

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	+/-
1170-2CH	6.8	5.3	1.5	0.9	1.3	-0.4	0.8	*	0.8	1.1	0.4	0.7	4.5	3.3	1.2	15.5	11.9	3.6	7.7	6.1	1.6
2GB	11.9	11.5	0.4	1.0	1.8	-0.8	1.8	0.3	1.5	3.2	2.8	0.4	8.4	8.0	0.4	25.7	24.0	1.7	13.7	12.8	0.9
2UE	6.5	8.3	-1.8	1.0	1.0	0.0	3.1	0.9	2.2	2.7	4.0	-1.3	8.0	6.5	1.5	10.0	15.5	-5.5	6.5	10.1	-3.6
2DAY	10.4	10.6	-0.2	26.0	23.6	2.4	24.4	22.4	2.0	14.9	16.8	-1.9	9.3	10.9	-1.6	1.2	1.4	-0.2	7.8	9.5	-1.7
MIX 106.5	6.3	5.9	0.4	6.6	6.7	-0.1	7.5	4.9	2.6	10.5	11.3	-0.8	7.2	6.4	0.8	2.2	2.1	0.1	6.3	6.9	-0.6
2MMM	6.4	6.9	-0.5	7.3	15.0	-7.7	9.9	5.3	4.6	12.2	12.0	0.2	6.6	9.2	-2.6	0.9	1.3	-0.4	5.2	5.1	0.1
NOVA 96.9	7.0	8.2	-1.2	18.0	21.5	-3.5	19.6	26.6	-7.0	10.8	15.0	-4.2	4.9	3.6	1.3	0.3	0.4	-0.1	4.9	5.1	-0.2
vega 95.3	3.0	2.8	0.2	2.7	2.7	0.0	2.0	3.8	-1.8	5.1	3.4	1.7	4.1	4.8	-0.7	1.1	0.7	0.4	2.9	2.0	0.9
WSFM	8.3	8.4	-0.1	6.4	6.6	-0.2	2.9	8.3	-5.4	6.8	5.7	1.1	14.2	14.4	-0.2	6.8	6.3	0.5	9.5	8.6	0.9
ABC702	9.9	9.9	0.0	1.3	4.4	-3.1	3.0	1.9	1.1	4.9	6.2	-1.3	11.5	12.1	-0.6	15.6	13.6	2.0	12.1	11.3	0.8
2RN	2.0	2.4	-0.4	0.4	0.5	-0.1	0.6	0.2	0.4	0.4	1.0	-0.6	2.0	2.6	-0.6	3.7	4.0	-0.3	2.3	2.9	-0.6
NEWSR	1.8	1.6	0.2	0.9	0.2	0.7	0.6	0.1	0.5	0.5	1.2	-0.7	2.8	1.4	1.4	2.4	2.5	-0.1	1.8	1.5	0.3
2JJJ	5.6	4.4	1.2	6.9	4.6	2.3	9.7	13.5	-3.8	13.2	8.7	4.5	3.6	2.8	0.8	0.2	0.2	0.0	4.5	3.0	1.5
ABC CL-FM	2.3	2.9	-0.6	0.6	*	0.6	0.9	0.8	0.1	0.5	0.6	-0.1	2.1	1.2	0.9	4.3	6.7	-2.4	2.8	4.1	-1.3

Sydney Radio - Share Movement (%) by Session

10+

Survey #1 - 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	+/-
1170-2CH	6.3	4.7	1.6	5.9	4.4	1.5	8.6	5.3	3.3	5.4	4.3	1.1	5.0	3.7	1.3	6.7	6.8	-0.1	8.6	7.6	1.0
2GB	12.3	11.9	0.4	16.2	14.0	2.2	13.7	13.5	0.2	9.0	9.3	-0.3	7.0	7.7	-0.7	12.9	14.0	-1.1	10.7	10.3	0.4
2UE	6.4	8.2	-1.8	7.5	9.4	-1.9	6.3	7.7	-1.4	5.4	7.4	-2.0	5.3	7.4	-2.1	7.4	8.3	-0.9	6.7	8.8	-2.1
2DAY	10.7	11.0	-0.3	9.9	12.6	-2.7	10.8	10.3	0.5	11.9	11.6	0.3	11.0	10.8	0.2	10.1	5.8	4.3	9.3	9.1	0.2
MIX 106.5	6.4	5.8	0.6	4.6	3.9	0.7	6.8	6.1	0.7	7.4	7.0	0.4	7.2	6.7	0.5	7.9	7.9	0.0	5.7	6.1	-0.4
2MMM	6.7	7.3	-0.6	5.8	6.2	-0.4	6.4	7.1	-0.7	7.8	8.4	-0.6	8.3	8.7	-0.4	5.5	6.2	-0.7	5.3	5.8	-0.5
NOVA 96.9	7.1	8.6	-1.5	6.6	7.8	-1.2	6.3	8.3	-2.0	7.7	9.6	-1.9	8.5	9.5	-1.0	6.7	8.4	-1.7	6.8	6.8	0.0
vega 95.3	3.0	2.9	0.1	2.2	2.0	0.2	3.2	3.0	0.2	3.8	3.6	0.2	3.7	3.6	0.1	2.4	2.1	0.3	3.0	2.5	0.5
WSFM	8.3	8.5	-0.2	7.0	8.5	-1.5	9.1	8.3	0.8	10.3	9.6	0.7	8.7	9.0	-0.3	6.0	5.2	0.8	8.3	8.2	0.1
ABC702	10.0	10.2	-0.2	12.3	11.8	0.5	7.7	7.9	-0.2	8.1	9.2	-1.1	11.4	11.1	0.3	9.8	10.7	-0.9	9.4	8.8	0.6
2RN	2.0	2.3	-0.3	2.4	3.1	-0.7	1.9	1.6	0.3	1.4	1.3	0.1	1.9	2.2	-0.3	2.4	3.3	-0.9	1.9	2.8	-0.9
NEWSR	1.6	1.4	0.2	2.5	1.8	0.7	0.5	0.9	-0.4	0.8	0.9	-0.1	1.5	1.2	0.3	2.7	2.7	0.0	2.4	2.1	0.3
2JJJ	5.5	4.3	1.2	4.4	3.7	0.7	5.5	4.3	1.2	6.4	5.3	1.1	6.3	4.0	2.3	5.8	4.6	1.2	5.7	4.6	1.1
ABC CL-FM	2.2	2.9	-0.7	1.7	1.9	-0.2	2.5	3.5	-1.0	2.1	3.1	-1.0	2.7	4.4	-1.7	2.1	2.7	-0.6	2.6	2.9	-0.3

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	3806	3781	25	445	444	1	448	447	1	997	1002	-5	921	916	5	995	972	23	1620	1601	19
1170-2CH	37	28	9	*	*	0	*	*	0	1	*	1	6	5	1	29	23	6	20	16	4
2GB	65	61	4	*	1	-1	1	*	1	4	4	0	12	11	1	48	46	2	36	33	3
2UE	35	44	-9	*	*	0	2	*	2	4	5	-1	11	9	2	19	30	-11	17	26	-9
2DAY	57	56	1	9	7	2	13	11	2	20	21	-1	13	15	-2	2	3	-1	20	24	-4
MIX 106.5	34	31	3	2	2	0	4	2	2	14	14	0	10	9	1	4	4	0	17	18	-1
2MMM	35	37	-2	2	4	-2	5	3	2	16	15	1	9	12	-3	2	3	-1	14	13	1
NOVA 96.9	38	44	-6	6	6	0	10	13	-3	14	19	-5	7	5	2	*	1	-1	13	13	0
vega 95.3	16	15	1	1	1	0	1	2	-1	7	4	3	6	6	0	2	1	1	8	5	3
WSFM	45	45	0	2	2	0	2	4	-2	9	7	2	20	20	0	13	12	1	25	22	3
ABC702	54	53	1	*	1	-1	2	1	1	7	8	-1	16	16	0	29	26	3	32	29	3
2RN	11	13	-2	*	*	0	*	*	0	1	1	0	3	3	0	7	8	-1	6	7	-1
NEWSR	10	8	2	*	*	0	*	*	0	1	1	0	4	2	2	4	5	-1	5	4	1
2JJJ	30	23	7	2	1	1	5	7	-2	18	11	7	5	4	1	*	*	0	12	8	4
ABC CL-FM	12	16	-4	*	*	0	*	*	0	1	1	0	3	2	1	8	13	-5	7	11	-4
ALL	545	532	13	34	28	6	52	50	2	133	126	7	141	136	5	185	193	-8	260	255	5

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

10+ [Potential: 3806]

Survey #1 - 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	+/-
1170-2CH	37	27	10	55	43	12	68	40	28	32	27	5	27	20	7	16	12	4	38	31	7
2GB	72	69	3	153	137	16	108	101	7	54	58	-4	39	42	-3	30	26	4	47	43	4
2UE	38	48	-10	70	92	-22	50	58	-8	33	46	-13	29	40	-11	17	15	2	30	37	-7
2DAY	63	64	-1	94	123	-29	84	78	6	71	72	-1	61	58	3	24	11	13	41	38	3
MIX 106.5	38	34	4	43	38	5	54	46	8	44	43	1	40	36	4	18	14	4	25	25	0
2MMM	39	42	-3	54	61	-7	50	53	-3	47	53	-6	46	47	-1	13	11	2	23	24	-1
NOVA 96.9	42	50	-8	62	77	-15	49	62	-13	46	60	-14	47	51	-4	16	15	1	30	28	2
vega 95.3	18	17	1	21	20	1	26	23	3	22	23	-1	21	19	2	6	4	2	13	10	3
WSFM	49	49	0	66	84	-18	72	62	10	62	59	3	48	48	0	14	9	5	36	34	2
ABC702	59	59	0	116	116	0	61	60	1	49	58	-9	63	60	3	23	20	3	41	36	5
2RN	12	13	-1	22	31	-9	15	12	3	9	8	1	10	12	-2	6	6	0	8	12	-4
NEWSR	9	8	1	24	18	6	4	7	-3	5	6	-1	8	7	1	6	5	1	10	9	1
2JJJ	32	25	7	42	36	6	43	32	11	39	33	6	35	22	13	14	9	5	25	19	6
ABC CL-FM	13	17	-4	16	19	-3	20	26	-6	13	19	-6	15	24	-9	5	5	0	11	12	-1
ALL	588	579	9	942	980	-38	785	753	32	599	623	-24	555	539	16	232	183	49	438	415	23

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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	3806	3781	25	445	444	1	448	447	1	997	1002	-5	921	916	5	995	972	23	1620	1601	19
1170-2CH	410	332	78	18	19	-1	20	6	14	21	11	10	77	64	13	274	232	42	214	171	43
2GB	592	568	24	15	24	-9	26	9	17	68	85	-17	149	134	15	334	316	18	299	293	6
2UE	411	482	-71	17	22	-5	32	25	7	57	78	-21	132	121	11	172	236	-64	182	227	-45
2DAY	906	864	42	176	195	-19	182	148	34	304	294	10	199	184	15	45	43	2	325	324	1
MIX 106.5	655	578	77	64	70	-6	89	59	30	260	260	0	170	126	44	72	63	9	286	278	8
2MMM	631	604	27	98	96	2	108	57	51	253	244	9	148	165	-17	25	42	-17	214	247	-33
NOVA 96.9	693	702	-9	158	142	16	145	174	-29	235	269	-34	130	96	34	25	22	3	215	222	-7
vega 95.3	344	307	37	52	41	11	43	23	20	114	99	15	102	112	-10	34	33	1	142	142	0
WSFM	662	600	62	60	61	-1	66	65	1	160	138	22	218	219	-1	158	118	40	303	273	30
ABC702	676	642	34	32	41	-9	27	22	5	128	123	5	199	193	6	288	264	24	321	313	8
2RN	213	197	16	8	14	-6	12	8	4	22	35	-13	65	47	18	105	94	11	118	98	20
NEWSR	269	228	41	15	8	7	14	9	5	34	61	-27	95	62	33	113	88	25	124	103	21
2JJJ	395	361	34	38	41	-3	96	75	21	178	167	11	71	66	5	12	12	0	149	137	12
ABC CL-FM	216	190	26	19	2	17	23	19	4	28	23	5	52	39	13	94	107	-13	107	98	9
ALL	3595	3578	17	403	390	13	394	411	-17	952	959	-7	883	885	-2	963	932	31	1563	1540	23

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

10+ [Potential: 3806]

Survey #1 - 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	+/-
1170-2CH	363	268	95	202	160	42	212	142	70	188	134	54	161	128	33	108	85	23	301	239	62
2GB	533	515	18	415	387	28	340	284	56	276	258	18	246	236	10	165	163	2	373	338	35
2UE	368	428	-60	237	288	-51	152	195	-43	143	185	-42	175	186	-11	121	111	10	239	268	-29
2DAY	815	765	50	485	542	-57	386	310	76	447	395	52	415	404	11	289	185	104	548	506	42
MIX 106.5	564	465	99	289	231	58	255	194	61	276	238	38	281	256	25	217	145	72	409	354	55
2MMM	544	532	12	292	275	17	227	220	7	269	288	-19	312	288	24	168	150	18	374	316	58
NOVA 96.9	608	627	-19	331	421	-90	245	262	-17	288	296	-8	312	326	-14	207	200	7	386	387	-1
vega 95.3	288	248	40	144	139	5	125	100	25	151	111	40	155	144	11	102	53	49	180	165	15
WSFM	559	508	51	314	308	6	287	219	68	308	232	76	282	239	43	168	136	32	413	349	64
ABC702	612	580	32	421	424	-3	283	267	16	314	295	19	362	305	57	238	192	46	469	417	52
2RN	176	161	15	108	116	-8	91	73	18	74	60	14	82	72	10	51	57	-6	126	132	-6
NEWSR	225	192	33	137	100	37	56	53	3	68	63	5	96	77	19	64	64	0	186	141	45
2JJJ	336	305	31	195	174	21	159	128	31	178	167	11	215	160	55	146	108	38	248	234	14
ABC CL-FM	191	163	28	84	92	-8	95	75	20	82	85	-3	88	96	-8	67	47	20	140	121	19
ALL	3500	3457	43	2818	2916	-98	2299	2092	207	2348	2255	93	2461	2355	106	1737	1448	289	3046	2925	121