

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2006

Survey Period: Sun February 12 - Sat March 18, 2006 and Sun March 26 - Sat April 29, 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	5.4	6.1	-0.7	0.1	*	0.1	0.1	0.1	0.0	0.2	0.6	-0.4	4.3	4.1	0.2	12.6	14.4	-1.8	6.9	8.0	-1.1
2GB	12.9	13.4	-0.5	1.6	0.6	1.0	0.8	1.4	-0.6	5.3	5.1	0.2	9.9	9.5	0.4	26.7	28.3	-1.6	13.6	14.9	-1.3
2UE	7.9	8.3	-0.4	0.6	2.1	-1.5	1.7	0.7	1.0	3.1	2.0	1.1	7.9	9.2	-1.3	14.7	15.8	-1.1	8.6	8.7	-0.1
2DAY	9.8	9.6	0.2	29.8	25.1	4.7	19.0	21.3	-2.3	14.5	15.7	-1.2	8.2	7.1	1.1	1.1	1.0	0.1	7.7	8.2	-0.5
MIX 106.5	6.3	7.7	-1.4	8.7	9.2	-0.5	8.7	6.6	2.1	9.5	12.7	-3.2	7.9	10.0	-2.1	1.6	2.4	-0.8	6.9	8.1	-1.2
2MMM	7.6	6.7	0.9	10.9	7.2	3.7	12.5	8.9	3.6	13.3	13.2	0.1	7.9	7.7	0.2	0.8	0.3	0.5	5.9	5.0	0.9
NOVA 96.9	8.7	7.8	0.9	15.1	18.8	-3.7	23.1	26.3	-3.2	16.3	12.2	4.1	4.1	3.8	0.3	0.5	0.2	0.3	6.1	4.9	1.2
vega 95.3	2.3	2.1	0.2	1.2	1.2	0.0	1.2	0.3	0.9	1.9	2.0	-0.1	4.7	4.5	0.2	1.3	1.3	0.0	2.7	2.9	-0.2
WSFM	7.3	7.6	-0.3	5.4	4.5	0.9	6.0	6.5	-0.5	7.2	7.8	-0.6	12.0	12.3	-0.3	4.6	4.7	-0.1	7.7	8.4	-0.7
ABC702	8.2	7.7	0.5	0.9	1.1	-0.2	0.7	1.1	-0.4	4.7	4.3	0.4	9.3	7.9	1.4	13.8	13.2	0.6	10.3	8.8	1.5
2RN	1.7	1.3	0.4	0.7	0.1	0.6	0.8	0.4	0.4	1.1	1.0	0.1	1.9	0.7	1.2	2.4	2.6	-0.2	2.0	1.7	0.3
NEWSR	1.0	1.4	-0.4	*	0.1	-0.1	0.5	0.6	-0.1	0.8	1.3	-0.5	1.3	1.6	-0.3	1.2	1.9	-0.7	1.1	1.6	-0.5
2JJJ	3.5	3.8	-0.3	1.7	2.9	-1.2	7.6	8.5	-0.9	6.9	6.8	0.1	3.0	4.0	-1.0	0.2	0.1	0.1	2.7	2.9	-0.2
ABC CL-FM	2.7	2.4	0.3	1.1	1.2	-0.1	1.8	1.3	0.5	1.5	0.5	1.0	2.4	2.2	0.2	4.4	4.4	0.0	3.7	3.3	0.4

Sydney Radio - Share Movement (%) by Session

10+

Survey #3 - 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	5.0	5.5	-0.5	4.3	5.2	-0.9	6.1	6.6	-0.5	5.6	5.7	-0.1	3.9	4.6	-0.7	5.5	5.0	0.5	6.6	8.0	-1.4
2GB	12.9	13.9	-1.0	16.4	17.4	-1.0	14.4	14.7	-0.3	10.3	10.7	-0.4	8.1	8.9	-0.8	13.3	16.2	-2.9	12.8	12.0	0.8
2UE	7.9	8.5	-0.6	8.5	9.5	-1.0	7.7	8.1	-0.4	7.1	7.9	-0.8	7.8	8.2	-0.4	8.2	8.1	0.1	7.9	7.6	0.3
2DAY	10.3	9.9	0.4	10.5	10.4	0.1	9.9	9.1	0.8	10.6	9.8	0.8	10.8	10.9	-0.1	9.1	8.6	0.5	8.0	8.8	-0.8
MIX 106.5	6.6	8.0	-1.4	5.9	6.3	-0.4	6.1	8.4	-2.3	7.1	9.2	-2.1	6.8	8.4	-1.6	8.1	8.6	-0.5	5.5	6.9	-1.4
2MMM	7.6	6.9	0.7	6.3	6.3	0.0	6.5	6.0	0.5	8.7	7.9	0.8	10.2	9.2	1.0	7.0	4.4	2.6	7.5	6.3	1.2
NOVA 96.9	9.2	7.9	1.3	8.8	8.0	0.8	9.3	7.9	1.4	9.9	8.8	1.1	9.8	7.4	2.4	7.7	6.7	1.0	7.0	7.6	-0.6
vega 95.3	2.3	2.2	0.1	2.6	2.4	0.2	2.7	2.5	0.2	2.1	2.1	0.0	2.3	2.4	-0.1	1.0	1.1	-0.1	2.2	1.9	0.3
WSFM	7.2	7.7	-0.5	6.3	6.4	-0.1	7.0	8.3	-1.3	8.4	9.5	-1.1	7.3	7.3	0.0	7.7	6.5	1.2	7.4	7.2	0.2
ABC702	8.2	7.6	0.6	8.8	8.5	0.3	7.0	5.9	1.1	7.0	6.1	0.9	9.4	9.5	-0.1	9.4	9.1	0.3	8.3	8.1	0.2
2RN	1.6	1.3	0.3	2.2	1.9	0.3	1.2	1.1	0.1	0.9	0.5	0.4	1.7	1.2	0.5	2.2	1.9	0.3	1.9	1.5	0.4
NEWSR	0.8	1.2	-0.4	1.1	1.6	-0.5	0.4	1.0	-0.6	0.6	0.7	-0.1	0.7	1.0	-0.3	1.4	2.3	-0.9	1.5	2.1	-0.6
2JJJ	3.7	4.1	-0.4	2.6	2.8	-0.2	4.4	4.7	-0.3	4.8	5.5	-0.7	4.4	4.8	-0.4	1.7	2.9	-1.2	2.8	2.8	0.0
ABC CL-FM	2.4	2.2	0.2	2.6	2.1	0.5	2.2	2.1	0.1	1.6	1.6	0.0	2.8	2.7	0.1	3.8	3.0	0.8	3.7	3.0	0.7