	232	202	30	419	413	6
MAGIC1278	229	208	21	139	132	7	123	111	12	125	125	0	112	98	14	78	39	39	187	202	-15
3MP	191	172	19	111	103	8	97	85	12	93	102	-9	80	92	-12	47	39	8	134	157	-23
FOXFM	895	1025	-130	471	618	-147	417	418	-1	488	557	-69	522	625	-103	272	348	-76	546	656	-110
GOLD FM	640	659	-19	303	332	-29	332	319	13	381	368	13	313	365	-52	195	197	-2	454	462	-8
MIX101.1FM	610	640	-30	295	310	-15	272	269	3	320	342	-22	295	330	-35	191	203	-12	364	426	-62
3MMM	519	522	-3	306	300	6	226	219	7	272	283	-11	292	319	-27	149	167	-18	317	321	-4
NOVA 100	754	733	21	420	425	-5	359	301	58	420	365	55	437	382	55	231	268	-37	483	464	19
vega 91.5	267	250	17	125	127	-2	127	101	26	142	136	6	136	144	-8	71	56	15	176	163	13
ABC774	767	566	201	493	406	87	387	310	77	385	298	87	431	284	147	295	163	132	580	440	140
3RN	194	155	39	134	86	48	76	65	11	72	63	9	93	60	33	63	71	-8	146	105	41
NEWSR	164	153	11	80	111	-31	60	43	17	74	42	32	58	58	0	52	60	-8	113	111	2
3JJJ	252	199	53	114	105	9	108	82	26	139	113	26	156	114	42	90	72	18	152	145	7
ABC CL-FM	140	145	-5	65	59	6	65	74	-9	67	73	-6	80	69	11	60	57	3	105	112	-7
ALL	3276	3227	49	2666	2690	-24	2264	2087	177	2362	2268	94	2445	2395	50	1611	1513	98	2751	2777	-26