

# Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	6.1	0.0	0.9	1.1	-0.2	0.5	*	0.5	0.4	0.3	0.1	3.2	2.7	0.5	14.6	15.9	-1.3	7.2	7.9	-0.7
2GB	13.6	13.8	-0.2	5.5	3.5	2.0	1.1	0.7	0.4	4.5	7.0	-2.5	13.4	13.0	0.4	24.5	25.0	-0.5	16.4	15.3	1.1
2UE	8.1	7.0	1.1	1.7	3.6	-1.9	1.5	1.7	-0.2	3.7	3.3	0.4	8.8	7.5	1.3	13.4	11.5	1.9	8.4	7.4	1.0
2DAY	8.7	9.2	-0.5	21.5	18.9	2.6	18.2	21.8	-3.6	14.9	16.1	-1.2	7.5	6.4	1.1	0.8	1.0	-0.2	7.1	7.6	-0.5
MIX 106.5	6.2	6.4	-0.2	8.3	13.5	-5.2	7.6	7.7	-0.1	10.2	8.4	1.8	7.0	6.8	0.2	2.1	2.8	-0.7	6.3	6.2	0.1
2MMM	5.6	6.0	-0.4	7.4	7.9	-0.5	7.0	7.2	-0.2	12.4	12.4	0.0	5.7	6.1	-0.4	0.3	0.4	-0.1	4.4	4.3	0.1
NOVA 96.9	8.1	7.5	0.6	17.5	18.1	-0.6	26.8	18.0	8.8	14.3	13.2	1.1	4.6	5.3	-0.7	0.2	0.2	0.0	4.8	4.9	-0.1
vega 95.3	4.6	3.6	1.0	3.4	3.1	0.3	1.1	1.2	-0.1	6.0	4.1	1.9	8.5	6.7	1.8	1.9	1.6	0.3	4.8	4.2	0.6
WSFM	7.2	8.1	-0.9	8.2	5.3	2.9	6.3	8.9	-2.6	5.4	7.1	-1.7	11.0	11.6	-0.6	5.3	6.4	-1.1	7.3	8.7	-1.4
ABC702	9.3	9.5	-0.2	2.8	3.2	-0.4	1.2	1.8	-0.6	4.7	4.5	0.2	10.6	11.7	-1.1	14.6	14.7	-0.1	11.1	11.3	-0.2
2RN	1.5	1.8	-0.3	0.8	0.8	0.0	0.1	0.2	-0.1	1.4	1.4	0.0	2.1	2.2	-0.1	1.7	2.5	-0.8	2.1	2.8	-0.7
NEWSR	1.6	1.6	0.0	0.2	0.2	0.0	0.8	1.2	-0.4	1.6	1.0	0.6	1.7	2.1	-0.4	2.0	1.9	0.1	1.6	1.9	-0.3
2JJJ	3.7	4.6	-0.9	3.7	3.1	0.6	10.0	9.3	0.7	7.6	10.0	-2.4	2.8	3.9	-1.1	0.1	*	0.1	2.7	4.0	-1.3
ABC CL-FM	2.6	2.9	-0.3	0.4	0.3	0.1	0.3	2.0	-1.7	1.2	0.9	0.3	2.2	3.2	-1.0	5.0	5.0	0.0	3.6	3.9	-0.3

# Sydney Radio - Share Movement (%) by Session

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Survey #4 - 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	5.7	5.6	0.1	5.0	5.3	-0.3	7.2	6.5	0.7	6.2	5.9	0.3	4.3	4.1	0.2	6.4	5.9	0.5	7.4	8.3	-0.9
2GB	13.7	14.0	-0.3	16.8	17.7	-0.9	14.4	15.6	-1.2	11.2	11.2	0.0	8.0	8.3	-0.3	17.0	13.7	3.3	13.3	13.1	0.2
2UE	8.1	7.1	1.0	8.6	7.9	0.7	8.5	6.9	1.6	8.0	6.7	1.3	7.0	6.9	0.1	7.6	6.2	1.4	8.2	6.9	1.3
2DAY	9.0	9.4	-0.4	8.3	9.4	-1.1	8.4	8.9	-0.5	9.6	9.5	0.1	10.9	10.8	0.1	8.0	8.7	-0.7	7.7	8.3	-0.6
MIX 106.5	6.1	6.2	-0.1	5.5	5.4	0.1	5.9	6.4	-0.5	6.2	6.2	0.0	6.6	6.0	0.6	7.6	9.3	-1.7	6.4	6.8	-0.4
2MMM	6.1	6.5	-0.4	5.4	5.3	0.1	6.0	6.5	-0.5	6.7	7.9	-1.2	6.8	6.8	0.0	5.6	6.2	-0.6	4.0	4.4	-0.4
NOVA 96.9	8.7	8.0	0.7	8.7	8.3	0.4	8.0	7.8	0.2	8.9	7.4	1.5	10.5	9.4	1.1	6.4	6.6	-0.2	6.2	5.8	0.4
vega 95.3	4.9	3.8	1.1	4.2	3.1	1.1	5.7	3.9	1.8	6.1	4.8	1.3	5.0	4.5	0.5	2.4	2.3	0.1	3.7	3.0	0.7
WSFM	6.8	7.9	-1.1	7.1	7.5	-0.4	6.9	7.8	-0.9	6.9	9.3	-2.4	7.1	8.7	-1.6	4.5	4.5	0.0	8.5	8.9	-0.4
ABC702	9.4	9.6	-0.2	11.0	10.7	0.3	8.5	8.3	0.2	7.8	7.8	0.0	11.0	11.7	-0.7	7.7	10.3	-2.6	8.8	8.8	0.0
2RN	1.4	1.6	-0.2	1.9	1.9	0.0	1.0	1.3	-0.3	0.7	1.0	-0.3	1.4	2.1	-0.7	2.5	2.4	0.1	2.0	2.6	-0.6
NEWSR	1.5	1.4	0.1	1.9	1.7	0.2	0.5	0.7	-0.2	1.3	0.9	0.4	1.5	1.4	0.1	3.0	2.8	0.2	2.2	2.3	-0.1
2JJJ	3.9	4.8	-0.9	3.3	3.5	-0.2	3.5	4.7	-1.2	4.4	6.1	-1.7	4.7	5.5	-0.8	3.7	4.6	-0.9	3.0	4.0	-1.0
ABC CL-FM	2.4	2.6	-0.2	1.8	1.8	0.0	2.4	2.6	-0.2	2.6	2.8	-0.2	2.6	2.8	-0.2	3.7	4.3	-0.6	3.5	4.3	-0.8