

# Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 28, 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	4.6	3.0	1.6	1.5	1.3	0.2	2.1	1.1	1.0	6.9	4.6	2.3	5.0	3.1	1.9	3.8	2.7	1.1	3.6	2.2	1.4
3AW	14.7	13.4	1.3	4.1	1.2	2.9	2.0	1.5	0.5	5.6	4.2	1.4	13.3	14.8	-1.5	28.3	25.5	2.8	17.2	17.2	0.0
MAGIC1278	4.9	5.4	-0.5	0.2	0.4	-0.2	*	0.3	-0.3	0.6	0.3	0.3	3.6	3.6	0.0	11.2	13.2	-2.0	6.0	7.6	-1.6
3MP	2.5	3.2	-0.7	0.2	0.2	0.0	0.5	*	0.5	0.4	0.3	0.1	1.3	1.4	-0.1	6.0	8.4	-2.4	3.2	3.9	-0.7
FOXFM	10.2	10.6	-0.4	33.1	30.8	2.3	17.8	21.7	-3.9	14.2	14.9	-0.7	10.6	9.3	1.3	0.8	0.9	-0.1	9.1	9.0	0.1
GOLD FM	8.7	10.1	-1.4	6.9	7.8	-0.9	8.3	7.6	0.7	8.0	8.7	-0.7	15.2	19.6	-4.4	4.9	5.3	-0.4	8.9	10.4	-1.5
MIX101.1FM	5.2	5.6	-0.4	9.6	13.7	-4.1	8.1	9.5	-1.4	7.8	7.2	0.6	4.9	5.4	-0.5	2.1	1.9	0.2	5.1	5.7	-0.6
3MMM	7.2	7.6	-0.4	7.4	6.7	0.7	10.0	12.7	-2.7	11.9	13.7	-1.8	8.4	8.1	0.3	1.9	1.2	0.7	5.6	5.3	0.3
NOVA 100	9.7	9.7	0.0	26.1	24.0	2.1	32.4	27.7	4.7	13.3	14.5	-1.2	5.4	6.0	-0.6	0.8	0.3	0.5	6.6	5.9	0.7
vega 91.5	4.2	4.4	-0.2	3.1	3.5	-0.4	4.6	4.2	0.4	8.4	8.5	-0.1	4.5	6.0	-1.5	0.9	0.4	0.5	3.1	3.5	-0.4
ABC774	10.2	10.2	0.0	0.9	3.8	-2.9	0.1	1.1	-1.0	4.4	5.0	-0.6	10.6	9.0	1.6	18.8	19.3	-0.5	12.3	12.2	0.1
3RN	2.9	2.3	0.6	0.5	0.1	0.4	0.3	0.3	0.0	0.6	0.6	0.0	3.9	2.3	1.6	4.9	4.7	0.2	4.4	3.4	1.0
NEWSR	1.1	1.0	0.1	0.3	0.4	-0.1	0.2	0.7	-0.5	0.7	1.0	-0.3	2.0	1.3	0.7	1.3	1.1	0.2	1.4	1.1	0.3
3JJJ	3.4	3.5	-0.1	0.8	0.5	0.3	7.3	9.2	-1.9	7.2	7.1	0.1	2.4	2.1	0.3	0.6	0.4	0.2	2.5	2.5	0.0
ABC CL-FM	2.4	2.2	0.2	0.3	0.5	-0.2	0.5	0.4	0.1	1.0	1.2	-0.2	0.9	0.9	0.0	5.4	4.8	0.6	3.2	2.5	0.7

# Melbourne Radio - Share Movement (%) by Session

10+

Survey #5 - 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	4.5	3.0	1.5	4.5	3.3	1.2	4.2	2.8	1.4	4.6	2.9	1.7	4.9	3.0	1.9	4.8	2.7	2.1	4.8	3.0	1.8
3AW	15.1	14.0	1.1	19.8	18.9	0.9	16.7	14.9	1.8	10.4	10.2	0.2	12.7	11.6	1.1	13.4	11.6	1.8	13.5	11.3	2.2
MAGIC1278	4.5	5.0	-0.5	4.0	4.5	-0.5	5.3	5.9	-0.6	5.3	6.0	-0.7	4.0	4.3	-0.3	3.0	3.4	-0.4	6.1	6.7	-0.6
3MP	2.4	2.8	-0.4	2.6	2.9	-0.3	2.7	3.2	-0.5	2.2	2.9	-0.7	1.9	2.4	-0.5	2.5	2.5	0.0	2.9	4.5	-1.6
FOXFM	10.5	10.7	-0.2	9.8	9.9	-0.1	7.3	8.2	-0.9	10.3	10.0	0.3	16.3	15.4	0.9	10.3	11.9	-1.6	9.0	10.3	-1.3
GOLD FM	9.1	10.4	-1.3	7.0	8.9	-1.9	10.2	11.7	-1.5	12.1	13.0	-0.9	8.3	9.0	-0.7	7.3	8.0	-0.7	7.4	9.0	-1.6
MIX101.1FM	5.3	5.8	-0.5	3.9	4.7	-0.8	5.1	5.3	-0.2	6.1	6.1	0.0	5.6	6.5	-0.9	7.6	7.6	0.0	4.9	5.2	-0.3
3MMM	7.0	7.7	-0.7	6.9	6.8	0.1	7.6	8.3	-0.7	8.1	9.1	-1.0	6.1	7.4	-1.3	5.2	6.4	-1.2	7.7	7.2	0.5
NOVA 100	10.0	10.1	-0.1	10.1	10.0	0.1	8.8	9.7	-0.9	10.4	11.0	-0.6	10.5	10.2	0.3	10.2	8.9	1.3	8.7	8.3	0.4
vega 91.5	4.4	4.7	-0.3	3.0	3.2	-0.2	5.0	5.6	-0.6	6.6	6.8	-0.2	3.9	4.2	-0.3	3.1	2.7	0.4	3.4	3.3	0.1
ABC774	9.8	9.8	0.0	12.5	12.1	0.4	9.7	9.4	0.3	7.0	7.3	-0.3	8.4	8.3	0.1	12.1	13.7	-1.6	11.5	11.6	-0.1
3RN	2.9	2.3	0.6	4.0	3.1	0.9	2.2	1.7	0.5	1.8	1.4	0.4	2.9	2.6	0.3	3.7	2.9	0.8	2.8	2.5	0.3
NEWSR	1.1	0.9	0.2	1.5	1.5	0.0	0.6	0.5	0.1	0.8	0.5	0.3	0.5	0.5	0.0	2.3	2.5	-0.2	1.5	1.4	0.1
3JJJ	3.6	3.6	0.0	2.4	3.1	-0.7	3.6	3.8	-0.2	4.1	4.0	0.1	4.8	4.5	0.3	3.9	2.5	1.4	2.7	2.9	-0.2
ABC CL-FM	2.4	2.1	0.3	1.8	1.5	0.3	2.6	2.1	0.5	2.4	1.8	0.6	2.6	2.8	-0.2	3.0	3.6	-0.6	2.4	2.5	-0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 28, 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	25	17	8	*	*	0	1	1	0	10	6	4	7	4	3	7	5	2	9	6	3
3AW	80	74	6	1	*	1	1	1	0	8	6	2	18	21	-3	52	47	5	45	44	1
MAGIC1278	26	30	-4	*	*	0	*	*	0	1	*	1	5	5	0	20	24	-4	15	20	-5
3MP	14	18	-4	*	*	0	*	*	0	*	*	0	2	2	0	11	15	-4	8	10	-2
FOXFM	55	59	-4	10	10	0	9	14	-5	20	20	0	14	13	1	1	2	-1	24	23	1
GOLD FM	47	56	-9	2	3	-1	4	5	-1	11	12	-1	21	27	-6	9	10	-1	23	27	-4
MIX101.1FM	28	31	-3	3	5	-2	4	6	-2	11	10	1	7	7	0	4	4	0	13	15	-2
3MMM	39	42	-3	2	2	0	5	8	-3	17	19	-2	11	11	0	3	2	1	15	14	1
NOVA 100	52	54	-2	8	8	0	17	18	-1	19	20	-1	7	8	-1	1	1	0	17	15	2
vega 91.5	23	25	-2	1	1	0	2	3	-1	12	12	0	6	8	-2	2	1	1	8	9	-1
ABC774	55	57	-2	*	1	-1	*	1	-1	6	7	-1	14	12	2	34	35	-1	32	32	0
3RN	15	13	2	*	*	0	*	*	0	1	1	0	5	3	2	9	9	0	11	9	2
NEWSR	6	6	0	*	*	0	*	*	0	1	1	0	3	2	1	2	2	0	4	3	1
3JJJ	19	19	0	*	*	0	4	6	-2	10	10	0	3	3	0	1	1	0	7	7	0
ABC CL-FM	13	12	1	*	*	0	*	*	0	1	2	-1	1	1	0	10	9	1	8	6	2
ALL	541	555	-14	30	33	-3	53	63	-10	139	136	3	136	139	-3	183	184	-1	260	258	2

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

10+ [Potential: 3533]

Survey #5 - 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	27	18	9	39	29	10	33	23	10	30	20	10	30	19	11	10	6	4	20	13	7
3AW	89	85	4	172	166	6	133	122	11	68	70	-2	77	73	4	28	24	4	58	49	9
MAGIC1278	26	30	-4	35	39	-4	42	48	-6	34	41	-7	24	27	-3	6	7	-1	26	29	-3
3MP	14	17	-3	23	26	-3	21	26	-5	14	20	-6	11	15	-4	5	5	0	12	19	-7
FOXFM	62	65	-3	85	87	-2	58	67	-9	67	69	-2	98	97	1	21	25	-4	39	44	-5
GOLD FM	54	63	-9	60	78	-18	81	95	-14	78	89	-11	50	56	-6	15	17	-2	31	38	-7
MIX101.1FM	31	35	-4	34	41	-7	41	43	-2	40	42	-2	34	41	-7	16	16	0	21	23	-2
3MMM	41	47	-6	59	59	0	61	68	-7	52	62	-10	37	46	-9	11	13	-2	33	31	2
NOVA 100	58	61	-3	88	88	0	70	80	-10	68	75	-7	64	64	0	21	19	2	37	36	1
vega 91.5	26	29	-3	26	28	-2	40	46	-6	43	47	-4	23	27	-4	6	6	0	14	14	0
ABC774	58	59	-1	108	106	2	77	77	0	45	50	-5	50	52	-2	25	29	-4	49	50	-1
3RN	17	14	3	35	27	8	17	14	3	12	10	2	18	16	2	8	6	2	12	11	1
NEWSR	6	6	0	13	13	0	5	4	1	5	3	2	3	3	0	5	5	0	6	6	0
3JJJ	21	22	-1	21	27	-6	29	31	-2	27	27	0	29	29	0	8	5	3	12	12	0
ABC CL-FM	14	13	1	16	13	3	20	17	3	15	12	3	16	18	-2	6	7	-1	10	11	-1
ALL	587	605	-18	865	876	-11	797	819	-22	649	684	-35	604	627	-23	206	210	-4	427	429	-2

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 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	307	233	74	23	24	-1	18	15	3	105	72	33	69	51	18	92	71	21	107	67	40
3AW	707	676	31	39	32	7	21	17	4	108	96	12	182	182	0	356	349	7	340	344	-4
MAGIC1278	279	308	-29	1	3	-2	*	8	-8	17	15	2	51	55	-4	210	226	-16	158	174	-16
3MP	234	224	10	8	8	0	4	1	3	27	18	9	45	46	-1	150	151	-1	119	123	-4
FOXFM	1053	1005	48	222	206	16	190	190	0	330	319	11	245	226	19	66	63	3	419	393	26
GOLD FM	705	798	-93	80	100	-20	75	81	-6	180	194	-14	255	284	-29	115	138	-23	306	350	-44
MIX101.1FM	679	618	61	107	117	-10	117	110	7	227	201	26	166	136	30	62	54	8	283	256	27
3MMM	646	647	-1	84	84	0	92	100	-8	251	254	-3	165	160	5	54	49	5	244	249	-5
NOVA 100	873	852	21	165	169	-4	222	220	2	292	278	14	161	158	3	33	27	6	294	284	10
vega 91.5	370	373	-3	59	60	-1	33	39	-6	147	132	15	101	116	-15	31	27	4	157	157	0
ABC774	730	713	17	25	28	-3	7	25	-18	108	99	9	217	180	37	374	382	-8	395	362	33
3RN	218	218	0	8	4	4	5	4	1	27	37	-10	71	58	13	108	116	-8	129	128	1
NEWSR	174	174	0	6	6	0	3	9	-6	29	44	-15	52	38	14	84	78	6	81	84	-3
3JJJ	232	248	-16	10	5	5	51	61	-10	109	114	-5	41	48	-7	21	19	2	90	101	-11
ABC CL-FM	198	208	-10	4	11	-7	10	8	2	32	48	-16	45	38	7	107	103	4	103	103	0
ALL	3331	3341	-10	367	373	-6	375	381	-6	864	860	4	821	821	0	904	906	-2	1474	1477	-3

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

10+ [Potential: 3533]

Survey #5 - 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	252	188	64	162	122	40	115	83	32	132	94	38	142	94	48	85	59	26	191	140	51
3AW	635	619	16	478	477	1	397	347	50	334	292	42	350	336	14	210	196	14	477	435	42
MAGIC1278	247	276	-29	130	160	-30	154	179	-25	162	192	-30	128	135	-7	76	93	-17	199	221	-22
3MP	189	187	2	106	106	0	98	105	-7	97	115	-18	80	97	-17	50	57	-7	135	137	-2
FOXFM	953	907	46	494	514	-20	341	342	-1	508	491	17	593	588	5	294	320	-26	599	622	-23
GOLD FM	604	696	-92	299	348	-49	287	325	-38	345	398	-53	337	374	-37	176	203	-27	424	481	-57
MIX101.1FM	572	537	35	254	256	-2	225	215	10	284	274	10	295	305	-10	203	192	11	365	358	7
3MMM	470	508	-38	260	270	-10	193	227	-34	221	263	-42	253	284	-31	150	167	-17	404	379	25
NOVA 100	766	781	-15	493	500	-7	326	337	-11	396	401	-5	393	427	-34	259	249	10	482	482	0
vega 91.5	308	300	8	153	152	1	132	134	-2	178	180	-2	163	156	7	94	78	16	216	211	5
ABC774	615	605	10	436	438	-2	297	298	-1	276	307	-31	306	308	-2	243	236	7	530	531	-1
3RN	189	190	-1	128	113	15	76	75	1	80	73	7	92	95	-3	77	78	-1	134	137	-3
NEWSR	138	140	-2	81	88	-7	50	43	7	45	50	-5	36	35	1	52	58	-6	115	105	10
3JJJ	212	229	-17	114	140	-26	100	126	-26	112	131	-19	131	142	-11	96	79	17	135	155	-20
ABC CL-FM	172	177	-5	87	81	6	85	89	-4	89	92	-3	101	100	1	70	72	-2	128	118	10
ALL	3239	3277	-38	2709	2752	-43	2154	2194	-40	2298	2364	-66	2438	2495	-57	1662	1641	21	2842	2835	7