

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 2008

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	5.6	6.5	-0.9	0.1	1.1	-1.0	0.2	0.7	-0.5	0.7	0.3	0.4	2.4	3.9	-1.5	13.9	14.8	-0.9	7.0	8.3	-1.3
2GB	14.3	11.7	2.6	6.2	0.8	5.4	2.6	1.6	1.0	4.5	2.9	1.6	10.7	9.9	0.8	28.9	23.1	5.8	16.9	12.6	4.3
2UE	6.3	7.4	-1.1	0.9	0.9	0.0	0.7	1.0	-0.3	2.4	2.6	-0.2	6.9	5.5	1.4	11.1	14.5	-3.4	6.9	7.3	-0.4
2DAY	9.8	10.0	-0.2	25.5	23.8	1.7	22.0	19.1	2.9	14.5	17.5	-3.0	7.9	8.0	-0.1	1.4	1.9	-0.5	7.6	9.1	-1.5
MIX 106.5	6.4	7.8	-1.4	9.0	10.4	-1.4	5.3	10.6	-5.3	10.0	10.5	-0.5	8.4	10.1	-1.7	2.2	3.4	-1.2	7.4	8.4	-1.0
2MMM	6.2	5.3	0.9	8.8	9.7	-0.9	10.5	8.3	2.2	10.7	9.9	0.8	7.2	5.6	1.6	0.5	0.6	-0.1	5.6	3.4	2.2
NOVA 96.9	8.5	8.2	0.3	22.1	21.6	0.5	16.5	26.0	-9.5	15.9	13.3	2.6	6.0	4.8	1.2	0.5	0.6	-0.1	7.3	5.7	1.6
vega 95.3	3.7	3.9	-0.2	4.2	5.3	-1.1	3.9	3.8	0.1	5.1	4.3	0.8	6.3	7.8	-1.5	0.8	0.8	0.0	4.3	3.2	1.1
WSFM	7.0	6.8	0.2	4.4	4.1	0.3	5.3	4.5	0.8	8.7	6.3	2.4	10.3	11.7	-1.4	4.4	4.8	-0.4	6.4	7.3	-0.9
ABC702	10.5	9.4	1.1	2.6	1.5	1.1	3.6	0.6	3.0	4.6	4.8	-0.2	11.8	13.6	-1.8	17.3	13.3	4.0	10.7	12.6	-1.9
2RN	1.7	1.7	0.0	0.4	0.2	0.2	*	0.1	-0.1	1.0	1.6	-0.6	1.5	1.9	-0.4	3.2	2.3	0.9	2.4	2.2	0.2
NEWSR	1.6	1.2	0.4	0.4	*	0.4	0.2	*	0.2	1.3	0.8	0.5	2.1	1.4	0.7	2.1	1.9	0.2	1.4	1.6	-0.2
2JJJ	4.3	4.4	-0.1	2.0	4.0	-2.0	13.8	8.5	5.3	8.4	8.5	-0.1	2.0	4.7	-2.7	0.5	0.6	-0.1	2.6	3.7	-1.1
ABC CL-FM	2.0	2.1	-0.1	0.7	0.2	0.5	0.2	0.1	0.1	0.6	0.9	-0.3	2.3	1.0	1.3	3.5	4.4	-0.9	2.6	2.7	-0.1

Sydney Radio - Share Movement (%) by Session

10+

Survey #1 - 2008

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	5.4	6.1	-0.7	5.0	5.1	-0.1	6.2	5.8	0.4	5.0	6.8	-1.8	4.3	5.9	-1.6	6.9	8.4	-1.5	6.3	8.1	-1.8
2GB	14.9	12.2	2.7	19.1	14.1	5.0	17.8	14.9	2.9	10.8	9.2	1.6	9.0	8.0	1.0	15.2	14.7	0.5	12.1	10.0	2.1
2UE	5.6	7.3	-1.7	6.8	7.6	-0.8	5.2	7.3	-2.1	4.7	7.3	-2.6	4.5	6.8	-2.3	7.2	7.8	-0.6	8.4	7.6	0.8
2DAY	10.3	10.6	-0.3	10.9	11.8	-0.9	9.6	10.1	-0.5	11.0	9.1	1.9	11.6	13.3	-1.7	6.1	6.9	-0.8	7.9	7.9	0.0
MIX 106.5	6.5	8.0	-1.5	4.4	5.9	-1.5	6.3	9.5	-3.2	7.5	9.2	-1.7	6.9	7.6	-0.7	10.9	9.2	1.7	5.9	7.3	-1.4
2MMM	6.6	5.6	1.0	5.7	5.2	0.5	6.4	4.7	1.7	7.9	6.3	1.6	7.2	6.4	0.8	6.1	5.3	0.8	4.6	4.4	0.2
NOVA 96.9	8.8	8.4	0.4	8.2	8.5	-0.3	7.9	8.0	-0.1	9.4	8.8	0.6	10.1	8.7	1.4	9.0	7.0	2.0	7.7	7.7	0.0
vega 95.3	4.0	4.0	0.0	3.3	3.3	0.0	4.6	4.2	0.4	5.0	5.3	-0.3	3.6	3.9	-0.3	2.3	2.3	0.0	3.0	3.7	-0.7
WSFM	7.2	6.7	0.5	6.2	6.3	-0.1	8.3	7.8	0.5	8.9	8.3	0.6	6.9	5.0	1.9	3.6	4.2	-0.6	6.6	7.3	-0.7
ABC702	10.3	9.4	0.9	10.9	11.5	-0.6	7.9	7.2	0.7	9.7	7.7	2.0	13.6	10.4	3.2	9.7	9.9	-0.2	11.6	9.5	2.1
2RN	1.6	1.7	-0.1	2.3	2.5	-0.2	1.1	1.2	-0.1	0.8	1.0	-0.2	1.7	1.8	-0.1	1.9	1.6	0.3	2.4	1.8	0.6
NEWSR	1.5	1.0	0.5	2.1	1.6	0.5	0.9	0.5	0.4	0.9	0.5	0.4	1.0	0.9	0.1	3.0	2.3	0.7	2.2	1.8	0.4
2JJJ	4.3	4.3	0.0	3.0	3.6	-0.6	5.0	3.9	1.1	5.1	4.8	0.3	5.4	5.8	-0.4	3.2	3.9	-0.7	4.2	4.9	-0.7
ABC CL-FM	1.8	1.8	0.0	1.5	1.6	-0.1	1.9	1.9	0.0	2.0	1.7	0.3	1.9	1.8	0.1	2.2	2.4	-0.2	2.6	3.1	-0.5

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 2008

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	3824	3806	18	438	445	-7	449	448	1	1033	997	36	905	921	-16	999	995	4	1618	1620	-2
1170-2CH	30	35	-5	*	*	0	*	*	0	1	*	1	3	5	-2	26	29	-3	18	21	-3
2GB	77	64	13	2	*	2	1	1	0	6	4	2	14	13	1	53	46	7	43	32	11
2UE	34	40	-6	*	*	0	*	*	0	3	3	0	9	7	2	21	29	-8	17	19	-2
2DAY	53	54	-1	8	7	1	12	9	3	19	23	-4	11	11	0	3	4	-1	19	23	-4
MIX 106.5	34	42	-8	3	3	0	3	5	-2	13	14	-1	11	14	-3	4	7	-3	19	21	-2
2MMM	33	29	4	3	3	0	6	4	2	14	13	1	10	8	2	1	1	0	14	9	5
NOVA 96.9	46	45	1	7	7	0	9	13	-4	21	17	4	8	6	2	1	1	0	18	15	3
vega 95.3	20	21	-1	1	2	-1	2	2	0	7	6	1	8	10	-2	1	1	0	11	8	3
WSFM	38	37	1	1	1	0	3	2	1	12	8	4	14	16	-2	8	9	-1	16	19	-3
ABC702	57	51	6	1	*	1	2	*	2	6	6	0	16	18	-2	32	26	6	27	32	-5
2RN	9	9	0	*	*	0	*	*	0	1	2	-1	2	3	-1	6	5	1	6	6	0
NEWSR	9	7	2	*	*	0	*	*	0	2	1	1	3	2	1	4	4	0	4	4	0
2JJJ	23	24	-1	1	1	0	7	4	3	11	11	0	3	6	-3	1	1	0	7	9	-2
ABC CL-FM	11	11	0	*	*	0	*	*	0	1	1	0	3	1	2	6	9	-3	7	7	0
ALL	539	543	-4	32	31	1	54	50	4	134	131	3	135	134	1	185	197	-12	253	255	-2

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

10+ [Potential: 3824]

Survey #1 - 2008

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	36	-5	47	51	-4	49	43	6	33	43	-10	24	34	-10	14	17	-3	26	34	-8
2GB	88	72	16	176	141	35	141	110	31	70	58	12	49	46	3	31	29	2	50	42	8
2UE	33	44	-11	62	75	-13	41	54	-13	30	46	-16	25	39	-14	15	15	0	35	32	3
2DAY	60	63	-3	100	118	-18	76	75	1	72	57	15	63	77	-14	12	14	-2	33	33	0
MIX 106.5	38	47	-9	41	59	-18	50	71	-21	49	58	-9	37	44	-7	22	18	4	24	30	-6
2MMM	39	33	6	53	52	1	50	35	15	51	40	11	39	37	2	12	10	2	19	19	0
NOVA 96.9	52	50	2	76	85	-9	62	60	2	61	56	5	55	51	4	19	14	5	32	32	0
vega 95.3	23	23	0	31	33	-2	37	32	5	33	33	0	20	23	-3	5	4	1	12	15	-3
WSFM	42	40	2	57	63	-6	66	58	8	58	53	5	38	29	9	7	8	-1	27	30	-3
ABC702	60	56	4	101	115	-14	63	53	10	63	49	14	74	60	14	20	20	0	48	40	8
2RN	9	10	-1	21	25	-4	9	9	0	5	6	-1	9	10	-1	4	3	1	10	7	3
NEWSR	9	6	3	19	16	3	7	4	3	6	3	3	6	5	1	6	4	2	9	8	1
2JJJ	25	25	0	27	35	-8	39	29	10	33	30	3	29	33	-4	7	8	-1	17	21	-4
ABC CL-FM	11	11	0	14	16	-2	15	14	1	13	11	2	11	11	0	4	5	-1	11	13	-2
ALL	588	593	-5	923	997	-74	791	742	49	653	630	23	546	581	-35	205	197	8	415	419	-4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 2008

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	3824	3806	18	438	445	-7	449	448	1	1033	997	36	905	921	-16	999	995	4	1618	1620	-2
1170-2CH	346	389	-43	6	10	-4	6	13	-7	24	20	4	55	62	-7	255	284	-29	184	202	-18
2GB	646	519	127	34	16	18	21	29	-8	96	66	30	133	122	11	362	286	76	328	247	81
2UE	426	430	-4	16	17	-1	11	26	-15	61	49	12	118	118	0	220	220	0	214	197	17
2DAY	886	1007	-121	161	176	-15	152	184	-32	338	356	-18	198	221	-23	38	71	-33	350	395	-45
MIX 106.5	635	674	-39	79	79	0	67	96	-29	242	222	20	174	180	-6	72	96	-24	305	300	5
2MMM	530	532	-2	72	70	2	84	103	-19	231	194	37	126	135	-9	17	30	-13	213	192	21
NOVA 96.9	739	766	-27	134	143	-9	135	204	-69	319	255	64	122	130	-8	29	33	-4	282	243	39
vega 95.3	358	372	-14	57	50	7	39	41	-2	104	104	0	125	143	-18	32	34	-2	165	152	13
WSFM	573	532	41	49	53	-4	75	63	12	168	136	32	181	168	13	101	111	-10	259	223	36
ABC702	752	676	76	39	36	3	29	27	2	150	106	44	231	231	0	304	277	27	340	346	-6
2RN	204	204	0	7	6	1	7	9	-2	40	28	12	55	71	-16	96	89	7	118	115	3
NEWSR	230	191	39	12	3	9	4	2	2	65	39	26	54	65	-11	94	81	13	95	98	-3
2JJJ	346	334	12	20	47	-27	78	58	20	155	153	2	69	59	10	23	17	6	128	130	-2
ABC CL-FM	207	177	30	6	7	-1	10	5	5	29	33	-4	50	45	5	113	86	27	110	99	11
ALL	3607	3599	8	386	402	-16	398	408	-10	989	943	46	874	886	-12	960	960	0	1564	1560	4

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

10+ [Potential: 3824]

Survey #1 - 2008

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	303	327	-24	172	182	-10	165	156	9	179	178	1	129	164	-35	104	99	5	245	265	-20
2GB	585	476	109	437	376	61	365	274	91	306	242	64	253	204	49	196	161	35	409	325	84
2UE	353	384	-31	214	247	-33	164	187	-23	154	188	-34	150	216	-66	111	130	-19	272	246	26
2DAY	804	892	-88	506	573	-67	377	348	29	398	374	24	438	492	-54	208	242	-34	492	548	-56
MIX 106.5	544	576	-32	252	323	-71	225	295	-70	286	310	-24	284	247	37	187	159	28	358	381	-23
2MMM	467	466	1	262	301	-39	203	165	38	226	229	-3	272	231	41	128	131	-3	304	263	41
NOVA 96.9	666	683	-17	394	421	-27	271	258	13	335	341	-6	334	349	-15	225	188	37	414	432	-18
vega 95.3	320	304	16	146	183	-37	167	130	37	172	156	16	154	138	16	81	70	11	172	215	-43
WSFM	494	437	57	262	286	-24	238	223	15	270	261	9	246	193	53	139	111	28	335	349	-14
ABC702	644	596	48	421	412	9	282	269	13	374	319	55	391	355	36	221	200	21	522	450	72
2RN	175	163	12	92	109	-17	63	62	1	73	56	17	76	71	5	53	54	-1	110	130	-20
NEWSR	189	159	30	116	92	24	53	43	10	47	55	-8	52	46	6	73	60	13	135	118	17
2JJJ	300	278	22	155	181	-26	143	97	46	164	145	19	168	166	2	93	108	-15	197	214	-17
ABC CL-FM	175	145	30	81	86	-5	80	68	12	101	68	33	83	75	8	51	45	6	135	117	18
ALL	3500	3511	-11	2837	3021	-184	2238	2077	161	2324	2328	-4	2402	2436	-34	1553	1558	-5	2963	2886	77