

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	4.4	4.6	-0.2	1.3	1.5	-0.2	2.6	2.1	0.5	5.4	6.9	-1.5	5.1	5.0	0.1	4.2	3.8	0.4	3.8	3.6	0.2
3AW	15.5	14.7	0.8	5.0	4.1	0.9	1.9	2.0	-0.1	7.1	5.6	1.5	12.3	13.3	-1.0	30.3	28.3	2.0	17.8	17.2	0.6
MAGIC1278	4.1	4.9	-0.8	0.8	0.2	0.6	0.2	*	0.2	0.5	0.6	-0.1	1.7	3.6	-1.9	10.5	11.2	-0.7	5.0	6.0	-1.0
3MP	2.2	2.5	-0.3	0.1	0.2	-0.1	0.5	0.5	0.0	0.2	0.4	-0.2	1.3	1.3	0.0	5.2	6.0	-0.8	2.8	3.2	-0.4
FOXFM	10.5	10.2	0.3	32.0	33.1	-1.1	20.3	17.8	2.5	14.5	14.2	0.3	10.5	10.6	-0.1	1.0	0.8	0.2	9.0	9.1	-0.1
GOLD FM	7.9	8.7	-0.8	4.3	6.9	-2.6	8.5	8.3	0.2	8.7	8.0	0.7	11.7	15.2	-3.5	4.9	4.9	0.0	7.5	8.9	-1.4
MIX101.1FM	5.4	5.2	0.2	9.1	9.6	-0.5	8.2	8.1	0.1	7.7	7.8	-0.1	6.8	4.9	1.9	1.2	2.1	-0.9	5.9	5.1	0.8
3MMM	8.7	7.2	1.5	6.8	7.4	-0.6	11.0	10.0	1.0	14.6	11.9	2.7	11.5	8.4	3.1	1.7	1.9	-0.2	7.0	5.6	1.4
NOVA 100	9.3	9.7	-0.4	26.6	26.1	0.5	27.2	32.4	-5.2	13.1	13.3	-0.2	5.8	5.4	0.4	0.9	0.8	0.1	6.6	6.6	0.0
vega 91.5	3.6	4.2	-0.6	3.5	3.1	0.4	4.6	4.6	0.0	5.4	8.4	-3.0	4.7	4.5	0.2	1.1	0.9	0.2	3.4	3.1	0.3
ABC774	11.2	10.2	1.0	1.9	0.9	1.0	1.8	0.1	1.7	5.1	4.4	0.7	12.0	10.6	1.4	19.5	18.8	0.7	12.9	12.3	0.6
3RN	2.1	2.9	-0.8	0.4	0.5	-0.1	0.1	0.3	-0.2	0.8	0.6	0.2	3.0	3.9	-0.9	3.4	4.9	-1.5	3.2	4.4	-1.2
NEWSR	1.2	1.1	0.1	0.3	0.3	0.0	0.4	0.2	0.2	0.5	0.7	-0.2	2.1	2.0	0.1	1.4	1.3	0.1	1.3	1.4	-0.1
3JJJ	3.8	3.4	0.4	1.5	0.8	0.7	5.6	7.3	-1.7	8.7	7.2	1.5	2.9	2.4	0.5	0.6	0.6	0.0	3.1	2.5	0.6
ABC CL-FM	2.6	2.4	0.2	0.5	0.3	0.2	0.7	0.5	0.2	0.8	1.0	-0.2	1.4	0.9	0.5	5.9	5.4	0.5	3.5	3.2	0.3

Melbourne Radio - Share Movement (%) by Session

10+

Survey #6 - 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	+/-
SEN	4.4	4.5	-0.1	4.1	4.5	-0.4	4.0	4.2	-0.2	4.3	4.6	-0.3	5.1	4.9	0.2	5.2	4.8	0.4	4.4	4.8	-0.4
3AW	15.5	15.1	0.4	20.4	19.8	0.6	16.2	16.7	-0.5	10.3	10.4	-0.1	12.2	12.7	-0.5	18.1	13.4	4.7	15.7	13.5	2.2
MAGIC1278	3.8	4.5	-0.7	4.1	4.0	0.1	4.0	5.3	-1.3	4.0	5.3	-1.3	3.1	4.0	-0.9	3.0	3.0	0.0	5.3	6.1	-0.8
3MP	2.1	2.4	-0.3	2.1	2.6	-0.5	2.6	2.7	-0.1	2.2	2.2	0.0	1.5	1.9	-0.4	1.7	2.5	-0.8	2.3	2.9	-0.6
FOXFM	10.9	10.5	0.4	9.8	9.8	0.0	7.9	7.3	0.6	10.5	10.3	0.2	17.7	16.3	1.4	10.4	10.3	0.1	9.1	9.0	0.1
GOLD FM	8.2	9.1	-0.9	5.6	7.0	-1.4	9.3	10.2	-0.9	11.6	12.1	-0.5	7.1	8.3	-1.2	6.7	7.3	-0.6	7.1	7.4	-0.3
MIX101.1FM	5.5	5.3	0.2	4.4	3.9	0.5	4.9	5.1	-0.2	6.4	6.1	0.3	6.0	5.6	0.4	6.7	7.6	-0.9	5.3	4.9	0.4
3MMM	9.0	7.0	2.0	8.1	6.9	1.2	10.0	7.6	2.4	11.5	8.1	3.4	7.3	6.1	1.2	5.2	5.2	0.0	7.9	7.7	0.2
NOVA 100	9.6	10.0	-0.4	9.5	10.1	-0.6	9.0	8.8	0.2	9.7	10.4	-0.7	10.2	10.5	-0.3	10.2	10.2	0.0	8.3	8.7	-0.4
vega 91.5	3.6	4.4	-0.8	2.7	3.0	-0.3	4.1	5.0	-0.9	4.7	6.6	-1.9	3.5	3.9	-0.4	2.7	3.1	-0.4	3.5	3.4	0.1
ABC774	11.1	9.8	1.3	14.4	12.5	1.9	11.6	9.7	1.9	7.9	7.0	0.9	9.8	8.4	1.4	10.8	12.1	-1.3	11.3	11.5	-0.2
3RN	2.1	2.9	-0.8	3.1	4.0	-0.9	1.3	2.2	-0.9	1.1	1.8	-0.7	2.4	2.9	-0.5	2.8	3.7	-0.9	2.3	2.8	-0.5
NEWSR	1.1	1.1	0.0	1.5	1.5	0.0	0.8	0.6	0.2	0.9	0.8	0.1	0.7	0.5	0.2	2.1	2.3	-0.2	1.4	1.5	-0.1
3JJJ	4.0	3.6	0.4	2.6	2.4	0.2	4.2	3.6	0.6	4.7	4.1	0.6	4.9	4.8	0.1	4.7	3.9	0.8	3.3	2.7	0.6
ABC CL-FM	2.6	2.4	0.2	2.0	1.8	0.2	2.8	2.6	0.2	2.5	2.4	0.1	3.1	2.6	0.5	3.0	3.0	0.0	2.9	2.4	0.5

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	23	25	-2	*	*	0	1	1	0	7	10	-3	7	7	0	7	7	0	10	9	1
3AW	82	80	2	1	1	0	1	1	0	10	8	2	16	18	-2	53	52	1	45	45	0
MAGIC1278	22	26	-4	*	*	0	*	*	0	1	1	0	2	5	-3	19	20	-1	13	15	-2
3MP	11	14	-3	*	*	0	*	*	0	*	*	0	2	2	0	9	11	-2	7	8	-1
FOXFM	55	55	0	9	10	-1	11	9	2	20	20	0	14	14	0	2	1	1	23	24	-1
GOLD FM	42	47	-5	1	2	-1	5	4	1	12	11	1	16	21	-5	9	9	0	19	23	-4
MIX101.1FM	28	28	0	2	3	-1	4	4	0	10	11	-1	9	7	2	2	4	-2	15	13	2
3MMM	46	39	7	2	2	0	6	5	1	20	17	3	15	11	4	3	3	0	18	15	3
NOVA 100	49	52	-3	7	8	-1	15	17	-2	18	19	-1	8	7	1	2	1	1	17	17	0
vega 91.5	19	23	-4	1	1	0	2	2	0	7	12	-5	6	6	0	2	2	0	8	8	0
ABC774	59	55	4	1	*	1	1	*	1	7	6	1	16	14	2	34	34	0	33	32	1
3RN	11	15	-4	*	*	0	*	*	0	1	1	0	4	5	-1	6	9	-3	8	11	-3
NEWSR	6	6	0	*	*	0	*	*	0	1	1	0	3	3	0	2	2	0	3	4	-1
3JJJ	20	19	1	*	*	0	3	4	-1	12	10	2	4	3	1	1	1	0	8	7	1
ABC CL-FM	14	13	1	*	*	0	*	*	0	1	1	0	2	1	1	10	10	0	9	8	1
ALL	525	541	-16	27	30	-3	54	53	1	135	139	-4	133	136	-3	176	183	-7	252	260	-8

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

10+ [Potential: 3533]

Survey #6 - 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	25	27	-2	35	39	-4	31	33	-2	28	30	-2	29	30	-1	10	10	0	19	20	-1
3AW	88	89	-1	174	172	2	125	133	-8	65	68	-3	68	77	-9	35	28	7	66	58	8
MAGIC1278	22	26	-4	35	35	0	31	42	-11	26	34	-8	17	24	-7	6	6	0	22	26	-4
3MP	12	14	-2	18	23	-5	20	21	-1	14	14	0	9	11	-2	3	5	-2	10	12	-2
FOXFM	62	62	0	84	85	-1	61	58	3	67	67	0	99	98	1	20	21	-1	38	39	-1
GOLD FM	46	54	-8	48	60	-12	71	81	-10	74	78	-4	39	50	-11	13	15	-2	30	31	-1
MIX101.1FM	31	31	0	38	34	4	38	41	-3	41	40	1	33	34	-1	13	16	-3	22	21	1
3MMM	51	41	10	69	59	10	77	61	16	73	52	21	41	37	4	10	11	-1	33	33	0
NOVA 100	55	58	-3	81	88	-7	70	70	0	61	68	-7	57	64	-7	20	21	-1	35	37	-2
vega 91.5	20	26	-6	23	26	-3	31	40	-9	30	43	-13	19	23	-4	5	6	-1	14	14	0
ABC774	63	58	5	123	108	15	89	77	12	50	45	5	55	50	5	21	25	-4	47	49	-2
3RN	12	17	-5	26	35	-9	10	17	-7	7	12	-5	13	18	-5	5	8	-3	9	12	-3
NEWSR	6	6	0	13	13	0	6	5	1	6	5	1	4	3	1	4	5	-1	6	6	0
3JJJ	23	21	2	22	21	1	32	29	3	30	27	3	28	29	-1	9	8	1	14	12	2
ABC CL-FM	15	14	1	17	16	1	22	20	2	16	15	1	17	16	1	6	6	0	12	10	2
ALL	568	587	-19	856	865	-9	771	797	-26	636	649	-13	557	604	-47	195	206	-11	419	427	-8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	304	307	-3	20	23	-3	22	18	4	91	105	-14	75	69	6	96	92	4	113	107	6
3AW	739	707	32	28	39	-11	34	21	13	132	108	24	167	182	-15	377	356	21	357	340	17
MAGIC1278	269	279	-10	5	1	4	7	*	7	17	17	0	38	51	-13	201	210	-9	151	158	-7
3MP	219	234	-15	4	8	-4	10	4	6	16	27	-11	46	45	1	143	150	-7	119	119	0
FOXFM	1051	1053	-2	209	222	-13	206	190	16	327	330	-3	245	245	0	65	66	-1	406	419	-13
GOLD FM	673	705	-32	58	80	-22	91	75	16	197	180	17	220	255	-35	107	115	-8	300	306	-6
MIX101.1FM	676	679	-3	98	107	-9	127	117	10	230	227	3	172	166	6	50	62	-12	301	283	18
3MMM	666	646	20	60	84	-24	100	92	8	260	251	9	178	165	13	68	54	14	255	244	11
NOVA 100	898	873	25	171	165	6	218	222	-4	307	292	15	164	161	3	38	33	5	313	294	19
vega 91.5	353	370	-17	52	59	-7	43	33	10	126	147	-21	99	101	-2	34	31	3	142	157	-15
ABC774	775	730	45	35	25	10	21	7	14	114	108	6	244	217	27	361	374	-13	399	395	4
3RN	192	218	-26	4	8	-4	6	5	1	18	27	-9	53	71	-18	110	108	2	105	129	-24
NEWSR	182	174	8	7	6	1	11	3	8	27	29	-2	57	52	5	80	84	-4	76	81	-5
3JJJ	284	232	52	19	10	9	57	51	6	133	109	24	53	41	12	22	21	1	112	90	22
ABC CL-FM	206	198	8	6	4	2	16	10	6	28	32	-4	41	45	-4	114	107	7	105	103	2
ALL	3338	3331	7	377	367	10	385	375	10	857	864	-7	820	821	-1	900	904	-4	1464	1474	-10

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

10+ [Potential: 3533]

Survey #6 - 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	252	0	153	162	-9	113	115	-2	123	132	-9	147	142	5	100	85	15	178	191	-13
3AW	676	635	41	501	478	23	392	397	-5	335	334	1	341	350	-9	248	210	38	502	477	25
MAGIC1278	230	247	-17	121	130	-9	128	154	-26	141	162	-21	105	128	-23	70	76	-6	192	199	-7
3MP	175	189	-14	101	106	-5	90	98	-8	86	97	-11	55	80	-25	35	50	-15	138	135	3
FOXFM	951	953	-2	515	494	21	361	341	20	488	508	-20	578	593	-15	307	294	13	590	599	-9
GOLD FM	556	604	-48	264	299	-35	272	287	-15	316	345	-29	283	337	-54	152	176	-24	392	424	-32
MIX101.1FM	574	572	2	275	254	21	231	225	6	291	284	7	267	295	-28	197	203	-6	375	365	10
3MMM	511	470	41	299	260	39	196	193	3	269	221	48	248	253	-5	149	150	-1	374	404	-30
NOVA 100	773	766	7	462	493	-31	366	326	40	400	396	4	379	393	-14	249	259	-10	501	482	19
vega 91.5	305	308	-3	162	153	9	131	132	-1	160	178	-18	162	163	-1	95	94	1	193	216	-23
ABC774	667	615	52	487	436	51	326	297	29	300	276	24	345	306	39	258	243	15	533	530	3
3RN	157	189	-32	105	128	-23	53	76	-23	61	80	-19	75	92	-17	64	77	-13	111	134	-23
NEWSR	143	138	5	81	81	0	38	50	-12	45	45	0	47	36	11	48	52	-4	119	115	4
3JJJ	258	212	46	126	114	12	107	100	7	134	112	22	151	131	20	120	96	24	157	135	22
ABC CL-FM	174	172	2	93	87	6	88	85	3	88	89	-1	97	101	-4	67	70	-3	143	128	15
ALL	3234	3239	-5	2711	2709	2	2140	2154	-14	2267	2298	-31	2324	2438	-114	1653	1662	-9	2810	2842	-32