

Melbourne Radio - Share Movement (%) 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	+/-
SEN	2.6	2.1	0.5	1.3	1.1	0.2	0.9	0.8	0.1	3.7	3.1	0.6	3.6	2.9	0.7	1.6	1.4	0.2	1.6	1.2	0.4
3AW	17.5	17.1	0.4	1.5	1.2	0.3	1.4	0.9	0.5	5.4	3.0	2.4	16.2	14.5	1.7	34.1	35.2	-1.1	22.8	22.1	0.7
MAGIC1278	4.6	4.4	0.2	0.4	1.7	-1.3	1.4	1.3	0.1	*	0.1	-0.1	5.3	2.8	2.5	9.0	9.7	-0.7	5.5	5.4	0.1
3MP	3.1	3.2	-0.1	0.5	1.0	-0.5	1.4	2.7	-1.3	0.5	0.2	0.3	3.0	3.7	-0.7	5.8	5.3	0.5	3.7	3.7	0.0
FOXFM	10.6	10.3	0.3	33.5	34.5	-1.0	21.7	22.9	-1.2	15.7	15.1	0.6	8.7	8.6	0.1	1.6	1.3	0.3	8.3	8.1	0.2
GOLD FM	9.6	8.6	1.0	11.2	6.2	5.0	4.6	3.8	0.8	10.9	10.3	0.6	13.2	15.0	-1.8	7.0	4.3	2.7	10.1	8.4	1.7
MIX101.1FM	6.0	6.0	0.0	15.7	12.9	2.8	8.8	6.1	2.7	8.7	10.2	-1.5	6.0	5.4	0.6	1.7	2.5	-0.8	5.8	6.0	-0.2
3MMM	6.9	6.7	0.2	6.1	7.7	-1.6	12.3	9.6	2.7	9.9	10.4	-0.5	10.2	10.6	-0.4	0.9	0.5	0.4	5.8	6.1	-0.3
NOVA 100	9.5	9.7	-0.2	17.9	20.8	-2.9	31.6	34.5	-2.9	15.5	14.6	0.9	5.8	6.3	-0.5	0.5	0.6	-0.1	6.3	6.6	-0.3
vega 91.5	3.1	3.3	-0.2	2.2	2.8	-0.6	3.8	3.3	0.5	5.2	7.1	-1.9	4.7	4.0	0.7	0.3	0.3	0.0	2.9	2.6	0.3
ABC774	11.9	12.2	-0.3	1.5	2.1	-0.6	1.2	1.3	-0.1	5.1	5.4	-0.3	10.2	10.7	-0.5	22.8	22.2	0.6	13.1	13.0	0.1
3RN	2.2	2.7	-0.5	0.3	0.3	0.0	1.1	1.1	0.0	1.7	1.6	0.1	2.8	3.2	-0.4	2.7	3.7	-1.0	3.0	3.5	-0.5
NEWSR	1.4	1.1	0.3	0.2	0.1	0.1	0.3	0.3	0.0	1.9	1.4	0.5	1.1	1.2	-0.1	1.7	1.3	0.4	1.2	0.8	0.4
3JJJ	3.3	3.3	0.0	3.9	3.9	0.0	5.1	7.8	-2.7	9.0	8.3	0.7	1.2	1.1	0.1	0.1	0.1	0.0	2.2	2.0	0.2
ABC CL-FM	1.5	1.8	-0.3	0.6	0.2	0.4	0.1	0.1	0.0	0.7	0.8	-0.1	0.8	1.4	-0.6	3.2	3.5	-0.3	1.9	2.4	-0.5

Melbourne Radio - Share Movement (%) by Session

10+

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	+/-
SEN	2.8	2.3	0.5	3.1	3.2	-0.1	2.5	1.8	0.7	2.6	1.6	1.0	3.0	3.0	0.0	2.6	2.0	0.6	1.7	1.4	0.3
3AW	17.5	17.0	0.5	21.6	21.6	0.0	18.5	17.2	1.3	12.1	11.4	0.7	15.9	15.8	0.1	19.3	19.5	-0.2	17.4	17.3	0.1
MAGIC1278	4.2	3.9	0.3	3.7	4.0	-0.3	4.6	4.0	0.6	4.8	3.7	1.1	3.8	3.4	0.4	4.4	4.3	0.1	6.1	6.3	-0.2
3MP	2.9	3.0	-0.1	3.3	3.3	0.0	3.2	3.3	-0.1	2.8	3.1	-0.3	2.2	2.5	-0.3	2.3	2.3	0.0	3.8	3.8	0.0
FOXFM	10.9	10.7	0.2	10.0	9.4	0.6	8.0	9.7	-1.7	10.8	11.8	-1.0	15.8	13.6	2.2	11.8	9.3	2.5	9.6	8.7	0.9
GOLD FM	9.4	8.4	1.0	7.3	5.6	1.7	10.9	10.0	0.9	11.6	11.2	0.4	9.2	7.3	1.9	6.7	7.0	-0.3	10.3	9.4	0.9
MIX101.1FM	6.0	6.1	-0.1	5.1	4.7	0.4	5.9	6.5	-0.6	7.6	7.5	0.1	5.9	5.8	0.1	5.2	6.0	-0.8	5.9	5.4	0.5
3MMM	7.5	7.2	0.3	8.4	7.6	0.8	7.6	6.4	1.2	8.5	7.9	0.6	5.7	7.0	-1.3	5.3	6.8	-1.5	4.7	5.0	-0.3
NOVA 100	9.9	10.1	-0.2	9.0	8.9	0.1	9.4	9.8	-0.4	11.0	11.8	-0.8	10.6	11.1	-0.5	10.2	8.7	1.5	8.0	8.3	-0.3
vega 91.5	3.3	3.5	-0.2	1.8	2.3	-0.5	4.1	3.8	0.3	4.8	4.9	-0.1	3.2	3.5	-0.3	2.1	2.6	-0.5	2.5	2.7	-0.2
ABC774	12.0	12.1	-0.1	14.0	14.8	-0.8	12.4	12.6	-0.2	9.5	8.9	0.6	10.5	10.5	0.0	14.2	13.9	0.3	11.6	12.4	-0.8
3RN	2.1	2.6	-0.5	2.8	3.6	-0.8	1.5	1.8	-0.3	1.2	1.8	-0.6	2.6	2.9	-0.3	2.3	2.8	-0.5	2.8	3.1	-0.3
NEWSR	1.2	1.1	0.1	1.7	1.3	0.4	0.8	0.9	-0.1	0.8	0.8	0.0	1.1	0.8	0.3	2.2	1.9	0.3	1.9	1.3	0.6
3JJJ	3.3	3.4	-0.1	2.6	2.5	0.1	3.3	3.1	0.2	4.1	4.2	-0.1	3.5	4.2	-0.7	2.9	3.3	-0.4	3.1	3.0	0.1
ABC CL-FM	1.4	1.7	-0.3	1.0	1.6	-0.6	1.7	2.0	-0.3	1.7	1.5	0.2	1.8	1.5	0.3	1.1	1.9	-0.8	1.9	2.2	-0.3

Melbourne 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	3533	3533	0	413	413	0	421	421	0	902	902	0	849	849	0	948	948	0	1530	1530	0
SEN	14	11	3	*	*	0	*	*	0	5	4	1	5	4	1	3	3	0	4	3	1
3AW	95	91	4	*	*	0	1	*	1	7	4	3	23	20	3	64	66	-2	59	58	1
MAGIC1278	25	23	2	*	*	0	1	1	0	*	*	0	7	4	3	17	18	-1	14	14	0
3MP	17	17	0	*	*	0	1	1	0	1	*	1	4	5	-1	11	10	1	10	10	0
FOXFM	58	55	3	10	9	1	12	12	0	21	19	2	12	12	0	3	2	1	21	21	0
GOLD FM	52	46	6	3	2	1	2	2	0	14	13	1	19	21	-2	13	8	5	26	22	4
MIX101.1FM	33	32	1	5	3	2	5	3	2	11	13	-2	9	7	2	3	5	-2	15	16	-1
3MMM	38	36	2	2	2	0	7	5	2	13	13	0	15	15	0	2	1	1	15	16	-1
NOVA 100	52	52	0	5	6	-1	17	18	-1	20	19	1	8	9	-1	1	1	0	16	17	-1
vega 91.5	17	18	-1	1	1	0	2	2	0	7	9	-2	7	6	1	1	1	0	7	7	0
ABC774	65	65	0	*	1	-1	1	1	0	7	7	0	15	15	0	43	42	1	34	34	0
3RN	12	14	-2	*	*	0	1	1	0	2	2	0	4	4	0	5	7	-2	8	9	-1
NEWSR	8	6	2	*	*	0	*	*	0	2	2	0	2	2	0	3	2	1	3	2	1
3JJJ	18	18	0	1	1	0	3	4	-1	12	11	1	2	2	0	*	*	0	6	5	1
ABC CL-FM	8	10	-2	*	*	0	*	*	0	1	1	0	1	2	-1	6	7	-1	5	6	-1
ALL	545	535	10	30	26	4	53	52	1	132	129	3	142	139	3	187	188	-1	259	261	-2

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

10+ [Potential: 3533]

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	+/-
SEN	17	14	3	29	27	2	20	15	5	17	10	7	17	17	0	6	4	2	7	6	1
3AW	105	100	5	196	183	13	148	142	6	80	76	4	94	89	5	42	42	0	72	70	2
MAGIC1278	25	23	2	33	34	-1	37	33	4	31	25	6	23	19	4	10	9	1	25	25	0
3MP	17	18	-1	30	28	2	26	27	-1	18	21	-3	13	14	-1	5	5	0	16	15	1
FOXFM	65	63	2	90	80	10	64	80	-16	71	78	-7	93	77	16	26	20	6	40	35	5
GOLD FM	56	49	7	66	48	18	87	83	4	76	74	2	54	41	13	15	15	0	43	38	5
MIX101.1FM	36	36	0	46	40	6	47	54	-7	50	50	0	34	33	1	11	13	-2	25	22	3
3MMM	45	42	3	76	65	11	61	53	8	56	52	4	33	39	-6	12	15	-3	20	20	0
NOVA 100	59	60	-1	81	75	6	75	81	-6	72	79	-7	63	63	0	22	19	3	33	34	-1
vega 91.5	20	20	0	17	19	-2	33	31	2	32	32	0	19	20	-1	5	6	-1	10	11	-1
ABC774	72	71	1	126	126	0	99	104	-5	62	59	3	62	59	3	31	30	1	48	50	-2
3RN	12	15	-3	26	31	-5	12	15	-3	8	12	-4	15	16	-1	5	6	-1	12	12	0
NEWSR	7	6	1	15	11	4	6	7	-1	6	6	0	6	5	1	5	4	1	8	5	3
3JJJ	20	20	0	24	21	3	27	26	1	27	28	-1	20	24	-4	6	7	-1	13	12	1
ABC CL-FM	9	10	-1	9	13	-4	13	17	-4	11	10	1	10	9	1	3	4	-1	8	9	-1
ALL	597	588	9	906	848	58	797	829	-32	657	663	-6	588	564	24	219	215	4	415	403	12

Melbourne 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	3533	3533	0	413	413	0	421	421	0	902	902	0	849	849	0	948	948	0	1530	1530	0
SEN	182	153	29	9	5	4	14	12	2	66	55	11	47	38	9	45	43	2	55	48	7
3AW	675	658	17	23	22	1	15	11	4	109	93	16	194	169	25	334	363	-29	356	353	3
MAGIC1278	296	266	30	11	14	-3	7	6	1	5	10	-5	66	43	23	207	192	15	154	128	26
3MP	249	227	22	11	13	-2	11	9	2	17	20	-3	66	52	14	143	133	10	131	108	23
FOXF	1059	985	74	233	221	12	204	182	22	330	313	17	222	218	4	68	51	17	384	366	18
GOLD FM	786	746	40	82	82	0	82	76	6	195	206	-11	301	289	12	126	94	32	350	320	30
MIX101.1FM	697	698	-1	134	123	11	103	97	6	249	255	-6	156	168	-12	56	56	0	295	297	-2
3MMM	546	581	-35	55	61	-6	80	86	-6	225	231	-6	156	175	-19	30	28	2	235	240	-5
NOVA 100	850	832	18	148	150	-2	217	202	15	325	312	13	138	142	-4	22	27	-5	308	311	-3
vega 91.5	311	325	-14	34	50	-16	29	28	1	138	136	2	83	93	-10	27	18	9	134	124	10
ABC774	844	866	-22	27	32	-5	33	37	-4	158	174	-16	239	234	5	387	389	-2	411	407	4
3RN	225	231	-6	10	5	5	12	15	-3	51	44	7	59	56	3	93	110	-17	115	121	-6
NEWSR	207	193	14	7	2	5	11	8	3	57	48	9	45	44	1	87	92	-5	84	77	7
3JJJ	255	283	-28	17	19	-2	55	69	-14	131	136	-5	40	46	-6	12	13	-1	94	106	-12
ABC CL-FM	148	167	-19	6	4	2	6	4	2	30	32	-2	36	45	-9	69	81	-12	90	99	-9
ALL	3341	3340	1	370	362	8	379	381	-2	866	862	4	816	813	3	911	923	-12	1475	1472	3

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

10+ [Potential: 3533]

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	+/-
SEN	155	135	20	99	93	6	68	64	4	77	69	8	102	85	17	64	49	15	103	64	39
3AW	644	622	22	497	463	34	368	367	1	337	332	5	383	360	23	244	232	12	445	419	26
MAGIC1278	247	229	18	135	139	-4	132	123	9	141	125	16	125	112	13	80	78	2	202	187	15
3MP	211	191	20	118	111	7	98	97	1	114	93	21	93	80	13	48	47	1	156	134	22
FOXF	952	895	57	560	471	89	351	417	-66	535	488	47	594	522	72	302	272	30	608	546	62
GOLD FM	670	640	30	345	303	42	323	332	-9	390	381	9	344	313	31	184	195	-11	485	454	31
MIX101.1FM	588	610	-22	311	295	16	244	272	-28	321	320	1	277	295	-18	183	191	-8	406	364	42
3MMM	495	519	-24	322	306	16	228	226	2	275	272	3	252	292	-40	122	149	-27	313	317	-4
NOVA 100	749	754	-5	446	420	26	320	359	-39	413	420	-7	427	437	-10	266	231	35	487	483	4
vega 91.5	255	267	-12	113	125	-12	108	127	-19	138	142	-4	131	136	-5	61	71	-10	171	176	-5
ABC774	749	767	-18	521	493	28	389	387	2	386	385	1	395	431	-36	285	295	-10	551	580	-29
3RN	187	194	-7	127	134	-7	73	76	-3	63	72	-9	97	93	4	59	63	-4	139	146	-7
NEWSR	178	164	14	88	80	8	65	60	5	82	74	8	61	58	3	56	52	4	113	113	0
3JJJ	222	252	-30	113	114	-1	103	108	-5	127	139	-12	131	156	-25	78	90	-12	148	152	-4
ABC CL-FM	128	140	-12	54	65	-11	54	65	-11	65	67	-2	64	80	-16	50	60	-10	85	105	-20
ALL	3270	3276	-6	2781	2666	115	2130	2264	-134	2356	2362	-6	2438	2445	-7	1621	1611	10	2791	2751	40