

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	7.8	6.9	0.9	1.1	0.6	0.5	0.4	0.9	-0.5	0.8	0.5	0.3	5.3	4.4	0.9	17.3	16.1	1.2	10.4	8.2	2.2
2GB	11.1	12.7	-1.6	1.3	1.7	-0.4	0.6	1.1	-0.5	3.5	3.3	0.2	9.4	11.2	-1.8	21.7	25.4	-3.7	10.7	12.9	-2.2
2UE	7.6	7.9	-0.3	1.1	1.2	-0.1	1.2	0.8	0.4	1.7	3.7	-2.0	7.9	7.6	0.3	14.1	14.3	-0.2	8.6	9.3	-0.7
2DAY	10.4	10.5	-0.1	24.8	22.5	2.3	24.3	26.4	-2.1	15.7	16.4	-0.7	8.0	8.5	-0.5	2.3	1.3	1.0	8.6	9.5	-0.9
MIX 106.5	7.1	5.9	1.2	9.0	7.4	1.6	9.2	6.6	2.6	11.4	9.1	2.3	7.5	7.3	0.2	2.9	2.0	0.9	6.9	6.9	0.0
2MMM	5.3	5.6	-0.3	6.4	7.6	-1.2	6.0	6.5	-0.5	9.4	10.8	-1.4	8.2	7.3	0.9	0.2	0.2	0.0	4.5	4.5	0.0
NOVA 96.9	9.2	8.8	0.4	19.2	19.4	-0.2	25.3	24.7	0.6	17.0	15.9	1.1	5.6	4.9	0.7	0.4	0.3	0.1	6.1	5.7	0.4
vega 95.3	4.1	3.8	0.3	5.4	3.6	1.8	3.7	3.1	0.6	5.6	5.7	-0.1	6.1	5.0	1.1	1.5	1.9	-0.4	3.2	3.0	0.2
WSFM	5.9	7.2	-1.3	2.0	6.3	-4.3	3.8	2.3	1.5	5.4	6.3	-0.9	9.5	12.3	-2.8	5.1	5.7	-0.6	6.6	8.1	-1.5
ABC702	8.6	7.5	1.1	1.3	0.9	0.4	1.0	1.0	0.0	3.6	4.1	-0.5	11.8	8.4	3.4	13.1	12.2	0.9	10.9	8.6	2.3
2RN	1.6	1.9	-0.3	0.1	0.4	-0.3	0.1	0.1	0.0	1.0	0.5	0.5	2.3	2.3	0.0	2.3	3.4	-1.1	1.9	2.1	-0.2
NEWSR	1.3	1.5	-0.2	*	0.1	-0.1	0.1	0.4	-0.3	0.9	1.1	-0.2	1.3	1.8	-0.5	2.3	2.0	0.3	1.6	1.7	-0.1
2JJJ	3.2	3.4	-0.2	3.4	5.3	-1.9	9.3	8.2	1.1	5.2	5.8	-0.6	2.7	3.2	-0.5	0.6	0.3	0.3	2.3	3.1	-0.8
ABC CL-FM	2.2	2.4	-0.2	0.2	0.1	0.1	1.2	1.7	-0.5	1.0	1.5	-0.5	1.4	1.8	-0.4	4.1	4.0	0.1	2.8	2.6	0.2

Sydney Radio - Share Movement (%) by Session

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Survey #7 - 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	7.3	6.4	0.9	6.0	5.2	0.8	8.2	8.0	0.2	8.3	7.1	1.2	6.3	4.9	1.4	8.2	7.0	1.2	9.8	8.9	0.9
2GB	11.3	12.7	-1.4	13.4	16.1	-2.7	13.4	13.1	0.3	8.9	9.1	-0.2	6.7	8.5	-1.8	13.1	15.7	-2.6	10.3	12.4	-2.1
2UE	7.4	7.8	-0.4	7.4	7.9	-0.5	7.5	8.1	-0.6	7.4	7.4	0.0	7.8	7.7	0.1	7.0	7.7	-0.7	8.1	8.5	-0.4
2DAY	11.0	11.2	-0.2	11.6	11.4	0.2	10.3	10.5	-0.2	10.7	11.6	-0.9	12.9	13.8	-0.9	8.3	7.1	1.2	8.1	8.1	0.0
MIX 106.5	7.2	6.0	1.2	5.9	4.9	1.0	7.5	5.4	2.1	7.6	6.9	0.7	7.7	6.3	1.4	9.5	8.3	1.2	6.4	5.5	0.9
2MMM	5.5	5.9	-0.4	5.5	6.2	-0.7	4.3	5.1	-0.8	5.9	6.1	-0.2	6.6	6.6	0.0	4.8	5.4	-0.6	4.6	4.5	0.1
NOVA 96.9	9.6	9.4	0.2	9.4	8.6	0.8	9.0	9.5	-0.5	10.5	10.7	-0.2	10.6	10.7	-0.1	7.9	7.0	0.9	7.8	6.9	0.9
vega 95.3	4.1	3.9	0.2	3.3	3.2	0.1	5.0	4.8	0.2	5.5	4.7	0.8	4.1	3.8	0.3	1.9	2.0	-0.1	3.8	3.7	0.1
WSFM	5.7	7.1	-1.4	5.5	6.3	-0.8	6.6	7.9	-1.3	7.2	8.9	-1.7	4.1	6.3	-2.2	3.1	5.5	-2.4	6.8	7.3	-0.5
ABC702	8.8	7.7	1.1	10.7	10.1	0.6	6.7	5.8	0.9	6.9	5.2	1.7	10.1	8.5	1.6	9.8	8.6	1.2	7.9	7.0	0.9
2RN	1.5	1.7	-0.2	2.2	2.2	0.0	0.8	1.2	-0.4	0.5	1.1	-0.6	1.6	1.6	0.0	3.0	2.9	0.1	2.0	2.6	-0.6
NEWSR	1.2	1.4	-0.2	1.9	2.0	-0.1	0.6	0.8	-0.2	0.5	0.7	-0.2	0.9	1.4	-0.5	2.8	2.2	0.6	1.7	1.8	-0.1
2JJJ	3.2	3.6	-0.4	3.1	2.9	0.2	2.7	4.0	-1.3	3.5	4.6	-1.1	3.9	3.5	0.4	2.6	2.9	-0.3	3.4	2.8	0.6
ABC CL-FM	1.9	2.0	-0.1	1.7	1.5	0.2	2.0	2.3	-0.3	1.8	1.9	-0.1	2.0	2.5	-0.5	2.8	2.6	0.2	3.1	3.6	-0.5