

# 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<br>5.30am-12.00Mndt |      |      | Breakfast<br>5.30am-9.00am |      |      | Morning<br>9.00am-12.00Noon |      |      | Afternoon<br>12.00Noon-4.00pm |      |      | Drive<br>4.00pm-7.00pm |      |      | Evening<br>7.00pm-12.00Mndt |      |      | Saturday & Sunday<br>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 |