

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

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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