

# Sydney Radio - Survey #2 2010



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	+/-
2CH	5.6	5.8	-0.2	1.1	0.1	1.0	*	2.0	-2.0	1.2	0.5	0.7	2.8	3.0	-0.2	12.2	12.6	-0.4	6.9	7.5	-0.6
2GB	14.7	15.7	-1.0	1.4	3.0	-1.6	1.5	1.6	-0.1	5.3	5.7	-0.4	13.6	13.7	-0.1	26.3	28.2	-1.9	15.6	16.2	-0.6
2UE	5.3	6.5	-1.2	0.5	0.5	0.0	1.2	1.7	-0.5	2.1	2.4	-0.3	5.0	6.7	-1.7	9.2	10.8	-1.6	6.6	8.6	-2.0
2DAY	10.3	10.0	0.3	30.4	26.5	3.9	20.3	22.2	-1.9	18.0	17.0	1.0	8.8	9.6	-0.8	1.2	0.7	0.5	8.6	8.3	0.3
MIX106.5	4.7	4.1	0.6	7.8	7.6	0.2	10.2	4.8	5.4	8.3	6.8	1.5	4.6	5.5	-0.9	0.8	0.9	-0.1	3.6	3.9	-0.3
2MMM	5.3	5.0	0.3	6.5	6.5	0.0	6.7	5.4	1.3	11.3	9.9	1.4	6.1	6.7	-0.6	0.7	0.5	0.2	3.7	3.2	0.5
NOVA96.9	6.5	6.6	-0.1	11.7	15.8	-4.1	15.2	20.2	-5.0	12.1	11.2	0.9	6.0	4.3	1.7	0.8	0.8	0.0	4.6	4.1	0.5
Classic Rock*	3.2	3.4	-0.2	4.0	4.7	-0.7	3.9	2.7	1.2	3.0	2.4	0.6	7.1	8.3	-1.2	0.5	0.8	-0.3	3.2	3.0	0.2
WSFM	6.6	6.4	0.2	2.0	2.0	0.0	2.3	4.1	-1.8	4.1	5.6	-1.5	9.6	9.3	0.3	7.8	6.2	1.6	8.8	8.6	0.2
ABC702	11.1	10.5	0.6	1.7	2.6	-0.9	2.4	2.9	-0.5	5.5	5.7	-0.2	10.3	10.1	0.2	18.5	16.7	1.8	13.2	12.4	0.8
2RN	2.7	1.9	0.8	0.4	0.2	0.2	0.4	*	0.4	0.6	0.4	0.2	3.0	1.7	1.3	4.6	3.8	0.8	3.5	2.7	0.8
NEWSR	2.3	2.1	0.2	4.1	4.2	-0.1	1.0	0.4	0.6	1.5	1.5	0.0	3.3	1.7	1.6	2.1	2.7	-0.6	1.8	1.8	0.0
2JJJ	5.4	5.8	-0.4	3.7	3.8	-0.1	14.8	13.3	1.5	11.9	13.5	-1.6	4.0	4.4	-0.4	0.4	0.5	-0.1	3.6	4.0	-0.4
ABCFM	3.0	3.3	-0.3	0.1	0.1	0.0	1.7	2.4	-0.7	1.2	1.3	-0.1	2.1	2.0	0.1	5.4	6.1	-0.7	4.0	4.8	-0.8

## Share Movement (%) by Session, P10+

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	+/-
2CH	5.3	5.6	-0.3	4.3	4.4	-0.1	6.6	7.0	-0.4	6.0	6.5	-0.5	3.7	4.4	-0.7	6.8	6.1	0.7	6.8	6.5	0.3
2GB	15.5	16.6	-1.1	17.2	20.0	-2.8	18.5	19.5	-1.0	13.5	14.3	-0.8	11.2	11.1	0.1	15.8	14.6	1.2	12.0	12.6	-0.6
2UE	4.7	5.8	-1.1	4.9	6.7	-1.8	4.4	5.4	-1.0	5.0	5.0	0.0	4.2	4.8	-0.6	4.7	7.3	-2.6	7.6	8.6	-1.0
2DAY	11.0	10.8	0.2	12.2	11.4	0.8	8.2	9.2	-1.0	10.5	10.2	0.3	14.2	14.6	-0.4	8.3	7.7	0.6	8.0	7.5	0.5
MIX106.5	4.7	4.3	0.4	3.3	3.1	0.2	5.5	4.3	1.2	5.2	4.6	0.6	4.6	5.0	-0.4	7.0	6.3	0.7	4.5	3.5	1.0
2MMM	5.5	5.2	0.3	4.5	4.5	0.0	5.8	5.6	0.2	6.0	6.1	-0.1	5.7	5.4	0.3	6.7	4.5	2.2	4.6	4.2	0.4
NOVA96.9	6.7	6.7	0.0	7.6	6.5	1.1	5.6	6.0	-0.4	6.4	6.7	-0.3	7.1	7.9	-0.8	5.9	7.2	-1.3	6.0	6.2	-0.2
Classic Rock*	3.2	3.1	0.1	2.8	2.1	0.7	3.3	3.7	-0.4	4.0	4.1	-0.1	3.6	3.5	0.1	2.2	2.1	0.1	3.2	4.3	-1.1
WSFM	6.3	6.2	0.1	6.6	6.5	0.1	6.7	6.1	0.6	7.2	6.6	0.6	5.1	5.3	-0.2	4.5	5.6	-1.1	7.6	7.1	0.5
ABC702	11.2	10.5	0.7	12.4	12.4	0.0	10.1	8.7	1.4	10.3	9.5	0.8	11.5	10.7	0.8	11.0	10.8	0.2	10.8	10.5	0.3
2RN	2.7	2.0	0.7	3.3	3.0	0.3	2.7	1.7	1.0	1.7	1.0	0.7	2.3	1.6	0.7	4.0	2.2	1.8	2.6	1.9	0.7
NEWSR	2.0	1.9	0.1	2.5	2.3	0.2	1.7	1.4	0.3	1.2	1.4	-0.2	2.1	1.8	0.3	2.9	2.7	0.2	3.1	2.7	0.4
2JJJ	5.6	6.0	-0.4	4.1	4.2	-0.1	6.2	6.5	-0.3	6.8	8.1	-1.3	6.6	6.6	0.0	4.5	4.9	-0.4	4.7	4.9	-0.2
ABCFM	2.7	3.1	-0.4	2.5	2.6	-0.1	2.9	3.6	-0.7	2.5	3.4	-0.9	3.0	3.1	-0.1	2.8	2.4	0.4	3.9	4.1	-0.2

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

\* Please note: Classic Rock 95.3 commenced broadcasting on March 12 replacing vega 95.3. All listening for Survey #2 reflects listening to vega from Jan 31 to Mar 11 and Classic Rock from Mar 12 to Mar 20. LAST (#1) survey results reflect listening to vega only.