

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	6.5	7.8	-1.3	1.1	1.1	0.0	0.7	0.4	0.3	0.3	0.8	-0.5	3.9	5.3	-1.4	14.8	17.3	-2.5	8.3	10.4	-2.1
2GB	11.7	11.1	0.6	0.8	1.3	-0.5	1.6	0.6	1.0	2.9	3.5	-0.6	9.9	9.4	0.5	23.1	21.7	1.4	12.6	10.7	1.9
2UE	7.4	7.6	-0.2	0.9	1.1	-0.2	1.0	1.2	-0.2	2.6	1.7	0.9	5.5	7.9	-2.4	14.5	14.1	0.4	7.3	8.6	-1.3
2DAY	10.0	10.4	-0.4	23.8	24.8	-1.0	19.1	24.3	-5.2	17.5	15.7	1.8	8.0	8.0	0.0	1.9	2.3	-0.4	9.1	8.6	0.5
MIX 106.5	7.8	7.1	0.7	10.4	9.0	1.4	10.6	9.2	1.4	10.5	11.4	-0.9	10.1	7.5	2.6	3.4	2.9	0.5	8.4	6.9	1.5
2MMM	5.3	5.3	0.0	9.7	6.4	3.3	8.3	6.0	2.3	9.9	9.4	0.5	5.6	8.2	-2.6	0.6	0.2	0.4	3.4	4.5	-1.1
NOVA 96.9	8.2	9.2	-1.0	21.6	19.2	2.4	26.0	25.3	0.7	13.3	17.0	-3.7	4.8	5.6	-0.8	0.6	0.4	0.2	5.7	6.1	-0.4
vega 95.3	3.9	4.1	-0.2	5.3	5.4	-0.1	3.8	3.7	0.1	4.3	5.6	-1.3	7.8	6.1	1.7	0.8	1.5	-0.7	3.2	3.2	0.0
WSFM	6.8	5.9	0.9	4.1	2.0	2.1	4.5	3.8	0.7	6.3	5.4	0.9	11.7	9.5	2.2	4.8	5.1	-0.3	7.3	6.6	0.7
ABC702	9.4	8.6	0.8	1.5	1.3	0.2	0.6	1.0	-0.4	4.8	3.6	1.2	13.6	11.8	1.8	13.3	13.1	0.2	12.6	10.9	1.7
2RN	1.7	1.6	0.1	0.2	0.1	0.1	0.1	0.1	0.0	1.6	1.0	0.6	1.9	2.3	-0.4	2.3	2.3	0.0	2.2	1.9	0.3
NEWSR	1.2	1.3	-0.1	*	*	0.0	*	0.1	-0.1	0.8	0.9	-0.1	1.4	1.3	0.1	1.9	2.3	-0.4	1.6	1.6	0.0
2JJJ	4.4	3.2	1.2	4.0	3.4	0.6	8.5	9.3	-0.8	8.5	5.2	3.3	4.7	2.7	2.0	0.6	0.6	0.0	3.7	2.3	1.4
ABC CL-FM	2.1	2.2	-0.1	0.2	0.2	0.0	0.1	1.2	-1.1	0.9	1.0	-0.1	1.0	1.4	-0.4	4.4	4.1	0.3	2.7	2.8	-0.1

Sydney Radio - Share Movement (%) by Session

10+

Survey #8 - 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	6.1	7.3	-1.2	5.1	6.0	-0.9	5.8	8.2	-2.4	6.8	8.3	-1.5	5.9	6.3	-0.4	8.4	8.2	0.2	8.1	9.8	-1.7
2GB	12.2	11.3	0.9	14.1	13.4	0.7	14.9	13.4	1.5	9.2	8.9	0.3	8.0	6.7	1.3	14.7	13.1	1.6	10.0	10.3	-0.3
2UE	7.3	7.4	-0.1	7.6	7.4	0.2	7.3	7.5	-0.2	7.3	7.4	-0.1	6.8	7.8	-1.0	7.8	7.0	0.8	7.6	8.1	-0.5
2DAY	10.6	11.0	-0.4	11.8	11.6	0.2	10.1	10.3	-0.2	9.1	10.7	-1.6	13.3	12.9	0.4	6.9	8.3	-1.4	7.9	8.1	-0.2
MIX 106.5	8.0	7.2	0.8	5.9	5.9	0.0	9.5	7.5	2.0	9.2	7.6	1.6	7.6	7.7	-0.1	9.2	9.5	-0.3	7.3	6.4	0.9
2MMM	5.6	5.5	0.1	5.2	5.5	-0.3	4.7	4.3	0.4	6.3	5.9	0.4	6.4	6.6	-0.2	5.3	4.8	0.5	4.4	4.6	-0.2
NOVA 96.9	8.4	9.6	-1.2	8.5	9.4	-0.9	8.0	9.0	-1.0	8.8	10.5	-1.7	8.7	10.6	-1.9	7.0	7.9	-0.9	7.7	7.8	-0.1
vega 95.3	4.0	4.1	-0.1	3.3	3.3	0.0	4.2	5.0	-0.8	5.3	5.5	-0.2	3.9	4.1	-0.2	2.3	1.9	0.4	3.7	3.8	-0.1
WSFM	6.7	5.7	1.0	6.3	5.5	0.8	7.8	6.6	1.2	8.3	7.2	1.1	5.0	4.1	0.9	4.2	3.1	1.1	7.3	6.8	0.5
ABC702	9.4	8.8	0.6	11.5	10.7	0.8	7.2	6.7	0.5	7.7	6.9	0.8	10.4	10.1	0.3	9.9	9.8	0.1	9.5	7.9	1.6
2RN	1.7	1.5	0.2	2.5	2.2	0.3	1.2	0.8	0.4	1.0	0.5	0.5	1.8	1.6	0.2	1.6	3.0	-1.4	1.8	2.0	-0.2
NEWSR	1.0	1.2	-0.2	1.6	1.9	-0.3	0.5	0.6	-0.1	0.5	0.5	0.0	0.9	0.9	0.0	2.3	2.8	-0.5	1.8	1.7	0.1
2JJJ	4.3	3.2	1.1	3.6	3.1	0.5	3.9	2.7	1.2	4.8	3.5	1.3	5.8	3.9	1.9	3.9	2.6	1.3	4.9	3.4	1.5
ABC CL-FM	1.8	1.9	-0.1	1.6	1.7	-0.1	1.9	2.0	-0.1	1.7	1.8	-0.1	1.8	2.0	-0.2	2.4	2.8	-0.4	3.1	3.1	0.0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	35	42	-7	*	*	0	*	*	0	*	1	-1	5	7	-2	29	33	-4	21	26	-5
2GB	64	59	5	*	*	0	1	*	1	4	4	0	13	12	1	46	42	4	32	26	6
2UE	40	40	0	*	*	0	*	1	-1	3	2	1	7	10	-3	29	27	2	19	21	-2
2DAY	54	55	-1	7	8	-1	9	13	-4	23	20	3	11	10	1	4	4	0	23	21	2
MIX 106.5	42	37	5	3	3	0	5	5	0	14	15	-1	14	10	4	7	6	1	21	17	4
2MMM	29	28	1	3	2	1	4	3	1	13	12	1	8	10	-2	1	*	1	9	11	-2
NOVA 96.9	45	49	-4	7	6	1	13	13	0	17	22	-5	6	7	-1	1	1	0	15	15	0
vega 95.3	21	22	-1	2	2	0	2	2	0	6	7	-1	10	8	2	1	3	-2	8	8	0
WSFM	37	31	6	1	1	0	2	2	0	8	7	1	16	12	4	9	10	-1	19	16	3
ABC702	51	46	5	*	*	0	*	1	-1	6	5	1	18	15	3	26	25	1	32	27	5
2RN	9	9	0	*	*	0	*	*	0	2	1	1	3	3	0	5	4	1	6	5	1
NEWSR	7	7	0	*	*	0	*	*	0	1	1	0	2	2	0	4	4	0	4	4	0
2JJJ	24	17	7	1	1	0	4	5	-1	11	7	4	6	3	3	1	1	0	9	6	3
ABC CL-FM	11	12	-1	*	*	0	*	1	-1	1	1	0	1	2	-1	9	8	1	7	7	0
ALL	543	531	12	31	30	1	50	52	-2	131	129	2	134	127	7	197	192	5	255	245	10

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

10+ [Potential: 3806]

Survey #8 - 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	36	42	-6	51	58	-7	43	62	-19	43	49	-6	34	35	-1	17	17	0	34	41	-7
2GB	72	65	7	141	129	12	110	100	10	58	53	5	46	37	9	29	27	2	42	43	-1
2UE	44	43	1	75	71	4	54	56	-2	46	44	2	39	43	-4	15	14	1	32	34	-2
2DAY	63	64	-1	118	111	7	75	77	-2	57	63	-6	77	72	5	14	17	-3	33	34	-1
MIX 106.5	47	42	5	59	56	3	71	57	14	58	45	13	44	43	1	18	19	-1	30	27	3
2MMM	33	31	2	52	53	-1	35	32	3	40	35	5	37	37	0	10	10	0	19	19	0
NOVA 96.9	50	55	-5	85	90	-5	60	68	-8	56	62	-6	51	59	-8	14	16	-2	32	32	0
vega 95.3	23	24	-1	33	31	2	32	38	-6	33	33	0	23	23	0	4	4	0	15	16	-1
WSFM	40	33	7	63	52	11	58	50	8	53	43	10	29	23	6	8	6	2	30	28	2
ABC702	56	51	5	115	103	12	53	50	3	49	41	8	60	56	4	20	20	0	40	33	7
2RN	10	9	1	25	21	4	9	6	3	6	3	3	10	9	1	3	6	-3	7	8	-1
NEWSR	6	7	-1	16	18	-2	4	5	-1	3	3	0	5	5	0	4	6	-2	8	7	1
2JJJ	25	18	7	35	29	6	29	21	8	30	21	9	33	22	11	8	5	3	21	14	7
ABC CL-FM	11	11	0	16	16	0	14	15	-1	11	11	0	11	11	0	5	6	-1	13	13	0
ALL	593	577	16	997	959	38	742	751	-9	630	595	35	581	556	25	197	203	-6	419	415	4

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	389	432	-43	10	13	-3	13	16	-3	20	34	-14	62	78	-16	284	292	-8	202	227	-25
2GB	519	577	-58	16	31	-15	29	16	13	66	89	-23	122	143	-21	286	296	-10	247	266	-19
2UE	430	441	-11	17	15	2	26	30	-4	49	32	17	118	132	-14	220	232	-12	197	211	-14
2DAY	1007	981	26	176	189	-13	184	172	12	356	341	15	221	206	15	71	72	-1	395	368	27
MIX 106.5	674	669	5	79	88	-9	96	85	11	222	231	-9	180	179	1	96	86	10	300	295	5
2MMM	532	553	-21	70	74	-4	103	89	14	194	209	-15	135	153	-18	30	28	2	192	208	-16
NOVA 96.9	766	770	-4	143	134	9	204	200	4	255	274	-19	130	131	-1	33	32	1	243	247	-4
vega 95.3	372	383	-11	50	63	-13	41	44	-3	104	117	-13	143	121	22	34	38	-4	152	136	16
WSFM	532	536	-4	53	54	-1	63	68	-5	136	126	10	168	177	-9	111	111	0	223	231	-8
ABC702	676	643	33	36	32	4	27	24	3	106	105	1	231	189	42	277	293	-16	346	306	40
2RN	204	171	33	6	9	-3	9	9	0	28	23	5	71	50	21	89	80	9	115	90	25
NEWSR	191	214	-23	3	2	1	2	6	-4	39	45	-6	65	66	-1	81	93	-12	98	111	-13
2JJJ	334	287	47	47	31	16	58	56	2	153	113	40	59	71	-12	17	15	2	130	112	18
ABC CL-FM	177	202	-25	7	9	-2	5	16	-11	33	37	-4	45	46	-1	86	94	-8	99	100	-1
ALL	3599	3597	2	402	398	4	408	408	0	943	948	-5	886	880	6	960	963	-3	1560	1560	0

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

10+ [Potential: 3806]

Survey #8 - 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	327	374	-47	182	206	-24	156	212	-56	178	204	-26	164	173	-9	99	116	-17	265	278	-13
2GB	476	508	-32	376	366	10	274	267	7	242	256	-14	204	211	-7	161	169	-8	325	371	-46
2UE	384	372	12	247	241	6	187	194	-7	188	187	1	216	199	17	130	115	15	246	258	-12
2DAY	892	884	8	573	572	1	348	330	18	374	376	-2	492	467	25	242	255	-13	548	515	33
MIX 106.5	576	591	-15	323	334	-11	295	262	33	310	266	44	247	262	-15	159	183	-24	381	358	23
2MMM	466	490	-24	301	304	-3	165	181	-16	229	219	10	231	237	-6	131	153	-22	263	281	-18
NOVA 96.9	683	685	-2	421	432	-11	258	289	-31	341	338	3	349	349	0	188	207	-19	432	433	-1
vega 95.3	304	324	-20	183	171	12	130	149	-19	156	160	-4	138	149	-11	70	94	-24	215	219	-4
WSFM	437	418	19	286	262	24	223	221	2	261	234	27	193	178	15	111	94	17	349	339	10
ABC702	596	560	36	412	400	12	269	238	31	319	268	51	355	306	49	200	205	-5	450	431	19
2RN	163	139	24	109	95	14	62	48	14	56	36	20	71	68	3	54	56	-2	130	99	31
NEWSR	159	180	-21	92	116	-24	43	44	-1	55	45	10	46	54	-8	60	72	-12	118	132	-14
2JJJ	278	239	39	181	159	22	97	102	-5	145	114	31	166	133	33	108	76	32	214	167	47
ABC CL-FM	145	172	-27	86	89	-3	68	80	-12	68	78	-10	75	84	-9	45	59	-14	117	127	-10
ALL	3511	3502	9	3021	2995	26	2077	2126	-49	2328	2244	84	2436	2375	61	1558	1577	-19	2886	2918	-32