

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	+/-
5AA	15.0	13.9	1.1	4.6	0.3	4.3	0.7	1.3	-0.6	5.5	3.6	1.9	11.1	10.8	0.3	28.4	28.5	-0.1	17.2	16.1	1.1
CRUISE 1323	7.9	7.8	0.1	0.8	2.0	-1.2	2.2	2.1	0.1	2.7	1.1	1.6	7.1	7.2	-0.1	13.7	15.0	-1.3	8.5	8.9	-0.4
MIX102.3	15.6	18.0	-2.4	17.2	21.6	-4.4	8.0	8.1	-0.1	14.9	19.9	-5.0	23.6	25.9	-2.3	12.1	12.6	-0.5	17.3	19.6	-2.3
5MMM	7.6	7.6	0.0	7.7	7.5	0.2	7.0	8.3	-1.3	10.6	11.1	-0.5	12.1	13.0	-0.9	2.7	1.0	1.7	6.9	6.4	0.5
NOVA91.9	10.8	11.2	-0.4	26.6	27.4	-0.8	32.4	35.8	-3.4	21.1	17.7	3.4	5.7	6.8	-1.1	0.9	1.0	-0.1	7.4	7.5	-0.1
SAFM	11.8	12.0	-0.2	34.6	32.4	2.2	20.3	17.5	2.8	15.8	16.3	-0.5	15.3	13.9	1.4	1.7	3.0	-1.3	11.8	11.9	-0.1
ABC891	11.8	11.3	0.5	1.9	1.2	0.7	2.2	0.7	1.5	2.5	4.4	-1.9	7.9	8.9	-1.0	23.6	22.0	1.6	13.1	12.4	0.7
5RN	1.9	1.8	0.1	0.5	0.3	0.2	0.3	0.1	0.2	1.9	0.7	1.2	2.4	2.5	-0.1	2.1	2.6	-0.5	2.3	2.3	0.0
NEWSR	1.8	1.4	0.4	*	*	0.0	1.0	0.2	0.8	1.3	0.7	0.6	2.1	1.4	0.7	2.4	2.5	-0.1	2.1	1.7	0.4
5JJJ	5.0	5.1	-0.1	2.7	2.4	0.3	6.2	7.8	-1.6	13.2	14.3	-1.1	5.2	3.8	1.4	0.2	0.1	0.1	3.1	4.0	-0.9
ABC CL-FM	2.5	2.6	-0.1	*	*	0.0	2.2	1.5	0.7	1.0	1.7	-0.7	1.6	1.3	0.3	4.5	4.8	-0.3	3.3	3.5	-0.2

Adelaide Radio - Share Movement (%) by Session

10+

Survey #2 - 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	+/-
5AA	15.1	14.0	1.1	20.1	19.6	0.5	11.8	11.8	0.0	8.3	7.0	1.3	17.5	13.1	4.4	20.7	21.7	-1.0	14.7	13.5	1.2
CRUISE 1323	7.6	7.1	0.5	5.4	5.4	0.0	9.1	9.0	0.1	9.6	9.4	0.2	7.1	5.3	1.8	6.4	4.9	1.5	8.9	10.1	-1.2
MIX102.3	15.7	17.8	-2.1	16.6	18.5	-1.9	17.8	18.6	-0.8	17.4	18.8	-1.4	13.0	17.1	-4.1	9.0	12.8	-3.8	15.5	18.7	-3.2
5MMM	7.8	8.3	-0.5	7.4	7.2	0.2	8.7	8.9	-0.2	9.6	10.2	-0.6	6.3	7.3	-1.0	5.6	6.9	-1.3	6.6	5.1	1.5
NOVA91.9	11.2	11.6	-0.4	9.6	10.6	-1.0	11.7	11.1	0.6	13.7	12.6	1.1	12.3	13.8	-1.5	7.7	10.4	-2.7	9.2	9.4	-0.2
SAFM	12.1	12.2	-0.1	11.7	9.8	1.9	10.2	11.9	-1.7	13.5	15.1	-1.6	14.6	14.8	-0.2	10.9	9.1	1.8	10.5	11.2	-0.7
ABC891	11.6	11.1	0.5	13.1	13.2	-0.1	12.8	11.5	1.3	9.2	8.9	0.3	9.1	9.6	-0.5	14.0	12.4	1.6	12.6	11.7	0.9
5RN	1.8	1.5	0.3	1.8	2.2	-0.4	1.2	1.1	0.1	1.4	0.9	0.5	2.6	1.7	0.9	2.4	2.0	0.4	2.3	2.7	-0.4
NEWSR	1.8	1.3	0.5	2.1	2.0	0.1	1.0	0.5	0.5	1.0	0.5	0.5	1.2	1.0	0.2	5.1	3.4	1.7	2.1	1.8	0.3
5JJJ	5.0	5.4	-0.4	4.1	3.9	0.2	4.9	5.6	-0.7	5.4	6.5	-1.1	6.0	6.5	-0.5	5.0	4.8	0.2	4.9	4.0	0.9
ABC CL-FM	2.4	2.4	0.0	1.8	2.1	-0.3	3.2	3.0	0.2	1.8	1.8	0.0	2.8	2.6	0.2	2.5	3.2	-0.7	3.2	3.0	0.2

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	1013	1013	0	116	116	0	116	116	0	222	222	0	248	248	0	311	311	0	486	486	0
5AA	24	22	2	*	*	0	*	*	0	2	1	1	5	5	0	17	16	1	14	13	1
CRUISE 1323	12	12	0	*	*	0	*	*	0	1	*	1	3	3	0	8	8	0	7	7	0
MIX102.3	25	28	-3	1	2	-1	1	1	0	5	7	-2	10	11	-1	7	7	0	14	16	-2
5MMM	12	12	0	1	1	0	1	1	0	3	4	-1	5	6	-1	2	1	1	6	5	1
NOVA91.9	17	18	-1	2	2	0	5	6	-1	7	6	1	2	3	-1	1	1	0	6	6	0
SAFM	19	19	0	3	3	0	3	3	0	5	6	-1	7	6	1	1	2	-1	10	10	0
ABC891	19	18	1	*	*	0	*	*	0	1	1	0	3	4	-1	14	12	2	11	10	1
5RN	3	3	0	*	*	0	*	*	0	1	*	1	1	1	0	1	1	0	2	2	0
NEWSR	3	2	1	*	*	0	*	*	0	*	*	0	1	1	0	1	1	0	2	1	1
5JJJ	8	8	0	*	*	0	1	1	0	4	5	-1	2	2	0	*	*	0	3	3	0
ABC CL-FM	4	4	0	*	*	0	*	*	0	*	1	-1	1	1	0	3	3	0	3	3	0
ALL	159	157	2	8	9	-1	16	15	1	33	34	-1	43	44	-1	59	55	4	83	82	1

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

10+ [Potential: 1013]

Survey #2 - 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	+/-
5AA	26	24	2	52	49	3	28	28	0	16	13	3	29	21	8	14	15	-1	18	17	1
CRUISE 1323	13	12	1	14	13	1	21	22	-1	18	18	0	12	9	3	4	3	1	11	12	-1
MIX102.3	27	31	-4	43	46	-3	42	45	-3	33	36	-3	21	28	-7	6	9	-3	19	23	-4
5MMM	14	14	0	19	18	1	20	21	-1	18	20	-2	10	12	-2	4	5	-1	8	6	2
NOVA91.9	19	20	-1	25	26	-1	28	27	1	26	24	2	20	22	-2	5	7	-2	11	11	0
SAFM	21	21	0	30	24	6	24	29	-5	26	29	-3	24	24	0	7	6	1	13	14	-1
ABC891	20	19	1	34	33	1	30	28	2	17	17	0	15	16	-1	9	8	1	16	14	2
5RN	3	3	0	5	5	0	3	3	0	3	2	1	4	3	1	2	1	1	3	3	0
NEWSR	3	2	1	5	5	0	2	1	1	2	1	1	2	2	0	3	2	1	3	2	1
5JJJ	9	9	0	11	10	1	12	13	-1	10	13	-3	10	11	-1	3	3	0	6	5	1
ABC CL-FM	4	4	0	5	5	0	8	7	1	3	3	0	5	4	1	2	2	0	4	4	0
ALL	173	172	1	258	248	10	236	240	-4	190	192	-2	164	161	3	67	67	0	123	122	1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	1013	1013	0	116	116	0	116	116	0	222	222	0	248	248	0	311	311	0	486	486	0
5AA	207	200	7	8	4	4	4	6	-2	30	22	8	51	53	-2	114	116	-2	107	108	-1
CRUISE 1323	109	125	-16	2	5	-3	6	4	2	8	7	1	21	28	-7	72	81	-9	63	75	-12
MIX102.3	290	318	-28	26	35	-9	26	28	-2	74	77	-3	100	110	-10	64	67	-3	155	164	-9
5MMM	167	174	-7	21	22	-1	20	24	-4	51	54	-3	62	63	-1	13	12	1	77	77	0
NOVA91.9	246	257	-11	44	47	-3	68	69	-1	78	74	4	42	51	-9	14	16	-2	90	97	-7
SAFM	285	307	-22	55	61	-6	48	50	-2	87	93	-6	73	80	-7	21	23	-2	134	138	-4
ABC891	200	214	-14	10	8	2	6	7	-1	25	29	-4	48	52	-4	111	118	-7	107	113	-6
5RN	58	53	5	2	2	0	2	1	1	10	7	3	15	16	-1	28	28	0	32	30	2
NEWSR	54	49	5	*	*	0	4	1	3	8	5	3	16	12	4	27	30	-3	32	30	2
5JJJ	105	94	11	9	8	1	19	18	1	53	45	8	22	18	4	2	7	-5	40	39	1
ABC CL-FM	56	52	4	*	1	-1	5	3	2	8	8	0	11	8	3	31	31	0	36	33	3
ALL	958	956	2	104	104	0	104	105	-1	211	211	0	240	239	1	299	298	1	469	467	2

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

10+ [Potential: 1013]

Survey #2 - 2007

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	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	197	189	8	133	130	3	84	89	-5	82	86	-4	108	95	13	80	85	-5	136	136	0
CRUISE 1323	101	115	-14	55	55	0	57	70	-13	62	74	-12	63	58	5	36	35	1	76	91	-15
MIX102.3	263	288	-25	165	174	-9	133	159	-26	154	164	-10	127	164	-37	61	87	-26	172	200	-28
5MMM	150	156	-6	96	90	6	75	76	-1	91	93	-2	74	80	-6	43	40	3	94	85	9
NOVA91.9	222	231	-9	137	139	-2	102	109	-7	121	134	-13	131	140	-9	69	84	-15	146	150	-4
SAFM	256	271	-15	158	149	9	118	137	-19	140	165	-25	147	159	-12	83	83	0	173	179	-6
ABC891	181	193	-12	121	123	-2	96	103	-7	104	110	-6	91	97	-6	67	71	-4	141	146	-5
5RN	50	42	8	29	27	2	17	15	2	19	16	3	27	22	5	18	15	3	35	37	-2
NEWSR	45	41	4	28	26	2	10	13	-3	16	14	2	16	14	2	18	15	3	36	33	3
5JJJ	98	87	11	60	54	6	51	47	4	52	50	2	66	59	7	39	30	9	67	50	17
ABC CL-FM	48	46	2	26	23	3	29	26	3	24	24	0	24	20	4	11	13	-2	40	39	1
ALL	944	937	7	792	767	25	622	657	-35	673	680	-7	678	684	-6	459	470	-11	809	798	11