

# Sydney Radio - Share Movement (%) by Demographic

The Nielsen Company

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2008

Survey Period: Sun September 14 - Sat November 22, 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	5.7	5.4	0.3	0.8	1.3	-0.5	0.4	0.4	0.0	1.0	1.0	0.0	3.3	2.7	0.6	12.6	12.6	0.0	7.6	6.7	0.9
2GB	12.3	13.0	-0.7	1.6	1.5	0.1	3.7	2.0	1.7	2.5	4.8	-2.3	9.1	10.2	-1.1	25.3	25.7	-0.4	13.9	14.6	-0.7
2UE	7.2	7.1	0.1	1.5	1.7	-0.2	1.3	0.3	1.0	2.0	1.6	0.4	4.9	6.1	-1.2	14.7	14.6	0.1	8.6	9.1	-0.5
2DAY	9.9	9.6	0.3	20.7	25.2	-4.5	18.5	17.9	0.6	16.4	14.5	1.9	9.4	10.0	-0.6	1.5	1.4	0.1	9.2	8.5	0.7
MIX 106.5	6.9	6.7	0.2	13.2	11.4	1.8	7.6	8.2	-0.6	11.0	8.3	2.7	8.5	10.1	-1.6	1.9	2.0	-0.1	6.6	6.9	-0.3
2MMM	4.6	4.4	0.2	3.5	4.7	-1.2	11.2	10.9	0.3	7.7	7.0	0.7	5.1	4.7	0.4	0.5	0.4	0.1	3.2	3.4	-0.2
NOVA 96.9	8.2	9.0	-0.8	20.5	21.1	-0.6	23.9	24.2	-0.3	12.9	17.3	-4.4	5.0	3.9	1.1	0.9	0.8	0.1	6.0	6.0	0.0
vega 95.3	5.5	4.5	1.0	9.7	7.6	2.1	3.5	2.8	0.7	7.9	6.0	1.9	8.6	6.3	2.3	1.7	2.2	-0.5	4.8	3.8	1.0
WSFM	8.2	8.0	0.2	6.9	4.5	2.4	3.6	1.9	1.7	7.1	7.4	-0.3	14.6	13.9	0.7	6.2	6.1	0.1	7.5	8.4	-0.9
ABC702	9.1	9.9	-0.8	0.9	2.9	-2.0	0.7	0.6	0.1	7.0	7.0	0.0	10.3	12.1	-1.8	13.4	13.9	-0.5	10.8	11.5	-0.7
2RN	1.8	2.0	-0.2	0.1	0.1	0.0	0.2	*	0.2	1.3	1.6	-0.3	1.9	1.5	0.4	2.9	3.5	-0.6	2.4	2.8	-0.4
NEWSR	1.5	1.1	0.4	0.9	0.7	0.2	0.5	0.6	-0.1	1.2	1.4	-0.2	1.9	0.8	1.1	1.7	1.3	0.4	1.6	0.7	0.9
2JJJ	4.3	3.7	0.6	4.1	2.4	1.7	10.1	14.1	-4.0	9.2	7.3	1.9	2.2	1.4	0.8	0.6	0.1	0.5	3.1	2.5	0.6
ABC CL-FM	2.6	2.3	0.3	0.8	0.6	0.2	0.4	0.4	0.0	0.6	0.9	-0.3	1.4	2.2	-0.8	5.7	4.1	1.6	3.4	2.7	0.7

# Sydney Radio - Share Movement (%) by Session

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Survey #8 - 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	5.4	4.9	0.5	4.5	4.5	0.0	6.6	5.3	1.3	5.9	4.9	1.0	4.1	3.8	0.3	6.1	7.2	-1.1	6.7	7.1	-0.4
2GB	12.6	13.0	-0.4	16.1	15.3	0.8	13.4	13.6	-0.2	9.7	10.7	-1.0	7.0	7.5	-0.5	14.4	17.9	-3.5	11.5	13.2	-1.7
2UE	6.7	6.7	0.0	6.7	7.1	-0.4	7.1	7.2	-0.1	5.6	5.7	-0.1	6.8	6.7	0.1	7.8	7.3	0.5	8.8	8.6	0.2
2DAY	10.6	10.3	0.3	10.2	10.6	-0.4	10.0	9.1	0.9	11.1	10.2	0.9	14.4	14.1	0.3	5.9	6.8	-0.9	7.5	7.1	0.4
MIX 106.5	6.9	6.8	0.1	4.9	4.3	0.6	7.0	7.2	-0.2	7.7	8.1	-0.4	7.8	8.3	-0.5	9.7	8.8	0.9	7.1	6.3	0.8
2MMM	4.7	4.7	0.0	3.9	4.1	-0.2	5.0	4.6	0.4	5.7	5.1	0.6	4.3	4.5	-0.2	5.2	6.0	-0.8	4.2	3.3	0.9
NOVA 96.9	8.5	9.4	-0.9	9.0	10.1	-1.1	7.1	8.3	-1.2	8.8	10.2	-1.4	9.2	9.3	-0.1	8.4	7.9	0.5	7.1	7.5	-0.4
vega 95.3	5.7	4.5	1.2	4.5	4.2	0.3	5.9	5.4	0.5	7.4	5.6	1.8	5.7	4.0	1.7	4.9	2.0	2.9	4.9	4.5	0.4
WSFM	8.2	8.1	0.1	8.2	7.4	0.8	9.4	9.3	0.1	9.7	9.3	0.4	7.1	7.7	-0.6	3.6	5.5	-1.9	8.1	7.6	0.5
ABC702	9.2	10.0	-0.8	11.1	11.9	-0.8	7.7	8.9	-1.2	7.1	8.2	-1.1	10.1	11.6	-1.5	9.9	8.0	1.9	9.0	9.4	-0.4
2RN	1.8	2.0	-0.2	2.3	2.9	-0.6	1.5	1.7	-0.2	0.8	0.8	0.0	2.3	2.2	0.1	2.2	2.2	0.0	2.0	2.1	-0.1
NEWSR	1.4	1.0	0.4	2.2	1.5	0.7	0.8	0.5	0.3	0.9	0.6	0.3	0.9	0.8	0.1	2.1	1.6	0.5	1.7	1.4	0.3
2JJJ	4.3	3.8	0.5	3.7	3.1	0.6	4.3	4.0	0.3	5.0	4.8	0.2	5.1	4.0	1.1	4.0	2.9	1.1	4.0	3.3	0.7
ABC CL-FM	2.4	2.0	0.4	2.4	1.7	0.7	2.6	2.2	0.4	2.6	1.8	0.8	2.2	2.0	0.2	2.3	2.8	-0.5	3.2	3.2	0.0