

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	3.0	2.7	0.3	1.3	0.8	0.5	1.1	0.2	0.9	4.6	3.7	0.9	3.1	3.2	-0.1	2.7	2.8	-0.1	2.2	2.3	-0.1
3AW	13.4	13.6	-0.2	1.2	1.6	-0.4	1.5	1.3	0.2	4.2	4.9	-0.7	14.8	15.1	-0.3	25.5	25.6	-0.1	17.2	17.8	-0.6
MAGIC1278	5.4	5.0	0.4	0.4	0.3	0.1	0.3	0.3	0.0	0.3	0.1	0.2	3.6	4.2	-0.6	13.2	11.8	1.4	7.6	6.5	1.1
3MP	3.2	3.4	-0.2	0.2	0.1	0.1	*	0.5	-0.5	0.3	0.6	-0.3	1.4	2.2	-0.8	8.4	8.2	0.2	3.9	3.9	0.0
FOXFM	10.6	11.3	-0.7	30.8	33.4	-2.6	21.7	24.1	-2.4	14.9	15.7	-0.8	9.3	9.0	0.3	0.9	1.0	-0.1	9.0	9.0	0.0
GOLD FM	10.1	10.9	-0.8	7.8	11.3	-3.5	7.6	7.5	0.1	8.7	11.2	-2.5	19.6	17.4	2.2	5.3	6.5	-1.2	10.4	10.9	-0.5
MIX101.1FM	5.6	6.2	-0.6	13.7	16.1	-2.4	9.5	9.6	-0.1	7.2	8.7	-1.5	5.4	6.5	-1.1	1.9	1.1	0.8	5.7	6.5	-0.8
3MMM	7.6	7.6	0.0	6.7	4.9	1.8	12.7	12.9	-0.2	13.7	13.1	0.6	8.1	9.0	-0.9	1.2	1.1	0.1	5.3	6.0	-0.7
NOVA 100	9.7	9.2	0.5	24.0	17.5	6.5	27.7	27.6	0.1	14.5	14.6	-0.1	6.0	5.4	0.6	0.3	0.3	0.0	5.9	5.6	0.3
vega 91.5	4.4	3.6	0.8	3.5	2.8	0.7	4.2	2.9	1.3	8.5	4.9	3.6	6.0	6.6	-0.6	0.4	0.5	-0.1	3.5	3.7	-0.2
ABC774	10.2	11.1	-0.9	3.8	3.2	0.6	1.1	1.3	-0.2	5.0	5.7	-0.7	9.0	9.5	-0.5	19.3	21.5	-2.2	12.2	12.9	-0.7
3RN	2.3	1.9	0.4	0.1	*	0.1	0.3	*	0.3	0.6	1.0	-0.4	2.3	2.1	0.2	4.7	3.3	1.4	3.4	2.8	0.6
NEWSR	1.0	1.4	-0.4	0.4	0.6	-0.2	0.7	0.7	0.0	1.0	1.6	-0.6	1.3	1.5	-0.2	1.1	1.7	-0.6	1.1	1.4	-0.3
3JJJ	3.5	3.4	0.1	0.5	2.9	-2.4	9.2	7.6	1.6	7.1	7.3	-0.2	2.1	1.9	0.2	0.4	0.3	0.1	2.5	2.4	0.1
ABC CL-FM	2.2	2.2	0.0	0.5	0.7	-0.2	0.4	0.3	0.1	1.2	1.0	0.2	0.9	0.9	0.0	4.8	5.0	-0.2	2.5	2.4	0.1

Melbourne Radio - Share Movement (%) by Session

10+

Survey #4 - 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	3.0	2.9	0.1	3.3	3.1	0.2	2.8	2.7	0.1	2.9	2.7	0.2	3.0	2.8	0.2	2.7	3.1	-0.4	3.0	2.3	0.7
3AW	14.0	13.7	0.3	18.9	18.2	0.7	14.9	14.7	0.2	10.2	9.9	0.3	11.6	10.7	0.9	11.6	14.0	-2.4	11.3	13.1	-1.8
MAGIC1278	5.0	4.6	0.4	4.5	3.9	0.6	5.9	5.1	0.8	6.0	5.3	0.7	4.3	4.0	0.3	3.4	4.4	-1.0	6.7	6.3	0.4
3MP	2.8	3.1	-0.3	2.9	3.3	-0.4	3.2	3.6	-0.4	2.9	3.3	-0.4	2.4	2.6	-0.2	2.5	2.3	0.2	4.5	4.4	0.1
FOXFM	10.7	11.4	-0.7	9.9	10.2	-0.3	8.2	8.8	-0.6	10.0	10.6	-0.6	15.4	17.0	-1.6	11.9	13.1	-1.2	10.3	10.7	-0.4
GOLD FM	10.4	11.1	-0.7	8.9	9.9	-1.0	11.7	12.2	-0.5	13.0	13.0	0.0	9.0	10.4	-1.4	8.0	8.5	-0.5	9.0	10.2	-1.2
MIX101.1FM	5.8	6.3	-0.5	4.7	5.8	-1.1	5.3	5.9	-0.6	6.1	7.1	-1.0	6.5	6.7	-0.2	7.6	6.2	1.4	5.2	6.0	-0.8
3MMM	7.7	8.2	-0.5	6.8	8.1	-1.3	8.3	8.8	-0.5	9.1	9.7	-0.6	7.4	6.7	0.7	6.4	5.5	0.9	7.2	5.7	1.5
NOVA 100	10.1	9.4	0.7	10.0	8.9	1.1	9.7	9.0	0.7	11.0	9.9	1.1	10.2	10.4	-0.2	8.9	9.2	-0.3	8.3	8.4	-0.1
vega 91.5	4.7	3.8	0.9	3.2	2.4	0.8	5.6	4.9	0.7	6.8	5.2	1.6	4.2	3.5	0.7	2.7	2.0	0.7	3.3	3.1	0.2
ABC774	9.8	11.1	-1.3	12.1	13.2	-1.1	9.4	11.3	-1.9	7.3	8.7	-1.4	8.3	9.5	-1.2	13.7	13.5	0.2	11.6	11.2	0.4
3RN	2.3	1.7	0.6	3.1	2.4	0.7	1.7	1.1	0.6	1.4	1.0	0.4	2.6	2.1	0.5	2.9	2.3	0.6	2.5	2.5	0.0
NEWSR	0.9	1.3	-0.4	1.5	2.0	-0.5	0.5	0.8	-0.3	0.5	0.7	-0.2	0.5	1.1	-0.6	2.5	2.6	-0.1	1.4	1.9	-0.5
3JJJ	3.6	3.5	0.1	3.1	2.6	0.5	3.8	3.9	-0.1	4.0	4.6	-0.6	4.5	3.7	0.8	2.5	2.5	0.0	2.9	3.0	-0.1
ABC CL-FM	2.1	2.0	0.1	1.5	1.4	0.1	2.1	2.0	0.1	1.8	1.9	-0.1	2.8	2.8	0.0	3.6	2.8	0.8	2.5	2.6	-0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	3533	0	413	413	0	421	421	0	902	902	0	849	849	0	948	948	0	1530	1530	0
SEN	17	15	2	*	*	0	1	*	1	6	5	1	4	5	-1	5	5	0	6	6	0
3AW	74	74	0	*	1	-1	1	1	0	6	7	-1	21	21	0	47	45	2	44	45	-1
MAGIC1278	30	27	3	*	*	0	*	*	0	*	*	0	5	6	-1	24	21	3	20	16	4
3MP	18	19	-1	*	*	0	*	*	0	*	1	-1	2	3	-1	15	14	1	10	10	0
FOXFM	59	61	-2	10	11	-1	14	14	0	20	21	-1	13	13	0	2	2	0	23	23	0
GOLD FM	56	59	-3	3	4	-1	5	4	1	12	15	-3	27	24	3	10	11	-1	27	27	0
MIX101.1FM	31	34	-3	5	5	0	6	6	0	10	12	-2	7	9	-2	4	2	2	15	16	-1
3MMM	42	42	0	2	2	0	8	8	0	19	18	1	11	13	-2	2	2	0	14	15	-1
NOVA 100	54	50	4	8	6	2	18	17	1	20	20	0	8	8	0	1	*	1	15	14	1
vega 91.5	25	20	5	1	1	0	3	2	1	12	7	5	8	9	-1	1	1	0	9	9	0
ABC774	57	60	-3	1	1	0	1	1	0	7	8	-1	12	13	-1	35	38	-3	32	32	0
3RN	13	10	3	*	*	0	*	*	0	1	1	0	3	3	0	9	6	3	9	7	2
NEWSR	6	8	-2	*	*	0	*	*	0	1	2	-1	2	2	0	2	3	-1	3	4	-1
3JJJ	19	19	0	*	1	-1	6	5	1	10	10	0	3	3	0	1	1	0	7	6	1
ABC CL-FM	12	12	0	*	*	0	*	*	0	2	1	1	1	1	0	9	9	0	6	6	0
ALL	555	544	11	33	33	0	63	60	3	136	134	2	139	141	-2	184	175	9	258	251	7

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

10+ [Potential: 3533]

Survey #4 - 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	18	17	1	29	27	2	23	21	2	20	18	2	19	17	2	6	7	-1	13	9	4
3AW	85	82	3	166	158	8	122	116	6	70	67	3	73	65	8	24	30	-6	49	54	-5
MAGIC1278	30	27	3	39	34	5	48	40	8	41	36	5	27	25	2	7	9	-2	29	26	3
3MP	17	19	-2	26	29	-3	26	28	-2	20	22	-2	15	16	-1	5	5	0	19	18	1
FOXFM	65	68	-3	87	88	-1	67	69	-2	69	71	-2	97	104	-7	25	28	-3	44	44	0
GOLD FM	63	66	-3	78	86	-8	95	96	-1	89	88	1	56	64	-8	17	18	-1	38	42	-4
MIX101.1FM	35	37	-2	41	50	-9	43	46	-3	42	48	-6	41	41	0	16	13	3	23	25	-2
3MMM	47	49	-2	59	71	-12	68	70	-2	62	65	-3	46	41	5	13	12	1	31	24	7
NOVA 100	61	56	5	88	77	11	80	71	9	75	66	9	64	64	0	19	20	-1	36	35	1
vega 91.5	29	22	7	28	21	7	46	39	7	47	35	12	27	21	6	6	4	2	14	13	1
ABC774	59	66	-7	106	115	-9	77	89	-12	50	58	-8	52	59	-7	29	29	0	50	46	4
3RN	14	10	4	27	21	6	14	8	6	10	7	3	16	13	3	6	5	1	11	10	1
NEWSR	6	8	-2	13	17	-4	4	6	-2	3	5	-2	3	7	-4	5	6	-1	6	8	-2
3JJJ	22	21	1	27	23	4	31	31	0	27	31	-4	29	23	6	5	5	0	12	12	0
ABC CL-FM	13	12	1	13	13	0	17	16	1	12	13	-1	18	17	1	7	6	1	11	11	0
ALL	605	595	10	876	870	6	819	789	30	684	674	10	627	615	12	210	213	-3	429	415	14

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 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	3533	3533	0	413	413	0	421	421	0	902	902	0	849	849	0	948	948	0	1530	1530	0
SEN	233	196	37	24	17	7	15	10	5	72	62	10	51	49	2	71	57	14	67	61	6
3AW	676	654	22	32	26	6	17	15	2	96	109	-13	182	195	-13	349	310	39	344	344	0
MAGIC1278	308	288	20	3	4	-1	8	12	-4	15	8	7	55	64	-9	226	200	26	174	161	13
3MP	224	222	2	8	3	5	1	9	-8	18	12	6	46	66	-20	151	132	19	123	126	-3
FOXFM	1005	1048	-43	206	219	-13	190	209	-19	319	329	-10	226	231	-5	63	60	3	393	386	7
GOLD FM	798	824	-26	100	97	3	81	89	-8	194	196	-2	284	298	-14	138	143	-5	350	357	-7
MIX101.1FM	618	637	-19	117	129	-12	110	104	6	201	222	-21	136	140	-4	54	42	12	256	261	-5
3MMM	647	567	80	84	61	23	100	82	18	254	233	21	160	147	13	49	44	5	249	239	10
NOVA 100	852	845	7	169	152	17	220	224	-4	278	294	-16	158	155	3	27	19	8	284	299	-15
vega 91.5	373	337	36	60	44	16	39	34	5	132	114	18	116	113	3	27	31	-4	157	148	9
ABC774	713	740	-27	28	30	-2	25	26	-1	99	115	-16	180	197	-17	382	372	10	362	365	-3
3RN	218	211	7	4	5	-1	4	*	4	37	45	-8	58	52	6	116	108	8	128	116	12
NEWSR	174	191	-17	6	10	-4	9	10	-1	44	52	-8	38	41	-3	78	78	0	84	86	-2
3JJJ	248	249	-1	5	12	-7	61	60	1	114	120	-6	48	48	0	19	9	10	101	101	0
ABC CL-FM	208	186	22	11	11	0	8	6	2	48	41	7	38	27	11	103	102	1	103	97	6
ALL	3341	3342	-1	373	375	-2	381	384	-3	860	863	-3	821	817	4	906	902	4	1477	1468	9

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

10+ [Potential: 3533]

Survey #4 - 2007

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	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
SEN	188	167	21	122	107	15	83	67	16	94	78	16	94	93	1	59	66	-7	140	118	22
3AW	619	610	9	477	460	17	347	318	29	292	277	15	336	312	24	196	208	-12	435	422	13
MAGIC1278	276	255	21	160	146	14	179	152	27	192	170	22	135	119	16	93	89	4	221	198	23
3MP	187	191	-4	106	108	-2	105	103	2	115	116	-1	97	93	4	57	54	3	137	147	-10
FOXFM	907	946	-39	514	571	-57	342	361	-19	491	531	-40	588	626	-38	320	346	-26	622	645	-23
GOLD FM	696	716	-20	348	373	-25	325	332	-7	398	400	-2	374	388	-14	203	198	5	481	488	-7
MIX101.1FM	537	560	-23	256	299	-43	215	235	-20	274	302	-28	305	286	19	192	198	-6	358	379	-21
3MMM	508	506	2	270	304	-34	227	232	-5	263	287	-24	284	257	27	167	149	18	379	311	68
NOVA 100	781	739	42	500	432	68	337	333	4	401	384	17	427	406	21	249	245	4	482	501	-19
vega 91.5	300	282	18	152	141	11	134	122	12	180	151	29	156	143	13	78	73	5	211	186	25
ABC774	605	656	-51	438	496	-58	298	350	-52	307	348	-41	308	342	-34	236	250	-14	531	515	16
3RN	190	179	11	113	107	6	75	73	2	73	59	14	95	89	6	78	65	13	137	135	2
NEWSR	140	164	-24	88	103	-15	43	53	-10	50	70	-20	35	56	-21	58	67	-9	105	109	-4
3JJJ	229	221	8	140	118	22	126	120	6	131	142	-11	142	130	12	79	80	-1	155	153	2
ABC CL-FM	177	163	14	81	69	12	89	77	12	92	84	8	100	90	10	72	61	11	118	112	6
ALL	3277	3266	11	2752	2759	-7	2194	2142	52	2364	2362	2	2495	2452	43	1641	1667	-26	2835	2808	27