

Sydney Radio - Survey #4 2010



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CH	4.9	5.7	-0.8	0.3	1.5	-1.2	0.5	0.2	0.3	0.6	1.4	-0.8	3.3	2.7	0.6	6.3	9.2	-2.9	13.8	14.5	-0.7
2GB	14.7	15.6	-0.9	1.2	1.5	-0.3	2.1	1.5	0.6	8.3	5.9	2.4	10.1	13.3	-3.2	19.9	18.9	1.0	33.3	35.5	-2.2
2UE	6.1	4.9	1.2	0.1	0.3	-0.2	0.6	0.2	0.4	1.9	1.2	0.7	8.6	5.0	3.6	8.8	10.0	-1.2	10.2	8.1	2.1
2DAY	9.7	10.2	-0.5	22.9	27.2	-4.3	17.6	21.8	-4.2	18.4	19.2	-0.8	7.8	7.8	0.0	2.0	2.5	-0.5	0.3	0.3	0.0
MIX106.5	5.0	4.7	0.3	8.2	7.3	0.9	9.4	10.1	-0.7	7.6	8.4	-0.8	4.2	4.1	0.1	4.0	2.0	2.0	1.1	0.8	0.3
2MMM	5.3	5.3	0.0	9.8	10.7	-0.9	4.3	5.9	-1.6	10.1	9.9	0.2	6.2	6.7	-0.5	1.8	1.0	0.8	0.1	0.2	-0.1
NOVA96.9	6.1	6.5	-0.4	17.3	13.6	3.7	18.4	16.4	2.0	9.6	11.1	-1.5	3.9	6.0	-2.1	1.1	1.4	-0.3	*	*	0.0
Classic Rock*	4.5	3.5	1.0	10.0	3.7	6.3	3.7	4.8	-1.1	3.6	3.3	0.3	7.4	6.4	1.0	5.0	3.1	1.9	0.1	0.1	0.0
WSFM	6.6	7.0	-0.4	4.3	2.7	1.6	3.0	2.1	0.9	5.3	6.2	-0.9	12.0	10.5	1.5	8.6	11.4	-2.8	2.3	3.3	-1.0
ABC702	11.5	11.4	0.1	2.0	2.0	0.0	0.5	0.6	-0.1	6.3	5.8	0.5	14.9	13.2	1.7	16.1	13.9	2.2	17.4	20.0	-2.6
2RN	2.5	2.5	0.0	0.3	0.2	0.1	1.1	0.5	0.6	0.7	0.8	-0.1	2.0	2.4	-0.4	7.1	5.3	1.8	3.1	3.9	-0.8
NEWSR	2.1	2.2	-0.1	1.2	1.0	0.2	1.3	1.1	0.2	1.5	1.3	0.2	2.3	3.6	-1.3	3.4	2.6	0.8	2.4	2.0	0.4
2JJJ	4.7	4.5	0.2	2.5	3.1	-0.6	18.7	16.7	2.0	9.0	9.1	-0.1	2.8	2.8	0.0	0.6	0.9	-0.3	0.1	0.1	0.0
ABCFM	2.8	2.7	0.1	0.1	0.1	0.0	0.6	1.8	-1.2	0.6	0.8	-0.2	1.2	2.1	-0.9	6.1	5.7	0.4	6.5	4.5	2.0

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	4.4	5.2	-0.8	3.5	4.5	-1.0	5.9	6.9	-1.0	4.8	5.8	-1.0	2.8	3.3	-0.5	5.7	5.8	-0.1	6.3	7.3	-1.0
2GB	15.1	16.2	-1.1	17.2	18.7	-1.5	17.5	18.3	-0.8	14.0	14.1	-0.1	9.9	11.4	-1.5	15.0	17.0	-2.0	13.4	13.7	-0.3
2UE	5.6	4.4	1.2	5.9	4.0	1.9	4.7	4.3	0.4	4.7	4.4	0.3	5.9	4.9	1.0	7.9	5.2	2.7	8.0	6.6	1.4
2DAY	10.3	10.8	-0.5	10.2	11.5	-1.3	7.9	8.5	-0.6	10.2	10.4	-0.2	14.8	13.6	1.2	7.9	8.9	-1.0	7.7	8.5	-0.8
MIX106.5	5.0	4.6	0.4	3.9	3.2	0.7	5.3	4.7	0.6	5.8	4.8	1.0	4.5	4.2	0.3	7.2	8.1	-0.9	5.0	5.2	-0.2
2MMM	5.6	5.6	0.0	4.9	4.7	0.2	5.7	5.8	-0.1	6.5	6.1	0.4	5.9	5.7	0.2	5.1	6.8	-1.7	4.2	4.2	0.0
NOVA96.9	6.4	6.7	-0.3	6.3	7.5	-1.2	6.0	5.7	0.3	6.8	6.9	-0.1	6.9	7.2	-0.3	5.9	5.5	0.4	5.2	5.6	-0.4
Classic Rock*	4.5	3.6	0.9	3.6	3.1	0.5	5.4	4.4	1.0	5.6	4.4	1.2	3.9	3.2	0.7	3.9	2.5	1.4	4.3	3.3	1.0
WSFM	6.5	6.9	-0.4	7.1	6.6	0.5	6.5	7.9	-1.4	6.8	8.6	-1.8	5.5	5.5	0.0	5.6	4.7	0.9	7.0	7.1	-0.1
ABC702	11.8	11.6	0.2	13.9	13.9	0.0	10.6	10.6	0.0	9.8	10.0	-0.2	13.5	12.7	0.8	10.0	9.0	1.0	10.4	10.6	-0.2
2RN	2.5	2.5	0.0	3.4	3.1	0.3	1.9	2.2	-0.3	1.6	1.6	0.0	2.7	2.5	0.2	2.7	3.8	-1.1	2.6	2.6	0.0
NEWSR	1.8	2.0	-0.2	2.6	2.5	0.1	1.5	1.6	-0.1	1.3	1.4	-0.1	1.1	1.8	-0.7	2.4	3.1	-0.7	3.2	3.0	0.2
2JJJ	4.8	4.5	0.3	3.2	3.2	0.0	4.8	4.5	0.3	6.4	5.4	1.0	5.7	6.0	-0.3	4.4	4.3	0.1	4.3	4.3	0.0
ABCFM	2.6	2.4	0.2	2.1	2.4	-0.3	3.2	2.4	0.8	2.4	1.9	0.5	2.9	2.9	0.0	2.7	3.2	-0.5	3.4	3.7	-0.3

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010

* Note: Classic Rock 95.3 - LAST (#3) survey results reflect listening to vega from Feb 14 to Mar 11 and Classic Rock from Mar 12 to May 1.