

Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	6.1	6.4	-0.3	1.1	1.1	0.0	*	0.5	-0.5	0.3	0.8	-0.5	2.7	3.0	-0.3	15.9	15.6	0.3	7.9	7.5	0.4
2GB	13.8	12.8	1.0	3.5	3.4	0.1	0.7	1.6	-0.9	7.0	6.7	0.3	13.0	10.8	2.2	25.0	23.6	1.4	15.3	13.1	2.2
2UE	7.0	6.6	0.4	3.6	3.0	0.6	1.7	1.6	0.1	3.3	2.6	0.7	7.5	6.4	1.1	11.5	11.8	-0.3	7.4	7.2	0.2
2DAY	9.2	10.1	-0.9	18.9	20.3	-1.4	21.8	28.5	-6.7	16.1	15.3	0.8	6.4	7.9	-1.5	1.0	1.0	0.0	7.6	7.4	0.2
MIX 106.5	6.4	6.5	-0.1	13.5	10.1	3.4	7.7	8.5	-0.8	8.4	8.3	0.1	6.8	7.4	-0.6	2.8	3.3	-0.5	6.2	6.0	0.2
2MMM	6.0	6.6	-0.6	7.9	5.0	2.9	7.2	11.0	-3.8	12.4	12.2	0.2	6.1	7.4	-1.3	0.4	0.9	-0.5	4.3	5.0	-0.7
NOVA 96.9	7.5	7.2	0.3	18.1	20.9	-2.8	18.0	17.5	0.5	13.2	11.5	1.7	5.3	5.4	-0.1	0.2	0.2	0.0	4.9	4.9	0.0
vega 95.3	3.6	3.3	0.3	3.1	2.9	0.2	1.2	2.6	-1.4	4.1	3.9	0.2	6.7	6.1	0.6	1.6	1.0	0.6	4.2	3.6	0.6
WSFM	8.1	7.6	0.5	5.3	5.2	0.1	8.9	6.7	2.2	7.1	6.9	0.2	11.6	10.0	1.6	6.4	7.2	-0.8	8.7	8.4	0.3
ABC702	9.5	9.3	0.2	3.2	2.6	0.6	1.8	2.5	-0.7	4.5	4.1	0.4	11.7	12.3	-0.6	14.7	14.2	0.5	11.3	11.8	-0.5
2RN	1.8	2.0	-0.2	0.8	0.4	0.4	0.2	0.6	-0.4	1.4	0.5	0.9	2.2	2.2	0.0	2.5	3.6	-1.1	2.8	2.9	-0.1
NEWSR	1.6	1.4	0.2	0.2	0.6	-0.4	1.2	0.7	0.5	1.0	0.7	0.3	2.1	2.5	-0.4	1.9	1.5	0.4	1.9	1.7	0.2
2JJJ	4.6	5.3	-0.7	3.1	3.0	0.1	9.3	4.5	4.8	10.0	13.7	-3.7	3.9	4.3	-0.4	*	0.1	-0.1	4.0	5.7	-1.7
ABC CL-FM	2.9	3.2	-0.3	0.3	0.7	-0.4	2.0	2.0	0.0	0.9	0.7	0.2	3.2	2.5	0.7	5.0	6.5	-1.5	3.9	4.5	-0.6

Sydney Radio - Share Movement (%) by Session

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Survey #3 - 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	5.6	5.6	0.0	5.3	4.8	0.5	6.5	7.4	-0.9	5.9	5.8	0.1	4.1	4.3	-0.2	5.9	6.2	-0.3	8.3	8.9	-0.6
2GB	14.0	13.5	0.5	17.7	17.9	-0.2	15.6	15.7	-0.1	11.2	10.6	0.6	8.3	7.1	1.2	13.7	11.1	2.6	13.1	10.4	2.7
2UE	7.1	6.4	0.7	7.9	6.9	1.0	6.9	6.7	0.2	6.7	5.3	1.4	6.9	5.5	1.4	6.2	7.9	-1.7	6.9	7.4	-0.5
2DAY	9.4	10.4	-1.0	9.4	10.6	-1.2	8.9	9.1	-0.2	9.5	10.9	-1.4	10.8	11.9	-1.1	8.7	9.4	-0.7	8.3	9.2	-0.9
MIX 106.5	6.2	6.5	-0.3	5.4	5.1	0.3	6.4	6.8	-0.4	6.2	7.4	-1.2	6.0	6.4	-0.4	9.3	8.7	0.6	6.8	6.4	0.4
2MMM	6.5	7.1	-0.6	5.3	6.1	-0.8	6.5	7.3	-0.8	7.9	8.6	-0.7	6.8	7.7	-0.9	6.2	5.4	0.8	4.4	5.1	-0.7
NOVA 96.9	8.0	7.4	0.6	8.3	7.6	0.7	7.8	7.1	0.7	7.4	7.2	0.2	9.4	8.3	1.1	6.6	7.1	-0.5	5.8	6.5	-0.7
vega 95.3	3.8	3.4	0.4	3.1	2.5	0.6	3.9	2.9	1.0	4.8	4.2	0.6	4.5	4.6	-0.1	2.3	3.0	-0.7	3.0	3.0	0.0
WSFM	7.9	7.6	0.3	7.5	7.0	0.5	7.8	7.6	0.2	9.3	9.5	-0.2	8.7	8.3	0.4	4.5	4.3	0.2	8.9	7.8	1.1
ABC702	9.6	9.5	0.1	10.7	10.7	0.0	8.3	8.2	0.1	7.8	7.6	0.2	11.7	10.9	0.8	10.3	10.7	-0.4	8.8	8.6	0.2
2RN	1.6	1.9	-0.3	1.9	2.5	-0.6	1.3	1.5	-0.2	1.0	1.0	0.0	2.1	2.3	-0.2	2.4	2.0	0.4	2.6	2.4	0.2
NEWSR	1.4	1.2	0.2	1.7	1.6	0.1	0.7	0.5	0.2	0.9	0.7	0.2	1.4	1.4	0.0	2.8	2.4	0.4	2.3	2.2	0.1
2JJJ	4.8	5.3	-0.5	3.5	4.1	-0.6	4.7	5.4	-0.7	6.1	6.4	-0.3	5.5	6.0	-0.5	4.6	5.5	-0.9	4.0	5.2	-1.2
ABC CL-FM	2.6	2.9	-0.3	1.8	2.0	-0.2	2.6	3.2	-0.6	2.8	3.0	-0.2	2.8	3.6	-0.8	4.3	3.9	0.4	4.3	4.4	-0.1