

Melbourne Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	4.7	4.5	0.2	3.9	3.7	0.2	3.5	3.6	-0.1	7.0	5.9	1.1	4.5	5.2	-0.7	3.6	3.4	0.2	3.2	3.4	-0.2
3AW	15.6	15.6	0.0	1.9	2.0	-0.1	3.8	1.5	2.3	3.8	5.8	-2.0	15.6	15.7	-0.1	29.4	29.2	0.2	19.2	18.5	0.7
MAGIC1278	4.3	4.7	-0.4	0.1	0.7	-0.6	0.3	0.3	0.0	0.5	0.4	0.1	1.9	1.4	0.5	10.7	12.2	-1.5	5.2	5.9	-0.7
3MP	3.2	3.4	-0.2	0.4	0.2	0.2	0.3	0.1	0.2	0.8	0.7	0.1	3.1	2.3	0.8	6.1	7.6	-1.5	3.8	4.7	-0.9
FOXFM	12.6	11.1	1.5	37.2	31.2	6.0	26.9	23.2	3.7	19.5	15.9	3.6	10.7	10.1	0.6	1.4	1.4	0.0	9.8	9.0	0.8
GOLD FM	7.8	7.0	0.8	5.9	5.3	0.6	4.5	4.9	-0.4	7.3	6.1	1.2	12.1	11.3	0.8	6.2	5.5	0.7	8.4	7.4	1.0
MIX101.1FM	5.9	6.0	-0.1	10.6	11.8	-1.2	7.2	7.9	-0.7	9.3	9.1	0.2	6.3	7.0	-0.7	2.0	1.6	0.4	6.1	6.6	-0.5
3MMM	6.2	8.4	-2.2	8.1	6.8	1.3	7.3	11.9	-4.6	10.5	15.3	-4.8	7.8	9.5	-1.7	1.3	1.6	-0.3	4.5	6.0	-1.5
NOVA 100	9.8	9.3	0.5	19.2	23.0	-3.8	31.1	26.1	5.0	16.1	14.0	2.1	6.0	6.1	-0.1	0.7	0.4	0.3	7.2	6.2	1.0
vega 91.5	3.3	3.7	-0.4	1.4	2.2	-0.8	1.7	4.1	-2.4	4.7	5.5	-0.8	5.6	5.8	-0.2	1.3	1.0	0.3	3.7	4.1	-0.4
ABC774	11.1	11.2	-0.1	3.2	2.8	0.4	4.1	4.0	0.1	3.5	3.8	-0.3	10.7	10.5	0.2	20.0	20.8	-0.8	12.6	12.8	-0.2
3RN	2.5	1.7	0.8	0.3	0.2	0.1	0.7	0.5	0.2	1.2	1.0	0.2	2.9	1.6	1.3	3.8	2.9	0.9	3.5	2.4	1.1
NEWSR	1.4	1.4	0.0	2.1	1.5	0.6	0.5	0.3	0.2	1.0	0.6	0.4	1.5	2.0	-0.5	1.9	1.8	0.1	1.4	1.3	0.1
3JJJ	3.0	3.8	-0.8	2.2	1.7	0.5	5.3	5.8	-0.5	7.9	10.0	-2.1	1.4	2.1	-0.7	0.1	0.1	0.0	1.9	2.9	-1.0
ABC CL-FM	1.8	2.0	-0.2	*	0.4	-0.4	*	0.3	-0.3	0.5	0.6	-0.1	0.8	1.2	-0.4	4.4	4.3	0.1	2.2	2.5	-0.3

Melbourne Radio - Share Movement (%) by Session

10+

Survey #8 - 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	4.9	4.5	0.4	4.6	3.7	0.9	5.2	4.2	1.0	4.5	4.8	-0.3	4.8	5.1	-0.3	6.3	6.7	-0.4	3.8	4.3	-0.5
3AW	15.7	15.6	0.1	20.0	20.9	-0.9	15.7	14.8	0.9	11.0	10.1	0.9	14.3	13.8	0.5	16.9	18.6	-1.7	15.1	15.3	-0.2
MAGIC1278	4.0	4.3	-0.3	4.6	5.2	-0.6	4.4	5.0	-0.6	3.8	4.0	-0.2	2.7	2.9	-0.2	4.0	3.6	0.4	5.5	5.9	-0.4
3MP	3.0	3.2	-0.2	2.6	2.4	0.2	3.5	4.3	-0.8	3.1	3.8	-0.7	2.7	2.5	0.2	2.8	2.8	0.0	3.9	3.9	0.0
FOXFM	13.2	11.6	1.6	11.6	10.6	1.0	11.2	8.9	2.3	13.9	10.9	3.0	18.9	18.5	0.4	11.0	11.2	-0.2	10.1	9.4	0.7
GOLD FM	7.7	6.9	0.8	6.0	4.9	1.1	8.3	7.7	0.6	9.8	9.6	0.2	7.8	6.5	1.3	5.3	5.3	0.0	8.5	7.3	1.2
MIX101.1FM	6.1	6.1	0.0	4.6	4.9	-0.3	6.1	5.9	0.2	7.5	7.4	0.1	6.6	6.4	0.2	6.3	6.6	-0.3	4.9	5.7	-0.8
3MMM	6.6	8.8	-2.2	6.4	7.5	-1.1	7.0	9.7	-2.7	7.6	11.1	-3.5	6.2	8.1	-1.9	4.8	5.4	-0.6	4.5	7.0	-2.5
NOVA 100	10.4	9.9	0.5	10.0	9.7	0.3	9.9	9.5	0.4	11.8	10.8	1.0	10.6	10.1	0.5	8.4	8.9	-0.5	7.9	6.9	1.0
vega 91.5	3.2	3.7	-0.5	2.7	3.2	-0.5	3.3	4.3	-1.0	4.0	4.6	-0.6	3.4	3.5	-0.1	2.4	2.2	0.2	3.7	3.7	0.0
ABC774	10.9	11.1	-0.2	13.7	14.1	-0.4	11.9	12.5	-0.6	8.1	8.0	0.1	8.2	8.7	-0.5	12.0	10.7	1.3	11.7	11.7	0.0
3RN	2.2	1.6	0.6	2.5	1.9	0.6	2.3	1.2	1.1	1.6	1.1	0.5	2.3	2.0	0.3	2.9	2.0	0.9	3.3	2.1	1.2
NEWSR	1.3	1.3	0.0	1.8	1.6	0.2	0.6	0.7	-0.1	1.0	0.9	0.1	0.7	0.8	-0.1	3.3	3.2	0.1	2.0	1.8	0.2
3JJJ	3.0	3.9	-0.9	2.4	3.1	-0.7	2.8	3.9	-1.1	3.9	4.5	-0.6	3.2	4.3	-1.1	2.9	4.2	-1.3	2.8	3.4	-0.6
ABC CL-FM	1.7	1.8	-0.1	1.4	1.4	0.0	2.1	2.2	-0.1	1.5	1.9	-0.4	1.6	2.2	-0.6	2.2	1.4	0.8	2.4	2.4	0.0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	24	23	1	1	1	0	2	2	0	9	8	1	6	7	-1	6	6	0	8	8	0
3AW	79	81	-2	*	1	-1	2	1	1	5	7	-2	21	20	1	51	52	-1	46	45	1
MAGIC1278	22	24	-2	*	*	0	*	*	0	1	*	1	3	2	1	19	22	-3	13	14	-1
3MP	16	17	-1	*	*	0	*	*	0	1	1	0	4	3	1	11	13	-2	9	11	-2
FOXFM	64	58	6	9	8	1	14	13	1	24	20	4	14	13	1	2	2	0	24	22	2
GOLD FM	40	36	4	1	1	0	2	3	-1	9	8	1	16	14	2	11	10	1	20	18	2
MIX101.1FM	30	31	-1	3	3	0	4	5	-1	12	12	0	8	9	-1	3	3	0	15	16	-1
3MMM	31	43	-12	2	2	0	4	7	-3	13	20	-7	10	12	-2	2	3	-1	11	14	-3
NOVA 100	50	48	2	5	6	-1	16	15	1	20	18	2	8	8	0	1	1	0	17	15	2
vega 91.5	17	19	-2	*	1	-1	1	2	-1	6	7	-1	8	8	0	2	2	0	9	10	-1
ABC774	56	58	-2	1	1	0	2	2	0	4	5	-1	14	14	0	35	37	-2	30	31	-1
3RN	12	9	3	*	*	0	*	*	0	1	1	0	4	2	2	7	5	2	9	6	3
NEWSR	7	7	0	1	*	1	*	*	0	1	1	0	2	3	-1	3	3	0	3	3	0
3JJJ	15	20	-5	1	*	1	3	3	0	10	13	-3	2	3	-1	*	*	0	5	7	-2
ABC CL-FM	9	10	-1	*	*	0	*	*	0	1	1	0	1	1	0	8	8	0	5	6	-1
ALL	507	518	-11	25	27	-2	51	58	-7	124	128	-4	134	128	6	173	176	-3	242	241	1

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

10+ [Potential: 3533]

Survey #8 - 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	26	1	40	32	8	39	33	6	28	30	-2	28	29	-1	11	12	-1	14	17	-3
3AW	88	89	-1	171	184	-13	120	115	5	69	64	5	82	78	4	29	34	-5	57	59	-2
MAGIC1278	22	25	-3	39	45	-6	34	39	-5	24	25	-1	16	17	-1	7	6	1	21	23	-2
3MP	17	18	-1	22	21	1	27	33	-6	19	24	-5	16	14	2	5	5	0	15	15	0
FOXFM	74	66	8	99	94	5	85	69	16	86	69	17	109	104	5	19	20	-1	38	36	2
GOLD FM	43	39	4	51	43	8	63	60	3	61	60	1	45	36	9	9	10	-1	32	28	4
MIX101.1FM	34	35	-1	39	44	-5	47	46	1	46	47	-1	38	36	2	11	12	-1	19	22	-3
3MMM	37	50	-13	54	66	-12	53	75	-22	47	71	-24	36	46	-10	8	10	-2	17	27	-10
NOVA 100	58	56	2	85	85	0	75	74	1	73	68	5	61	57	4	15	16	-1	29	27	2
vega 91.5	18	21	-3	23	28	-5	25	34	-9	25	29	-4	19	20	-1	4	4	0	14	14	0
ABC774	61	63	-2	117	124	-7	90	97	-7	51	51	0	47	49	-2	21	19	2	44	46	-2
3RN	12	9	3	21	17	4	17	10	7	10	7	3	13	11	2	5	4	1	12	8	4
NEWSR	7	7	0	15	14	1	4	6	-2	6	6	0	4	4	0	6	6	0	7	7	0
3JJJ	17	22	-5	21	27	-6	21	30	-9	24	28	-4	18	24	-6	5	8	-3	10	13	-3
ABC CL-FM	9	10	-1	12	12	0	16	17	-1	9	12	-3	9	13	-4	4	3	1	9	9	0
ALL	560	570	-10	853	881	-28	762	778	-16	622	633	-11	576	565	11	175	181	-6	374	388	-14

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	313	322	-9	21	21	0	29	29	0	99	93	6	88	97	-9	76	81	-5	111	113	-2
3AW	715	754	-39	32	33	-1	33	41	-8	104	130	-26	196	189	7	350	360	-10	347	365	-18
MAGIC1278	270	302	-32	6	9	-3	10	13	-3	19	17	2	42	41	1	193	221	-28	140	159	-19
3MP	240	241	-1	12	6	6	5	10	-5	25	19	6	65	53	12	132	154	-22	125	139	-14
FOXFM	1124	1059	65	211	205	6	203	201	2	387	344	43	261	240	21	63	68	-5	421	389	32
GOLD FM	696	691	5	68	65	3	58	73	-15	185	194	-9	254	243	11	131	117	14	332	344	-12
MIX101.1FM	691	685	6	114	113	1	83	114	-31	234	228	6	188	180	8	72	50	22	311	314	-3
3MMM	539	643	-104	66	61	5	82	113	-31	197	253	-56	160	158	2	34	59	-25	208	244	-36
NOVA 100	849	869	-20	134	160	-26	224	226	-2	292	287	5	167	162	5	31	33	-2	289	294	-5
vega 91.5	344	354	-10	38	44	-6	36	55	-19	116	121	-5	117	102	15	37	32	5	143	145	-2
ABC774	681	724	-43	38	36	2	23	33	-10	101	98	3	199	209	-10	321	348	-27	327	347	-20
3RN	219	203	16	10	6	4	9	10	-1	31	29	2	55	42	13	114	116	-2	124	109	15
NEWSR	199	220	-21	6	9	-3	12	16	-4	44	42	2	54	57	-3	83	96	-13	91	94	-3
3JJJ	263	302	-39	24	24	0	50	67	-17	136	155	-19	40	43	-3	12	14	-2	97	112	-15
ABC CL-FM	168	188	-20	2	7	-5	6	12	-6	27	32	-5	41	44	-3	91	93	-2	102	102	0
ALL	3330	3341	-11	360	377	-17	379	388	-9	856	849	7	826	823	3	909	903	6	1473	1467	6

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

10+ [Potential: 3533]

Survey #8 - 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	268	262	6	172	154	18	113	111	2	121	118	3	154	157	-3	93	107	-14	183	189	-6
3AW	674	701	-27	504	532	-28	375	367	8	338	330	8	369	361	8	225	247	-22	443	484	-41
MAGIC1278	237	265	-28	138	151	-13	121	152	-31	125	148	-23	105	113	-8	55	64	-9	168	202	-34
3MP	194	203	-9	103	115	-12	101	118	-17	108	129	-21	98	87	11	38	35	3	148	150	-2
FOXFM	1020	950	70	578	539	39	433	369	64	542	495	47	649	587	62	271	293	-22	606	574	32
GOLD FM	591	563	28	304	264	40	269	249	20	353	317	36	326	277	49	161	142	19	402	402	0
MIX101.1FM	605	594	11	306	298	8	269	243	26	315	300	15	296	273	23	183	195	-12	355	366	-11
3MMM	474	522	-48	256	283	-27	199	211	-12	233	276	-43	229	257	-28	146	150	-4	265	344	-79
NOVA 100	781	788	-7	488	486	2	340	344	-4	424	409	15	414	404	10	201	226	-25	451	449	2
vega 91.5	288	298	-10	142	174	-32	128	136	-8	131	144	-13	145	141	4	81	77	4	200	194	6
ABC774	584	626	-42	450	483	-33	320	329	-9	300	296	4	301	323	-22	174	218	-44	466	489	-23
3RN	186	154	32	122	93	29	82	49	33	75	65	10	86	79	7	50	48	2	129	120	9
NEWSR	161	166	-5	94	86	8	50	38	12	66	50	16	49	49	0	51	56	-5	122	136	-14
3JJJ	225	271	-46	130	154	-24	99	118	-19	126	144	-18	140	163	-23	70	104	-34	145	166	-21
ABC CL-FM	134	140	-6	65	71	-6	75	83	-8	74	80	-6	70	75	-5	40	46	-6	107	124	-17
ALL	3258	3266	-8	2756	2783	-27	2139	2139	0	2279	2264	15	2506	2411	95	1441	1521	-80	2708	2749	-41