

# Sydney Radio - Survey #1 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	5.8	5.3	0.5	0.1	0.3	-0.2	2.0	0.3	1.7	0.5	0.1	0.4	3.0	1.5	1.5	12.6	13.0	-0.4	7.5	5.6	1.9
2GB	15.7	14.9	0.8	3.0	2.1	0.9	1.6	2.6	-1.0	5.7	5.7	0.0	13.7	10.9	2.8	28.2	28.0	0.2	16.2	15.3	0.9
2UE	6.5	6.7	-0.2	0.5	*	0.5	1.7	0.6	1.1	2.4	3.0	-0.6	6.7	6.0	0.7	10.8	11.8	-1.0	8.6	7.5	1.1
2DAY	10.0	11.1	-1.1	26.5	28.9	-2.4	22.2	28.0	-5.8	17.0	17.3	-0.3	9.6	9.9	-0.3	0.7	1.4	-0.7	8.3	9.6	-1.3
MIX106.5	4.1	5.5	-1.4	7.6	6.5	1.1	4.8	9.0	-4.2	6.8	8.5	-1.7	5.5	5.8	-0.3	0.9	2.5	-1.6	3.9	5.0	-1.1
2MMM	5.0	3.4	1.6	6.5	2.8	3.7	5.4	4.8	0.6	9.9	7.5	2.4	6.7	4.1	2.6	0.5	0.3	0.2	3.2	2.6	0.6
NOVA96.9	6.6	8.7	-2.1	15.8	19.4	-3.6	20.2	24.2	-4.0	11.2	16.1	-4.9	4.3	6.6	-2.3	0.8	0.4	0.4	4.1	6.4	-2.3
vega 95.3	3.4	3.7	-0.3	4.7	6.2	-1.5	2.7	1.3	1.4	2.4	5.5	-3.1	8.3	6.6	1.7	0.8	0.7	0.1	3.0	4.6	-1.6
WSFM	6.4	6.3	0.1	2.0	5.9	-3.9	4.1	3.0	1.1	5.6	4.1	1.5	9.3	11.5	-2.2	6.2	4.9	1.3	8.6	6.8	1.8
ABC702	10.5	10.7	-0.2	2.6	1.2	1.4	2.9	0.7	2.2	5.7	4.5	1.2	10.1	12.3	-2.2	16.7	17.0	-0.3	12.4	12.0	0.4
2RN	1.9	2.5	-0.6	0.2	*	0.2	*	0.4	-0.4	0.4	0.7	-0.3	1.7	2.3	-0.6	3.8	4.5	-0.7	2.7	3.3	-0.6
NEWSR	2.1	2.4	-0.3	4.2	2.1	2.1	0.4	2.1	-1.7	1.5	1.3	0.2	1.7	3.5	-1.8	2.7	2.4	0.3	1.8	2.2	-0.4
2JJJ	5.8	3.9	1.9	3.8	6.4	-2.6	13.3	8.7	4.6	13.5	6.7	6.8	4.4	4.7	-0.3	0.5	0.2	0.3	4.0	3.2	0.8
ABCFM	3.3	3.0	0.3	0.1	0.3	-0.2	2.4	1.5	0.9	1.3	1.8	-0.5	2.0	1.6	0.4	6.1	5.4	0.7	4.8	3.4	1.4

## 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	5.6	4.7	0.9	4.4	3.5	0.9	7.0	5.9	1.1	6.5	5.8	0.7	4.4	4.1	0.3	6.1	5.2	0.9	6.5	7.2	-0.7
2GB	16.6	15.6	1.0	20.0	18.6	1.4	19.5	16.4	3.1	14.3	13.5	0.8	11.1	10.5	0.6	14.6	17.9	-3.3	12.6	12.6	0.0
2UE	5.8	6.0	-0.2	6.7	6.0	0.7	5.4	7.0	-1.6	5.0	6.1	-1.1	4.8	4.2	0.6	7.3	7.0	0.3	8.6	8.9	-0.3
2DAY	10.8	11.6	-0.8	11.4	12.5	-1.1	9.2	9.9	-0.7	10.2	10.6	-0.4	14.6	15.6	-1.0	7.7	7.3	0.4	7.5	9.4	-1.9
MIX106.5	4.3	5.5	-1.2	3.1	4.1	-1.0	4.3	5.0	-0.7	4.6	5.4	-0.8	5.0	6.3	-1.3	6.3	9.3	-3.0	3.5	5.6	-2.1
2MMM	5.2	3.5	1.7	4.5	2.2	2.3	5.6	4.5	1.1	6.1	5.0	1.1	5.4	3.6	1.8	4.5	2.0	2.5	4.2	3.1	1.1
NOVA96.9	6.7	9.3	-2.6	6.5	10.5	-4.0	6.0	7.4	-1.4	6.7	8.4	-1.7	7.9	11.3	-3.4	7.2	7.9	-0.7	6.2	6.8	-0.6
vega 95.3	3.1	3.6	-0.5	2.1	2.3	-0.2	3.7	4.7	-1.0	4.1	4.9	-0.8	3.5	3.7	-0.2	2.1	2.4	-0.3	4.3	3.8	0.5
WSFM	6.2	6.3	-0.1	6.5	6.3	0.2	6.1	7.1	-1.0	6.6	7.3	-0.7	5.3	5.6	-0.3	5.6	4.0	1.6	7.1	6.0	1.1
ABC702	10.5	11.0	-0.5	12.4	12.9	-0.5	8.7	10.2	-1.5	9.5	9.7	-0.2	10.7	11.0	-0.3	10.8	9.3	1.5	10.5	9.6	0.9
2RN	2.0	2.5	-0.5	3.0	3.6	-0.6	1.7	1.7	0.0	1.0	1.2	-0.2	1.6	2.8	-1.2	2.2	2.5	-0.3	1.9	2.5	-0.6
NEWSR	1.9	2.2	-0.3	2.3	3.1	-0.8	1.4	1.6	-0.2	1.4	1.2	0.2	1.8	1.2	0.6	2.7	4.0	-1.3	2.7	3.2	-0.5
2JJJ	6.0	3.9	2.1	4.2	2.7	1.5	6.5	3.8	2.7	8.1	4.5	3.6	6.6	4.8	1.8	4.9	5.2	-0.3	4.9	3.9	1.0
ABCFM	3.1	2.7	0.4	2.6	2.3	0.3	3.6	3.0	0.6	3.4	2.5	0.9	3.1	3.5	-0.4	2.4	2.9	-0.5	4.1	3.8	0.3

Survey Period: Sun Jan 17 - Sat Feb 13, 2010

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## Average Audience (000's) 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	+/-
Potential	3983	3883	100	440	445	-5	482	461	21	1088	1058	30	924	914	10	1049	1005	44	1713	1661	52
2CH	33	30	3	*	*	0	1	*	1	1	*	1	4	2	2	27	27	0	20	15	5
2GB	89	84	5	1	1	0	1	1	0	8	7	1	19	15	4	61	59	2	44	42	2
2UE	37	38	-1	*	*	0	1	*	1	3	4	-1	9	8	1	23	25	-2	24	20	4
2DAY	57	62	-5	9	10	-1	11	13	-2	23	22	1	13	14	-1	2	3	-1	23	26	-3
MIX106.5	23	31	-8	3	2	1	2	4	-2	9	11	-2	8	8	0	2	5	-3	11	13	-2
2MMM	28	19	9	2	1	1	3	2	1	13	10	3	9	6	3	1	1	0	9	7	2
NOVA96.9	38	49	-11	5	7	-2	10	12	-2	15	21	-6	6	9	-3	2	1	1	11	18	-7
vega 95.3	19	20	-1	2	2	0	1	1	0	3	7	-4	12	9	3	2	1	1	8	12	-4
WSFM	36	35	1	1	2	-1	2	1	1	7	5	2	13	16	-3	13	10	3	24	19	5
ABC702	60	60	0	1	*	1	1	*	1	8	6	2	14	17	-3	36	36	0	34	33	1
2RN	11	14	-3	*	*	0	*	*	0	1	1	0	2	3	-1	8	9	-1	7	9	-2
NEWSR	12	13	-1	1	1	0	*	1	-1	2	2	0	2	5	-3	6	5	1	5	6	-1
2JJJ	33	22	11	1	2	-1	6	4	2	18	9	9	6	7	-1	1	1	0	11	9	2
ABCFM	19	17	2	*	*	0	1	1	0	2	2	0	3	2	1	13	11	2	13	9	4
ALL	570	560	10	34	34	0	48	48	0	133	128	5	139	140	-1	215	211	4	275	272	3

## Average Audience (000's) by Session, P10+ [Potential: 3983]

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	34	29	5	41	35	6	55	43	12	42	36	6	27	25	2	14	12	2	31	33	-2
2GB	101	94	7	191	190	1	155	120	35	93	83	10	69	65	4	33	40	-7	59	57	2
2UE	35	36	-1	64	61	3	43	51	-8	32	37	-5	30	26	4	17	16	1	40	40	0
2DAY	66	70	-4	109	127	-18	73	72	1	66	65	1	90	96	-6	18	16	2	35	43	-8
MIX106.5	26	33	-7	29	42	-13	34	36	-2	30	33	-3	31	39	-8	14	21	-7	16	26	-10
2MMM	32	21	11	42	22	20	44	33	11	40	31	9	33	22	11	10	4	6	20	14	6
NOVA96.9	41	56	-15	62	107	-45	48	54	-6	43	51	-8	49	70	-21	17	18	-1	29	31	-2
vega 95.3	19	22	-3	20	24	-4	29	35	-6	27	30	-3	21	23	-2	5	5	0	20	17	3
WSFM	38	38	0	62	65	-3	49	52	-3	43	45	-2	33	35	-2	13	9	4	33	27	6
ABC702	64	66	-2	118	131	-13	69	75	-6	62	59	3	66	68	-2	25	21	4	49	44	5
2RN	12	15	-3	29	37	-8	13	12	1	7	7	0	10	18	-8	5	6	-1	9	11	-2
NEWSR	11	13	-2	22	31	-9	11	11	0	9	8	1	11	7	4	6	9	-3	13	14	-1
2JJJ	37	24	13	40	27	13	51	28	23	52	28	24	41	30	11	11	12	-1	23	18	5
ABCFM	19	17	2	25	24	1	29	22	7	22	15	7	19	22	-3	5	6	-1	19	17	2
ALL	610	603	7	951	1015	-64	793	731	62	647	611	36	617	618	-1	228	223	5	468	453	15

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## Cumulative Audience (000's) 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	+/-
Potential	3983	3883	100	440	445	-5	482	461	21	1088	1058	30	924	914	10	1049	1005	44	1713	1661	52
2CH	317	324	-7	4	5	-1	3	6	-3	19	8	11	41	25	16	249	281	-32	181	153	28
2GB	625	637	-12	13	22	-9	24	17	7	77	97	-20	159	158	1	353	343	10	284	300	-16
2UE	366	333	33	5	*	5	11	5	6	54	37	17	111	100	11	186	191	-5	209	166	43
2DAY	987	1054	-67	203	221	-18	205	227	-22	343	373	-30	196	180	16	41	53	-12	338	373	-35
MIX106.5	551	600	-49	84	63	21	89	104	-15	193	224	-31	139	141	-2	47	68	-21	234	238	-4
2MMM	506	409	97	56	51	5	82	62	20	229	165	64	129	109	20	10	21	-11	180	147	33
NOVA96.9	871	881	-10	167	167	0	214	217	-3	326	350	-24	145	117	28	19	29	-10	269	292	-23
vega 95.3	299	278	21	40	39	1	27	19	8	68	73	-5	145	119	26	19	29	-10	133	138	-5
WSFM	559	533	26	30	46	-16	40	38	2	145	116	29	204	199	5	140	134	6	282	273	9
ABC702	736	667	69	27	22	5	33	21	12	129	108	21	206	208	-2	341	308	33	355	352	3
2RN	150	211	-61	4	0	4	1	9	-8	15	30	-15	34	72	-38	96	99	-3	91	122	-31
NEWSR	268	302	-34	12	8	4	8	26	-18	54	53	1	68	104	-36	126	111	15	124	146	-22
2JJJ	476	400	76	42	46	-4	104	81	23	210	183	27	106	72	34	14	17	-3	171	147	24
ABCFM	244	255	-11	5	9	-4	12	21	-9	42	44	-2	38	48	-10	147	132	15	135	121	14
ALL	3759	3674	85	412	409	3	433	424	9	1011	996	15	889	874	15	1014	970	44	1633	1586	47

## Cumulative Audience (000's) by Session, P10+ [Potential: 3983]

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	292	275	17	159	168	-9	169	168	1	174	176	-2	140	149	-9	104	108	-4	233	259	-26
2GB	590	600	-10	468	474	-6	381	364	17	358	320	38	329	317	12	219	241	-22	433	436	-3
2UE	315	286	29	225	196	29	154	154	0	162	154	8	162	144	18	108	125	-17	266	252	14
2DAY	930	976	-46	558	621	-63	392	401	-9	471	502	-31	620	623	-3	308	327	-19	560	681	-121
MIX106.5	503	550	-47	222	290	-68	216	219	-3	252	262	-10	256	273	-17	198	258	-60	335	353	-18
2MMM	446	357	89	236	183	53	206	150	56	245	192	53	255	198	57	125	102	23	309	236	73
NOVA96.9	802	803	-1	501	496	5	358	313	45	396	408	-12	441	460	-19	273	313	-40	528	560	-32
vega 95.3	255	252	3	129	146	-17	146	112	34	145	145	0	140	136	4	91	77	14	205	172	33
WSFM	503	482	21	297	315	-18	251	224	27	269	251	18	271	250	21	165	126	39	376	326	50
ABC702	670	592	78	479	454	25	356	343	13	397	351	46	406	375	31	252	225	27	524	468	56
2RN	131	184	-53	98	139	-41	60	74	-14	62	82	-20	65	110	-45	44	77	-33	107	131	-24
NEWSR	215	230	-15	127	156	-29	84	80	4	84	68	16	70	66	4	73	87	-14	184	221	-37
2JJJ	441	355	86	255	183	72	232	154	78	271	192	79	274	230	44	166	162	4	281	247	34
ABCFM	222	217	5	131	139	-8	122	106	16	116	95	21	130	114	16	73	78	-5	171	168	3
ALL	3698	3601	97	3065	3051	14	2478	2310	168	2665	2506	159	2791	2690	101	1843	1893	-50	3170	3130	40

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