

# Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2006

Survey Period: Sun January 29 - Sat March 18, 2006

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	6.3	-0.2	*	*	0.0	0.1	0.1	0.0	0.6	1.2	-0.6	4.1	3.0	1.1	14.4	15.7	-1.3	8.0	8.1	-0.1
2GB	13.4	12.4	1.0	0.6	0.5	0.1	1.4	2.4	-1.0	5.1	5.2	-0.1	9.5	8.7	0.8	28.3	26.0	2.3	14.9	15.7	-0.8
2UE	8.3	8.2	0.1	2.1	2.7	-0.6	0.7	1.2	-0.5	2.0	2.2	-0.2	9.2	8.5	0.7	15.8	16.0	-0.2	8.7	8.9	-0.2
2DAY	9.6	9.9	-0.3	25.1	24.7	0.4	21.3	23.8	-2.5	15.7	15.5	0.2	7.1	6.9	0.2	1.0	0.7	0.3	8.2	8.1	0.1
MIX 106.5	7.7	8.4	-0.7	9.2	10.5	-1.3	6.6	6.6	0.0	12.7	12.0	0.7	10.0	11.8	-1.8	2.4	3.3	-0.9	8.1	9.2	-1.1
2MMM	6.7	7.0	-0.3	7.2	10.7	-3.5	8.9	8.2	0.7	13.2	12.9	0.3	7.7	8.3	-0.6	0.3	0.4	-0.1	5.0	5.2	-0.2
NOVA 96.9	7.8	8.1	-0.3	18.8	17.8	1.0	26.3	23.6	2.7	12.2	14.0	-1.8	3.8	3.6	0.2	0.2	0.3	-0.1	4.9	5.3	-0.4
vega 95.3	2.1	1.7	0.4	1.2	0.9	0.3	0.3	0.4	-0.1	2.0	1.8	0.2	4.5	3.0	1.5	1.3	1.2	0.1	2.9	2.0	0.9
WSFM	7.6	9.3	-1.7	4.5	6.0	-1.5	6.5	7.3	-0.8	7.8	10.6	-2.8	12.3	15.3	-3.0	4.7	5.0	-0.3	8.4	9.2	-0.8
ABC702	7.7	6.9	0.8	1.1	1.0	0.1	1.1	0.8	0.3	4.3	3.0	1.3	7.9	6.8	1.1	13.2	12.9	0.3	8.8	7.5	1.3
2RN	1.3	1.7	-0.4	0.1	0.3	-0.2	0.4	0.4	0.0	1.0	0.5	0.5	0.7	1.7	-1.0	2.6	3.2	-0.6	1.7	2.3	-0.6
NEWSR	1.4	1.9	-0.5	0.1	0.9	-0.8	0.6	1.5	-0.9	1.3	1.8	-0.5	1.6	2.1	-0.5	1.9	2.3	-0.4	1.6	1.9	-0.3
2JJJ	3.8	3.4	0.4	2.9	2.4	0.5	8.5	7.6	0.9	6.8	6.0	0.8	4.0	3.5	0.5	0.1	0.1	0.0	2.9	3.1	-0.2
ABC CL-FM	2.4	1.9	0.5	1.2	1.1	0.1	1.3	0.5	0.8	0.5	0.8	-0.3	2.2	1.3	0.9	4.4	3.9	0.5	3.3	2.4	0.9

# Sydney Radio - Share Movement (%) by Session

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Survey #2 - 2006

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	5.5	5.6	-0.1	5.2	5.8	-0.6	6.6	6.2	0.4	5.7	5.3	0.4	4.6	4.9	-0.3	5.0	5.7	-0.7	8.0	8.4	-0.4
2GB	13.9	12.9	1.0	17.4	17.5	-0.1	14.7	12.2	2.5	10.7	9.2	1.5	8.9	8.7	0.2	16.2	15.8	0.4	12.0	10.7	1.3
2UE	8.5	8.2	0.3	9.5	8.7	0.8	8.1	9.3	-1.2	7.9	6.9	1.0	8.2	7.1	1.1	8.1	9.4	-1.3	7.6	8.3	-0.7
2DAY	9.9	10.1	-0.2	10.4	10.0	0.4	9.1	9.8	-0.7	9.8	10.3	-0.5	10.9	11.3	-0.4	8.6	9.3	-0.7	8.8	9.1	-0.3
MIX 106.5	8.0	8.4	-0.4	6.3	6.8	-0.5	8.4	8.4	0.0	9.2	9.6	-0.4	8.4	8.8	-0.4	8.6	9.3	-0.7	6.9	8.6	-1.7
2MMM	6.9	7.4	-0.5	6.3	6.2	0.1	6.0	7.4	-1.4	7.9	8.5	-0.6	9.2	9.2	0.0	4.4	4.9	-0.5	6.3	5.7	0.6
NOVA 96.9	7.9	8.4	-0.5	8.0	9.0	-1.0	7.9	7.9	0.0	8.8	9.2	-0.4	7.4	7.6	-0.2	6.7	7.1	-0.4	7.6	7.2	0.4
vega 95.3	2.2	1.8	0.4	2.4	1.6	0.8	2.5	2.0	0.5	2.1	2.0	0.1	2.4	2.1	0.3	1.1	0.8	0.3	1.9	1.5	0.4
WSFM	7.7	9.4	-1.7	6.4	7.6	-1.2	8.3	10.5	-2.2	9.5	11.9	-2.4	7.3	9.5	-2.2	6.5	5.9	0.6	7.2	9.1	-1.9
ABC702	7.6	6.8	0.8	8.5	8.6	-0.1	5.9	5.6	0.3	6.1	5.2	0.9	9.5	8.0	1.5	9.1	6.4	2.7	8.1	7.2	0.9
2RN	1.3	1.6	-0.3	1.9	2.3	-0.4	1.1	1.5	-0.4	0.5	0.7	-0.2	1.2	1.8	-0.6	1.9	2.1	-0.2	1.5	1.7	-0.2
NEWSR	1.2	1.8	-0.6	1.6	2.4	-0.8	1.0	1.3	-0.3	0.7	1.0	-0.3	1.0	2.0	-1.0	2.3	3.3	-1.0	2.1	2.4	-0.3
2JJJ	4.1	3.6	0.5	2.8	2.6	0.2	4.7	3.5	1.2	5.5	4.5	1.0	4.8	4.3	0.5	2.9	3.6	-0.7	2.8	2.8	0.0
ABC CL-FM	2.2	1.8	0.4	2.1	1.4	0.7	2.1	2.2	-0.1	1.6	1.9	-0.3	2.7	2.1	0.6	3.0	1.6	1.4	3.0	2.4	0.6