

# Sydney Radio - Survey #5 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	4.8	4.9	-0.1	*	0.3	-0.3	0.7	0.5	0.2	0.1	0.6	-0.5	4.0	3.3	0.7	8.3	6.3	2.0	11.8	13.8	-2.0
2GB	14.3	14.7	-0.4	1.8	1.2	0.6	1.7	2.1	-0.4	7.9	8.3	-0.4	13.2	10.1	3.1	16.0	19.9	-3.9	30.7	33.3	-2.6
2UE	7.3	6.1	1.2	0.1	0.1	0.0	0.5	0.6	-0.1	3.1	1.9	1.2	8.8	8.6	0.2	9.0	8.8	0.2	14.5	10.2	4.3
2DAY	9.4	9.7	-0.3	25.5	22.9	2.6	19.6	17.6	2.0	16.3	18.4	-2.1	6.5	7.8	-1.3	2.8	2.0	0.8	0.4	0.3	0.1
MIX106.5	5.4	5.0	0.4	8.1	8.2	-0.1	12.5	9.4	3.1	6.9	7.6	-0.7	6.0	4.2	1.8	3.1	4.0	-0.9	0.9	1.1	-0.2
2MMM	4.8	5.3	-0.5	5.4	9.8	-4.4	6.1	4.3	1.8	9.6	10.1	-0.5	5.3	6.2	-0.9	2.0	1.8	0.2	0.1	0.1	0.0
NOVA96.9	6.5	6.1	0.4	18.3	17.3	1.0	18.6	18.4	0.2	10.9	9.6	1.3	3.0	3.9	-0.9	1.5	1.1	0.4	0.1	*	0.1
Classic Rock	4.3	4.5	-0.2	8.4	10.0	-1.6	3.3	3.7	-0.4	4.8	3.6	1.2	7.3	7.4	-0.1	3.7	5.0	-1.3	0.1	0.1	0.0
WSFM	6.6	6.6	0.0	5.4	4.3	1.1	2.6	3.0	-0.4	4.2	5.3	-1.1	13.5	12.0	1.5	8.9	8.6	0.3	2.1	2.3	-0.2
ABC702	10.3	11.5	-1.2	1.5	2.0	-0.5	1.3	0.5	0.8	4.8	6.3	-1.5	10.8	14.9	-4.1	18.9	16.1	2.8	16.4	17.4	-1.0
2RN	2.4	2.5	-0.1	0.3	0.3	0.0	0.8	1.1	-0.3	1.0	0.7	0.3	2.1	2.0	0.1	6.0	7.1	-1.1	2.9	3.1	-0.2
NEWSR	2.0	2.1	-0.1	1.3	1.2	0.1	1.5	1.3	0.2	1.8	1.5	0.3	2.2	2.3	-0.1	2.4	3.4	-1.0	2.1	2.4	-0.3
2JJJ	4.6	4.7	-0.1	4.6	2.5	2.1	12.1	18.7	-6.6	9.2	9.0	0.2	3.9	2.8	1.1	0.3	0.6	-0.3	0.1	0.1	0.0
ABCFM	3.1	2.8	0.3	0.6	0.1	0.5	0.2	0.6	-0.4	0.8	0.6	0.2	1.1	1.2	-0.1	6.3	6.1	0.2	7.7	6.5	1.2

## 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	4.5	4.4	0.1	4.1	3.5	0.6	5.8	5.9	-0.1	4.7	4.8	-0.1	2.8	2.8	0.0	5.2	5.7	-0.5	5.9	6.3	-0.4
2GB	14.5	15.1	-0.6	15.9	17.2	-1.3	17.7	17.5	0.2	13.3	14.0	-0.7	9.5	9.9	-0.4	14.8	15.0	-0.2	13.3	13.4	-0.1
2UE	6.9	5.6	1.3	7.0	5.9	1.1	5.9	4.7	1.2	6.6	4.7	1.9	7.1	5.9	1.2	9.1	7.9	1.2	8.7	8.0	0.7
2DAY	10.0	10.3	-0.3	10.5	10.2	0.3	7.4	7.9	-0.5	9.4	10.2	-0.8	14.7	14.8	-0.1	7.5	7.9	-0.4	7.6	7.7	-0.1
MIX106.5	5.5	5.0	0.5	4.0	3.9	0.1	5.7	5.3	0.4	5.9	5.8	0.1	4.8	4.5	0.3	9.3	7.2	2.1	5.3	5.0	0.3
2MMM	5.1	5.6	-0.5	4.6	4.9	-0.3	5.2	5.7	-0.5	5.9	6.5	-0.6	5.6	5.9	-0.3	4.1	5.1	-1.0	3.7	4.2	-0.5
NOVA96.9	6.8	6.4	0.4	6.3	6.3	0.0	6.3	6.0	0.3	7.6	6.8	0.8	7.8	6.9	0.9	5.8	5.9	-0.1	5.5	5.2	0.3
Classic Rock	4.4	4.5	-0.1	3.3	3.6	-0.3	5.1	5.4	-0.3	5.6	5.6	0.0	4.4	3.9	0.5	3.5	3.9	-0.4	4.0	4.3	-0.3
WSFM	6.7	6.5	0.2	8.1	7.1	1.0	6.8	6.5	0.3	6.6	6.8	-0.2	5.7	5.5	0.2	4.0	5.6	-1.6	6.5	7.0	-0.5
ABC702	10.4	11.8	-1.4	12.2	13.9	-1.7	9.7	10.6	-0.9	8.7	9.8	-1.1	10.9	13.5	-2.6	9.6	10.0	-0.4	10.0	10.4	-0.4
2RN	2.3	2.5	-0.2	2.9	3.4	-0.5	1.6	1.9	-0.3	1.6	1.6	0.0	2.3	2.7	-0.4	3.3	2.7	0.6	2.6	2.6	0.0
NEWSR	1.8	1.8	0.0	2.8	2.6	0.2	1.1	1.5	-0.4	0.9	1.3	-0.4	1.0	1.1	-0.1	3.2	2.4	0.8	2.7	3.2	-0.5
2JJJ	4.7	4.8	-0.1	3.5	3.2	0.3	4.9	4.8	0.1	5.8	6.4	-0.6	5.5	5.7	-0.2	4.2	4.4	-0.2	4.2	4.3	-0.1
ABCFM	2.8	2.6	0.2	2.4	2.1	0.3	3.4	3.2	0.2	2.9	2.4	0.5	3.1	2.9	0.2	2.6	2.7	-0.1	3.9	3.4	0.5

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

# Sydney Radio - Survey #5 2010



## Average Audience (000's) 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	+/-
Potential	3983			440			482			1088			924			481			568		
2CH	26	27	-1	*	*	0	*	*	0	*	1	-1	5	5	0	7	5	2	14	16	-2
2GB	78	82	-4	1	*	1	1	1	0	10	11	-1	17	14	3	13	17	-4	36	38	-2
2UE	40	34	6	*	*	0	*	*	0	4	3	1	11	12	-1	8	8	0	17	12	5
2DAY	52	54	-2	9	9	0	10	8	2	22	24	-2	9	11	-2	2	2	0	*	*	0
MIX106.5	30	28	2	3	3	0	6	4	2	9	10	-1	8	6	2	3	3	0	1	1	0
2MMM	26	29	-3	2	4	-2	3	2	1	13	13	0	7	9	-2	2	2	0	*	*	0
NOVA96.9	36	34	2	7	6	1	9	9	0	14	13	1	4	5	-1	1	1	0	*	*	0
Classic Rock	24	25	-1	3	4	-1	2	2	0	6	5	1	10	10	0	3	4	-1	*	*	0
WSFM	36	37	-1	2	2	0	1	1	0	6	7	-1	18	17	1	8	7	1	2	3	-1
ABC702	57	64	-7	1	1	0	1	*	1	6	8	-2	14	21	-7	16	14	2	19	20	-1
2RN	13	14	-1	*	*	0	*	*	0	1	1	0	3	3	0	5	6	-1	3	4	-1
NEWSR	11	12	-1	*	*	0	1	1	0	2	2	0	3	3	0	2	3	-1	2	3	-1
2JJJ	25	26	-1	2	1	1	6	9	-3	12	12	0	5	4	1	*	*	0	*	*	0
ABCFM	17	15	2	*	*	0	*	*	0	1	1	0	1	2	-1	5	5	0	9	7	2
ALL	550	555	-5	37	37	0	49	46	3	132	132	0	131	138	-7	84	87	-3	116	115	1

## 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	26	26	0	39	33	6	43	45	-2	29	30	-1	17	17	0	11	13	-2	26	29	-3
2GB	86	90	-4	149	162	-13	133	134	-1	84	88	-4	57	59	-2	32	33	-1	60	61	-1
2UE	41	33	8	66	55	11	44	36	8	42	29	13	42	35	7	20	18	2	39	36	3
2DAY	59	61	-2	98	96	2	56	60	-4	60	64	-4	88	89	-1	16	18	-2	34	35	-1
MIX106.5	32	30	2	37	36	1	43	41	2	37	36	1	29	27	2	20	16	4	24	23	1
2MMM	30	33	-3	43	46	-3	39	44	-5	37	41	-4	33	36	-3	9	11	-2	17	19	-2
NOVA96.9	40	38	2	58	59	-1	47	46	1	48	43	5	47	42	5	13	13	0	25	24	1
Classic Rock	26	27	-1	31	34	-3	38	42	-4	36	35	1	26	23	3	8	9	-1	18	20	-2
WSFM	39	39	0	75	66	9	52	50	2	41	43	-2	34	33	1	9	13	-4	29	32	-3
ABC702	61	70	-9	114	130	-16	73	81	-8	55	61	-6	65	81	-16	21	22	-1	45	47	-2
2RN	13	15	-2	27	32	-5	12	15	-3	10	10	0	14	16	-2	7	6	1	12	12	0
NEWSR	10	11	-1	26	24	2	8	11	-3	6	8	-2	6	7	-1	7	5	2	12	14	-2
2JJJ	28	29	-1	33	30	3	37	37	0	37	40	-3	33	34	-1	9	10	-1	19	20	-1
ABCFM	17	16	1	22	20	2	25	24	1	18	15	3	18	17	1	6	6	0	18	15	3
ALL	590	596	-6	933	940	-7	753	766	-13	630	628	2	595	602	-7	218	224	-6	447	453	-6

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

# Sydney Radio - Survey #5 2010



## Cumulative Audience (000's) 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	+/-
Potential	3983			440			482			1088			924			481			568		
2CH	276	315	-39	1	7	-6	6	7	-1	10	11	-1	37	55	-18	81	79	2	141	156	-15
2GB	643	643	0	24	25	-1	20	26	-6	115	110	5	171	157	14	111	115	-4	202	211	-9
2UE	373	353	20	3	6	-3	7	11	-4	60	53	7	103	91	12	77	79	-2	123	112	11
2DAY	962	1002	-40	218	211	7	165	169	-4	344	381	-37	198	210	-12	29	24	5	9	8	1
MIX106.5	598	566	32	86	91	-5	88	79	9	229	206	23	136	135	1	43	37	6	16	19	-3
2MMM	504	524	-20	65	68	-3	67	53	14	204	234	-30	126	131	-5	30	28	2	12	9	3
NOVA96.9	768	739	29	175	155	20	203	185	18	275	270	5	90	110	-20	23	17	6	2	2	0
Classic Rock	344	335	9	25	28	-3	31	33	-2	104	85	19	143	144	-1	35	40	-5	6	4	2
WSFM	593	592	1	46	46	0	34	35	-1	137	134	3	239	237	2	110	106	4	27	34	-7
ABC702	691	739	-48	24	28	-4	17	13	4	123	141	-18	195	243	-48	167	153	14	165	161	4
2RN	199	221	-22	4	5	-1	11	14	-3	35	30	5	47	53	-6	54	70	-16	48	50	-2
NEWSR	296	305	-9	14	13	1	28	27	1	68	65	3	88	83	5	49	57	-8	49	60	-11
2JJJ	442	406	36	51	40	11	118	130	-12	194	153	41	62	69	-7	15	11	4	2	4	-2
ABCFM	240	245	-5	12	6	6	5	11	-6	42	36	6	39	49	-10	57	54	3	85	89	-4
ALL	3781	3766	15	408	415	-7	443	432	11	1037	1021	16	891	893	-2	463	463	0	538	542	-4

## 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	224	266	-42	148	150	-2	133	159	-26	137	146	-9	107	110	-3	77	97	-20	218	236	-18
2GB	602	599	3	465	456	9	362	375	-13	329	339	-10	312	317	-5	240	244	-4	438	456	-18
2UE	315	289	26	219	184	35	141	127	14	166	129	37	182	179	3	120	114	6	279	254	25
2DAY	906	951	-45	549	583	-34	374	388	-14	483	465	18	552	613	-61	298	291	7	575	582	-7
MIX106.5	556	525	31	254	253	1	267	252	15	271	252	19	254	249	5	211	180	31	363	339	24
2MMM	452	477	-25	258	282	-24	183	200	-17	236	247	-11	230	248	-18	141	152	-11	276	314	-38
NOVA96.9	691	667	24	386	360	26	251	249	2	350	332	18	384	373	11	241	241	0	475	437	38
Classic Rock	310	292	18	171	174	-3	161	147	14	175	171	4	163	147	16	107	104	3	240	233	7
WSFM	519	519	0	348	340	8	243	243	0	276	268	8	270	267	3	146	148	-2	386	381	5
ABC702	633	675	-42	468	505	-37	315	345	-30	323	368	-45	369	438	-69	211	230	-19	462	495	-33
2RN	167	204	-37	125	163	-38	73	92	-19	64	76	-12	77	93	-16	82	78	4	139	144	-5
NEWSR	245	250	-5	157	159	-2	86	102	-16	77	86	-9	72	87	-15	89	82	7	215	200	15
2JJJ	402	383	19	214	205	9	194	198	-4	224	222	2	258	236	22	146	148	-2	290	275	15
ABCFM	209	204	5	129	119	10	114	108	6	112	101	11	117	112	5	73	75	-2	171	170	1
ALL	3693	3703	-10	3077	3074	3	2388	2419	-31	2515	2517	-2	2733	2730	3	1820	1814	6	3210	3151	59

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