

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 5 2014

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	4.1	3.6	0.5	0.2	0.6	-0.4	0.6	0.7	-0.1	0.2	0.4	-0.2	1.9	1.7	0.2	5.9	3.5	2.4	10.8	11.4	-0.6
2GB	13.1	12.5	0.6	0.6	1.6	-1.0	2.2	1.2	1.0	5.5	4.6	0.9	9.1	6.6	2.5	16.0	16.4	-0.4	29.1	32.0	-2.9
2UE	4.6	3.8	0.8	0.2	0.1	0.1	0.9	0.1	0.8	1.7	1.0	0.7	3.9	3.2	0.7	6.9	7.2	-0.3	8.4	7.2	1.2
2DAY	3.8	4.2	-0.4	10.8	7.5	3.3	6.2	6.1	0.1	6.5	8.2	-1.7	3.7	4.1	-0.4	2.2	1.5	0.7	0.3	0.4	-0.1
KIIS1065	8.7	7.9	0.8	17.5	14.1	3.4	16.5	10.5	6.0	13.8	12.5	1.3	12.3	11.8	0.5	2.0	2.2	-0.2	0.5	0.3	0.2
2MMM	5.0	5.9	-0.9	4.2	4.8	-0.6	8.3	10.4	-2.1	7.7	10.3	-2.6	7.8	8.2	-0.4	2.0	2.2	-0.2	0.7	0.4	0.3
NOVA96.9	6.4	7.2	-0.8	20.2	19.8	0.4	19.7	19.9	-0.2	10.2	10.7	-0.5	4.2	5.7	-1.5	2.9	2.2	0.7	0.2	0.4	-0.2
smoothfm 95.3	7.2	6.5	0.7	5.7	8.5	-2.8	6.9	3.8	3.1	8.0	6.8	1.2	5.9	6.2	-0.3	10.7	7.6	3.1	5.8	6.0	-0.2
WSFM	9.4	10.2	-0.8	5.9	4.9	1.0	5.4	6.0	-0.6	9.5	6.8	2.7	13.4	15.3	-1.9	13.8	17.3	-3.5	3.4	5.6	-2.2
ABC702	10.7	9.1	1.6	1.7	3.5	-1.8	1.8	1.4	0.4	4.3	3.2	1.1	12.2	9.1	3.1	13.2	14.0	-0.8	18.2	16.3	1.9
2RN	2.6	2.6	0.0	0.8	0.2	0.6	0.2	0.2	0.0	0.3	1.2	-0.9	3.3	1.9	1.4	4.9	5.2	-0.3	3.6	4.4	-0.8
NEWSR	2.2	2.0	0.2	1.2	1.8	-0.6	1.2	1.5	-0.3	1.9	1.8	0.1	3.0	2.6	0.4	1.7	1.7	0.0	2.4	1.9	0.5
2JJJ	5.3	6.0	-0.7	10.7	10.5	0.2	13.5	13.8	-0.3	9.7	11.8	-2.1	5.2	5.7	-0.5	1.7	0.8	0.9	0.1	0.1	0.0
ABCFM	3.1	2.9	0.2	0.7	0.6	0.1	0.2	1.0	-0.8	2.5	1.1	1.4	2.0	2.0	0.0	2.1	3.1	-1.0	7.3	7.0	0.3

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	3.4	0.6	3.4	3.2	0.2	4.8	4.0	0.8	4.6	3.1	1.5	3.0	2.7	0.3	4.2	4.5	-0.3	4.4	4.4	0.0
2GB	13.7	13.0	0.7	15.5	14.1	1.4	15.5	15.6	-0.1	11.6	10.7	0.9	9.6	9.8	-0.2	16.3	14.8	1.5	11.3	10.9	0.4
2UE	3.8	3.0	0.8	3.9	3.3	0.6	4.3	2.7	1.6	3.2	2.3	0.9	2.4	2.5	-0.1	6.3	5.1	1.2	7.3	6.4	0.9
2DAY	3.8	4.2	-0.4	3.6	3.0	0.6	3.2	3.4	-0.2	4.0	4.8	-0.8	4.6	5.6	-1.0	4.1	5.3	-1.2	3.9	4.3	-0.4
KIIS1065	9.0	8.2	0.8	10.5	9.0	1.5	8.9	8.2	0.7	8.2	8.3	-0.1	9.0	8.4	0.6	6.6	5.6	1.0	7.7	6.9	0.8
2MMM	5.1	6.3	-1.2	5.6	6.7	-1.1	5.1	6.3	-1.2	4.7	6.9	-2.2	4.7	5.3	-0.6	4.7	5.4	-0.7	4.6	4.8	-0.2
NOVA96.9	6.4	7.2	-0.8	5.8	6.2	-0.4	4.2	5.6	-1.4	6.4	7.9	-1.5	9.7	9.5	0.2	7.1	7.7	-0.6	6.3	7.2	-0.9
smoothfm 95.3	7.0	6.1	0.9	5.5	5.4	0.1	7.1	6.6	0.5	8.6	6.7	1.9	6.9	5.5	1.4	7.9	6.8	1.1	7.8	7.6	0.2
WSFM	9.7	10.6	-0.9	9.4	11.5	-2.1	10.3	11.1	-0.8	11.1	11.6	-0.5	8.7	9.0	-0.3	6.8	7.7	-0.9	8.5	8.7	-0.2
ABC702	11.5	9.7	1.8	12.4	11.9	0.5	10.3	8.2	2.1	10.5	8.3	2.2	13.5	10.7	2.8	10.5	7.8	2.7	8.1	7.3	0.8
2RN	2.6	2.4	0.2	3.7	3.6	0.1	1.9	2.0	-0.1	1.1	1.3	-0.2	3.1	2.6	0.5	3.4	2.4	1.0	3.0	2.9	0.1
NEWSR	2.0	1.9	0.1	2.9	2.8	0.1	1.8	1.2	0.6	0.9	1.0	-0.1	1.4	1.6	-0.2	3.4	3.2	0.2	2.7	2.3	0.4
2JJJ	5.3	5.9	-0.6	4.5	5.2	-0.7	5.1	5.6	-0.5	5.5	5.4	0.1	6.9	7.7	-0.8	4.7	6.5	-1.8	5.3	6.6	-1.3
ABCFM	2.9	2.7	0.2	2.5	2.5	0.0	3.3	2.9	0.4	3.4	2.8	0.6	2.6	2.4	0.2	2.4	2.7	-0.3	3.9	3.6	0.3



SYDNEY RADIO - SURVEY 5 2014

Average 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	21	18	3	*	*	*	*	*	*	*	*	*	3	2	1	5	3	2	13	13	0
2GB	68	64	4	*	1	*	1	*	*	6	5	1	12	8	4	15	14	1	34	35	-1
2UE	24	19	5	*	*	*	*	*	*	2	1	1	5	4	1	6	6	0	10	8	2
2DAY	20	21	-1	3	2	1	2	2	0	7	10	-3	5	5	0	2	1	1	*	*	*
KIIS1065	45	40	5	5	5	0	6	4	2	15	15	0	16	15	1	2	2	0	1	*	*
2MMM	25	30	-5	1	2	-1	3	4	-1	8	12	-4	10	10	0	2	2	0	1	*	*
NOVA96.9	33	37	-4	6	7	-1	7	8	-1	11	13	-2	6	7	-1	3	2	1	*	*	*
smoothfm 95.3	37	33	4	2	3	-1	3	2	1	8	8	0	8	8	0	10	6	4	7	7	0
WSFM	48	52	-4	2	2	0	2	2	0	10	8	2	18	19	-1	13	15	-2	4	6	-2
ABC702	55	46	9	1	1	0	1	1	0	5	4	1	16	11	5	12	12	0	21	18	3
2RN	14	13	1	*	*	*	*	*	*	*	1	*	4	2	2	4	4	0	4	5	-1
NEWSR	11	10	1	*	1	*	*	1	*	2	2	0	4	3	1	2	1	1	3	2	1
2JJJ	27	31	-4	3	3	0	5	6	-1	10	14	-4	7	7	0	2	1	1	*	*	*
ABCFM	16	15	1	*	*	*	*	*	*	3	1	2	3	3	0	2	3	-1	8	8	0
Total	514	510	4	31	33	-2	37	40	-3	106	118	-12	132	124	8	92	84	8	116	110	6

Average Audience (000's) by Session, P10+ [Potential: 4187]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CH	22	19	3	29	27	2	34	28	6	28	18	10	17	15	2	8	9	-1	19	18	1						
2GB	75	71	4	132	118	14	112	110	2	70	63	7	55	55	0	30	30	0	48	45	3						
2UE	21	16	5	33	27	6	31	19	12	19	14	5	14	14	0	12	10	2	31	27	4						
2DAY	21	23	-2	30	25	5	23	24	-1	24	28	-4	26	32	-6	7	11	-4	17	18	-1						
KIIS1065	50	45	5	90	75	15	64	58	6	50	49	1	52	48	4	12	11	1	33	29	4						
2MMM	28	34	-6	48	56	-8	37	45	-8	28	41	-13	27	30	-3	9	11	-2	20	20	0						
NOVA96.9	35	39	-4	49	52	-3	30	39	-9	39	46	-7	56	54	2	13	16	-3	27	30	-3						
smoothfm 95.3	39	33	6	47	45	2	51	47	4	52	39	13	39	31	8	14	14	0	33	32	1						
WSFM	53	58	-5	80	96	-16	75	78	-3	67	68	-1	50	51	-1	12	16	-4	36	36	0						
ABC702	64	53	11	106	100	6	75	57	18	63	49	14	77	60	17	19	16	3	34	30	4						
2RN	14	13	1	31	30	1	14	14	0	7	8	-1	18	15	3	6	5	1	13	12	1						
NEWSR	11	10	1	25	23	2	13	9	4	5	6	-1	8	9	-1	6	7	-1	12	9	3						
2JJJ	29	32	-3	38	43	-5	37	39	-2	33	32	1	39	43	-4	9	13	-4	22	28	-6						
ABCFM	16	14	2	21	21	0	24	20	4	21	17	4	15	14	1	4	5	-1	16	15	1						
Total	551	547	4	851	837	14	722	705	17	602	589	13	573	564	9	183	204	-21	424	417	7						



SYDNEY RADIO - SURVEY 5 2014

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	265	244	21	10	9	1	6	9	-3	12	9	3	39	39	0	57	40	17	142	139	3
2GB	574	565	9	16	22	-6	17	18	-1	84	75	9	133	116	17	120	117	3	203	218	-15
2UE	300	278	22	13	10	3	4	3	1	50	32	18	74	65	9	68	75	-7	90	93	-3
2DAY	619	591	28	125	96	29	119	124	-5	215	214	1	121	118	3	28	25	3	11	15	-4
KIIS1065	885	835	50	155	140	15	114	134	-20	344	309	35	208	198	10	48	45	3	15	8	7
2MMM	541	585	-44	69	86	-17	75	87	-12	204	199	5	141	162	-21	40	40	0	11	11	0
NOVA96.9	852	886	-34	182	193	-11	178	191	-13	292	314	-22	153	151	2	35	29	6	12	7	5
smoothfm 95.3	591	582	9	42	54	-12	62	53	9	154	159	-5	143	139	4	116	101	15	75	76	-1
WSFM	757	739	18	46	55	-9	58	52	6	166	159	7	264	235	29	153	159	-6	71	78	-7
ABC702	706	647	59	32	48	-16	28	16	12	116	86	30	198	174	24	148	143	5	185	180	5
2RN	210	196	14	15	4	11	5	6	-1	13	25	-12	69	45	24	50	56	-6	57	59	-2
NEWSR	304	295	9	26	22	4	25	18	7	73	77	-4	70	79	-9	53	47	6	59	51	8
2JJJ	504	535	-31	74	54	20	90	102	-12	194	225	-31	105	115	-10	37	31	6	4	7	-3
ABCFM	268	273	-5	15	13	2	7	11	-4	65	44	21	58	67	-9	43	55	-12	81	83	-2
Total	3966	3970	-4	423	428	-5	445	446	-1	1042	1044	-2	942	947	-5	525	520	5	589	585	4

Cumulative Audience (000's) by Session, P10+ [Potential: 4187]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CH	232	208	24	148	128	20	123	116	7	130	108	22	98	93	5	79	89	-10	205	182	23						
2GB	524	526	-2	394	358	36	338	317	21	285	282	3	258	272	-14	220	201	19	381	362	19						
2UE	232	220	12	148	137	11	114	106	8	91	89	2	91	89	2	92	84	8	215	193	22						
2DAY	545	528	17	301	247	54	202	205	-3	244	274	-30	269	267	2	138	157	-19	360	346	14						
KIIS1065	819	771	48	533	476	57	373	349	24	367	365	2	417	399	18	225	232	-7	552	514	38						
2MMM	467	527	-60	277	305	-28	180	217	-37	194	243	-49	236	265	-29	136	156	-20	319	330	-11						
NOVA96.9	757	803	-46	413	450	-37	248	279	-31	340	388	-48	468	469	-1	264	280	-16	528	575	-47						
smoothfm 95.3	536	524	12	300	314	-14	251	240	11	299	275	24	275	272	3	180	181	-1	416	414	2						
WSFM	674	657	17	421	404	17	323	332	-9	367	366	1	349	355	-6	195	201	-6	484	469	15						
ABC702	654	603	51	462	438	24	361	323	38	343	310	33	385	335	50	219	198	21	460	424	36						
2RN	177	184	-7	128	140	-12	85	97	-12	52	67	-15	89	97	-8	70	72	-2	145	128	17						
NEWSR	255	252	3	183	173	10	83	79	4	75	84	-9	70	83	-13	94	92	2	210	181	29						
2JJJ	458	486	-28	262	283	-21	191	241	-50	223	254	-31	286	302	-16	131	179	-48	305	341	-36						
ABCFM	242	241	1	117	130	-13	120	114	6	129	123	6	118	119	-1	74	80	-6	156	175	-19						
Total	3869	3870	-1	3180	3112	68	2426	2452	-26	2598	2634	-36	2813	2841	-28	1813	1897	-84	3408	3391	17						