

Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	6.1	6.1	0.0	0.9	1.1	-0.2	0.5	*	0.5	0.4	0.3	0.1	3.2	2.7	0.5	14.6	15.9	-1.3	7.2	7.9	-0.7
2GB	13.6	13.8	-0.2	5.5	3.5	2.0	1.1	0.7	0.4	4.5	7.0	-2.5	13.4	13.0	0.4	24.5	25.0	-0.5	16.4	15.3	1.1
2UE	8.1	7.0	1.1	1.7	3.6	-1.9	1.5	1.7	-0.2	3.7	3.3	0.4	8.8	7.5	1.3	13.4	11.5	1.9	8.4	7.4	1.0
2DAY	8.7	9.2	-0.5	21.5	18.9	2.6	18.2	21.8	-3.6	14.9	16.1	-1.2	7.5	6.4	1.1	0.8	1.0	-0.2	7.1	7.6	-0.5
MIX 106.5	6.2	6.4	-0.2	8.3	13.5	-5.2	7.6	7.7	-0.1	10.2	8.4	1.8	7.0	6.8	0.2	2.1	2.8	-0.7	6.3	6.2	0.1
2MMM	5.6	6.0	-0.4	7.4	7.9	-0.5	7.0	7.2	-0.2	12.4	12.4	0.0	5.7	6.1	-0.4	0.3	0.4	-0.1	4.4	4.3	0.1
NOVA 96.9	8.1	7.5	0.6	17.5	18.1	-0.6	26.8	18.0	8.8	14.3	13.2	1.1	4.6	5.3	-0.7	0.2	0.2	0.0	4.8	4.9	-0.1
vega 95.3	4.6	3.6	1.0	3.4	3.1	0.3	1.1	1.2	-0.1	6.0	4.1	1.9	8.5	6.7	1.8	1.9	1.6	0.3	4.8	4.2	0.6
WSFM	7.2	8.1	-0.9	8.2	5.3	2.9	6.3	8.9	-2.6	5.4	7.1	-1.7	11.0	11.6	-0.6	5.3	6.4	-1.1	7.3	8.7	-1.4
ABC702	9.3	9.5	-0.2	2.8	3.2	-0.4	1.2	1.8	-0.6	4.7	4.5	0.2	10.6	11.7	-1.1	14.6	14.7	-0.1	11.1	11.3	-0.2
2RN	1.5	1.8	-0.3	0.8	0.8	0.0	0.1	0.2	-0.1	1.4	1.4	0.0	2.1	2.2	-0.1	1.7	2.5	-0.8	2.1	2.8	-0.7
NEWSR	1.6	1.6	0.0	0.2	0.2	0.0	0.8	1.2	-0.4	1.6	1.0	0.6	1.7	2.1	-0.4	2.0	1.9	0.1	1.6	1.9	-0.3
2JJJ	3.7	4.6	-0.9	3.7	3.1	0.6	10.0	9.3	0.7	7.6	10.0	-2.4	2.8	3.9	-1.1	0.1	*	0.1	2.7	4.0	-1.3
ABC CL-FM	2.6	2.9	-0.3	0.4	0.3	0.1	0.3	2.0	-1.7	1.2	0.9	0.3	2.2	3.2	-1.0	5.0	5.0	0.0	3.6	3.9	-0.3

Sydney Radio - Share Movement (%) by Session

10+

Survey #4 - 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	5.7	5.6	0.1	5.0	5.3	-0.3	7.2	6.5	0.7	6.2	5.9	0.3	4.3	4.1	0.2	6.4	5.9	0.5	7.4	8.3	-0.9
2GB	13.7	14.0	-0.3	16.8	17.7	-0.9	14.4	15.6	-1.2	11.2	11.2	0.0	8.0	8.3	-0.3	17.0	13.7	3.3	13.3	13.1	0.2
2UE	8.1	7.1	1.0	8.6	7.9	0.7	8.5	6.9	1.6	8.0	6.7	1.3	7.0	6.9	0.1	7.6	6.2	1.4	8.2	6.9	1.3
2DAY	9.0	9.4	-0.4	8.3	9.4	-1.1	8.4	8.9	-0.5	9.6	9.5	0.1	10.9	10.8	0.1	8.0	8.7	-0.7	7.7	8.3	-0.6
MIX 106.5	6.1	6.2	-0.1	5.5	5.4	0.1	5.9	6.4	-0.5	6.2	6.2	0.0	6.6	6.0	0.6	7.6	9.3	-1.7	6.4	6.8	-0.4
2MMM	6.1	6.5	-0.4	5.4	5.3	0.1	6.0	6.5	-0.5	6.7	7.9	-1.2	6.8	6.8	0.0	5.6	6.2	-0.6	4.0	4.4	-0.4
NOVA 96.9	8.7	8.0	0.7	8.7	8.3	0.4	8.0	7.8	0.2	8.9	7.4	1.5	10.5	9.4	1.1	6.4	6.6	-0.2	6.2	5.8	0.4
vega 95.3	4.9	3.8	1.1	4.2	3.1	1.1	5.7	3.9	1.8	6.1	4.8	1.3	5.0	4.5	0.5	2.4	2.3	0.1	3.7	3.0	0.7
WSFM	6.8	7.9	-1.1	7.1	7.5	-0.4	6.9	7.8	-0.9	6.9	9.3	-2.4	7.1	8.7	-1.6	4.5	4.5	0.0	8.5	8.9	-0.4
ABC702	9.4	9.6	-0.2	11.0	10.7	0.3	8.5	8.3	0.2	7.8	7.8	0.0	11.0	11.7	-0.7	7.7	10.3	-2.6	8.8	8.8	0.0
2RN	1.4	1.6	-0.2	1.9	1.9	0.0	1.0	1.3	-0.3	0.7	1.0	-0.3	1.4	2.1	-0.7	2.5	2.4	0.1	2.0	2.6	-0.6
NEWSR	1.5	1.4	0.1	1.9	1.7	0.2	0.5	0.7	-0.2	1.3	0.9	0.4	1.5	1.4	0.1	3.0	2.8	0.2	2.2	2.3	-0.1
2JJJ	3.9	4.8	-0.9	3.3	3.5	-0.2	3.5	4.7	-1.2	4.4	6.1	-1.7	4.7	5.5	-0.8	3.7	4.6	-0.9	3.0	4.0	-1.0
ABC CL-FM	2.4	2.6	-0.2	1.8	1.8	0.0	2.4	2.6	-0.2	2.6	2.8	-0.2	2.6	2.8	-0.2	3.7	4.3	-0.6	3.5	4.3	-0.8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	3806	0	445	445	0	448	448	0	997	997	0	921	921	0	995	995	0	1620	1620	0
1170-2CH	31	33	-2	*	*	0	*	*	0	*	*	0	4	4	0	26	28	-2	18	20	-2
2GB	70	74	-4	2	1	1	1	*	1	5	9	-4	19	18	1	43	44	-1	41	39	2
2UE	42	38	4	1	1	0	1	1	0	4	5	-1	12	11	1	24	20	4	21	19	2
2DAY	45	49	-4	7	6	1	8	10	-2	18	22	-4	10	9	1	1	2	-1	18	19	-1
MIX 106.5	32	34	-2	3	4	-1	4	4	0	12	11	1	10	10	0	4	5	-1	16	16	0
2MMM	29	32	-3	2	3	-1	3	3	0	15	17	-2	8	9	-1	1	1	0	11	11	0
NOVA 96.9	42	40	2	6	6	0	12	9	3	17	18	-1	6	8	-2	*	*	0	12	13	-1
vega 95.3	24	19	5	1	1	0	*	1	-1	7	6	1	12	9	3	3	3	0	12	11	1
WSFM	37	43	-6	3	2	1	3	4	-1	6	10	-4	15	16	-1	9	11	-2	18	22	-4
ABC702	48	51	-3	1	1	0	1	1	0	6	6	0	15	17	-2	26	26	0	28	29	-1
2RN	8	10	-2	*	*	0	*	*	0	2	2	0	3	3	0	3	4	-1	5	7	-2
NEWSR	8	8	0	*	*	0	*	1	-1	2	1	1	2	3	-1	4	3	1	4	5	-1
2JJJ	19	25	-6	1	1	0	5	4	1	9	13	-4	4	6	-2	*	*	0	7	10	-3
ABC CL-FM	14	16	-2	*	*	0	*	1	-1	1	1	0	3	4	-1	9	9	0	9	10	-1
ALL	516	534	-18	33	32	1	46	48	-2	119	135	-16	140	142	-2	178	177	1	248	257	-9

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

10+ [Potential: 3806]

Survey #4 - 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	32	33	-1	47	52	-5	52	49	3	37	37	0	24	23	1	12	12	0	29	33	-4
2GB	77	82	-5	158	173	-15	105	118	-13	68	70	-2	43	46	-3	32	28	4	52	53	-1
2UE	46	42	4	81	78	3	61	52	9	49	42	7	38	38	0	14	13	1	32	28	4
2DAY	51	55	-4	78	92	-14	61	67	-6	59	59	0	60	59	1	15	18	-3	30	33	-3
MIX 106.5	35	37	-2	52	52	0	43	48	-5	38	39	-1	36	33	3	14	19	-5	25	27	-2
2MMM	34	38	-4	50	51	-1	44	49	-5	41	50	-9	37	37	0	11	13	-2	16	18	-2
NOVA 96.9	49	47	2	82	81	1	58	58	0	54	46	8	57	52	5	12	14	-2	24	23	1
vega 95.3	28	22	6	39	30	9	41	29	12	37	30	7	27	25	2	5	5	0	14	12	2
WSFM	38	46	-8	67	74	-7	50	59	-9	42	58	-16	39	48	-9	8	9	-1	33	36	-3
ABC702	53	57	-4	103	104	-1	61	62	-1	47	49	-2	60	65	-5	15	21	-6	34	35	-1
2RN	8	10	-2	18	19	-1	7	10	-3	4	6	-2	8	11	-3	5	5	0	8	10	-2
NEWSR	8	8	0	17	17	0	4	5	-1	8	5	3	8	8	0	6	6	0	8	9	-1
2JJJ	22	28	-6	31	34	-3	26	35	-9	27	38	-11	26	31	-5	7	9	-2	12	16	-4
ABC CL-FM	14	15	-1	17	17	0	17	19	-2	16	18	-2	14	16	-2	7	9	-2	14	17	-3
ALL	566	587	-21	937	977	-40	724	755	-31	609	625	-16	544	551	-7	190	205	-15	391	402	-11

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	3806	0	445	445	0	448	448	0	997	997	0	921	921	0	995	995	0	1620	1620	0
1170-2CH	374	380	-6	26	29	-3	5	1	4	26	23	3	74	61	13	243	265	-22	189	193	-4
2GB	684	697	-13	50	37	13	23	18	5	128	140	-12	176	168	8	307	334	-27	326	330	-4
2UE	461	398	63	44	40	4	14	14	0	86	78	8	122	107	15	194	160	34	200	179	21
2DAY	863	889	-26	183	158	25	161	187	-26	297	335	-38	192	178	14	31	31	0	312	317	-5
MIX 106.5	717	641	76	108	103	5	89	77	12	265	229	36	182	156	26	73	75	-2	300	261	39
2MMM	610	575	35	114	96	18	94	78	16	250	234	16	130	145	-15	21	22	-1	202	206	-4
NOVA 96.9	747	728	19	151	146	5	177	156	21	277	287	-10	111	117	-6	31	23	8	226	232	-6
vega 95.3	374	327	47	69	49	20	34	32	2	111	93	18	117	116	1	42	37	5	145	134	11
WSFM	639	607	32	84	75	9	74	66	8	139	148	-9	221	209	12	121	109	12	294	283	11
ABC702	704	694	10	49	41	8	23	32	-9	117	113	4	217	225	-8	297	284	13	346	340	6
2RN	205	206	-1	24	20	4	7	7	0	35	36	-1	64	57	7	77	85	-8	111	115	-4
NEWSR	224	231	-7	10	8	2	12	20	-8	55	36	19	68	85	-17	79	82	-3	103	118	-15
2JJJ	312	312	0	39	31	8	63	56	7	141	154	-13	58	62	-4	12	9	3	118	132	-14
ABC CL-FM	219	223	-4	13	10	3	7	15	-8	35	39	-4	51	64	-13	112	95	17	127	126	1
ALL	3604	3600	4	411	402	9	401	404	-3	948	956	-8	884	885	-1	960	953	7	1563	1562	1

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

10+ [Potential: 3806]

Survey #4 - 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	+/-
1170-2CH	343	333	10	199	188	11	186	178	8	190	178	12	150	142	8	93	80	13	274	278	-4
2GB	589	629	-40	441	493	-52	315	352	-37	309	304	5	258	250	8	218	203	15	443	432	11
2UE	405	361	44	268	230	38	198	163	35	188	169	19	205	182	23	115	95	20	279	222	57
2DAY	768	785	-17	473	486	-13	291	310	-19	366	358	8	425	419	6	221	228	-7	484	485	-1
MIX 106.5	607	554	53	314	279	35	224	233	-9	273	266	7	304	259	45	224	194	30	435	376	59
2MMM	546	496	50	290	277	13	207	190	17	242	230	12	287	259	28	156	142	14	254	271	-17
NOVA 96.9	661	658	3	424	429	-5	265	286	-21	303	289	14	358	373	-15	166	198	-32	414	398	16
vega 95.3	330	284	46	201	154	47	139	117	22	164	140	24	190	165	25	78	66	12	191	167	24
WSFM	523	513	10	318	305	13	208	225	-17	261	268	-7	251	270	-19	143	144	-1	402	366	36
ABC702	599	609	-10	430	442	-12	267	257	10	277	282	-5	330	330	0	173	198	-25	433	421	12
2RN	176	174	2	102	84	18	47	62	-15	42	52	-10	52	60	-8	63	64	-1	101	117	-16
NEWSR	185	195	-10	115	125	-10	37	45	-8	67	52	15	77	69	8	62	71	-9	142	144	-2
2JJJ	276	277	-1	162	168	-6	106	124	-18	139	153	-14	156	160	-4	83	99	-16	179	182	-3
ABC CL-FM	189	176	13	78	83	-5	92	80	12	106	101	5	97	92	5	66	72	-6	148	165	-17
ALL	3500	3500	0	2976	2987	-11	2155	2105	50	2360	2266	94	2469	2394	75	1540	1557	-17	2907	2875	32