

# Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	6.9	5.7	1.2	0.6	0.1	0.5	0.9	0.8	0.1	0.5	0.2	0.3	4.4	3.1	1.3	16.1	13.8	2.3	8.2	6.8	1.4
2GB	12.7	13.7	-1.0	1.7	4.7	-3.0	1.1	1.5	-0.4	3.3	3.1	0.2	11.2	13.9	-2.7	25.4	25.7	-0.3	12.9	15.7	-2.8
2UE	7.9	8.6	-0.7	1.2	1.0	0.2	0.8	1.0	-0.2	3.7	5.2	-1.5	7.6	6.6	1.0	14.3	15.8	-1.5	9.3	9.3	0.0
2DAY	10.5	9.2	1.3	22.5	21.5	1.0	26.4	18.8	7.6	16.4	15.8	0.6	8.5	8.3	0.2	1.3	0.7	0.6	9.5	7.7	1.8
MIX 106.5	5.9	6.0	-0.1	7.4	5.8	1.6	6.6	7.2	-0.6	9.1	9.4	-0.3	7.3	7.8	-0.5	2.0	2.1	-0.1	6.9	6.8	0.1
2MMM	5.6	5.4	0.2	7.6	8.0	-0.4	6.5	7.8	-1.3	10.8	11.2	-0.4	7.3	5.5	1.8	0.2	0.2	0.0	4.5	3.7	0.8
NOVA 96.9	8.8	8.7	0.1	19.4	20.4	-1.0	24.7	27.2	-2.5	15.9	15.4	0.5	4.9	4.4	0.5	0.3	0.2	0.1	5.7	5.4	0.3
vega 95.3	3.8	4.6	-0.8	3.6	3.3	0.3	3.1	2.6	0.5	5.7	6.6	-0.9	5.0	8.3	-3.3	1.9	1.2	0.7	3.0	4.1	-1.1
WSFM	7.2	7.6	-0.4	6.3	11.0	-4.7	2.3	6.9	-4.6	6.3	5.0	1.3	12.3	12.6	-0.3	5.7	5.4	0.3	8.1	7.4	0.7
ABC702	7.5	7.6	-0.1	0.9	1.0	-0.1	1.0	0.3	0.7	4.1	4.5	-0.4	8.4	9.2	-0.8	12.2	11.6	0.6	8.6	9.5	-0.9
2RN	1.9	1.6	0.3	0.4	0.4	0.0	0.1	*	0.1	0.5	0.5	0.0	2.3	1.9	0.4	3.4	2.7	0.7	2.1	1.9	0.2
NEWSR	1.5	1.6	-0.1	0.1	0.1	0.0	0.4	0.4	0.0	1.1	1.7	-0.6	1.8	1.6	0.2	2.0	2.0	0.0	1.7	1.6	0.1
2JJJ	3.4	3.7	-0.3	5.3	4.3	1.0	8.2	9.4	-1.2	5.8	7.0	-1.2	3.2	2.8	0.4	0.3	0.3	0.0	3.1	3.5	-0.4
ABC CL-FM	2.4	2.7	-0.3	0.1	0.2	-0.1	1.7	0.5	1.2	1.5	1.6	-0.1	1.8	1.6	0.2	4.0	5.2	-1.2	2.6	3.4	-0.8

# Sydney Radio - Share Movement (%) by Session

10+

Survey #6 - 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	6.4	5.3	1.1	5.2	4.2	1.0	8.0	6.7	1.3	7.1	5.9	1.2	4.9	3.8	1.1	7.0	6.5	0.5	8.9	7.2	1.7
2GB	12.7	13.9	-1.2	16.1	17.0	-0.9	13.1	14.6	-1.5	9.1	10.7	-1.6	8.5	8.8	-0.3	15.7	19.0	-3.3	12.4	12.7	-0.3
2UE	7.8	8.4	-0.6	7.9	8.9	-1.0	8.1	8.9	-0.8	7.4	7.5	-0.1	7.7	7.0	0.7	7.7	10.3	-2.6	8.5	9.2	-0.7
2DAY	11.2	9.7	1.5	11.4	9.2	2.2	10.5	9.1	1.4	11.6	10.2	1.4	13.8	12.6	1.2	7.1	6.8	0.3	8.1	7.5	0.6
MIX 106.5	6.0	6.0	0.0	4.9	5.0	-0.1	5.4	5.9	-0.5	6.9	6.7	0.2	6.3	6.5	-0.2	8.3	7.3	1.0	5.5	5.8	-0.3
2MMM	5.9	5.8	0.1	6.2	5.6	0.6	5.1	6.1	-1.0	6.1	6.5	-0.4	6.6	6.3	0.3	5.4	3.7	1.7	4.5	4.0	0.5
NOVA 96.9	9.4	9.2	0.2	8.6	9.1	-0.5	9.5	8.6	0.9	10.7	10.0	0.7	10.7	10.5	0.2	7.0	6.4	0.6	6.9	7.0	-0.1
vega 95.3	3.9	4.9	-1.0	3.2	4.2	-1.0	4.8	5.7	-0.9	4.7	6.1	-1.4	3.8	5.0	-1.2	2.0	2.7	-0.7	3.7	3.5	0.2
WSFM	7.1	7.4	-0.3	6.3	7.1	-0.8	7.9	7.8	0.1	8.9	8.3	0.6	6.3	7.1	-0.8	5.5	5.9	-0.4	7.3	8.3	-1.0
ABC702	7.7	7.8	-0.1	10.1	10.1	0.0	5.8	6.7	-0.9	5.2	5.7	-0.5	8.5	8.6	-0.1	8.6	5.8	2.8	7.0	6.9	0.1
2RN	1.7	1.5	0.2	2.2	2.2	0.0	1.2	1.0	0.2	1.1	1.0	0.1	1.6	1.2	0.4	2.9	1.6	1.3	2.6	2.0	0.6
NEWSR	1.4	1.4	0.0	2.0	1.9	0.1	0.8	0.6	0.2	0.7	1.1	-0.4	1.4	1.6	-0.2	2.2	2.4	-0.2	1.8	2.0	-0.2
2JJJ	3.6	3.9	-0.3	2.9	3.3	-0.4	4.0	3.9	0.1	4.6	4.8	-0.2	3.5	4.2	-0.7	2.9	3.1	-0.2	2.8	2.9	-0.1
ABC CL-FM	2.0	2.4	-0.4	1.5	1.6	-0.1	2.3	2.7	-0.4	1.9	2.8	-0.9	2.5	2.9	-0.4	2.6	2.6	0.0	3.6	3.7	-0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	38	31	7	*	*	0	*	*	0	1	*	1	6	4	2	30	26	4	21	17	4
2GB	68	73	-5	1	1	0	1	1	0	5	4	1	15	19	-4	48	48	0	33	39	-6
2UE	43	46	-3	*	*	0	*	*	0	5	7	-2	10	9	1	27	29	-2	23	23	0
2DAY	57	49	8	7	7	0	13	9	4	23	21	2	11	11	0	2	1	1	24	19	5
MIX 106.5	32	32	0	2	2	0	3	4	-1	13	12	1	10	11	-1	4	4	0	17	17	0
2MMM	30	29	1	2	3	-1	3	4	-1	15	15	0	10	8	2	*	*	0	11	9	2
NOVA 96.9	48	47	1	6	6	0	13	14	-1	22	20	2	6	6	0	1	*	1	14	14	0
vega 95.3	21	25	-4	1	1	0	2	1	1	8	9	-1	7	11	-4	4	2	2	7	10	-3
WSFM	39	41	-2	2	3	-1	1	3	-2	9	7	2	16	17	-1	11	10	1	20	19	1
ABC702	41	40	1	*	*	0	1	*	1	6	6	0	11	13	-2	23	22	1	22	24	-2
2RN	10	8	2	*	*	0	*	*	0	1	1	0	3	3	0	6	5	1	5	5	0
NEWSR	8	8	0	*	*	0	*	*	0	2	2	0	2	2	0	4	4	0	4	4	0
2JJJ	19	20	-1	2	1	1	4	5	-1	8	9	-1	4	4	0	1	1	0	8	9	-1
ABC CL-FM	13	14	-1	*	*	0	1	*	1	2	2	0	2	2	0	7	10	-3	7	8	-1
ALL	540	535	5	32	31	1	51	51	0	138	130	8	131	137	-6	189	186	3	252	251	1

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

10+ [Potential: 3806]

Survey #6 - 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	31	6	50	40	10	62	50	12	43	37	6	26	21	5	15	13	2	38	30	8
2GB	74	81	-7	154	162	-8	102	109	-7	56	67	-11	46	48	-2	34	39	-5	53	54	-1
2UE	45	49	-4	76	85	-9	63	67	-4	45	47	-2	41	38	3	17	21	-4	37	39	-2
2DAY	65	56	9	109	88	21	81	69	12	71	64	7	75	69	6	15	14	1	35	32	3
MIX 106.5	35	35	0	47	48	-1	42	45	-3	42	42	0	34	36	-2	18	15	3	24	25	-1
2MMM	35	34	1	60	54	6	40	46	-6	37	40	-3	36	34	2	12	8	4	20	17	3
NOVA 96.9	55	53	2	82	87	-5	74	64	10	65	63	2	58	57	1	15	13	2	30	30	0
vega 95.3	23	29	-6	31	40	-9	38	43	-5	28	38	-10	21	27	-6	4	5	-1	16	15	1
WSFM	42	43	-1	60	68	-8	61	59	2	54	52	2	34	39	-5	12	12	0	31	35	-4
ABC702	45	45	0	97	97	0	45	50	-5	32	36	-4	46	47	-1	18	12	6	30	29	1
2RN	10	9	1	21	21	0	10	8	2	7	6	1	8	7	1	6	3	3	11	8	3
NEWSR	8	8	0	19	18	1	7	5	2	5	7	-2	7	9	-2	5	5	0	8	8	0
2JJJ	21	23	-2	28	31	-3	31	29	2	28	30	-2	19	23	-4	6	6	0	12	12	0
ABC CL-FM	12	14	-2	14	15	-1	18	20	-2	12	17	-5	13	16	-3	6	5	1	15	16	-1
ALL	585	580	5	957	952	5	778	750	28	608	623	-15	540	548	-8	215	203	12	430	422	8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	404	349	55	11	4	7	21	13	8	22	19	3	69	69	0	280	244	36	223	200	23
2GB	672	684	-12	43	50	-7	25	30	-5	95	93	2	172	197	-25	338	314	24	311	321	-10
2UE	447	473	-26	16	20	-4	17	13	4	46	73	-27	129	122	7	240	245	-5	218	227	-9
2DAY	902	844	58	173	153	20	199	172	27	293	292	1	186	192	-6	51	36	15	330	319	11
MIX 106.5	630	674	-44	92	82	10	85	86	-1	224	253	-29	160	178	-18	69	75	-6	286	300	-14
2MMM	556	593	-37	78	93	-15	103	114	-11	210	237	-27	142	130	12	23	19	4	191	192	-1
NOVA 96.9	747	762	-15	128	133	-5	198	194	4	267	289	-22	123	119	4	30	26	4	231	233	-2
vega 95.3	366	359	7	54	45	9	39	37	2	136	132	4	100	111	-11	36	33	3	132	141	-9
WSFM	571	632	-61	59	76	-17	62	84	-22	143	140	3	200	213	-13	107	119	-12	255	270	-15
ABC702	636	638	-2	24	28	-4	22	14	8	129	118	11	167	198	-31	293	280	13	291	312	-21
2RN	190	202	-12	12	8	4	7	3	4	25	31	-6	44	52	-8	103	107	-4	92	104	-12
NEWSR	220	223	-3	5	4	1	7	9	-2	58	72	-14	61	56	5	89	81	8	109	100	9
2JJJ	293	321	-28	29	37	-8	55	69	-14	117	134	-17	71	62	9	21	18	3	120	123	-3
ABC CL-FM	220	220	0	5	6	-1	27	10	17	45	44	1	49	50	-1	94	110	-16	100	117	-17
ALL	3594	3602	-8	398	404	-6	409	408	1	946	951	-5	880	883	-3	962	957	5	1555	1559	-4

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

10+ [Potential: 3806]

Survey #6 - 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	344	313	31	193	174	19	198	170	28	180	169	11	138	123	15	108	99	9	261	244	17
2GB	599	610	-11	442	456	-14	301	313	-12	275	302	-27	251	270	-19	217	241	-24	441	445	-4
2UE	379	414	-35	241	265	-24	194	201	-7	168	188	-20	181	203	-22	133	151	-18	265	286	-21
2DAY	831	765	66	543	490	53	322	307	15	363	365	-2	472	444	28	237	226	11	497	484	13
MIX 106.5	539	555	-16	302	303	-1	220	227	-7	229	255	-26	234	266	-32	176	194	-18	352	403	-51
2MMM	478	512	-34	288	298	-10	193	222	-29	203	236	-33	215	244	-29	164	141	23	292	275	17
NOVA 96.9	651	660	-9	407	418	-11	287	265	22	293	299	-6	331	347	-16	213	178	35	437	448	-11
vega 95.3	307	313	-6	173	199	-26	134	136	-2	140	152	-12	149	164	-15	96	89	7	207	193	14
WSFM	455	503	-48	276	307	-31	220	201	19	252	272	-20	228	252	-24	124	145	-21	363	412	-49
ABC702	549	544	5	400	393	7	227	245	-18	221	245	-24	256	295	-39	193	169	24	413	403	10
2RN	149	158	-9	95	109	-14	55	40	15	44	40	4	72	61	11	64	45	19	131	129	2
NEWSR	185	187	-2	120	113	7	40	36	4	49	66	-17	74	80	-6	58	57	1	137	139	-2
2JJJ	251	281	-30	142	161	-19	110	110	0	107	139	-32	136	155	-19	72	79	-7	153	172	-19
ABC CL-FM	181	185	-4	89	79	10	81	99	-18	67	87	-20	93	103	-10	63	62	1	150	141	9
ALL	3489	3483	6	2996	2978	18	2130	2172	-42	2144	2294	-150	2376	2450	-74	1597	1584	13	2968	2959	9