

# Sydney Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 28, 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	5.7	6.1	-0.4	0.1	0.9	-0.8	0.8	0.5	0.3	0.2	0.4	-0.2	3.1	3.2	-0.1	13.8	14.6	-0.8	6.8	7.2	-0.4
2GB	13.7	13.6	0.1	4.7	5.5	-0.8	1.5	1.1	0.4	3.1	4.5	-1.4	13.9	13.4	0.5	25.7	24.5	1.2	15.7	16.4	-0.7
2UE	8.6	8.1	0.5	1.0	1.7	-0.7	1.0	1.5	-0.5	5.2	3.7	1.5	6.6	8.8	-2.2	15.8	13.4	2.4	9.3	8.4	0.9
2DAY	9.2	8.7	0.5	21.5	21.5	0.0	18.8	18.2	0.6	15.8	14.9	0.9	8.3	7.5	0.8	0.7	0.8	-0.1	7.7	7.1	0.6
MIX 106.5	6.0	6.2	-0.2	5.8	8.3	-2.5	7.2	7.6	-0.4	9.4	10.2	-0.8	7.8	7.0	0.8	2.1	2.1	0.0	6.8	6.3	0.5
2MMM	5.4	5.6	-0.2	8.0	7.4	0.6	7.8	7.0	0.8	11.2	12.4	-1.2	5.5	5.7	-0.2	0.2	0.3	-0.1	3.7	4.4	-0.7
NOVA 96.9	8.7	8.1	0.6	20.4	17.5	2.9	27.2	26.8	0.4	15.4	14.3	1.1	4.4	4.6	-0.2	0.2	0.2	0.0	5.4	4.8	0.6
vega 95.3	4.6	4.6	0.0	3.3	3.4	-0.1	2.6	1.1	1.5	6.6	6.0	0.6	8.3	8.5	-0.2	1.2	1.9	-0.7	4.1	4.8	-0.7
WSFM	7.6	7.2	0.4	11.0	8.2	2.8	6.9	6.3	0.6	5.0	5.4	-0.4	12.6	11.0	1.6	5.4	5.3	0.1	7.4	7.3	0.1
ABC702	7.6	9.3	-1.7	1.0	2.8	-1.8	0.3	1.2	-0.9	4.5	4.7	-0.2	9.2	10.6	-1.4	11.6	14.6	-3.0	9.5	11.1	-1.6
2RN	1.6	1.5	0.1	0.4	0.8	-0.4	*	0.1	-0.1	0.5	1.4	-0.9	1.9	2.1	-0.2	2.7	1.7	1.0	1.9	2.1	-0.2
NEWSR	1.6	1.6	0.0	0.1	0.2	-0.1	0.4	0.8	-0.4	1.7	1.6	0.1	1.6	1.7	-0.1	2.0	2.0	0.0	1.6	1.6	0.0
2JJJ	3.7	3.7	0.0	4.3	3.7	0.6	9.4	10.0	-0.6	7.0	7.6	-0.6	2.8	2.8	0.0	0.3	0.1	0.2	3.5	2.7	0.8
ABC CL-FM	2.7	2.6	0.1	0.2	0.4	-0.2	0.5	0.3	0.2	1.6	1.2	0.4	1.6	2.2	-0.6	5.2	5.0	0.2	3.4	3.6	-0.2

# Sydney Radio - Share Movement (%) by Session

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Survey #5 - 2007

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
1170-2CH	5.3	5.7	-0.4	4.2	5.0	-0.8	6.7	7.2	-0.5	5.9	6.2	-0.3	3.8	4.3	-0.5	6.5	6.4	0.1	7.2	7.4	-0.2
2GB	13.9	13.7	0.2	17.0	16.8	0.2	14.6	14.4	0.2	10.7	11.2	-0.5	8.8	8.0	0.8	19.0	17.0	2.0	12.7	13.3	-0.6
2UE	8.4	8.1	0.3	8.9	8.6	0.3	8.9	8.5	0.4	7.5	8.0	-0.5	7.0	7.0	0.0	10.3	7.6	2.7	9.2	8.2	1.0
2DAY	9.7	9.0	0.7	9.2	8.3	0.9	9.1	8.4	0.7	10.2	9.6	0.6	12.6	10.9	1.7	6.8	8.0	-1.2	7.5	7.7	-0.2
MIX 106.5	6.0	6.1	-0.1	5.0	5.5	-0.5	5.9	5.9	0.0	6.7	6.2	0.5	6.5	6.6	-0.1	7.3	7.6	-0.3	5.8	6.4	-0.6
2MMM	5.8	6.1	-0.3	5.6	5.4	0.2	6.1	6.0	0.1	6.5	6.7	-0.2	6.3	6.8	-0.5	3.7	5.6	-1.9	4.0	4.0	0.0
NOVA 96.9	9.2	8.7	0.5	9.1	8.7	0.4	8.6	8.0	0.6	10.0	8.9	1.1	10.5	10.5	0.0	6.4	6.4	0.0	7.0	6.2	0.8
vega 95.3	4.9	4.9	0.0	4.2	4.2	0.0	5.7	5.7	0.0	6.1	6.1	0.0	5.0	5.0	0.0	2.7	2.4	0.3	3.5	3.7	-0.2
WSFM	7.4	6.8	0.6	7.1	7.1	0.0	7.8	6.9	0.9	8.3	6.9	1.4	7.1	7.1	0.0	5.9	4.5	1.4	8.3	8.5	-0.2
ABC702	7.8	9.4	-1.6	10.1	11.0	-0.9	6.7	8.5	-1.8	5.7	7.8	-2.1	8.6	11.0	-2.4	5.8	7.7	-1.9	6.9	8.8	-1.9
2RN	1.5	1.4	0.1	2.2	1.9	0.3	1.0	1.0	0.0	1.0	0.7	0.3	1.2	1.4	-0.2	1.6	2.5	-0.9	2.0	2.0	0.0
NEWSR	1.4	1.5	-0.1	1.9	1.9	0.0	0.6	0.5	0.1	1.1	1.3	-0.2	1.6	1.5	0.1	2.4	3.0	-0.6	2.0	2.2	-0.2
2JJJ	3.9	3.9	0.0	3.3	3.3	0.0	3.9	3.5	0.4	4.8	4.4	0.4	4.2	4.7	-0.5	3.1	3.7	-0.6	2.9	3.0	-0.1
ABC CL-FM	2.4	2.4	0.0	1.6	1.8	-0.2	2.7	2.4	0.3	2.8	2.6	0.2	2.9	2.6	0.3	2.6	3.7	-1.1	3.7	3.5	0.2