



SYDNEY RADIO - SURVEY 7 2015

Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH	4.3	4.5	-0.2	*	0.6	*	1.8	0.1	1.7	0.3	0.3	0.0	0.9	0.9	0.0	5.3	6.7	-1.4	12.9	13.3	-0.4
2GB	12.0	12.8	-0.8	6.1	2.3	3.8	0.5	0.9	-0.4	6.1	8.2	-2.1	7.1	6.3	0.8	17.1	18.0	-0.9	25.0	27.3	-2.3
2UE	5.0	5.1	-0.1	2.8	3.2	-0.4	0.2	1.0	-0.8	0.9	1.3	-0.4	3.8	3.9	-0.1	8.2	7.4	0.8	10.0	10.1	-0.1
SKY Sports Radio	0.8	0.8	0.0	0.3	0.3	0.0	*	0.3	*	0.5	0.5	0.0	0.7	0.8	-0.1	0.7	1.0	-0.3	1.6	1.2	0.4
2DayFM hit 1041	3.5	4.0	-0.5	8.8	8.8	0.0	6.8	7.5	-0.7	6.2	6.2	0.0	2.4	4.2	-1.8	2.3	1.8	0.5	0.5	0.6	-0.1
KIIS1065	7.7	7.5	0.2	18.7	17.9	0.8	12.4	10.0	2.4	11.1	9.9	1.2	10.6	11.3	-0.7	2.4	3.0	-0.6	0.8	0.6	0.2
2MMM	6.0	6.0	0.0	5.7	5.2	0.5	5.0	3.7	1.3	13.6	13.1	0.5	7.6	8.5	-0.9	2.0	2.5	-0.5	0.6	0.4	0.2
NOVA96.9	7.2	6.7	0.5	18.4	20.0	-1.6	12.7	12.9	-0.2	15.2	11.2	4.0	6.2	6.1	0.1	0.9	2.2	-1.3	0.4	0.4	0.0
smoothfm 95.3	7.4	8.2	-0.8	11.1	7.2	3.9	4.3	5.3	-1.0	5.0	6.7	-1.7	7.7	9.5	-1.8	13.4	12.4	1.0	5.4	6.8	-1.4
WSFM	7.5	7.3	0.2	4.0	9.8	-5.8	4.4	4.3	0.1	3.9	5.4	-1.5	13.0	12.1	0.9	12.1	9.4	2.7	3.9	3.0	0.9
ABC702	10.3	8.9	1.4	1.8	1.4	0.4	1.5	0.7	0.8	3.8	2.6	1.2	13.4	10.7	2.7	14.6	16.1	-1.5	15.2	13.1	2.1
2RN	3.0	2.4	0.6	0.3	0.3	0.0	0.9	0.6	0.3	0.8	0.8	0.0	4.3	3.1	1.2	6.0	3.6	2.4	3.0	3.6	-0.6
NEWSR	1.8	1.8	0.0	*	1.2	*	0.9	0.3	0.6	1.1	0.8	0.3	1.4	1.1	0.3	2.9	3.4	-0.5	3.0	3.2	-0.2
2JJJ	7.5	7.3	0.2	5.8	4.1	1.7	23.9	27.4	-3.5	14.7	14.3	0.4	5.9	5.4	0.5	3.2	1.8	1.4	0.1	0.1	0.0
ABCFM	2.8	3.5	-0.7	0.5	1.8	-1.3	0.9	1.4	-0.5	1.1	2.6	-1.5	2.1	1.9	0.2	2.0	3.1	-1.1	7.0	7.4	-0.4

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH	4.0	4.1	-0.1	3.7	3.1	0.6	4.9	5.3	-0.4	4.7	5.4	-0.7	3.2	3.1	0.1	3.2	3.0	0.2	5.3	5.8	-0.5
2GB	13.3	13.8	-0.5	13.8	15.1	-1.3	16.3	16.1	0.2	12.2	11.9	0.3	9.0	10.1	-1.1	16.0	16.0	0.0	8.0	9.4	-1.4
2UE	4.3	4.3	0.0	5.8	6.0	-0.2	4.7	4.5	0.2	2.9	3.3	-0.4	2.3	2.2	0.1	5.7	5.2	0.5	7.0	7.5	-0.5
SKY Sports Radio	0.6	0.6	0.0	1.1	1.2	-0.1	0.2	0.4	-0.2	0.5	0.5	0.0	0.4	0.4	0.0	0.5	0.6	-0.1	1.3	1.3	0.0
2DayFM hit 1041	3.4	3.9	-0.5	2.9	3.1	-0.2	2.1	3.1	-1.0	3.1	3.5	-0.4	5.6	6.8	-1.2	4.5	3.7	0.8	3.8	4.2	-0.4
KIIS1065	8.1	7.7	0.4	8.9	8.3	0.6	7.7	6.9	0.8	8.1	7.9	0.2	9.1	8.3	0.8	5.2	6.1	-0.9	6.4	6.7	-0.3
2MMM	6.2	6.3	-0.1	6.4	6.7	-0.3	6.2	5.7	0.5	7.1	7.0	0.1	5.5	6.8	-1.3	5.2	3.9	1.3	5.3	5.0	0.3
NOVA96.9	7.3	6.6	0.7	6.9	6.8	0.1	5.3	4.3	1.0	6.8	6.3	0.5	10.6	9.5	1.1	7.6	6.8	0.8	6.9	6.8	0.1
smoothfm 95.3	7.0	8.0	-1.0	4.8	5.7	-0.9	7.6	8.9	-1.3	8.6	9.6	-1.0	7.1	8.1	-1.0	8.7	9.2	-0.5	8.6	9.0	-0.4
WSFM	7.6	7.4	0.2	8.7	8.5	0.2	8.8	7.8	1.0	7.9	7.3	0.6	5.7	6.8	-1.1	4.4	4.6	-0.2	7.2	6.9	0.3
ABC702	11.0	9.4	1.6	12.0	10.3	1.7	9.6	8.2	1.4	10.2	8.2	2.0	12.2	10.7	1.5	10.5	10.1	0.4	8.0	7.3	0.7
2RN	3.0	2.3	0.7	4.4	3.4	1.0	2.4	1.6	0.8	1.8	1.7	0.1	3.2	2.6	0.6	2.5	1.7	0.8	2.8	2.7	0.1
NEWSR	1.7	1.7	0.0	2.2	2.6	-0.4	1.1	1.3	-0.2	1.2	1.0	0.2	1.7	1.2	0.5	2.6	2.9	-0.3	2.2	2.1	0.1
2JJJ	7.3	7.5	-0.2	6.9	5.9	1.0	7.2	8.9	-1.7	8.4	9.1	-0.7	7.7	7.2	0.5	5.2	5.5	-0.3	8.3	6.9	1.4
ABCFM	2.7	3.2	-0.5	2.4	2.5	-0.1	3.2	3.2	0.0	2.4	3.0	-0.6	2.8	3.6	-0.8	3.0	4.5	-1.5	3.3	4.5	-1.2



SYDNEY RADIO - SURVEY 7 2015

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH	22	23	-1	*	*	*	1	*	*	*	*	*	1	1	0	4	6	-2	16	16	0
2GB	62	67	-5	2	1	1	*	*	*	7	9	-2	9	8	1	14	15	-1	30	33	-3
2UE	26	26	0	1	1	0	*	*	*	1	2	-1	5	5	0	7	6	1	12	12	0
SKY Sports Radio	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
2DayFM hit 1041	18	21	-3	3	3	0	3	3	0	7	7	0	3	5	-2	2	2	0	1	1	0
KIIS1065	40	39	1	6	6	0	6	4	2	12	11	1	14	14	0	2	2	0	1	1	0
2MMM	31	31	0	2	2	0	2	2	0	15	15	0	10	11	-1	2	2	0	1	*	*
NOVA96.9	37	35	2	5	6	-1	6	6	0	16	13	3	8	8	0	1	2	-1	*	*	*
smoothfm 95.3	38	43	-5	3	2	1	2	2	0	5	8	-3	10	12	-2	11	10	1	7	8	-1
WSFM	39	38	1	1	3	-2	2	2	0	4	6	-2	17	16	1	10	8	2	5	4	1
ABC702	53	47	6	1	*	*	1	*	*	4	3	1	17	14	3	12	13	-1	18	16	2
2RN	15	13	2	*	*	*	*	*	*	1	1	0	6	4	2	5	3	2	4	4	0
NEWSR	9	10	-1	*	*	*	*	*	*	1	1	0	2	1	1	2	3	-1	4	4	0
2JJJ	39	38	1	2	1	1	11	12	-1	16	16	0	8	7	1	3	1	2	*	*	*
ABCFM	15	18	-3	*	1	*	*	1	*	1	3	-2	3	2	1	2	3	-1	9	9	0
Total	514	522	-8	30	32	-2	46	45	1	108	113	-5	129	128	1	81	83	-2	121	122	-1

Average Audience (000's) by Session, P10+ [Potential: 4232]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH	22	23	-1	32	27	5	33	38	-5	27	33	-6	19	19	0	6	6	0	23	25	-2
2GB	73	77	-4	122	130	-8	108	113	-5	69	72	-3	53	61	-8	32	32	0	35	40	-5
2UE	24	24	0	51	52	-1	31	31	0	17	20	-3	14	13	1	11	10	1	30	32	-2
SKY Sports Radio	3	4	-1	10	10	0	1	3	-2	3	3	0	3	2	1	1	1	0	6	6	0
2DayFM hit 1041	19	22	-3	25	27	-2	14	22	-8	18	21	-3	33	41	-8	9	7	2	16	18	-2
KIIS1065	45	43	2	78	72	6	51	48	3	46	48	-2	54	51	3	10	12	-2	28	29	-1
2MMM	34	35	-1	56	58	-2	41	40	1	40	43	-3	33	41	-8	10	8	2	23	22	1
NOVA96.9	40	37	3	61	58	3	35	30	5	39	38	1	62	58	4	15	14	1	30	29	1
smoothfm 95.3	38	45	-7	42	49	-7	50	62	-12	49	58	-9	42	50	-8	17	18	-1	37	39	-2
WSFM	41	42	-1	77	74	3	58	55	3	45	44	1	34	41	-7	9	9	0	31	29	2
ABC702	60	53	7	106	89	17	64	57	7	58	50	8	72	65	7	21	20	1	35	31	4
2RN	17	13	4	39	29	10	16	11	5	10	10	0	19	16	3	5	3	2	12	12	0
NEWSR	9	10	-1	19	23	-4	8	9	-1	7	6	1	10	7	3	5	6	-1	10	9	1
2JJJ	40	42	-2	60	51	9	48	63	-15	48	55	-7	46	44	2	10	11	-1	36	30	6
ABCFM	15	18	-3	21	21	0	21	23	-2	13	18	-5	17	22	-5	6	9	-3	14	19	-5
Total	547	560	-13	881	862	19	664	701	-37	569	606	-37	591	608	-17	197	200	-3	434	427	7



SYDNEY RADIO - SURVEY 7 2015

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH	234	242	-8	*	6	*	5	5	0	7	8	-1	25	16	9	48	66	-18	149	141	8
2GB	589	633	-44	21	29	-8	15	13	2	88	108	-20	131	112	19	138	137	1	197	234	-37
2UE	297	308	-11	12	18	-6	10	9	1	39	39	0	62	59	3	66	67	-1	108	116	-8
SKY Sports Radio	101	96	5	7	6	1	5	5	0	29	24	5	19	27	-8	14	15	-1	27	19	8
2DayFM hit 1041	574	627	-53	115	120	-5	105	129	-24	211	243	-32	103	103	0	28	21	7	11	11	0
KIIS1065	866	884	-18	161	174	-13	145	133	12	304	308	-4	194	197	-3	39	50	-11	22	23	-1
2MMM	596	556	40	65	61	4	71	54	17	245	250	-5	162	147	15	38	35	3	15	9	6
NOVA96.9	934	948	-14	202	207	-5	160	175	-15	340	316	24	198	201	-3	20	35	-15	15	15	0
smoothfm 95.3	686	703	-17	63	54	9	67	65	2	162	162	0	170	182	-12	140	148	-8	84	92	-8
WSFM	670	662	8	51	61	-10	60	56	4	116	143	-27	233	218	15	140	127	13	69	58	11
ABC702	686	648	38	32	30	2	23	17	6	89	99	-10	198	177	21	149	148	1	195	178	17
2RN	217	198	19	6	7	-1	8	3	5	24	28	-4	75	63	12	53	32	21	53	64	-11
NEWSR	216	243	-27	4	20	-16	17	14	3	50	45	5	49	53	-4	42	48	-6	55	64	-9
2JJB	624	608	16	61	49	12	128	137	-9	268	274	-6	130	116	14	34	29	5	4	3	1
ABCFM	228	284	-56	15	25	-10	15	24	-9	46	53	-7	47	49	-2	32	50	-18	73	83	-10
Total	4015	4008	7	419	423	-4	449	450	-1	1054	1047	7	947	949	-2	533	531	2	613	609	4

Cumulative Audience (000's) by Session, P10+ [Potential: 4232]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH	202	210	-8	128	122	6	127	132	-5	114	129	-15	101	102	-1	66	66	0	178	191	-13
2GB	546	576	-30	408	445	-37	298	316	-18	294	301	-7	278	308	-30	194	219	-25	333	384	-51
2UE	244	247	-3	166	174	-8	131	133	-2	116	119	-3	101	91	10	86	82	4	230	235	-5
SKY Sports Radio	78	79	-1	40	47	-7	11	23	-12	30	20	10	23	25	-2	18	21	-3	71	64	7
2DayFM hit 1041	522	559	-37	255	267	-12	149	178	-29	212	231	-19	300	337	-37	154	177	-23	317	354	-37
KIIS1065	779	804	-25	546	496	50	346	339	7	383	386	-3	396	366	30	246	257	-11	509	518	-9
2MMM	527	504	23	332	309	23	201	190	11	252	250	2	269	266	3	150	127	23	350	322	28
NOVA96.9	873	867	6	506	507	-1	305	264	41	426	429	-3	526	507	19	275	272	3	529	568	-39
smoothfm 95.3	613	633	-20	302	333	-31	305	285	20	324	323	1	331	346	-15	203	214	-11	475	484	-9
WSFM	601	598	3	379	381	-2	292	265	27	270	281	-11	293	313	-20	164	172	-8	444	433	11
ABC702	633	595	38	447	412	35	286	268	18	307	282	25	378	374	4	217	206	11	456	413	43
2RN	207	171	36	145	121	24	92	75	17	69	73	-4	107	82	25	74	53	21	144	142	2
NEWSR	182	202	-20	132	145	-13	51	56	-5	59	54	5	81	66	15	60	62	-2	145	151	-6
2JJB	551	538	13	371	314	57	253	266	-13	281	313	-32	343	294	49	202	187	15	412	377	35
ABCFM	200	244	-44	116	134	-18	90	105	-15	88	103	-15	96	129	-33	65	99	-34	140	191	-51
Total	3897	3908	-11	3301	3238	63	2449	2405	44	2609	2638	-29	2901	2914	-13	1849	1855	-6	3375	3373	2