

# Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 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  | 6.8  | 5.3  | 1.5  | 0.9    | 1.3  | -0.4 | 0.8    | *    | 0.8  | 1.1    | 0.4  | 0.7  | 4.5    | 3.3  | 1.2  | 15.5 | 11.9 | 3.6  | 7.7           | 6.1  | 1.6  |
| 2GB       | 11.9 | 11.5 | 0.4  | 1.0    | 1.8  | -0.8 | 1.8    | 0.3  | 1.5  | 3.2    | 2.8  | 0.4  | 8.4    | 8.0  | 0.4  | 25.7 | 24.0 | 1.7  | 13.7          | 12.8 | 0.9  |
| 2UE       | 6.5  | 8.3  | -1.8 | 1.0    | 1.0  | 0.0  | 3.1    | 0.9  | 2.2  | 2.7    | 4.0  | -1.3 | 8.0    | 6.5  | 1.5  | 10.0 | 15.5 | -5.5 | 6.5           | 10.1 | -3.6 |
| 2DAY      | 10.4 | 10.6 | -0.2 | 26.0   | 23.6 | 2.4  | 24.4   | 22.4 | 2.0  | 14.9   | 16.8 | -1.9 | 9.3    | 10.9 | -1.6 | 1.2  | 1.4  | -0.2 | 7.8           | 9.5  | -1.7 |
| MIX 106.5 | 6.3  | 5.9  | 0.4  | 6.6    | 6.7  | -0.1 | 7.5    | 4.9  | 2.6  | 10.5   | 11.3 | -0.8 | 7.2    | 6.4  | 0.8  | 2.2  | 2.1  | 0.1  | 6.3           | 6.9  | -0.6 |
| 2MMM      | 6.4  | 6.9  | -0.5 | 7.3    | 15.0 | -7.7 | 9.9    | 5.3  | 4.6  | 12.2   | 12.0 | 0.2  | 6.6    | 9.2  | -2.6 | 0.9  | 1.3  | -0.4 | 5.2           | 5.1  | 0.1  |
| NOVA 96.9 | 7.0  | 8.2  | -1.2 | 18.0   | 21.5 | -3.5 | 19.6   | 26.6 | -7.0 | 10.8   | 15.0 | -4.2 | 4.9    | 3.6  | 1.3  | 0.3  | 0.4  | -0.1 | 4.9           | 5.1  | -0.2 |
| vega 95.3 | 3.0  | 2.8  | 0.2  | 2.7    | 2.7  | 0.0  | 2.0    | 3.8  | -1.8 | 5.1    | 3.4  | 1.7  | 4.1    | 4.8  | -0.7 | 1.1  | 0.7  | 0.4  | 2.9           | 2.0  | 0.9  |
| WSFM      | 8.3  | 8.4  | -0.1 | 6.4    | 6.6  | -0.2 | 2.9    | 8.3  | -5.4 | 6.8    | 5.7  | 1.1  | 14.2   | 14.4 | -0.2 | 6.8  | 6.3  | 0.5  | 9.5           | 8.6  | 0.9  |
| ABC702    | 9.9  | 9.9  | 0.0  | 1.3    | 4.4  | -3.1 | 3.0    | 1.9  | 1.1  | 4.9    | 6.2  | -1.3 | 11.5   | 12.1 | -0.6 | 15.6 | 13.6 | 2.0  | 12.1          | 11.3 | 0.8  |
| 2RN       | 2.0  | 2.4  | -0.4 | 0.4    | 0.5  | -0.1 | 0.6    | 0.2  | 0.4  | 0.4    | 1.0  | -0.6 | 2.0    | 2.6  | -0.6 | 3.7  | 4.0  | -0.3 | 2.3           | 2.9  | -0.6 |
| NEWSR     | 1.8  | 1.6  | 0.2  | 0.9    | 0.2  | 0.7  | 0.6    | 0.1  | 0.5  | 0.5    | 1.2  | -0.7 | 2.8    | 1.4  | 1.4  | 2.4  | 2.5  | -0.1 | 1.8           | 1.5  | 0.3  |
| 2JJJ      | 5.6  | 4.4  | 1.2  | 6.9    | 4.6  | 2.3  | 9.7    | 13.5 | -3.8 | 13.2   | 8.7  | 4.5  | 3.6    | 2.8  | 0.8  | 0.2  | 0.2  | 0.0  | 4.5           | 3.0  | 1.5  |
| ABC CL-FM | 2.3  | 2.9  | -0.6 | 0.6    | *    | 0.6  | 0.9    | 0.8  | 0.1  | 0.5    | 0.6  | -0.1 | 2.1    | 1.2  | 0.9  | 4.3  | 6.7  | -2.4 | 2.8           | 4.1  | -1.3 |

# Sydney Radio - Share Movement (%) by Session

10+

Survey #1 - 2007

| Station   | Mon-Fri<br>5.30am-12.00Mdnt |      |      | 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-12.00Mdnt |      |      | Saturday & Sunday<br>5.30am-12.00Mdnt |      |      |
|-----------|-----------------------------|------|------|----------------------------|------|------|-----------------------------|------|------|-------------------------------|------|------|------------------------|------|------|-----------------------------|------|------|---------------------------------------|------|------|
|           | THIS                        | LAST | +/-  | THIS                       | LAST | +/-  | THIS                        | LAST | +/-  | THIS                          | LAST | +/-  | THIS                   | LAST | +/-  | THIS                        | LAST | +/-  | THIS                                  | LAST | +/-  |
| 1170-2CH  | 6.3                         | 4.7  | 1.6  | 5.9                        | 4.4  | 1.5  | 8.6                         | 5.3  | 3.3  | 5.4                           | 4.3  | 1.1  | 5.0                    | 3.7  | 1.3  | 6.7                         | 6.8  | -0.1 | 8.6                                   | 7.6  | 1.0  |
| 2GB       | 12.3                        | 11.9 | 0.4  | 16.2                       | 14.0 | 2.2  | 13.7                        | 13.5 | 0.2  | 9.0                           | 9.3  | -0.3 | 7.0                    | 7.7  | -0.7 | 12.9                        | 14.0 | -1.1 | 10.7                                  | 10.3 | 0.4  |
| 2UE       | 6.4                         | 8.2  | -1.8 | 7.5                        | 9.4  | -1.9 | 6.3                         | 7.7  | -1.4 | 5.4                           | 7.4  | -2.0 | 5.3                    | 7.4  | -2.1 | 7.4                         | 8.3  | -0.9 | 6.7                                   | 8.8  | -2.1 |
| 2DAY      | 10.7                        | 11.0 | -0.3 | 9.9                        | 12.6 | -2.7 | 10.8                        | 10.3 | 0.5  | 11.9                          | 11.6 | 0.3  | 11.0                   | 10.8 | 0.2  | 10.1                        | 5.8  | 4.3  | 9.3                                   | 9.1  | 0.2  |
| MIX 106.5 | 6.4                         | 5.8  | 0.6  | 4.6                        | 3.9  | 0.7  | 6.8                         | 6.1  | 0.7  | 7.4                           | 7.0  | 0.4  | 7.2                    | 6.7  | 0.5  | 7.9                         | 7.9  | 0.0  | 5.7                                   | 6.1  | -0.4 |
| 2MMM      | 6.7                         | 7.3  | -0.6 | 5.8                        | 6.2  | -0.4 | 6.4                         | 7.1  | -0.7 | 7.8                           | 8.4  | -0.6 | 8.3                    | 8.7  | -0.4 | 5.5                         | 6.2  | -0.7 | 5.3                                   | 5.8  | -0.5 |
| NOVA 96.9 | 7.1                         | 8.6  | -1.5 | 6.6                        | 7.8  | -1.2 | 6.3                         | 8.3  | -2.0 | 7.7                           | 9.6  | -1.9 | 8.5                    | 9.5  | -1.0 | 6.7                         | 8.4  | -1.7 | 6.8                                   | 6.8  | 0.0  |
| vega 95.3 | 3.0                         | 2.9  | 0.1  | 2.2                        | 2.0  | 0.2  | 3.2                         | 3.0  | 0.2  | 3.8                           | 3.6  | 0.2  | 3.7                    | 3.6  | 0.1  | 2.4                         | 2.1  | 0.3  | 3.0                                   | 2.5  | 0.5  |
| WSFM      | 8.3                         | 8.5  | -0.2 | 7.0                        | 8.5  | -1.5 | 9.1                         | 8.3  | 0.8  | 10.3                          | 9.6  | 0.7  | 8.7                    | 9.0  | -0.3 | 6.0                         | 5.2  | 0.8  | 8.3                                   | 8.2  | 0.1  |
| ABC702    | 10.0                        | 10.2 | -0.2 | 12.3                       | 11.8 | 0.5  | 7.7                         | 7.9  | -0.2 | 8.1                           | 9.2  | -1.1 | 11.4                   | 11.1 | 0.3  | 9.8                         | 10.7 | -0.9 | 9.4                                   | 8.8  | 0.6  |
| 2RN       | 2.0                         | 2.3  | -0.3 | 2.4                        | 3.1  | -0.7 | 1.9                         | 1.6  | 0.3  | 1.4                           | 1.3  | 0.1  | 1.9                    | 2.2  | -0.3 | 2.4                         | 3.3  | -0.9 | 1.9                                   | 2.8  | -0.9 |
| NEWSR     | 1.6                         | 1.4  | 0.2  | 2.5                        | 1.8  | 0.7  | 0.5                         | 0.9  | -0.4 | 0.8                           | 0.9  | -0.1 | 1.5                    | 1.2  | 0.3  | 2.7                         | 2.7  | 0.0  | 2.4                                   | 2.1  | 0.3  |
| 2JJJ      | 5.5                         | 4.3  | 1.2  | 4.4                        | 3.7  | 0.7  | 5.5                         | 4.3  | 1.2  | 6.4                           | 5.3  | 1.1  | 6.3                    | 4.0  | 2.3  | 5.8                         | 4.6  | 1.2  | 5.7                                   | 4.6  | 1.1  |
| ABC CL-FM | 2.2                         | 2.9  | -0.7 | 1.7                        | 1.9  | -0.2 | 2.5                         | 3.5  | -1.0 | 2.1                           | 3.1  | -1.0 | 2.7                    | 4.4  | -1.7 | 2.1                         | 2.7  | -0.6 | 2.6                                   | 2.9  | -0.3 |