

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	4.5	4.4	0.1	3.7	1.3	2.4	3.6	2.6	1.0	5.9	5.4	0.5	5.2	5.1	0.1	3.4	4.2	-0.8	3.4	3.8	-0.4
3AW	15.6	15.5	0.1	2.0	5.0	-3.0	1.5	1.9	-0.4	5.8	7.1	-1.3	15.7	12.3	3.4	29.2	30.3	-1.1	18.5	17.8	0.7
MAGIC1278	4.7	4.1	0.6	0.7	0.8	-0.1	0.3	0.2	0.1	0.4	0.5	-0.1	1.4	1.7	-0.3	12.2	10.5	1.7	5.9	5.0	0.9
3MP	3.4	2.2	1.2	0.2	0.1	0.1	0.1	0.5	-0.4	0.7	0.2	0.5	2.3	1.3	1.0	7.6	5.2	2.4	4.7	2.8	1.9
FOXFM	11.1	10.5	0.6	31.2	32.0	-0.8	23.2	20.3	2.9	15.9	14.5	1.4	10.1	10.5	-0.4	1.4	1.0	0.4	9.0	9.0	0.0
GOLD FM	7.0	7.9	-0.9	5.3	4.3	1.0	4.9	8.5	-3.6	6.1	8.7	-2.6	11.3	11.7	-0.4	5.5	4.9	0.6	7.4	7.5	-0.1
MIX101.1FM	6.0	5.4	0.6	11.8	9.1	2.7	7.9	8.2	-0.3	9.1	7.7	1.4	7.0	6.8	0.2	1.6	1.2	0.4	6.6	5.9	0.7
3MMM	8.4	8.7	-0.3	6.8	6.8	0.0	11.9	11.0	0.9	15.3	14.6	0.7	9.5	11.5	-2.0	1.6	1.7	-0.1	6.0	7.0	-1.0
NOVA 100	9.3	9.3	0.0	23.0	26.6	-3.6	26.1	27.2	-1.1	14.0	13.1	0.9	6.1	5.8	0.3	0.4	0.9	-0.5	6.2	6.6	-0.4
vega 91.5	3.7	3.6	0.1	2.2	3.5	-1.3	4.1	4.6	-0.5	5.5	5.4	0.1	5.8	4.7	1.1	1.0	1.1	-0.1	4.1	3.4	0.7
ABC774	11.2	11.2	0.0	2.8	1.9	0.9	4.0	1.8	2.2	3.8	5.1	-1.3	10.5	12.0	-1.5	20.8	19.5	1.3	12.8	12.9	-0.1
3RN	1.7	2.1	-0.4	0.2	0.4	-0.2	0.5	0.1	0.4	1.0	0.8	0.2	1.6	3.0	-1.4	2.9	3.4	-0.5	2.4	3.2	-0.8
NEWSR	1.4	1.2	0.2	1.5	0.3	1.2	0.3	0.4	-0.1	0.6	0.5	0.1	2.0	2.1	-0.1	1.8	1.4	0.4	1.3	1.3	0.0
3JJJ	3.8	3.8	0.0	1.7	1.5	0.2	5.8	5.6	0.2	10.0	8.7	1.3	2.1	2.9	-0.8	0.1	0.6	-0.5	2.9	3.1	-0.2
ABC CL-FM	2.0	2.6	-0.6	0.4	0.5	-0.1	0.3	0.7	-0.4	0.6	0.8	-0.2	1.2	1.4	-0.2	4.3	5.9	-1.6	2.5	3.5	-1.0

Melbourne Radio - Share Movement (%) by Session

10+

Survey #7 - 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	4.5	4.4	0.1	3.7	4.1	-0.4	4.2	4.0	0.2	4.8	4.3	0.5	5.1	5.1	0.0	6.7	5.2	1.5	4.3	4.4	-0.1
3AW	15.6	15.5	0.1	20.9	20.4	0.5	14.8	16.2	-1.4	10.1	10.3	-0.2	13.8	12.2	1.6	18.6	18.1	0.5	15.3	15.7	-0.4
MAGIC1278	4.3	3.8	0.5	5.2	4.1	1.1	5.0	4.0	1.0	4.0	4.0	0.0	2.9	3.1	-0.2	3.6	3.0	0.6	5.9	5.3	0.6
3MP	3.2	2.1	1.1	2.4	2.1	0.3	4.3	2.6	1.7	3.8	2.2	1.6	2.5	1.5	1.0	2.8	1.7	1.1	3.9	2.3	1.6
FOXFM	11.6	10.9	0.7	10.6	9.8	0.8	8.9	7.9	1.0	10.9	10.5	0.4	18.5	17.7	0.8	11.2	10.4	0.8	9.4	9.1	0.3
GOLD FM	6.9	8.2	-1.3	4.9	5.6	-0.7	7.7	9.3	-1.6	9.6	11.6	-2.0	6.5	7.1	-0.6	5.3	6.7	-1.4	7.3	7.1	0.2
MIX101.1FM	6.1	5.5	0.6	4.9	4.4	0.5	5.9	4.9	1.0	7.4	6.4	1.0	6.4	6.0	0.4	6.6	6.7	-0.1	5.7	5.3	0.4
3MMM	8.8	9.0	-0.2	7.5	8.1	-0.6	9.7	10.0	-0.3	11.1	11.5	-0.4	8.1	7.3	0.8	5.4	5.2	0.2	7.0	7.9	-0.9
NOVA 100	9.9	9.6	0.3	9.7	9.5	0.2	9.5	9.0	0.5	10.8	9.7	1.1	10.1	10.2	-0.1	8.9	10.2	-1.3	6.9	8.3	-1.4
vega 91.5	3.7	3.6	0.1	3.2	2.7	0.5	4.3	4.1	0.2	4.6	4.7	-0.1	3.5	3.5	0.0	2.2	2.7	-0.5	3.7	3.5	0.2
ABC774	11.1	11.1	0.0	14.1	14.4	-0.3	12.5	11.6	0.9	8.0	7.9	0.1	8.7	9.8	-1.1	10.7	10.8	-0.1	11.7	11.3	0.4
3RN	1.6	2.1	-0.5	1.9	3.1	-1.2	1.2	1.3	-0.1	1.1	1.1	0.0	2.0	2.4	-0.4	2.0	2.8	-0.8	2.1	2.3	-0.2
NEWSR	1.3	1.1	0.2	1.6	1.5	0.1	0.7	0.8	-0.1	0.9	0.9	0.0	0.8	0.7	0.1	3.2	2.1	1.1	1.8	1.4	0.4
3JJJ	3.9	4.0	-0.1	3.1	2.6	0.5	3.9	4.2	-0.3	4.5	4.7	-0.2	4.3	4.9	-0.6	4.2	4.7	-0.5	3.4	3.3	0.1
ABC CL-FM	1.8	2.6	-0.8	1.4	2.0	-0.6	2.2	2.8	-0.6	1.9	2.5	-0.6	2.2	3.1	-0.9	1.4	3.0	-1.6	2.4	2.9	-0.5

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	23	0	1	*	1	2	1	1	8	7	1	7	7	0	6	7	-1	8	10	-2
3AW	81	82	-1	1	1	0	1	1	0	7	10	-3	20	16	4	52	53	-1	45	45	0
MAGIC1278	24	22	2	*	*	0	*	*	0	*	1	-1	2	2	0	22	19	3	14	13	1
3MP	17	11	6	*	*	0	*	*	0	1	*	1	3	2	1	13	9	4	11	7	4
FOXFM	58	55	3	8	9	-1	13	11	2	20	20	0	13	14	-1	2	2	0	22	23	-1
GOLD FM	36	42	-6	1	1	0	3	5	-2	8	12	-4	14	16	-2	10	9	1	18	19	-1
MIX101.1FM	31	28	3	3	2	1	5	4	1	12	10	2	9	9	0	3	2	1	16	15	1
3MMM	43	46	-3	2	2	0	7	6	1	20	20	0	12	15	-3	3	3	0	14	18	-4
NOVA 100	48	49	-1	6	7	-1	15	15	0	18	18	0	8	8	0	1	2	-1	15	17	-2
vega 91.5	19	19	0	1	1	0	2	2	0	7	7	0	8	6	2	2	2	0	10	8	2
ABC774	58	59	-1	1	1	0	2	1	1	5	7	-2	14	16	-2	37	34	3	31	33	-2
3RN	9	11	-2	*	*	0	*	*	0	1	1	0	2	4	-2	5	6	-1	6	8	-2
NEWSR	7	6	1	*	*	0	*	*	0	1	1	0	3	3	0	3	2	1	3	3	0
3JJJ	20	20	0	*	*	0	3	3	0	13	12	1	3	4	-1	*	1	-1	7	8	-1
ABC CL-FM	10	14	-4	*	*	0	*	*	0	1	1	0	1	2	-1	8	10	-2	6	9	-3
ALL	518	525	-7	27	27	0	58	54	4	128	135	-7	128	133	-5	176	176	0	241	252	-11

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

10+ [Potential: 3533]

Survey #7 - 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	26	25	1	32	35	-3	33	31	2	30	28	2	29	29	0	12	10	2	17	19	-2
3AW	89	88	1	184	174	10	115	125	-10	64	65	-1	78	68	10	34	35	-1	59	66	-7
MAGIC1278	25	22	3	45	35	10	39	31	8	25	26	-1	17	17	0	6	6	0	23	22	1
3MP	18	12	6	21	18	3	33	20	13	24	14	10	14	9	5	5	3	2	15	10	5
FOXFM	66	62	4	94	84	10	69	61	8	69	67	2	104	99	5	20	20	0	36	38	-2
GOLD FM	39	46	-7	43	48	-5	60	71	-11	60	74	-14	36	39	-3	10	13	-3	28	30	-2
MIX101.1FM	35	31	4	44	38	6	46	38	8	47	41	6	36	33	3	12	13	-1	22	22	0
3MMM	50	51	-1	66	69	-3	75	77	-2	71	73	-2	46	41	5	10	10	0	27	33	-6
NOVA 100	56	55	1	85	81	4	74	70	4	68	61	7	57	57	0	16	20	-4	27	35	-8
vega 91.5	21	20	1	28	23	5	34	31	3	29	30	-1	20	19	1	4	5	-1	14	14	0
ABC774	63	63	0	124	123	1	97	89	8	51	50	1	49	55	-6	19	21	-2	46	47	-1
3RN	9	12	-3	17	26	-9	10	10	0	7	7	0	11	13	-2	4	5	-1	8	9	-1
NEWSR	7	6	1	14	13	1	6	6	0	6	6	0	4	4	0	6	4	2	7	6	1
3JJJ	22	23	-1	27	22	5	30	32	-2	28	30	-2	24	28	-4	8	9	-1	13	14	-1
ABC CL-FM	10	15	-5	12	17	-5	17	22	-5	12	16	-4	13	17	-4	3	6	-3	9	12	-3
ALL	570	568	2	881	856	25	778	771	7	633	636	-3	565	557	8	181	195	-14	388	419	-31

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	322	304	18	21	20	1	29	22	7	93	91	2	97	75	22	81	96	-15	113	113	0
3AW	754	739	15	33	28	5	41	34	7	130	132	-2	189	167	22	360	377	-17	365	357	8
MAGIC1278	302	269	33	9	5	4	13	7	6	17	17	0	41	38	3	221	201	20	159	151	8
3MP	241	219	22	6	4	2	10	10	0	19	16	3	53	46	7	154	143	11	139	119	20
FOXFM	1059	1051	8	205	209	-4	201	206	-5	344	327	17	240	245	-5	68	65	3	389	406	-17
GOLD FM	691	673	18	65	58	7	73	91	-18	194	197	-3	243	220	23	117	107	10	344	300	44
MIX101.1FM	685	676	9	113	98	15	114	127	-13	228	230	-2	180	172	8	50	50	0	314	301	13
3MMM	643	666	-23	61	60	1	113	100	13	253	260	-7	158	178	-20	59	68	-9	244	255	-11
NOVA 100	869	898	-29	160	171	-11	226	218	8	287	307	-20	162	164	-2	33	38	-5	294	313	-19
vega 91.5	354	353	1	44	52	-8	55	43	12	121	126	-5	102	99	3	32	34	-2	145	142	3
ABC774	724	775	-51	36	35	1	33	21	12	98	114	-16	209	244	-35	348	361	-13	347	399	-52
3RN	203	192	11	6	4	2	10	6	4	29	18	11	42	53	-11	116	110	6	109	105	4
NEWSR	220	182	38	9	7	2	16	11	5	42	27	15	57	57	0	96	80	16	94	76	18
3JJJ	302	284	18	24	19	5	67	57	10	155	133	22	43	53	-10	14	22	-8	112	112	0
ABC CL-FM	188	206	-18	7	6	1	12	16	-4	32	28	4	44	41	3	93	114	-21	102	105	-3
ALL	3341	3338	3	377	377	0	388	385	3	849	857	-8	823	820	3	903	900	3	1467	1464	3

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

10+ [Potential: 3533]

Survey #7 - 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	262	252	10	154	153	1	111	113	-2	118	123	-5	157	147	10	107	100	7	189	178	11
3AW	701	676	25	532	501	31	367	392	-25	330	335	-5	361	341	20	247	248	-1	484	502	-18
MAGIC1278	265	230	35	151	121	30	152	128	24	148	141	7	113	105	8	64	70	-6	202	192	10
3MP	203	175	28	115	101	14	118	90	28	129	86	43	87	55	32	35	35	0	150	138	12
FOXFM	950	951	-1	539	515	24	369	361	8	495	488	7	587	578	9	293	307	-14	574	590	-16
GOLD FM	563	556	7	264	264	0	249	272	-23	317	316	1	277	283	-6	142	152	-10	402	392	10
MIX101.1FM	594	574	20	298	275	23	243	231	12	300	291	9	273	267	6	195	197	-2	366	375	-9
3MMM	522	511	11	283	299	-16	211	196	15	276	269	7	257	248	9	150	149	1	344	374	-30
NOVA 100	788	773	15	486	462	24	344	366	-22	409	400	9	404	379	25	226	249	-23	449	501	-52
vega 91.5	298	305	-7	174	162	12	136	131	5	144	160	-16	141	162	-21	77	95	-18	194	193	1
ABC774	626	667	-41	483	487	-4	329	326	3	296	300	-4	323	345	-22	218	258	-40	489	533	-44
3RN	154	157	-3	93	105	-12	49	53	-4	65	61	4	79	75	4	48	64	-16	120	111	9
NEWSR	166	143	23	86	81	5	38	38	0	50	45	5	49	47	2	56	48	8	136	119	17
3JJJ	271	258	13	154	126	28	118	107	11	144	134	10	163	151	12	104	120	-16	166	157	9
ABC CL-FM	140	174	-34	71	93	-22	83	88	-5	80	88	-8	75	97	-22	46	67	-21	124	143	-19
ALL	3266	3234	32	2783	2711	72	2139	2140	-1	2264	2267	-3	2411	2324	87	1521	1653	-132	2749	2810	-61