

Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	6.4	-0.3	1.1	1.1	0.0	*	0.5	-0.5	0.3	0.8	-0.5	2.7	3.0	-0.3	15.9	15.6	0.3	7.9	7.5	0.4
2GB	13.8	12.8	1.0	3.5	3.4	0.1	0.7	1.6	-0.9	7.0	6.7	0.3	13.0	10.8	2.2	25.0	23.6	1.4	15.3	13.1	2.2
2UE	7.0	6.6	0.4	3.6	3.0	0.6	1.7	1.6	0.1	3.3	2.6	0.7	7.5	6.4	1.1	11.5	11.8	-0.3	7.4	7.2	0.2
2DAY	9.2	10.1	-0.9	18.9	20.3	-1.4	21.8	28.5	-6.7	16.1	15.3	0.8	6.4	7.9	-1.5	1.0	1.0	0.0	7.6	7.4	0.2
MIX 106.5	6.4	6.5	-0.1	13.5	10.1	3.4	7.7	8.5	-0.8	8.4	8.3	0.1	6.8	7.4	-0.6	2.8	3.3	-0.5	6.2	6.0	0.2
2MMM	6.0	6.6	-0.6	7.9	5.0	2.9	7.2	11.0	-3.8	12.4	12.2	0.2	6.1	7.4	-1.3	0.4	0.9	-0.5	4.3	5.0	-0.7
NOVA 96.9	7.5	7.2	0.3	18.1	20.9	-2.8	18.0	17.5	0.5	13.2	11.5	1.7	5.3	5.4	-0.1	0.2	0.2	0.0	4.9	4.9	0.0
vega 95.3	3.6	3.3	0.3	3.1	2.9	0.2	1.2	2.6	-1.4	4.1	3.9	0.2	6.7	6.1	0.6	1.6	1.0	0.6	4.2	3.6	0.6
WSFM	8.1	7.6	0.5	5.3	5.2	0.1	8.9	6.7	2.2	7.1	6.9	0.2	11.6	10.0	1.6	6.4	7.2	-0.8	8.7	8.4	0.3
ABC702	9.5	9.3	0.2	3.2	2.6	0.6	1.8	2.5	-0.7	4.5	4.1	0.4	11.7	12.3	-0.6	14.7	14.2	0.5	11.3	11.8	-0.5
2RN	1.8	2.0	-0.2	0.8	0.4	0.4	0.2	0.6	-0.4	1.4	0.5	0.9	2.2	2.2	0.0	2.5	3.6	-1.1	2.8	2.9	-0.1
NEWSR	1.6	1.4	0.2	0.2	0.6	-0.4	1.2	0.7	0.5	1.0	0.7	0.3	2.1	2.5	-0.4	1.9	1.5	0.4	1.9	1.7	0.2
2JJJ	4.6	5.3	-0.7	3.1	3.0	0.1	9.3	4.5	4.8	10.0	13.7	-3.7	3.9	4.3	-0.4	*	0.1	-0.1	4.0	5.7	-1.7
ABC CL-FM	2.9	3.2	-0.3	0.3	0.7	-0.4	2.0	2.0	0.0	0.9	0.7	0.2	3.2	2.5	0.7	5.0	6.5	-1.5	3.9	4.5	-0.6

Sydney Radio - Share Movement (%) by Session

10+

Survey #3 - 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	5.6	5.6	0.0	5.3	4.8	0.5	6.5	7.4	-0.9	5.9	5.8	0.1	4.1	4.3	-0.2	5.9	6.2	-0.3	8.3	8.9	-0.6
2GB	14.0	13.5	0.5	17.7	17.9	-0.2	15.6	15.7	-0.1	11.2	10.6	0.6	8.3	7.1	1.2	13.7	11.1	2.6	13.1	10.4	2.7
2UE	7.1	6.4	0.7	7.9	6.9	1.0	6.9	6.7	0.2	6.7	5.3	1.4	6.9	5.5	1.4	6.2	7.9	-1.7	6.9	7.4	-0.5
2DAY	9.4	10.4	-1.0	9.4	10.6	-1.2	8.9	9.1	-0.2	9.5	10.9	-1.4	10.8	11.9	-1.1	8.7	9.4	-0.7	8.3	9.2	-0.9
MIX 106.5	6.2	6.5	-0.3	5.4	5.1	0.3	6.4	6.8	-0.4	6.2	7.4	-1.2	6.0	6.4	-0.4	9.3	8.7	0.6	6.8	6.4	0.4
2MMM	6.5	7.1	-0.6	5.3	6.1	-0.8	6.5	7.3	-0.8	7.9	8.6	-0.7	6.8	7.7	-0.9	6.2	5.4	0.8	4.4	5.1	-0.7
NOVA 96.9	8.0	7.4	0.6	8.3	7.6	0.7	7.8	7.1	0.7	7.4	7.2	0.2	9.4	8.3	1.1	6.6	7.1	-0.5	5.8	6.5	-0.7
vega 95.3	3.8	3.4	0.4	3.1	2.5	0.6	3.9	2.9	1.0	4.8	4.2	0.6	4.5	4.6	-0.1	2.3	3.0	-0.7	3.0	3.0	0.0
WSFM	7.9	7.6	0.3	7.5	7.0	0.5	7.8	7.6	0.2	9.3	9.5	-0.2	8.7	8.3	0.4	4.5	4.3	0.2	8.9	7.8	1.1
ABC702	9.6	9.5	0.1	10.7	10.7	0.0	8.3	8.2	0.1	7.8	7.6	0.2	11.7	10.9	0.8	10.3	10.7	-0.4	8.8	8.6	0.2
2RN	1.6	1.9	-0.3	1.9	2.5	-0.6	1.3	1.5	-0.2	1.0	1.0	0.0	2.1	2.3	-0.2	2.4	2.0	0.4	2.6	2.4	0.2
NEWSR	1.4	1.2	0.2	1.7	1.6	0.1	0.7	0.5	0.2	0.9	0.7	0.2	1.4	1.4	0.0	2.8	2.4	0.4	2.3	2.2	0.1
2JJJ	4.8	5.3	-0.5	3.5	4.1	-0.6	4.7	5.4	-0.7	6.1	6.4	-0.3	5.5	6.0	-0.5	4.6	5.5	-0.9	4.0	5.2	-1.2
ABC CL-FM	2.6	2.9	-0.3	1.8	2.0	-0.2	2.6	3.2	-0.6	2.8	3.0	-0.2	2.8	3.6	-0.8	4.3	3.9	0.4	4.3	4.4	-0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	33	35	-2	*	*	0	*	*	0	*	1	-1	4	4	0	28	30	-2	20	20	0
2GB	74	71	3	1	1	0	*	1	-1	9	10	-1	18	15	3	44	45	-1	39	35	4
2UE	38	37	1	1	1	0	1	1	0	5	4	1	11	9	2	20	22	-2	19	19	0
2DAY	49	56	-7	6	6	0	10	15	-5	22	22	0	9	11	-2	2	2	0	19	20	-1
MIX 106.5	34	36	-2	4	3	1	4	5	-1	11	12	-1	10	10	0	5	6	-1	16	16	0
2MMM	32	37	-5	3	2	1	3	6	-3	17	18	-1	9	10	-1	1	2	-1	11	13	-2
NOVA 96.9	40	40	0	6	7	-1	9	9	0	18	17	1	8	7	1	*	*	0	13	13	0
vega 95.3	19	18	1	1	1	0	1	1	0	6	6	0	9	8	1	3	2	1	11	10	1
WSFM	43	43	0	2	2	0	4	4	0	10	10	0	16	14	2	11	14	-3	22	22	0
ABC702	51	52	-1	1	1	0	1	1	0	6	6	0	17	17	0	26	27	-1	29	32	-3
2RN	10	11	-1	*	*	0	*	*	0	2	1	1	3	3	0	4	7	-3	7	8	-1
NEWSR	8	8	0	*	*	0	1	*	1	1	1	0	3	3	0	3	3	0	5	4	1
2JJJ	25	29	-4	1	1	0	4	2	2	13	20	-7	6	6	0	*	*	0	10	15	-5
ABC CL-FM	16	18	-2	*	*	0	1	1	0	1	1	0	4	3	1	9	12	-3	10	12	-2
ALL	534	557	-23	32	32	0	48	53	-5	135	144	-9	142	138	4	177	189	-12	257	267	-10

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

10+ [Potential: 3806]

Survey #3 - 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	33	34	-1	52	48	4	49	57	-8	37	36	1	23	24	-1	12	14	-2	33	39	-6
2GB	82	82	0	173	182	-9	118	121	-3	70	66	4	46	40	6	28	25	3	53	45	8
2UE	42	39	3	78	70	8	52	52	0	42	33	9	38	31	7	13	18	-5	28	32	-4
2DAY	55	63	-8	92	108	-16	67	71	-4	59	68	-9	59	67	-8	18	21	-3	33	40	-7
MIX 106.5	37	39	-2	52	52	0	48	52	-4	39	46	-7	33	36	-3	19	20	-1	27	28	-1
2MMM	38	43	-5	51	63	-12	49	56	-7	50	54	-4	37	43	-6	13	12	1	18	22	-4
NOVA 96.9	47	45	2	81	77	4	58	55	3	46	45	1	52	46	6	14	16	-2	23	28	-5
vega 95.3	22	20	2	30	26	4	29	22	7	30	26	4	25	26	-1	5	7	-2	12	13	-1
WSFM	46	46	0	74	72	2	59	59	0	58	59	-1	48	47	1	9	10	-1	36	34	2
ABC702	57	58	-1	104	109	-5	62	63	-1	49	48	1	65	61	4	21	24	-3	35	37	-2
2RN	10	11	-1	19	26	-7	10	11	-1	6	7	-1	11	13	-2	5	5	0	10	10	0
NEWSR	8	7	1	17	16	1	5	4	1	5	4	1	8	8	0	6	5	1	9	10	-1
2JJJ	28	32	-4	34	41	-7	35	42	-7	38	40	-2	31	34	-3	9	13	-4	16	23	-7
ABC CL-FM	15	18	-3	17	20	-3	19	25	-6	18	18	0	16	20	-4	9	9	0	17	19	-2
ALL	587	606	-19	977	1020	-43	755	773	-18	625	623	2	551	563	-12	205	228	-23	402	434	-32

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	380	392	-12	29	25	4	1	8	-7	23	21	2	61	59	2	265	279	-14	193	202	-9
2GB	697	646	51	37	25	12	18	20	-2	140	109	31	168	162	6	334	331	3	330	309	21
2UE	398	368	30	40	27	13	14	19	-5	78	49	29	107	105	2	160	169	-9	179	173	6
2DAY	889	883	6	158	141	17	187	200	-13	335	332	3	178	182	-4	31	29	2	317	320	-3
MIX 106.5	641	606	35	103	66	37	77	84	-7	229	215	14	156	161	-5	75	80	-5	261	261	0
2MMM	575	602	-27	96	84	12	78	96	-18	234	235	-1	145	161	-16	22	25	-3	206	222	-16
NOVA 96.9	728	703	25	146	149	-3	156	144	12	287	268	19	117	123	-6	23	19	4	232	231	1
vega 95.3	327	348	-21	49	43	6	32	52	-20	93	102	-9	116	114	2	37	36	1	134	142	-8
WSFM	607	616	-9	75	73	2	66	74	-8	148	147	1	209	189	20	109	132	-23	283	268	15
ABC702	694	658	36	41	35	6	32	30	2	113	120	-7	225	204	21	284	268	16	340	317	23
2RN	206	208	-2	20	8	12	7	15	-8	36	28	8	57	60	-3	85	97	-12	115	114	1
NEWSR	231	240	-9	8	9	-1	20	21	-1	36	37	-1	85	88	-3	82	84	-2	118	114	4
2JJJ	312	360	-48	31	35	-4	56	72	-16	154	174	-20	62	70	-8	9	8	1	132	155	-23
ABC CL-FM	223	239	-16	10	14	-4	15	18	-3	39	32	7	64	60	4	95	114	-19	126	123	3
ALL	3600	3597	3	402	401	1	404	396	8	956	959	-3	885	888	-3	953	953	0	1562	1566	-4

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

10+ [Potential: 3806]

Survey #3 - 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	333	334	-1	188	183	5	178	187	-9	178	181	-3	142	149	-7	80	87	-7	278	281	-3
2GB	629	600	29	493	486	7	352	364	-12	304	294	10	250	229	21	203	179	24	432	383	49
2UE	361	335	26	230	206	24	163	132	31	169	145	24	182	167	15	95	124	-29	222	212	10
2DAY	785	781	4	486	510	-24	310	325	-15	358	386	-28	419	399	20	228	269	-41	485	502	-17
MIX 106.5	554	513	41	279	267	12	233	225	8	266	262	4	259	240	19	194	170	24	376	372	4
2MMM	496	509	-13	277	324	-47	190	202	-12	230	244	-14	259	272	-13	142	137	5	271	339	-68
NOVA 96.9	658	642	16	429	402	27	286	250	36	289	285	4	373	338	35	198	216	-18	398	379	19
vega 95.3	284	295	-11	154	149	5	117	103	14	140	150	-10	165	158	7	66	106	-40	167	189	-22
WSFM	513	503	10	305	301	4	225	227	-2	268	269	-1	270	268	2	144	146	-2	366	366	0
ABC702	609	598	11	442	413	29	257	267	-10	282	293	-11	330	346	-16	198	239	-41	421	432	-11
2RN	174	166	8	84	108	-24	62	74	-12	52	71	-19	60	79	-19	64	44	20	117	148	-31
NEWSR	195	200	-5	125	129	-4	45	39	6	52	55	-3	69	72	-3	71	74	-3	144	157	-13
2JJJ	277	314	-37	168	199	-31	124	145	-21	153	167	-14	160	176	-16	99	140	-41	182	204	-22
ABC CL-FM	176	195	-19	83	94	-11	80	93	-13	101	93	8	92	96	-4	72	80	-8	165	173	-8
ALL	3500	3491	9	2987	2956	31	2105	2133	-28	2266	2252	14	2394	2388	6	1557	1682	-125	2875	2936	-61