

Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	7.8	6.9	0.9	1.1	0.6	0.5	0.4	0.9	-0.5	0.8	0.5	0.3	5.3	4.4	0.9	17.3	16.1	1.2	10.4	8.2	2.2
2GB	11.1	12.7	-1.6	1.3	1.7	-0.4	0.6	1.1	-0.5	3.5	3.3	0.2	9.4	11.2	-1.8	21.7	25.4	-3.7	10.7	12.9	-2.2
2UE	7.6	7.9	-0.3	1.1	1.2	-0.1	1.2	0.8	0.4	1.7	3.7	-2.0	7.9	7.6	0.3	14.1	14.3	-0.2	8.6	9.3	-0.7
2DAY	10.4	10.5	-0.1	24.8	22.5	2.3	24.3	26.4	-2.1	15.7	16.4	-0.7	8.0	8.5	-0.5	2.3	1.3	1.0	8.6	9.5	-0.9
MIX 106.5	7.1	5.9	1.2	9.0	7.4	1.6	9.2	6.6	2.6	11.4	9.1	2.3	7.5	7.3	0.2	2.9	2.0	0.9	6.9	6.9	0.0
2MMM	5.3	5.6	-0.3	6.4	7.6	-1.2	6.0	6.5	-0.5	9.4	10.8	-1.4	8.2	7.3	0.9	0.2	0.2	0.0	4.5	4.5	0.0
NOVA 96.9	9.2	8.8	0.4	19.2	19.4	-0.2	25.3	24.7	0.6	17.0	15.9	1.1	5.6	4.9	0.7	0.4	0.3	0.1	6.1	5.7	0.4
vega 95.3	4.1	3.8	0.3	5.4	3.6	1.8	3.7	3.1	0.6	5.6	5.7	-0.1	6.1	5.0	1.1	1.5	1.9	-0.4	3.2	3.0	0.2
WSFM	5.9	7.2	-1.3	2.0	6.3	-4.3	3.8	2.3	1.5	5.4	6.3	-0.9	9.5	12.3	-2.8	5.1	5.7	-0.6	6.6	8.1	-1.5
ABC702	8.6	7.5	1.1	1.3	0.9	0.4	1.0	1.0	0.0	3.6	4.1	-0.5	11.8	8.4	3.4	13.1	12.2	0.9	10.9	8.6	2.3
2RN	1.6	1.9	-0.3	0.1	0.4	-0.3	0.1	0.1	0.0	1.0	0.5	0.5	2.3	2.3	0.0	2.3	3.4	-1.1	1.9	2.1	-0.2
NEWSR	1.3	1.5	-0.2	*	0.1	-0.1	0.1	0.4	-0.3	0.9	1.1	-0.2	1.3	1.8	-0.5	2.3	2.0	0.3	1.6	1.7	-0.1
2JJJ	3.2	3.4	-0.2	3.4	5.3	-1.9	9.3	8.2	1.1	5.2	5.8	-0.6	2.7	3.2	-0.5	0.6	0.3	0.3	2.3	3.1	-0.8
ABC CL-FM	2.2	2.4	-0.2	0.2	0.1	0.1	1.2	1.7	-0.5	1.0	1.5	-0.5	1.4	1.8	-0.4	4.1	4.0	0.1	2.8	2.6	0.2

Sydney Radio - Share Movement (%) by Session

10+

Survey #7 - 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	7.3	6.4	0.9	6.0	5.2	0.8	8.2	8.0	0.2	8.3	7.1	1.2	6.3	4.9	1.4	8.2	7.0	1.2	9.8	8.9	0.9
2GB	11.3	12.7	-1.4	13.4	16.1	-2.7	13.4	13.1	0.3	8.9	9.1	-0.2	6.7	8.5	-1.8	13.1	15.7	-2.6	10.3	12.4	-2.1
2UE	7.4	7.8	-0.4	7.4	7.9	-0.5	7.5	8.1	-0.6	7.4	7.4	0.0	7.8	7.7	0.1	7.0	7.7	-0.7	8.1	8.5	-0.4
2DAY	11.0	11.2	-0.2	11.6	11.4	0.2	10.3	10.5	-0.2	10.7	11.6	-0.9	12.9	13.8	-0.9	8.3	7.1	1.2	8.1	8.1	0.0
MIX 106.5	7.2	6.0	1.2	5.9	4.9	1.0	7.5	5.4	2.1	7.6	6.9	0.7	7.7	6.3	1.4	9.5	8.3	1.2	6.4	5.5	0.9
2MMM	5.5	5.9	-0.4	5.5	6.2	-0.7	4.3	5.1	-0.8	5.9	6.1	-0.2	6.6	6.6	0.0	4.8	5.4	-0.6	4.6	4.5	0.1
NOVA 96.9	9.6	9.4	0.2	9.4	8.6	0.8	9.0	9.5	-0.5	10.5	10.7	-0.2	10.6	10.7	-0.1	7.9	7.0	0.9	7.8	6.9	0.9
vega 95.3	4.1	3.9	0.2	3.3	3.2	0.1	5.0	4.8	0.2	5.5	4.7	0.8	4.1	3.8	0.3	1.9	2.0	-0.1	3.8	3.7	0.1
WSFM	5.7	7.1	-1.4	5.5	6.3	-0.8	6.6	7.9	-1.3	7.2	8.9	-1.7	4.1	6.3	-2.2	3.1	5.5	-2.4	6.8	7.3	-0.5
ABC702	8.8	7.7	1.1	10.7	10.1	0.6	6.7	5.8	0.9	6.9	5.2	1.7	10.1	8.5	1.6	9.8	8.6	1.2	7.9	7.0	0.9
2RN	1.5	1.7	-0.2	2.2	2.2	0.0	0.8	1.2	-0.4	0.5	1.1	-0.6	1.6	1.6	0.0	3.0	2.9	0.1	2.0	2.6	-0.6
NEWSR	1.2	1.4	-0.2	1.9	2.0	-0.1	0.6	0.8	-0.2	0.5	0.7	-0.2	0.9	1.4	-0.5	2.8	2.2	0.6	1.7	1.8	-0.1
2JJJ	3.2	3.6	-0.4	3.1	2.9	0.2	2.7	4.0	-1.3	3.5	4.6	-1.1	3.9	3.5	0.4	2.6	2.9	-0.3	3.4	2.8	0.6
ABC CL-FM	1.9	2.0	-0.1	1.7	1.5	0.2	2.0	2.3	-0.3	1.8	1.9	-0.1	2.0	2.5	-0.5	2.8	2.6	0.2	3.1	3.6	-0.5

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	42	38	4	*	*	0	*	*	0	1	1	0	7	6	1	33	30	3	26	21	5
2GB	59	68	-9	*	1	-1	*	1	-1	4	5	-1	12	15	-3	42	48	-6	26	33	-7
2UE	40	43	-3	*	*	0	1	*	1	2	5	-3	10	10	0	27	27	0	21	23	-2
2DAY	55	57	-2	8	7	1	13	13	0	20	23	-3	10	11	-1	4	2	2	21	24	-3
MIX 106.5	37	32	5	3	2	1	5	3	2	15	13	2	10	10	0	6	4	2	17	17	0
2MMM	28	30	-2	2	2	0	3	3	0	12	15	-3	10	10	0	*	*	0	11	11	0
NOVA 96.9	49	48	1	6	6	0	13	13	0	22	22	0	7	6	1	1	1	0	15	14	1
vega 95.3	22	21	1	2	1	1	2	2	0	7	8	-1	8	7	1	3	4	-1	8	7	1
WSFM	31	39	-8	1	2	-1	2	1	1	7	9	-2	12	16	-4	10	11	-1	16	20	-4
ABC702	46	41	5	*	*	0	1	1	0	5	6	-1	15	11	4	25	23	2	27	22	5
2RN	9	10	-1	*	*	0	*	*	0	1	1	0	3	3	0	4	6	-2	5	5	0
NEWSR	7	8	-1	*	*	0	*	*	0	1	2	-1	2	2	0	4	4	0	4	4	0
2JJJ	17	19	-2	1	2	-1	5	4	1	7	8	-1	3	4	-1	1	1	0	6	8	-2
ABC CL-FM	12	13	-1	*	*	0	1	1	0	1	2	-1	2	2	0	8	7	1	7	7	0
ALL	531	540	-9	30	32	-2	52	51	1	129	138	-9	127	131	-4	192	189	3	245	252	-7

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

10+ [Potential: 3806]

Survey #7 - 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	42	37	5	58	50	8	62	62	0	49	43	6	35	26	9	17	15	2	41	38	3
2GB	65	74	-9	129	154	-25	100	102	-2	53	56	-3	37	46	-9	27	34	-7	43	53	-10
2UE	43	45	-2	71	76	-5	56	63	-7	44	45	-1	43	41	2	14	17	-3	34	37	-3
2DAY	64	65	-1	111	109	2	77	81	-4	63	71	-8	72	75	-3	17	15	2	34	35	-1
MIX 106.5	42	35	7	56	47	9	57	42	15	45	42	3	43	34	9	19	18	1	27	24	3
2MMM	31	35	-4	53	60	-7	32	40	-8	35	37	-2	37	36	1	10	12	-2	19	20	-1
NOVA 96.9	55	55	0	90	82	8	68	74	-6	62	65	-3	59	58	1	16	15	1	32	30	2
vega 95.3	24	23	1	31	31	0	38	38	0	33	28	5	23	21	2	4	4	0	16	16	0
WSFM	33	42	-9	52	60	-8	50	61	-11	43	54	-11	23	34	-11	6	12	-6	28	31	-3
ABC702	51	45	6	103	97	6	50	45	5	41	32	9	56	46	10	20	18	2	33	30	3
2RN	9	10	-1	21	21	0	6	10	-4	3	7	-4	9	8	1	6	6	0	8	11	-3
NEWSR	7	8	-1	18	19	-1	5	7	-2	3	5	-2	5	7	-2	6	5	1	7	8	-1
2JJJ	18	21	-3	29	28	1	21	31	-10	21	28	-7	22	19	3	5	6	-1	14	12	2
ABC CL-FM	11	12	-1	16	14	2	15	18	-3	11	12	-1	11	13	-2	6	6	0	13	15	-2
ALL	577	585	-8	959	957	2	751	778	-27	595	608	-13	556	540	16	203	215	-12	415	430	-15

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	432	404	28	13	11	2	16	21	-5	34	22	12	78	69	9	292	280	12	227	223	4
2GB	577	672	-95	31	43	-12	16	25	-9	89	95	-6	143	172	-29	296	338	-42	266	311	-45
2UE	441	447	-6	15	16	-1	30	17	13	32	46	-14	132	129	3	232	240	-8	211	218	-7
2DAY	981	902	79	189	173	16	172	199	-27	341	293	48	206	186	20	72	51	21	368	330	38
MIX 106.5	669	630	39	88	92	-4	85	85	0	231	224	7	179	160	19	86	69	17	295	286	9
2MMM	553	556	-3	74	78	-4	89	103	-14	209	210	-1	153	142	11	28	23	5	208	191	17
NOVA 96.9	770	747	23	134	128	6	200	198	2	274	267	7	131	123	8	32	30	2	247	231	16
vega 95.3	383	366	17	63	54	9	44	39	5	117	136	-19	121	100	21	38	36	2	136	132	4
WSFM	536	571	-35	54	59	-5	68	62	6	126	143	-17	177	200	-23	111	107	4	231	255	-24
ABC702	643	636	7	32	24	8	24	22	2	105	129	-24	189	167	22	293	293	0	306	291	15
2RN	171	190	-19	9	12	-3	9	7	2	23	25	-2	50	44	6	80	103	-23	90	92	-2
NEWSR	214	220	-6	2	5	-3	6	7	-1	45	58	-13	66	61	5	93	89	4	111	109	2
2JJJ	287	293	-6	31	29	2	56	55	1	113	117	-4	71	71	0	15	21	-6	112	120	-8
ABC CL-FM	202	220	-18	9	5	4	16	27	-11	37	45	-8	46	49	-3	94	94	0	100	100	0
ALL	3597	3594	3	398	398	0	408	409	-1	948	946	2	880	880	0	963	962	1	1560	1555	5

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

10+ [Potential: 3806]

Survey #7 - 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	374	344	30	206	193	13	212	198	14	204	180	24	173	138	35	116	108	8	278	261	17
2GB	508	599	-91	366	442	-76	267	301	-34	256	275	-19	211	251	-40	169	217	-48	371	441	-70
2UE	372	379	-7	241	241	0	194	194	0	187	168	19	199	181	18	115	133	-18	258	265	-7
2DAY	884	831	53	572	543	29	330	322	8	376	363	13	467	472	-5	255	237	18	515	497	18
MIX 106.5	591	539	52	334	302	32	262	220	42	266	229	37	262	234	28	183	176	7	358	352	6
2MMM	490	478	12	304	288	16	181	193	-12	219	203	16	237	215	22	153	164	-11	281	292	-11
NOVA 96.9	685	651	34	432	407	25	289	287	2	338	293	45	349	331	18	207	213	-6	433	437	-4
vega 95.3	324	307	17	171	173	-2	149	134	15	160	140	20	149	149	0	94	96	-2	219	207	12
WSFM	418	455	-37	262	276	-14	221	220	1	234	252	-18	178	228	-50	94	124	-30	339	363	-24
ABC702	560	549	11	400	400	0	238	227	11	268	221	47	306	256	50	205	193	12	431	413	18
2RN	139	149	-10	95	95	0	48	55	-7	36	44	-8	68	72	-4	56	64	-8	99	131	-32
NEWSR	180	185	-5	116	120	-4	44	40	4	45	49	-4	54	74	-20	72	58	14	132	137	-5
2JJJ	239	251	-12	159	142	17	102	110	-8	114	107	7	133	136	-3	76	72	4	167	153	14
ABC CL-FM	172	181	-9	89	89	0	80	81	-1	78	67	11	84	93	-9	59	63	-4	127	150	-23
ALL	3502	3489	13	2995	2996	-1	2126	2130	-4	2244	2144	100	2375	2376	-1	1577	1597	-20	2918	2968	-50