



C2

Consolidated Metropolitan Survey Share
5 City Share Report - Free to Air Only
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59
 Total Individuals - including Guests



Network	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET
Survey 1	12.7%	3.0%	1.3%	0.0%	17.0%	25.0%	3.1%	28.1%	27.3%	4.1%	31.4%	18.3%	1.1%	19.4%	3.8%	0.3%	4.1%
Survey 2	12.9%	3.2%	1.4%	0.0%	17.5%	26.5%	3.1%	29.6%	24.1%	4.2%	28.3%	18.9%	1.6%	20.5%	3.8%	0.3%	4.1%
Survey 3	12.8%	3.2%	1.4%	0.0%	17.4%	25.3%	3.0%	28.2%	23.9%	3.9%	27.8%	21.2%	1.5%	22.7%	3.6%	0.3%	3.9%
Survey 4	13.1%	3.2%	1.4%	0.0%	17.7%	24.8%	3.1%	27.9%	23.5%	4.0%	27.5%	21.1%	1.5%	22.6%	4.0%	0.4%	4.4%
Survey 5	13.9%	3.3%	1.7%	0.0%	18.8%	23.4%	3.1%	26.5%	22.0%	4.0%	26.0%	20.9%	1.4%	22.3%	5.2%	1.1%	6.4%
Survey 6	13.4%	3.4%	1.7%	0.2%	18.7%	23.9%	3.3%	27.2%	21.8%	4.5%	26.3%	21.7%	1.5%	23.2%	4.2%	0.4%	4.6%
Survey 7 Week 1 (08/08/10)	13.6%	3.6%	1.7%	1.0%	19.9%	25.0%	3.8%	28.8%	22.1%	5.1%	27.2%	18.7%	1.3%	20.0%	3.6%	0.5%	4.1%
Week 2 (15/08/10)																	
Week 3 (22/08/10)																	
Week 4 (29/08/10)																	
Survey 7 Progressive	13.6%	3.6%	1.7%	1.0%	19.9%	25.0%	3.8%	28.8%	22.1%	5.1%	27.2%	18.7%	1.3%	20.0%	3.6%	0.5%	4.1%
Survey 8																	
Survey 9																	
Survey 10																	
Survey Year to Date	13.2%	3.2%	1.5%	0.1%	18.0%	24.8%	3.1%	27.9%	23.6%	4.2%	27.8%	20.4%	1.4%	21.7%	4.1%	0.5%	4.6%

Consolidated Metropolitan Survey Share
Sydney Share Report - Free to Air Only
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59
 Total Individuals - including Guests

Network	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET
Survey 1	13.7%	3.2%	1.4%	0.0%	18.3%	23.4%	2.7%	26.1%	29.4%	3.4%	32.8%	17.8%	0.7%	18.6%	4.0%	0.3%	4.3%
Survey 2	13.5%	3.7%	1.5%	0.0%	18.7%	24.9%	3.0%	27.9%	26.0%	3.9%	29.9%	17.7%	1.2%	18.9%	4.3%	0.3%	4.6%
Survey 3	14.1%	3.6%	1.6%	0.0%	19.3%	23.2%	2.8%	26.0%	26.1%	3.7%	29.8%	19.7%	0.9%	20.6%	4.0%	0.3%	4.3%
Survey 4	14.2%	3.7%	1.6%	0.0%	19.5%	23.6%	2.8%	26.4%	25.4%	3.7%	29.2%	19.0%	1.0%	20.1%	4.4%	0.4%	4.8%
Survey 5	14.5%	3.2%	1.6%	0.0%	19.3%	22.2%	2.8%	25.0%	24.0%	3.7%	27.7%	19.5%	0.8%	20.3%	6.4%	1.3%	7.7%
Survey 6	14.2%	3.3%	1.7%	0.2%	19.5%	23.7%	3.2%	27.0%	23.2%	3.9%	27.1%	20.5%	1.0%	21.5%	4.4%	0.4%	4.9%
Survey 7 Week 1 (08/08/10)	14.9%	3.4%	1.6%	1.2%	21.1%	24.7%	3.1%	27.9%	23.6%	4.4%	28.0%	17.8%	1.0%	18.7%	3.8%	0.5%	4.3%
Week 2 (15/08/10)																	
Week 3 (22/08/10)																	
Week 4 (29/08/10)																	
Survey 7 Progressive	14.9%	3.4%	1.6%	1.2%	21.1%	24.7%	3.1%	27.9%	23.6%	4.4%	28.0%	17.8%	1.0%	18.7%	3.8%	0.5%	4.3%
Survey 8																	
Survey 9																	
Survey 10																	
Survey Year to Date	14.1%	3.4%	1.6%	0.1%	19.2%	23.5%	2.9%	26.4%	25.5%	3.8%	29.3%	19.0%	1.0%	20.0%	4.6%	0.5%	5.1%



C2

Consolidated Metropolitan Survey Share
Melbourne Share Report - Free to Air Only
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59
 Total Individuals - including Guests



Network	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET
Survey 1	12.7%	3.4%	1.1%	0.0%	17.1%	24.3%	3.3%	27.6%	27.6%	4.4%	31.9%	18.2%	1.0%	19.2%	3.9%	0.3%	4.2%
Survey 2	12.8%	3.4%	1.2%	0.0%	17.3%	25.6%	2.9%	28.5%	24.8%	4.1%	28.9%	19.6%	1.5%	21.1%	3.8%	0.3%	4.1%
Survey 3	12.5%	3.5%	1.0%	0.0%	17.0%	24.9%	2.9%	27.8%	24.5%	3.9%	28.4%	21.7%	1.5%	23.2%	3.4%	0.3%	3.7%
Survey 4	12.5%	3.5%	1.2%	0.0%	17.2%	24.1%	3.1%	27.1%	23.7%	4.2%	27.9%	22.2%	1.4%	23.6%	3.8%	0.4%	4.2%
Survey 5	13.7%	4.0%	1.6%	0.0%	19.3%	22.2%	3.0%	25.2%	21.5%	4.0%	25.5%	22.4%	1.4%	23.8%	5.0%	1.2%	6.2%
Survey 6	12.8%	4.0%	1.4%	0.2%	18.4%	22.1%	3.1%	25.2%	22.0%	4.7%	26.7%	23.3%	1.6%	25.0%	4.3%	0.4%	4.7%
Survey 7 Week 1 (08/08/10)	13.2%	4.4%	1.5%	0.9%	20.0%	23.4%	4.0%	27.4%	22.1%	5.6%	27.7%	19.5%	1.3%	20.8%	3.6%	0.4%	4.0%
Week 2 (15/08/10)																	
Week 3 (22/08/10)																	
Week 4 (29/08/10)																	
Survey 7 Progressive	13.2%	4.4%	1.5%	0.9%	20.0%	23.4%	4.0%	27.4%	22.1%	5.6%	27.7%	19.5%	1.3%	20.8%	3.6%	0.4%	4.0%
Survey 8																	
Survey 9																	
Survey 10																	
Survey Year to Date	12.8%	3.7%	1.3%	0.1%	17.9%	23.8%	3.1%	26.9%	23.8%	4.3%	28.1%	21.3%	1.4%	22.7%	4.0%	0.5%	4.5%

Consolidated Metropolitan Survey Share
Brisbane Share Report - Free to Air Only
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59
 Total Individuals - including Guests

Network	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET
Survey 1	11.5%	2.0%	1.1%	0.0%	14.5%	27.4%	2.8%	30.2%	27.8%	3.8%	31.6%	18.7%	1.3%	20.1%	3.4%	0.2%	3.6%
Survey 2	12.0%	2.1%	1.4%	0.0%	15.5%	28.3%	2.8%	31.1%	25.0%	4.0%	29.0%	18.9%	1.6%	20.5%	3.6%	0.2%	3.8%
Survey 3	12.0%	1.9%	1.4%	0.0%	15.4%	26.7%	2.5%	29.2%	25.8%	3.8%	29.7%	20.4%	1.5%	21.8%	3.7%	0.3%	4.0%
Survey 4	12.6%	2.1%	1.4%	0.0%	16.1%	26.5%	2.7%	29.1%	25.3%	3.8%	29.1%	20.0%	1.4%	21.4%	3.9%	0.3%	4.3%
Survey 5	13.6%	2.3%	1.7%	0.0%	17.5%	25.2%	2.6%	27.8%	25.1%	3.8%	29.0%	19.2%	1.4%	20.6%	4.2%	0.9%	5.2%
Survey 6	13.6%	2.5%	1.6%	0.2%	17.9%	25.5%	2.9%	28.5%	24.4%	4.2%	28.6%	19.2%	1.4%	20.6%	4.0%	0.4%	4.4%
Survey 7 Week 1 (08/08/10)	13.1%	2.5%	1.4%	1.3%	18.3%	26.1%	3.3%	29.4%	25.1%	5.1%	30.2%	16.9%	1.1%	18.1%	3.5%	0.5%	3.9%
Week 2 (15/08/10)																	
Week 3 (22/08/10)																	
Week 4 (29/08/10)																	
Survey 7 Progressive	13.1%	2.5%	1.4%	1.3%	18.3%	26.1%	3.3%	29.4%	25.1%	5.1%	30.2%	16.9%	1.1%	18.1%	3.5%	0.5%	3.9%
Survey 8																	
Survey 9																	
Survey 10																	
Survey Year to Date	12.6%	2.2%	1.4%	0.1%	16.3%	26.6%	2.7%	29.3%	25.6%	4.0%	29.5%	19.3%	1.4%	20.7%	3.8%	0.4%	4.2%



C2

Consolidated Metropolitan Survey Share
Adelaide Share Report - Free to Air Only
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59
 Total Individuals - including Guests



Network	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET
Survey 1	12.2%	3.4%	1.1%	0.0%	16.7%	26.1%	4.0%	30.1%	24.7%	5.2%	29.9%	18.2%	1.3%	19.5%	3.5%	0.3%	3.8%
Survey 2	13.0%	3.5%	1.4%	0.0%	17.9%	28.1%	3.8%	31.8%	20.2%	5.2%	25.4%	19.1%	2.0%	21.1%	3.4%	0.3%	3.7%
Survey 3	12.3%	3.8%	1.5%	0.0%	17.7%	26.3%	3.7%	30.1%	19.0%	4.9%	23.9%	22.5%	2.2%	24.7%	3.3%	0.4%	3.7%
Survey 4	12.5%	3.3%	1.4%	0.0%	17.2%	25.1%	4.1%	29.2%	19.4%	5.2%	24.6%	22.8%	2.3%	25.1%	3.6%	0.4%	4.0%
Survey 5	13.3%	3.3%	1.6%	0.0%	18.2%	24.3%	4.3%	28.6%	18.9%	5.2%	24.1%	22.3%	1.8%	24.1%	4.0%	1.0%	5.0%
Survey 6	12.8%	3.8%	2.0%	0.2%	18.8%	25.0%	4.3%	29.3%	18.4%	5.5%	23.9%	22.2%	1.9%	24.1%	3.4%	0.4%	3.8%
Survey 7 Week 1 (08/08/10)	13.1%	4.1%	2.2%	0.6%	19.9%	26.6%	4.6%	31.2%	19.0%	5.4%	24.4%	19.1%	1.7%	20.8%	3.2%	0.5%	3.7%
Week 2 (15/08/10)																	
Week 3 (22/08/10)																	
Week 4 (29/08/10)																	
Survey 7 Progressive	13.1%	4.1%	2.2%	0.6%	19.9%	26.6%	4.6%	31.2%	19.0%	5.4%	24.4%	19.1%	1.7%	20.8%	3.2%	0.5%	3.7%
Survey 8																	
Survey 9																	
Survey 10																	
Survey Year to Date	12.7%	3.6%	1.5%	0.1%	17.9%	25.8%	4.1%	29.9%	20.0%	5.2%	25.2%	21.2%	1.9%	23.1%	3.5%	0.5%	4.0%

Consolidated Metropolitan Survey Share
Perth Share Report - Free to Air Only
 Week 01 - Week 33 2010 (07/02/10 - 14/08/10) 06:00 - 23:59
 Total Individuals - including Guests

Network	ABC1	ABC2	ABC3	ABC News 24	ABC NET	Seven	7TWO	Seven NET	Nine	GO!	Nine NET	TEN	ONE	TEN NET	SBS ONE	SBS TWO	SBS NET
Survey 1	13.2%	3.0%	1.8%	0.0%	18.0%	25.4%	3.4%	28.9%	23.8%	4.5%	28.3%	19.3%	1.5%	20.8%	3.7%	0.4%	4.1%
Survey 2	13.1%	3.1%	2.0%	0.0%	18.2%	28.4%	3.4%	31.8%	20.0%	4.6%	24.6%	19.7%	1.9%	21.6%	3.5%	0.3%	3.8%
Survey 3	12.5%	2.8%	1.6%	0.0%	16.9%	27.9%	3.4%	31.3%	19.1%	3.6%	22.7%	23.3%	2.0%	25.3%	3.5%	0.4%	3.9%
Survey 4	13.0%	2.6%	1.8%	0.0%	17.4%	26.9%	3.5%	30.4%	19.2%	3.6%	22.8%	23.3%	1.9%	25.2%	3.8%	0.4%	4.2%
Survey 5	14.0%	3.1%	2.0%	0.0%	19.1%	25.7%	3.5%	29.2%	17.0%	3.9%	20.9%	21.9%	1.9%	23.9%	6.0%	0.9%	6.9%
Survey 6	13.3%	2.8%	2.2%	0.2%	18.4%	26.0%	3.5%	29.5%	17.7%	4.3%	22.0%	23.0%	2.1%	25.1%	4.6%	0.4%	5.0%
Survey 7 Week 1 (08/08/10)	13.3%	3.3%	2.2%	0.7%	19.5%	26.7%	4.4%	31.1%	17.5%	4.9%	22.4%	20.8%	1.9%	22.7%	3.7%	0.6%	4.4%
Week 2 (15/08/10)																	
Week 3 (22/08/10)																	
Week 4 (29/08/10)																	
Survey 7 Progressive	13.3%	3.3%	2.2%	0.7%	19.5%	26.7%	4.4%	31.1%	17.5%	4.9%	22.4%	20.8%	1.9%	22.7%	3.7%	0.6%	4.4%
Survey 8																	
Survey 9																	
Survey 10																	
Survey Year to Date	13.2%	2.9%	1.9%	0.1%	18.1%	26.7%	3.5%	30.2%	19.3%	4.1%	23.4%	21.8%	1.9%	23.7%	4.2%	0.5%	4.7%