

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdt

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	+/-
1170-2CH	6.4	6.8	-0.4	1.1	0.9	0.2	0.5	0.8	-0.3	0.8	1.1	-0.3	3.0	4.5	-1.5	15.6	15.5	0.1	7.5	7.7	-0.2
2GB	12.8	11.9	0.9	3.4	1.0	2.4	1.6	1.8	-0.2	6.7	3.2	3.5	10.8	8.4	2.4	23.6	25.7	-2.1	13.1	13.7	-0.6
2UE	6.6	6.5	0.1	3.0	1.0	2.0	1.6	3.1	-1.5	2.6	2.7	-0.1	6.4	8.0	-1.6	11.8	10.0	1.8	7.2	6.5	0.7
2DAY	10.1	10.4	-0.3	20.3	26.0	-5.7	28.5	24.4	4.1	15.3	14.9	0.4	7.9	9.3	-1.4	1.0	1.2	-0.2	7.4	7.8	-0.4
MIX 106.5	6.5	6.3	0.2	10.1	6.6	3.5	8.5	7.5	1.0	8.3	10.5	-2.2	7.4	7.2	0.2	3.3	2.2	1.1	6.0	6.3	-0.3
2MMM	6.6	6.4	0.2	5.0	7.3	-2.3	11.0	9.9	1.1	12.2	12.2	0.0	7.4	6.6	0.8	0.9	0.9	0.0	5.0	5.2	-0.2
NOVA 96.9	7.2	7.0	0.2	20.9	18.0	2.9	17.5	19.6	-2.1	11.5	10.8	0.7	5.4	4.9	0.5	0.2	0.3	-0.1	4.9	4.9	0.0
vega 95.3	3.3	3.0	0.3	2.9	2.7	0.2	2.6	2.0	0.6	3.9	5.1	-1.2	6.1	4.1	2.0	1.0	1.1	-0.1	3.6	2.9	0.7
WSFM	7.6	8.3	-0.7	5.2	6.4	-1.2	6.7	2.9	3.8	6.9	6.8	0.1	10.0	14.2	-4.2	7.2	6.8	0.4	8.4	9.5	-1.1
ABC702	9.3	9.9	-0.6	2.6	1.3	1.3	2.5	3.0	-0.5	4.1	4.9	-0.8	12.3	11.5	0.8	14.2	15.6	-1.4	11.8	12.1	-0.3
2RN	2.0	2.0	0.0	0.4	0.4	0.0	0.6	0.6	0.0	0.5	0.4	0.1	2.2	2.0	0.2	3.6	3.7	-0.1	2.9	2.3	0.6
NEWSR	1.4	1.8	-0.4	0.6	0.9	-0.3	0.7	0.6	0.1	0.7	0.5	0.2	2.5	2.8	-0.3	1.5	2.4	-0.9	1.7	1.8	-0.1
2JJJ	5.3	5.6	-0.3	3.0	6.9	-3.9	4.5	9.7	-5.2	13.7	13.2	0.5	4.3	3.6	0.7	0.1	0.2	-0.1	5.7	4.5	1.2
ABC CL-FM	3.2	2.3	0.9	0.7	0.6	0.1	2.0	0.9	1.1	0.7	0.5	0.2	2.5	2.1	0.4	6.5	4.3	2.2	4.5	2.8	1.7

Sydney Radio - Share Movement (%) by Session

10+

Survey #2 - 2007

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
1170-2CH	5.6	6.3	-0.7	4.8	5.9	-1.1	7.4	8.6	-1.2	5.8	5.4	0.4	4.3	5.0	-0.7	6.2	6.7	-0.5	8.9	8.6	0.3
2GB	13.5	12.3	1.2	17.9	16.2	1.7	15.7	13.7	2.0	10.6	9.0	1.6	7.1	7.0	0.1	11.1	12.9	-1.8	10.4	10.7	-0.3
2UE	6.4	6.4	0.0	6.9	7.5	-0.6	6.7	6.3	0.4	5.3	5.4	-0.1	5.5	5.3	0.2	7.9	7.4	0.5	7.4	6.7	0.7
2DAY	10.4	10.7	-0.3	10.6	9.9	0.7	9.1	10.8	-1.7	10.9	11.9	-1.0	11.9	11.0	0.9	9.4	10.1	-0.7	9.2	9.3	-0.1
MIX 106.5	6.5	6.4	0.1	5.1	4.6	0.5	6.8	6.8	0.0	7.4	7.4	0.0	6.4	7.2	-0.8	8.7	7.9	0.8	6.4	5.7	0.7
2MMM	7.1	6.7	0.4	6.1	5.8	0.3	7.3	6.4	0.9	8.6	7.8	0.8	7.7	8.3	-0.6	5.4	5.5	-0.1	5.1	5.3	-0.2
NOVA 96.9	7.4	7.1	0.3	7.6	6.6	1.0	7.1	6.3	0.8	7.2	7.7	-0.5	8.3	8.5	-0.2	7.1	6.7	0.4	6.5	6.8	-0.3
vega 95.3	3.4	3.0	0.4	2.5	2.2	0.3	2.9	3.2	-0.3	4.2	3.8	0.4	4.6	3.7	0.9	3.0	2.4	0.6	3.0	3.0	0.0
WSFM	7.6	8.3	-0.7	7.0	7.0	0.0	7.6	9.1	-1.5	9.5	10.3	-0.8	8.3	8.7	-0.4	4.3	6.0	-1.7	7.8	8.3	-0.5
ABC702	9.5	10.0	-0.5	10.7	12.3	-1.6	8.2	7.7	0.5	7.6	8.1	-0.5	10.9	11.4	-0.5	10.7	9.8	0.9	8.6	9.4	-0.8
2RN	1.9	2.0	-0.1	2.5	2.4	0.1	1.5	1.9	-0.4	1.0	1.4	-0.4	2.3	1.9	0.4	2.0	2.4	-0.4	2.4	1.9	0.5
NEWSR	1.2	1.6	-0.4	1.6	2.5	-0.9	0.5	0.5	0.0	0.7	0.8	-0.1	1.4	1.5	-0.1	2.4	2.7	-0.3	2.2	2.4	-0.2
2JJJ	5.3	5.5	-0.2	4.1	4.4	-0.3	5.4	5.5	-0.1	6.4	6.4	0.0	6.0	6.3	-0.3	5.5	5.8	-0.3	5.2	5.7	-0.5
ABC CL-FM	2.9	2.2	0.7	2.0	1.7	0.3	3.2	2.5	0.7	3.0	2.1	0.9	3.6	2.7	0.9	3.9	2.1	1.8	4.4	2.6	1.8

Sydney 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	3806	3806	0	445	445	0	448	448	0	997	997	0	921	921	0	995	995	0	1620	1620	0
1170-2CH	35	37	-2	*	*	0	*	*	0	1	1	0	4	6	-2	30	29	1	20	20	0
2GB	71	65	6	1	*	1	1	1	0	10	4	6	15	12	3	45	48	-3	35	36	-1
2UE	37	35	2	1	*	1	1	2	-1	4	4	0	9	11	-2	22	19	3	19	17	2
2DAY	56	57	-1	6	9	-3	15	13	2	22	20	2	11	13	-2	2	2	0	20	20	0
MIX 106.5	36	34	2	3	2	1	5	4	1	12	14	-2	10	10	0	6	4	2	16	17	-1
2MMM	37	35	2	2	2	0	6	5	1	18	16	2	10	9	1	2	2	0	13	14	-1
NOVA 96.9	40	38	2	7	6	1	9	10	-1	17	14	3	7	7	0	*	*	0	13	13	0
vega 95.3	18	16	2	1	1	0	1	1	0	6	7	-1	8	6	2	2	2	0	10	8	2
WSFM	43	45	-2	2	2	0	4	2	2	10	9	1	14	20	-6	14	13	1	22	25	-3
ABC702	52	54	-2	1	*	1	1	2	-1	6	7	-1	17	16	1	27	29	-2	32	32	0
2RN	11	11	0	*	*	0	*	*	0	1	1	0	3	3	0	7	7	0	8	6	2
NEWSR	8	10	-2	*	*	0	*	*	0	1	1	0	3	4	-1	3	4	-1	4	5	-1
2JJJ	29	30	-1	1	2	-1	2	5	-3	20	18	2	6	5	1	*	*	0	15	12	3
ABC CL-FM	18	12	6	*	*	0	1	*	1	1	1	0	3	3	0	12	8	4	12	7	5
ALL	557	545	12	32	34	-2	53	52	1	144	133	11	138	141	-3	189	185	4	267	260	7

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

10+ [Potential: 3806]

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	+/-
1170-2CH	34	37	-3	48	55	-7	57	68	-11	36	32	4	24	27	-3	14	16	-2	39	38	1
2GB	82	72	10	182	153	29	121	108	13	66	54	12	40	39	1	25	30	-5	45	47	-2
2UE	39	38	1	70	70	0	52	50	2	33	33	0	31	29	2	18	17	1	32	30	2
2DAY	63	63	0	108	94	14	71	84	-13	68	71	-3	67	61	6	21	24	-3	40	41	-1
MIX 106.5	39	38	1	52	43	9	52	54	-2	46	44	2	36	40	-4	20	18	2	28	25	3
2MMM	43	39	4	63	54	9	56	50	6	54	47	7	43	46	-3	12	13	-1	22	23	-1
NOVA 96.9	45	42	3	77	62	15	55	49	6	45	46	-1	46	47	-1	16	16	0	28	30	-2
vega 95.3	20	18	2	26	21	5	22	26	-4	26	22	4	26	21	5	7	6	1	13	13	0
WSFM	46	49	-3	72	66	6	59	72	-13	59	62	-3	47	48	-1	10	14	-4	34	36	-2
ABC702	58	59	-1	109	116	-7	63	61	2	48	49	-1	61	63	-2	24	23	1	37	41	-4
2RN	11	12	-1	26	22	4	11	15	-4	7	9	-2	13	10	3	5	6	-1	10	8	2
NEWSR	7	9	-2	16	24	-8	4	4	0	4	5	-1	8	8	0	5	6	-1	10	10	0
2JJJ	32	32	0	41	42	-1	42	43	-1	40	39	1	34	35	-1	13	14	-1	23	25	-2
ABC CL-FM	18	13	5	20	16	4	25	20	5	18	13	5	20	15	5	9	5	4	19	11	8
ALL	606	588	18	1020	942	78	773	785	-12	623	599	24	563	555	8	228	232	-4	434	438	-4

Sydney Radio - Cumulative Audience (000's) 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	+/-
Potential	3806	3806	0	445	445	0	448	448	0	997	997	0	921	921	0	995	995	0	1620	1620	0
1170-2CH	392	410	-18	25	18	7	8	20	-12	21	21	0	59	77	-18	279	274	5	202	214	-12
2GB	646	592	54	25	15	10	20	26	-6	109	68	41	162	149	13	331	334	-3	309	299	10
2UE	368	411	-43	27	17	10	19	32	-13	49	57	-8	105	132	-27	169	172	-3	173	182	-9
2DAY	883	906	-23	141	176	-35	200	182	18	332	304	28	182	199	-17	29	45	-16	320	325	-5
MIX 106.5	606	655	-49	66	64	2	84	89	-5	215	260	-45	161	170	-9	80	72	8	261	286	-25
2MMM	602	631	-29	84	98	-14	96	108	-12	235	253	-18	161	148	13	25	25	0	222	214	8
NOVA 96.9	703	693	10	149	158	-9	144	145	-1	268	235	33	123	130	-7	19	25	-6	231	215	16
vega 95.3	348	344	4	43	52	-9	52	43	9	102	114	-12	114	102	12	36	34	2	142	142	0
WSFM	616	662	-46	73	60	13	74	66	8	147	160	-13	189	218	-29	132	158	-26	268	303	-35
ABC702	658	676	-18	35	32	3	30	27	3	120	128	-8	204	199	5	268	288	-20	317	321	-4
2RN	208	213	-5	8	8	0	15	12	3	28	22	6	60	65	-5	97	105	-8	114	118	-4
NEWSR	240	269	-29	9	15	-6	21	14	7	37	34	3	88	95	-7	84	113	-29	114	124	-10
2JJJ	360	395	-35	35	38	-3	72	96	-24	174	178	-4	70	71	-1	8	12	-4	155	149	6
ABC CL-FM	239	216	23	14	19	-5	18	23	-5	32	28	4	60	52	8	114	94	20	123	107	16
ALL	3597	3595	2	401	403	-2	396	394	2	959	952	7	888	883	5	953	963	-10	1566	1563	3

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

10+ [Potential: 3806]

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	+/-
1170-2CH	334	363	-29	183	202	-19	187	212	-25	181	188	-7	149	161	-12	87	108	-21	281	301	-20
2GB	600	533	67	486	415	71	364	340	24	294	276	18	229	246	-17	179	165	14	383	373	10
2UE	335	368	-33	206	237	-31	132	152	-20	145	143	2	167	175	-8	124	121	3	212	239	-27
2DAY	781	815	-34	510	485	25	325	386	-61	386	447	-61	399	415	-16	269	289	-20	502	548	-46
MIX 106.5	513	564	-51	267	289	-22	225	255	-30	262	276	-14	240	281	-41	170	217	-47	372	409	-37
2MMM	509	544	-35	324	292	32	202	227	-25	244	269	-25	272	312	-40	137	168	-31	339	374	-35
NOVA 96.9	642	608	34	402	331	71	250	245	5	285	288	-3	338	312	26	216	207	9	379	386	-7
vega 95.3	295	288	7	149	144	5	103	125	-22	150	151	-1	158	155	3	106	102	4	189	180	9
WSFM	503	559	-56	301	314	-13	227	287	-60	269	308	-39	268	282	-14	146	168	-22	366	413	-47
ABC702	598	612	-14	413	421	-8	267	283	-16	293	314	-21	346	362	-16	239	238	1	432	469	-37
2RN	166	176	-10	108	108	0	74	91	-17	71	74	-3	79	82	-3	44	51	-7	148	126	22
NEWSR	200	225	-25	129	137	-8	39	56	-17	55	68	-13	72	96	-24	74	64	10	157	186	-29
2JJJ	314	336	-22	199	195	4	145	159	-14	167	178	-11	176	215	-39	140	146	-6	204	248	-44
ABC CL-FM	195	191	4	94	84	10	93	95	-2	93	82	11	96	88	8	80	67	13	173	140	33
ALL	3491	3500	-9	2956	2818	138	2133	2299	-166	2252	2348	-96	2388	2461	-73	1682	1737	-55	2936	3046	-110