

Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2008

Survey Period: Sun March 23 - Sat April 26, 2008 and Sun May 04 - Sat June 07, 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	7.3	6.7	0.6	0.2	0.1	0.1	0.4	4.1	-3.7	0.6	0.2	0.4	4.3	1.7	2.6	16.5	17.1	-0.6	8.3	8.6	-0.3
2GB	11.6	11.7	-0.1	1.8	4.2	-2.4	2.2	3.2	-1.0	4.3	5.1	-0.8	9.5	11.3	-1.8	21.5	20.7	0.8	14.0	13.5	0.5
2UE	7.1	7.5	-0.4	3.9	7.3	-3.4	0.2	2.8	-2.6	2.4	3.5	-1.1	7.8	7.7	0.1	11.8	11.9	-0.1	7.6	8.4	-0.8
2DAY	9.5	10.7	-1.2	25.6	25.8	-0.2	20.5	22.7	-2.2	16.0	16.0	0.0	8.3	10.4	-2.1	1.0	1.1	-0.1	8.3	10.2	-1.9
MIX 106.5	5.5	5.9	-0.4	6.8	6.8	0.0	5.7	6.5	-0.8	9.2	9.0	0.2	5.8	6.3	-0.5	2.5	2.8	-0.3	5.3	5.8	-0.5
2MMM	5.5	6.0	-0.5	4.8	7.5	-2.7	5.0	4.5	0.5	8.9	10.3	-1.4	9.0	8.4	0.6	1.1	1.2	-0.1	5.1	5.0	0.1
NOVA 96.9	8.1	8.2	-0.1	18.5	17.3	1.2	25.2	22.2	3.0	15.9	14.7	1.2	3.6	4.3	-0.7	0.7	0.7	0.0	4.9	4.8	0.1
vega 95.3	4.2	3.5	0.7	5.4	2.0	3.4	3.8	4.7	-0.9	5.5	4.5	1.0	7.2	4.8	2.4	1.2	1.7	-0.5	3.8	3.1	0.7
WSFM	7.5	8.5	-1.0	3.5	5.3	-1.8	5.4	4.9	0.5	7.9	7.7	0.2	12.1	13.7	-1.6	5.1	6.8	-1.7	7.4	7.6	-0.2
ABC702	10.6	8.9	1.7	2.3	2.3	0.0	0.8	1.9	-1.1	4.3	4.4	-0.1	10.7	9.6	1.1	18.2	14.9	3.3	13.3	10.8	2.5
2RN	2.9	2.2	0.7	0.2	0.2	0.0	0.1	*	0.1	1.8	2.4	-0.6	3.3	2.4	0.9	4.3	2.9	1.4	3.5	3.0	0.5
NEWSR	2.1	2.2	-0.1	0.3	0.6	-0.3	0.1	0.3	-0.2	2.0	2.4	-0.4	2.2	2.4	-0.2	2.8	2.7	0.1	2.0	2.1	-0.1
2JJJ	4.8	4.6	0.2	6.4	4.7	1.7	16.8	12.2	4.6	9.6	9.3	0.3	2.3	2.2	0.1	0.3	0.6	-0.3	3.6	3.5	0.1
ABC CL-FM	2.1	2.5	-0.4	2.4	0.3	2.1	0.4	0.3	0.1	0.8	0.6	0.2	1.6	1.7	-0.1	3.7	5.6	-1.9	3.0	3.2	-0.2

Sydney Radio - Share Movement (%) by Session

10+

Survey #4 - 2008

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	6.7	6.1	0.6	5.9	6.0	-0.1	8.0	7.4	0.6	7.5	6.1	1.4	5.8	4.6	1.2	6.0	5.8	0.2	9.5	8.9	0.6
2GB	11.6	12.0	-0.4	13.8	15.2	-1.4	13.0	13.2	-0.2	8.7	8.3	0.4	8.3	7.8	0.5	13.4	14.6	-1.2	11.7	10.8	0.9
2UE	6.6	7.1	-0.5	6.9	7.6	-0.7	6.1	6.2	-0.1	5.9	6.4	-0.5	6.0	6.9	-0.9	9.5	9.7	-0.2	9.0	9.0	0.0
2DAY	10.2	11.4	-1.2	10.3	11.1	-0.8	8.9	10.5	-1.6	10.8	12.4	-1.6	12.8	14.2	-1.4	7.0	7.3	-0.3	6.9	8.3	-1.4
MIX 106.5	5.6	6.1	-0.5	5.8	5.7	0.1	4.9	5.9	-1.0	4.4	6.5	-2.1	5.4	5.8	-0.4	9.7	7.2	2.5	5.0	5.0	0.0
2MMM	5.8	6.4	-0.6	4.5	5.0	-0.5	5.5	7.2	-1.7	7.1	7.7	-0.6	8.1	7.4	0.7	4.1	4.4	-0.3	4.5	4.6	-0.1
NOVA 96.9	8.6	8.6	0.0	8.7	8.2	0.5	7.5	7.9	-0.4	9.1	9.3	-0.2	10.0	10.1	-0.1	7.9	7.0	0.9	6.2	7.0	-0.8
vega 95.3	4.5	3.8	0.7	3.7	3.2	0.5	4.3	3.7	0.6	5.8	4.5	1.3	4.5	4.1	0.4	4.3	4.5	-0.2	3.2	2.3	0.9
WSFM	7.5	8.5	-1.0	6.4	7.6	-1.2	10.0	10.6	-0.6	9.6	10.6	-1.0	5.6	6.3	-0.7	3.9	4.7	-0.8	7.2	8.5	-1.3
ABC702	10.7	9.0	1.7	12.2	10.1	2.1	9.4	7.7	1.7	9.7	7.6	2.1	11.8	10.2	1.6	9.1	9.3	-0.2	10.4	8.7	1.7
2RN	2.8	2.2	0.6	3.5	3.3	0.2	2.0	1.4	0.6	1.7	0.7	1.0	3.2	2.1	1.1	4.2	3.6	0.6	3.0	2.5	0.5
NEWSR	1.9	2.0	-0.1	2.4	2.6	-0.2	1.7	1.6	0.1	1.2	1.3	-0.1	1.3	1.5	-0.2	3.1	3.4	-0.3	2.9	2.8	0.1
2JJJ	4.7	4.5	0.2	3.6	3.7	-0.1	4.6	4.1	0.5	5.5	4.7	0.8	6.4	6.4	0.0	4.6	4.5	0.1	4.9	5.0	-0.1
ABC CL-FM	1.9	2.3	-0.4	1.1	1.7	-0.6	2.4	2.2	0.2	1.9	2.6	-0.7	1.9	2.6	-0.7	3.7	3.2	0.5	2.8	3.5	-0.7