

Sydney Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2008

Survey Period: Sun May 04 - Sat June 07, 2008 and Sun June 22 - Sat July 26, 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	7.1	7.3	-0.2	0.4	0.2	0.2	0.3	0.4	-0.1	1.5	0.6	0.9	4.8	4.3	0.5	15.0	16.5	-1.5	7.8	8.3	-0.5
2GB	12.3	11.6	0.7	2.7	1.8	0.9	1.9	2.2	-0.3	5.1	4.3	0.8	10.4	9.5	0.9	22.4	21.5	0.9	14.5	14.0	0.5
2UE	7.6	7.1	0.5	1.5	3.9	-2.4	0.8	0.2	0.6	3.6	2.4	1.2	5.9	7.8	-1.9	14.0	11.8	2.2	7.3	7.6	-0.3
2DAY	10.1	9.5	0.6	25.1	25.6	-0.5	30.9	20.5	10.4	15.1	16.0	-0.9	7.3	8.3	-1.0	1.1	1.0	0.1	7.2	8.3	-1.1
MIX 106.5	6.7	5.5	1.2	5.6	6.8	-1.2	8.1	5.7	2.4	10.8	9.2	1.6	8.8	5.8	3.0	2.4	2.5	-0.1	6.9	5.3	1.6
2MMM	5.3	5.5	-0.2	3.8	4.8	-1.0	6.2	5.0	1.2	10.2	8.9	1.3	6.2	9.0	-2.8	1.4	1.1	0.3	3.9	5.1	-1.2
NOVA 96.9	7.7	8.1	-0.4	19.2	18.5	0.7	22.2	25.2	-3.0	13.5	15.9	-2.4	4.1	3.6	0.5	0.6	0.7	-0.1	5.3	4.9	0.4
vega 95.3	5.1	4.2	0.9	8.4	5.4	3.0	2.1	3.8	-1.7	6.9	5.5	1.4	10.0	7.2	2.8	1.0	1.2	-0.2	4.7	3.8	0.9
WSFM	5.4	7.5	-2.1	10.8	3.5	7.3	2.7	5.4	-2.7	4.9	7.9	-3.0	9.1	12.1	-3.0	3.3	5.1	-1.8	5.7	7.4	-1.7
ABC702	10.3	10.6	-0.3	2.4	2.3	0.1	0.7	0.8	-0.1	4.2	4.3	-0.1	12.2	10.7	1.5	16.8	18.2	-1.4	12.9	13.3	-0.4
2RN	2.2	2.9	-0.7	0.4	0.2	0.2	0.2	0.1	0.1	0.6	1.8	-1.2	2.3	3.3	-1.0	4.0	4.3	-0.3	2.9	3.5	-0.6
NEWSR	1.3	2.1	-0.8	*	0.3	-0.3	0.1	0.1	0.0	1.0	2.0	-1.0	1.7	2.2	-0.5	1.7	2.8	-1.1	1.6	2.0	-0.4
2JJJ	4.2	4.8	-0.6	3.0	6.4	-3.4	12.8	16.8	-4.0	8.7	9.6	-0.9	2.2	2.3	-0.1	0.4	0.3	0.1	3.6	3.6	0.0
ABC CL-FM	2.7	2.1	0.6	2.8	2.4	0.4	0.1	0.4	-0.3	1.3	0.8	0.5	2.2	1.6	0.6	4.5	3.7	0.8	3.8	3.0	0.8

Sydney Radio - Share Movement (%) by Session

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Survey #5 - 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	6.6	6.7	-0.1	5.9	5.9	0.0	8.2	8.0	0.2	7.0	7.5	-0.5	5.6	5.8	-0.2	6.1	6.0	0.1	8.6	9.5	-0.9
2GB	12.3	11.6	0.7	14.6	13.8	0.8	13.7	13.0	0.7	9.5	8.7	0.8	8.7	8.3	0.4	14.3	13.4	0.9	12.0	11.7	0.3
2UE	6.7	6.6	0.1	6.5	6.9	-0.4	7.1	6.1	1.0	6.2	5.9	0.3	5.6	6.0	-0.4	9.6	9.5	0.1	10.5	9.0	1.5
2DAY	10.8	10.2	0.6	11.1	10.3	0.8	9.6	8.9	0.7	10.7	10.8	-0.1	13.7	12.8	0.9	7.8	7.0	0.8	7.9	6.9	1.0
MIX 106.5	6.8	5.6	1.2	4.9	5.8	-0.9	6.5	4.9	1.6	6.8	4.4	2.4	8.0	5.4	2.6	11.5	9.7	1.8	6.6	5.0	1.6
2MMM	5.6	5.8	-0.2	5.1	4.5	0.6	4.9	5.5	-0.6	6.4	7.1	-0.7	7.1	8.1	-1.0	4.7	4.1	0.6	4.4	4.5	-0.1
NOVA 96.9	8.2	8.6	-0.4	9.0	8.7	0.3	6.9	7.5	-0.6	8.2	9.1	-0.9	8.8	10.0	-1.2	7.1	7.9	-0.8	5.9	6.2	-0.3
vega 95.3	5.3	4.5	0.8	4.2	3.7	0.5	5.1	4.3	0.8	7.2	5.8	1.4	5.1	4.5	0.6	5.2	4.3	0.9	4.5	3.2	1.3
WSFM	5.4	7.5	-2.1	5.2	6.4	-1.2	6.0	10.0	-4.0	6.4	9.6	-3.2	5.1	5.6	-0.5	3.2	3.9	-0.7	5.5	7.2	-1.7
ABC702	10.6	10.7	-0.1	12.1	12.2	-0.1	10.1	9.4	0.7	10.1	9.7	0.4	10.9	11.8	-0.9	7.1	9.1	-2.0	9.4	10.4	-1.0
2RN	2.2	2.8	-0.6	3.0	3.5	-0.5	1.5	2.0	-0.5	1.4	1.7	-0.3	2.7	3.2	-0.5	2.5	4.2	-1.7	2.0	3.0	-1.0
NEWSR	1.1	1.9	-0.8	1.6	2.4	-0.8	0.9	1.7	-0.8	0.6	1.2	-0.6	0.6	1.3	-0.7	1.6	3.1	-1.5	2.1	2.9	-0.8
2JJJ	4.2	4.7	-0.5	3.6	3.6	0.0	4.0	4.6	-0.6	4.9	5.5	-0.6	4.7	6.4	-1.7	3.6	4.6	-1.0	4.2	4.9	-0.7
ABC CL-FM	2.4	1.9	0.5	1.5	1.1	0.4	3.1	2.4	0.7	2.5	1.9	0.6	2.9	1.9	1.0	3.2	3.7	-0.5	3.4	2.8	0.6