

# Sydney Radio - Survey #3 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	5.7	5.6	0.1	1.5	1.1	0.4	0.2	*	0.2	1.4	1.2	0.2	2.7	2.8	-0.1	12.3	12.2	0.1	5.7	6.9	-1.2
2GB	15.6	14.7	0.9	1.5	1.4	0.1	1.5	1.5	0.0	5.9	5.3	0.6	13.3	13.6	-0.3	28.6	26.3	2.3	18.3	15.6	2.7
2UE	4.9	5.3	-0.4	0.3	0.5	-0.2	0.2	1.2	-1.0	1.2	2.1	-0.9	5.0	5.0	0.0	8.9	9.2	-0.3	5.6	6.6	-1.0
2DAY	10.2	10.3	-0.1	27.2	30.4	-3.2	21.8	20.3	1.5	19.2	18.0	1.2	7.8	8.8	-1.0	1.2	1.2	0.0	9.8	8.6	1.2
MIX106.5	4.7	4.7	0.0	7.3	7.8	-0.5	10.1	10.2	-0.1	8.4	8.3	0.1	4.1	4.6	-0.5	1.3	0.8	0.5	4.0	3.6	0.4
2MMM	5.3	5.3	0.0	10.7	6.5	4.2	5.9	6.7	-0.8	9.9	11.3	-1.4	6.7	6.1	0.6	0.5	0.7	-0.2	4.3	3.7	0.6
NOVA96.9	6.5	6.5	0.0	13.6	11.7	1.9	16.4	15.2	1.2	11.1	12.1	-1.0	6.0	6.0	0.0	0.6	0.8	-0.2	4.8	4.6	0.2
Classic Rock*	3.5	3.2	0.3	3.7	4.0	-0.3	4.8	3.9	0.9	3.3	3.0	0.3	6.4	7.1	-0.7	1.4	0.5	0.9	3.5	3.2	0.3
WSFM	7.0	6.6	0.4	2.7	2.0	0.7	2.1	2.3	-0.2	6.2	4.1	2.1	10.5	9.6	0.9	6.7	7.8	-1.1	7.2	8.8	-1.6
ABC702	11.4	11.1	0.3	2.0	1.7	0.3	0.6	2.4	-1.8	5.8	5.5	0.3	13.2	10.3	2.9	17.5	18.5	-1.0	12.8	13.2	-0.4
2RN	2.5	2.7	-0.2	0.2	0.4	-0.2	0.5	0.4	0.1	0.8	0.6	0.2	2.4	3.0	-0.6	4.5	4.6	-0.1	3.1	3.5	-0.4
NEWSR	2.2	2.3	-0.1	1.0	4.1	-3.1	1.1	1.0	0.1	1.3	1.5	-0.2	3.6	3.3	0.3	2.3	2.1	0.2	2.2	1.8	0.4
2JJJ	4.5	5.4	-0.9	3.1	3.7	-0.6	16.7	14.8	1.9	9.1	11.9	-2.8	2.8	4.0	-1.2	0.4	0.4	0.0	2.9	3.6	-0.7
ABCFM	2.7	3.0	-0.3	0.1	0.1	0.0	1.8	1.7	0.1	0.8	1.2	-0.4	2.1	2.1	0.0	5.0	5.4	-0.4	3.4	4.0	-0.6

## 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	5.2	5.3	-0.1	4.5	4.3	0.2	6.9	6.6	0.3	5.8	6.0	-0.2	3.3	3.7	-0.4	5.8	6.8	-1.0	7.3	6.8	0.5
2GB	16.2	15.5	0.7	18.7	17.2	1.5	18.3	18.5	-0.2	14.1	13.5	0.6	11.4	11.2	0.2	17.0	15.8	1.2	13.7	12.0	1.7
2UE	4.4	4.7	-0.3	4.0	4.9	-0.9	4.3	4.4	-0.1	4.4	5.0	-0.6	4.9	4.2	0.7	5.2	4.7	0.5	6.6	7.6	-1.0
2DAY	10.8	11.0	-0.2	11.5	12.2	-0.7	8.5	8.2	0.3	10.4	10.5	-0.1	13.6	14.2	-0.6	8.9	8.3	0.6	8.5	8.0	0.5
MIX106.5	4.6	4.7	-0.1	3.2	3.3	-0.1	4.7	5.5	-0.8	4.8	5.2	-0.4	4.2	4.6	-0.4	8.1	7.0	1.1	5.2	4.5	0.7
2MMM	5.6	5.5	0.1	4.7	4.5	0.2	5.8	5.8	0.0	6.1	6.0	0.1	5.7	5.7	0.0	6.8	6.7	0.1	4.2	4.6	-0.4
NOVA96.9	6.7	6.7	0.0	7.5	7.6	-0.1	5.7	5.6	0.1	6.9	6.4	0.5	7.2	7.1	0.1	5.5	5.9	-0.4	5.6	6.0	-0.4
Classic Rock*	3.6	3.2	0.4	3.1	2.8	0.3	4.4	3.3	1.1	4.4	4.0	0.4	3.2	3.6	-0.4	2.5	2.2	0.3	3.3	3.2	0.1
WSFM	6.9	6.3	0.6	6.6	6.6	0.0	7.9	6.7	1.2	8.6	7.2	1.4	5.5	5.1	0.4	4.7	4.5	0.2	7.1	7.6	-0.5
ABC702	11.6	11.2	0.4	13.9	12.4	1.5	10.6	10.1	0.5	10.0	10.3	-0.3	12.7	11.5	1.2	9.0	11.0	-2.0	10.6	10.8	-0.2
2RN	2.5	2.7	-0.2	3.1	3.3	-0.2	2.2	2.7	-0.5	1.6	1.7	-0.1	2.5	2.3	0.2	3.8	4.0	-0.2	2.6	2.6	0.0
NEWSR	2.0	2.0	0.0	2.5	2.5	0.0	1.6	1.7	-0.1	1.4	1.2	0.2	1.8	2.1	-0.3	3.1	2.9	0.2	3.0	3.1	-0.1
2JJJ	4.5	5.6	-1.1	3.2	4.1	-0.9	4.5	6.2	-1.7	5.4	6.8	-1.4	6.0	6.6	-0.6	4.3	4.5	-0.2	4.3	4.7	-0.4
ABCFM	2.4	2.7	-0.3	2.4	2.5	-0.1	2.4	2.9	-0.5	1.9	2.5	-0.6	2.9	3.0	-0.1	3.2	2.8	0.4	3.7	3.9	-0.2

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010

\* Note: **Classic Rock 95.3** commenced broadcasting on **March 12** replacing **vega 95.3**. All listening for **Survey #3** reflects listening to **vega** from **Feb 14 to Mar 11** and **Classic Rock** from **Mar 12 to May 1**. **LAST (#2)** survey results reflect listening to **vega** from **Jan 31 to Mar 11** and **Classic Rock** from **Mar 12 to Mar 20**.