

# Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	5.7	6.1	-0.4	0.1	0.9	-0.8	0.8	0.5	0.3	0.2	0.4	-0.2	3.1	3.2	-0.1	13.8	14.6	-0.8	6.8	7.2	-0.4
2GB	13.7	13.6	0.1	4.7	5.5	-0.8	1.5	1.1	0.4	3.1	4.5	-1.4	13.9	13.4	0.5	25.7	24.5	1.2	15.7	16.4	-0.7
2UE	8.6	8.1	0.5	1.0	1.7	-0.7	1.0	1.5	-0.5	5.2	3.7	1.5	6.6	8.8	-2.2	15.8	13.4	2.4	9.3	8.4	0.9
2DAY	9.2	8.7	0.5	21.5	21.5	0.0	18.8	18.2	0.6	15.8	14.9	0.9	8.3	7.5	0.8	0.7	0.8	-0.1	7.7	7.1	0.6
MIX 106.5	6.0	6.2	-0.2	5.8	8.3	-2.5	7.2	7.6	-0.4	9.4	10.2	-0.8	7.8	7.0	0.8	2.1	2.1	0.0	6.8	6.3	0.5
2MMM	5.4	5.6	-0.2	8.0	7.4	0.6	7.8	7.0	0.8	11.2	12.4	-1.2	5.5	5.7	-0.2	0.2	0.3	-0.1	3.7	4.4	-0.7
NOVA 96.9	8.7	8.1	0.6	20.4	17.5	2.9	27.2	26.8	0.4	15.4	14.3	1.1	4.4	4.6	-0.2	0.2	0.2	0.0	5.4	4.8	0.6
vega 95.3	4.6	4.6	0.0	3.3	3.4	-0.1	2.6	1.1	1.5	6.6	6.0	0.6	8.3	8.5	-0.2	1.2	1.9	-0.7	4.1	4.8	-0.7
WSFM	7.6	7.2	0.4	11.0	8.2	2.8	6.9	6.3	0.6	5.0	5.4	-0.4	12.6	11.0	1.6	5.4	5.3	0.1	7.4	7.3	0.1
ABC702	7.6	9.3	-1.7	1.0	2.8	-1.8	0.3	1.2	-0.9	4.5	4.7	-0.2	9.2	10.6	-1.4	11.6	14.6	-3.0	9.5	11.1	-1.6
2RN	1.6	1.5	0.1	0.4	0.8	-0.4	*	0.1	-0.1	0.5	1.4	-0.9	1.9	2.1	-0.2	2.7	1.7	1.0	1.9	2.1	-0.2
NEWSR	1.6	1.6	0.0	0.1	0.2	-0.1	0.4	0.8	-0.4	1.7	1.6	0.1	1.6	1.7	-0.1	2.0	2.0	0.0	1.6	1.6	0.0
2JJJ	3.7	3.7	0.0	4.3	3.7	0.6	9.4	10.0	-0.6	7.0	7.6	-0.6	2.8	2.8	0.0	0.3	0.1	0.2	3.5	2.7	0.8
ABC CL-FM	2.7	2.6	0.1	0.2	0.4	-0.2	0.5	0.3	0.2	1.6	1.2	0.4	1.6	2.2	-0.6	5.2	5.0	0.2	3.4	3.6	-0.2

# Sydney Radio - Share Movement (%) by Session

10+

Survey #5 - 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	5.3	5.7	-0.4	4.2	5.0	-0.8	6.7	7.2	-0.5	5.9	6.2	-0.3	3.8	4.3	-0.5	6.5	6.4	0.1	7.2	7.4	-0.2
2GB	13.9	13.7	0.2	17.0	16.8	0.2	14.6	14.4	0.2	10.7	11.2	-0.5	8.8	8.0	0.8	19.0	17.0	2.0	12.7	13.3	-0.6
2UE	8.4	8.1	0.3	8.9	8.6	0.3	8.9	8.5	0.4	7.5	8.0	-0.5	7.0	7.0	0.0	10.3	7.6	2.7	9.2	8.2	1.0
2DAY	9.7	9.0	0.7	9.2	8.3	0.9	9.1	8.4	0.7	10.2	9.6	0.6	12.6	10.9	1.7	6.8	8.0	-1.2	7.5	7.7	-0.2
MIX 106.5	6.0	6.1	-0.1	5.0	5.5	-0.5	5.9	5.9	0.0	6.7	6.2	0.5	6.5	6.6	-0.1	7.3	7.6	-0.3	5.8	6.4	-0.6
2MMM	5.8	6.1	-0.3	5.6	5.4	0.2	6.1	6.0	0.1	6.5	6.7	-0.2	6.3	6.8	-0.5	3.7	5.6	-1.9	4.0	4.0	0.0
NOVA 96.9	9.2	8.7	0.5	9.1	8.7	0.4	8.6	8.0	0.6	10.0	8.9	1.1	10.5	10.5	0.0	6.4	6.4	0.0	7.0	6.2	0.8
vega 95.3	4.9	4.9	0.0	4.2	4.2	0.0	5.7	5.7	0.0	6.1	6.1	0.0	5.0	5.0	0.0	2.7	2.4	0.3	3.5	3.7	-0.2
WSFM	7.4	6.8	0.6	7.1	7.1	0.0	7.8	6.9	0.9	8.3	6.9	1.4	7.1	7.1	0.0	5.9	4.5	1.4	8.3	8.5	-0.2
ABC702	7.8	9.4	-1.6	10.1	11.0	-0.9	6.7	8.5	-1.8	5.7	7.8	-2.1	8.6	11.0	-2.4	5.8	7.7	-1.9	6.9	8.8	-1.9
2RN	1.5	1.4	0.1	2.2	1.9	0.3	1.0	1.0	0.0	1.0	0.7	0.3	1.2	1.4	-0.2	1.6	2.5	-0.9	2.0	2.0	0.0
NEWSR	1.4	1.5	-0.1	1.9	1.9	0.0	0.6	0.5	0.1	1.1	1.3	-0.2	1.6	1.5	0.1	2.4	3.0	-0.6	2.0	2.2	-0.2
2JJJ	3.9	3.9	0.0	3.3	3.3	0.0	3.9	3.5	0.4	4.8	4.4	0.4	4.2	4.7	-0.5	3.1	3.7	-0.6	2.9	3.0	-0.1
ABC CL-FM	2.4	2.4	0.0	1.6	1.8	-0.2	2.7	2.4	0.3	2.8	2.6	0.2	2.9	2.6	0.3	2.6	3.7	-1.1	3.7	3.5	0.2

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	31	31	0	*	*	0	*	*	0	*	*	0	4	4	0	26	26	0	17	18	-1
2GB	73	70	3	1	2	-1	1	1	0	4	5	-1	19	19	0	48	43	5	39	41	-2
2UE	46	42	4	*	1	-1	*	1	-1	7	4	3	9	12	-3	29	24	5	23	21	2
2DAY	49	45	4	7	7	0	9	8	1	21	18	3	11	10	1	1	1	0	19	18	1
MIX 106.5	32	32	0	2	3	-1	4	4	0	12	12	0	11	10	1	4	4	0	17	16	1
2MMM	29	29	0	3	2	1	4	3	1	15	15	0	8	8	0	*	1	-1	9	11	-2
NOVA 96.9	47	42	5	6	6	0	14	12	2	20	17	3	6	6	0	*	*	0	14	12	2
vega 95.3	25	24	1	1	1	0	1	*	1	9	7	2	11	12	-1	2	3	-1	10	12	-2
WSFM	41	37	4	3	3	0	3	3	0	7	6	1	17	15	2	10	9	1	19	18	1
ABC702	40	48	-8	*	1	-1	*	1	-1	6	6	0	13	15	-2	22	26	-4	24	28	-4
2RN	8	8	0	*	*	0	*	*	0	1	2	-1	3	3	0	5	3	2	5	5	0
NEWSR	8	8	0	*	*	0	*	*	0	2	2	0	2	2	0	4	4	0	4	4	0
2JJJ	20	19	1	1	1	0	5	5	0	9	9	0	4	4	0	1	*	1	9	7	2
ABC CL-FM	14	14	0	*	*	0	*	*	0	2	1	1	2	3	-1	10	9	1	8	9	-1
ALL	535	516	19	31	33	-2	51	46	5	130	119	11	137	140	-3	186	178	8	251	248	3

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

10+ [Potential: 3806]

Survey #5 - 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	31	32	-1	40	47	-7	50	52	-2	37	37	0	21	24	-3	13	12	1	30	29	1
2GB	81	77	4	162	158	4	109	105	4	67	68	-1	48	43	5	39	32	7	54	52	2
2UE	49	46	3	85	81	4	67	61	6	47	49	-2	38	38	0	21	14	7	39	32	7
2DAY	56	51	5	88	78	10	69	61	8	64	59	5	69	60	9	14	15	-1	32	30	2
MIX 106.5	35	35	0	48	52	-4	45	43	2	42	38	4	36	36	0	15	14	1	25	25	0
2MMM	34	34	0	54	50	4	46	44	2	40	41	-1	34	37	-3	8	11	-3	17	16	1
NOVA 96.9	53	49	4	87	82	5	64	58	6	63	54	9	57	57	0	13	12	1	30	24	6
vega 95.3	29	28	1	40	39	1	43	41	2	38	37	1	27	27	0	5	5	0	15	14	1
WSFM	43	38	5	68	67	1	59	50	9	52	42	10	39	39	0	12	8	4	35	33	2
ABC702	45	53	-8	97	103	-6	50	61	-11	36	47	-11	47	60	-13	12	15	-3	29	34	-5
2RN	9	8	1	21	18	3	8	7	1	6	4	2	7	8	-1	3	5	-2	8	8	0
NEWSR	8	8	0	18	17	1	5	4	1	7	8	-1	9	8	1	5	6	-1	8	8	0
2JJJ	23	22	1	31	31	0	29	26	3	30	27	3	23	26	-3	6	7	-1	12	12	0
ABC CL-FM	14	14	0	15	17	-2	20	17	3	17	16	1	16	14	2	5	7	-2	16	14	2
ALL	580	566	14	952	937	15	750	724	26	623	609	14	548	544	4	203	190	13	422	391	31

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	349	374	-25	4	26	-22	13	5	8	19	26	-7	69	74	-5	244	243	1	200	189	11
2GB	684	684	0	50	50	0	30	23	7	93	128	-35	197	176	21	314	307	7	321	326	-5
2UE	473	461	12	20	44	-24	13	14	-1	73	86	-13	122	122	0	245	194	51	227	200	27
2DAY	844	863	-19	153	183	-30	172	161	11	292	297	-5	192	192	0	36	31	5	319	312	7
MIX 106.5	674	717	-43	82	108	-26	86	89	-3	253	265	-12	178	182	-4	75	73	2	300	300	0
2MMM	593	610	-17	93	114	-21	114	94	20	237	250	-13	130	130	0	19	21	-2	192	202	-10
NOVA 96.9	762	747	15	133	151	-18	194	177	17	289	277	12	119	111	8	26	31	-5	233	226	7
vega 95.3	359	374	-15	45	69	-24	37	34	3	132	111	21	111	117	-6	33	42	-9	141	145	-4
WSFM	632	639	-7	76	84	-8	84	74	10	140	139	1	213	221	-8	119	121	-2	270	294	-24
ABC702	638	704	-66	28	49	-21	14	23	-9	118	117	1	198	217	-19	280	297	-17	312	346	-34
2RN	202	205	-3	8	24	-16	3	7	-4	31	35	-4	52	64	-12	107	77	30	104	111	-7
NEWSR	223	224	-1	4	10	-6	9	12	-3	72	55	17	56	68	-12	81	79	2	100	103	-3
2JJJ	321	312	9	37	39	-2	69	63	6	134	141	-7	62	58	4	18	12	6	123	118	5
ABC CL-FM	220	219	1	6	13	-7	10	7	3	44	35	9	50	51	-1	110	112	-2	117	127	-10
ALL	3602	3604	-2	404	411	-7	408	401	7	951	948	3	883	884	-1	957	960	-3	1559	1563	-4

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

10+ [Potential: 3806]

Survey #5 - 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	313	343	-30	174	199	-25	170	186	-16	169	190	-21	123	150	-27	99	93	6	244	274	-30
2GB	610	589	21	456	441	15	313	315	-2	302	309	-7	270	258	12	241	218	23	445	443	2
2UE	414	405	9	265	268	-3	201	198	3	188	188	0	203	205	-2	151	115	36	286	279	7
2DAY	765	768	-3	490	473	17	307	291	16	365	366	-1	444	425	19	226	221	5	484	484	0
MIX 106.5	555	607	-52	303	314	-11	227	224	3	255	273	-18	266	304	-38	194	224	-30	403	435	-32
2MMM	512	546	-34	298	290	8	222	207	15	236	242	-6	244	287	-43	141	156	-15	275	254	21
NOVA 96.9	660	661	-1	418	424	-6	265	265	0	299	303	-4	347	358	-11	178	166	12	448	414	34
vega 95.3	313	330	-17	199	201	-2	136	139	-3	152	164	-12	164	190	-26	89	78	11	193	191	2
WSFM	503	523	-20	307	318	-11	201	208	-7	272	261	11	252	251	1	145	143	2	412	402	10
ABC702	544	599	-55	393	430	-37	245	267	-22	245	277	-32	295	330	-35	169	173	-4	403	433	-30
2RN	158	176	-18	109	102	7	40	47	-7	40	42	-2	61	52	9	45	63	-18	129	101	28
NEWSR	187	185	2	113	115	-2	36	37	-1	66	67	-1	80	77	3	57	62	-5	139	142	-3
2JJJ	281	276	5	161	162	-1	110	106	4	139	139	0	155	156	-1	79	83	-4	172	179	-7
ABC CL-FM	185	189	-4	79	78	1	99	92	7	87	106	-19	103	97	6	62	66	-4	141	148	-7
ALL	3483	3500	-17	2978	2976	2	2172	2155	17	2294	2360	-66	2450	2469	-19	1584	1540	44	2959	2907	52