

# Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdt

Survey #2 - 2008

Survey Period: Sun January 27 - Sat March 15, 2008

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	5.4	5.6	-0.2	0.1	0.1	0.0	3.5	0.2	3.3	0.1	0.7	-0.6	1.9	2.4	-0.5	13.7	13.9	-0.2	6.7	7.0	-0.3
2GB	12.7	14.3	-1.6	4.0	6.2	-2.2	4.1	2.6	1.5	5.8	4.5	1.3	10.5	10.7	-0.2	24.3	28.9	-4.6	15.2	16.9	-1.7
2UE	6.2	6.3	-0.1	4.6	0.9	3.7	3.2	0.7	2.5	3.1	2.4	0.7	5.4	6.9	-1.5	10.6	11.1	-0.5	6.8	6.9	-0.1
2DAY	11.0	9.8	1.2	29.4	25.5	3.9	21.6	22.0	-0.4	16.5	14.5	2.0	9.7	7.9	1.8	0.9	1.4	-0.5	8.9	7.6	1.3
MIX 106.5	6.4	6.4	0.0	8.8	9.0	-0.2	5.7	5.3	0.4	11.0	10.0	1.0	6.7	8.4	-1.7	2.4	2.2	0.2	6.9	7.4	-0.5
2MMM	6.9	6.2	0.7	6.6	8.8	-2.2	10.5	10.5	0.0	11.4	10.7	0.7	8.2	7.2	1.0	1.3	0.5	0.8	5.6	5.6	0.0
NOVA 96.9	7.9	8.5	-0.6	16.7	22.1	-5.4	16.8	16.5	0.3	14.1	15.9	-1.8	5.3	6.0	-0.7	0.7	0.5	0.2	7.1	7.3	-0.2
vega 95.3	3.7	3.7	0.0	4.1	4.2	-0.1	2.5	3.9	-1.4	4.0	5.1	-1.1	6.5	6.3	0.2	1.7	0.8	0.9	3.7	4.3	-0.6
WSFM	6.8	7.0	-0.2	5.8	4.4	1.4	2.8	5.3	-2.5	5.3	8.7	-3.4	11.3	10.3	1.0	6.0	4.4	1.6	5.9	6.4	-0.5
ABC702	9.8	10.5	-0.7	2.2	2.6	-0.4	1.8	3.6	-1.8	4.7	4.6	0.1	10.8	11.8	-1.0	17.2	17.3	-0.1	11.5	10.7	0.8
2RN	1.7	1.7	0.0	0.3	0.4	-0.1	*	*	0.0	1.8	1.0	0.8	1.4	1.5	-0.1	2.5	3.2	-0.7	2.4	2.4	0.0
NEWSR	1.8	1.6	0.2	1.0	0.4	0.6	0.2	0.2	0.0	1.4	1.3	0.1	2.7	2.1	0.6	2.0	2.1	-0.1	1.8	1.4	0.4
2JJJ	4.1	4.3	-0.2	1.4	2.0	-0.6	12.1	13.8	-1.7	7.3	8.4	-1.1	2.1	2.0	0.1	0.8	0.5	0.3	3.1	2.6	0.5
ABC CL-FM	2.8	2.0	0.8	0.5	0.7	-0.2	0.1	0.2	-0.1	0.6	0.6	0.0	2.6	2.3	0.3	6.0	3.5	2.5	3.2	2.6	0.6

# Sydney Radio - Share Movement (%) by Session

10+

Survey #2 - 2008

Station	Mon-Fri 5.30am-12.00Mdt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdt			Saturday & Sunday 5.30am-12.00Mdt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
1170-2CH	4.9	5.4	-0.5	5.1	5.0	0.1	6.0	6.2	-0.2	4.9	5.0	-0.1	3.3	4.3	-1.0	5.0	6.9	-1.9	6.9	6.3	0.6
2GB	13.2	14.9	-1.7	16.5	19.1	-2.6	15.3	17.8	-2.5	9.3	10.8	-1.5	8.5	9.0	-0.5	14.9	15.2	-0.3	11.2	12.1	-0.9
2UE	5.8	5.6	0.2	5.9	6.8	-0.9	5.1	5.2	-0.1	5.2	4.7	0.5	6.1	4.5	1.6	7.6	7.2	0.4	7.7	8.4	-0.7
2DAY	11.6	10.3	1.3	12.3	10.9	1.4	10.6	9.6	1.0	11.9	11.0	0.9	13.2	11.6	1.6	7.4	6.1	1.3	8.7	7.9	0.8
MIX 106.5	6.6	6.5	0.1	4.7	4.4	0.3	7.1	6.3	0.8	7.9	7.5	0.4	6.0	6.9	-0.9	10.1	10.9	-0.8	5.8	5.9	-0.1
2MMM	7.5	6.6	0.9	6.5	5.7	0.8	8.1	6.4	1.7	9.0	7.9	1.1	7.1	7.2	-0.1	6.3	6.1	0.2	5.0	4.6	0.4
NOVA 96.9	8.2	8.8	-0.6	7.5	8.2	-0.7	7.7	7.9	-0.2	9.0	9.4	-0.4	9.9	10.1	-0.2	6.8	9.0	-2.2	7.0	7.7	-0.7
vega 95.3	3.8	4.0	-0.2	3.3	3.3	0.0	4.2	4.6	-0.4	4.5	5.0	-0.5	3.6	3.6	0.0	3.5	2.3	1.2	3.2	3.0	0.2
WSFM	6.7	7.2	-0.5	6.2	6.2	0.0	7.7	8.3	-0.6	8.2	8.9	-0.7	6.0	6.9	-0.9	3.6	3.6	0.0	7.0	6.6	0.4
ABC702	10.0	10.3	-0.3	11.3	10.9	0.4	8.0	7.9	0.1	8.5	9.7	-1.2	11.6	13.6	-2.0	10.6	9.7	0.9	9.4	11.6	-2.2
2RN	1.7	1.6	0.1	2.6	2.3	0.3	0.9	1.1	-0.2	0.7	0.8	-0.1	1.8	1.7	0.1	2.3	1.9	0.4	1.9	2.4	-0.5
NEWSR	1.6	1.5	0.1	2.1	2.1	0.0	1.0	0.9	0.1	1.1	0.9	0.2	1.3	1.0	0.3	3.1	3.0	0.1	2.4	2.2	0.2
2JJJ	4.0	4.3	-0.3	3.3	3.0	0.3	4.5	5.0	-0.5	4.5	5.1	-0.6	4.9	5.4	-0.5	2.6	3.2	-0.6	4.3	4.2	0.1
ABC CL-FM	2.5	1.8	0.7	1.9	1.5	0.4	2.3	1.9	0.4	3.0	2.0	1.0	3.1	1.9	1.2	3.0	2.2	0.8	3.8	2.6	1.2