



SYDNEY RADIO - SURVEY 7 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	4.7	4.6	0.1	1.0	0.5	0.5	0.2	0.3	-0.1	0.7	0.7	0.0	1.0	1.1	-0.1	5.0	5.8	-0.8	14.4	13.3	1.1
2GB	12.3	13.2	-0.9	2.8	2.5	0.3	0.3	1.9	-1.6	4.5	4.8	-0.3	7.7	10.4	-2.7	19.4	18.6	0.8	25.9	25.8	0.1
2UE	5.9	5.7	0.2	0.1	0.2	-0.1	*	0.9	*	1.0	1.3	-0.3	4.7	4.6	0.1	9.4	8.7	0.7	13.0	11.4	1.6
2DAY	3.6	3.6	0.0	7.7	9.2	-1.5	6.8	6.9	-0.1	5.4	5.3	0.1	4.3	3.6	0.7	1.5	2.2	-0.7	0.6	0.6	0.0
KIIS1065	8.2	7.8	0.4	16.2	15.6	0.6	17.5	13.2	4.3	15.0	13.9	1.1	8.1	9.3	-1.2	2.8	2.7	0.1	0.7	1.0	-0.3
2MMM	6.1	5.4	0.7	3.5	3.4	0.1	6.8	9.1	-2.3	12.4	9.7	2.7	9.2	8.6	0.6	1.5	1.6	-0.1	0.3	0.6	-0.3
NOVA96.9	6.7	6.3	0.4	22.8	23.7	-0.9	17.5	18.1	-0.6	11.2	10.4	0.8	4.6	4.5	0.1	2.3	1.5	0.8	0.2	0.1	0.1
smoothfm 95.3	5.7	6.7	-1.0	5.2	2.9	2.3	4.7	6.1	-1.4	5.6	6.1	-0.5	7.3	6.1	1.2	8.2	12.9	-4.7	2.9	4.3	-1.4
WSFM	8.8	9.5	-0.7	2.9	4.3	-1.4	8.2	6.9	1.3	7.2	10.8	-3.6	16.4	16.7	-0.3	11.9	9.9	2.0	2.2	2.6	-0.4
ABC702	8.7	10.6	-1.9	2.0	1.5	0.5	2.5	3.1	-0.6	2.1	3.7	-1.6	8.3	10.8	-2.5	15.6	15.1	0.5	14.5	18.0	-3.5
2RN	2.0	2.0	0.0	0.7	0.7	0.0	*	*	*	0.3	0.3	0.0	1.0	2.3	-1.3	3.8	2.7	1.1	4.6	3.7	0.9
NEWSR	2.2	2.0	0.2	4.1	3.3	0.8	1.5	1.5	0.0	1.2	1.2	0.0	2.4	2.5	-0.1	2.1	1.8	0.3	2.6	2.1	0.5
2JJJ	6.0	5.3	0.7	5.1	6.0	-0.9	11.5	15.3	-3.8	13.0	10.5	2.5	7.5	5.4	2.1	0.6	1.6	-1.0	0.1	0.1	0.0
ABCFM	3.6	3.2	0.4	2.5	2.1	0.4	0.6	0.4	0.2	1.4	2.8	-1.4	1.3	1.5	-0.2	3.4	3.0	0.4	9.3	6.7	2.6

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	4.3	4.4	-0.1	3.5	3.5	0.0	5.8	5.3	0.5	5.3	5.8	-0.5	3.0	3.3	-0.3	3.6	4.0	-0.4	5.8	5.3	0.5
2GB	13.5	14.1	-0.6	14.1	16.0	-1.9	17.1	16.0	1.1	12.7	12.6	0.1	8.2	9.2	-1.0	15.2	16.8	-1.6	8.7	10.2	-1.5
2UE	5.1	4.7	0.4	5.3	5.1	0.2	5.8	5.8	0.0	4.5	4.0	0.5	4.0	3.0	1.0	6.4	6.2	0.2	8.7	8.8	-0.1
2DAY	3.7	3.6	0.1	2.9	3.3	-0.4	3.7	3.3	0.4	4.1	3.6	0.5	4.3	4.3	0.0	4.1	3.8	0.3	3.3	3.5	-0.2
KIIS1065	8.7	8.0	0.7	10.5	9.8	0.7	8.3	7.5	0.8	7.9	6.6	1.3	8.0	8.4	-0.4	6.7	6.0	0.7	6.9	7.3	-0.4
2MMM	6.5	5.7	0.8	6.7	5.5	1.2	6.8	6.6	0.2	7.3	6.6	0.7	6.3	4.8	1.5	3.8	4.0	-0.2	4.6	4.6	0.0
NOVA96.9	6.7	6.3	0.4	7.0	6.7	0.3	4.7	3.9	0.8	6.2	6.1	0.1	8.9	8.6	0.3	7.3	6.4	0.9	6.9	6.2	0.7
smoothfm 95.3	5.4	6.6	-1.2	3.9	5.0	-1.1	5.3	6.7	-1.4	5.7	7.9	-2.2	6.5	7.5	-1.0	7.3	7.2	0.1	6.8	6.8	0.0
WSFM	8.8	9.9	-1.1	9.9	9.9	0.0	7.7	10.0	-2.3	9.7	11.2	-1.5	8.7	9.4	-0.7	5.9	7.0	-1.1	8.9	8.3	0.6
ABC702	9.0	11.2	-2.2	9.9	12.0	-2.1	7.7	10.1	-2.4	7.8	10.1	-2.3	10.0	12.7	-2.7	10.4	10.5	-0.1	7.7	8.9	-1.2
2RN	2.0	2.0	0.0	3.1	2.6	0.5	1.6	1.6	0.0	1.0	0.9	0.1	1.9	2.4	-0.5	1.7	2.7	-1.0	2.3	2.1	0.2
NEWSR	2.2	1.9	0.3	3.1	2.6	0.5	1.3	1.7	-0.4	1.3	1.2	0.1	1.9	1.4	0.5	3.4	3.0	0.4	2.2	2.2	0.0
2JJJ	6.2	5.3	0.9	4.8	4.4	0.4	6.9	5.1	1.8	7.5	5.7	1.8	7.1	7.0	0.1	4.3	4.5	-0.2	5.5	5.1	0.4
ABCFM	3.4	2.9	0.5	3.2	2.6	0.6	3.0	3.0	0.0	3.3	2.9	0.4	3.5	3.1	0.4	4.4	3.4	1.0	4.2	4.3	-0.1



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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	24	25	-1	*	*	*	*	*	*	1	1	0	1	1	0	4	5	-1	17	17	0
2GB	63	70	-7	1	1	0	*	1	*	5	5	0	9	14	-5	17	18	-1	31	32	-1
2UE	30	30	0	*	*	*	*	*	*	1	1	0	6	6	0	8	8	0	15	14	1
2DAY	18	19	-1	2	3	-1	2	2	0	6	6	0	5	5	0	1	2	-1	1	1	0
KIIS1065	42	42	0	5	5	0	6	5	1	18	16	2	10	12	-2	2	3	-1	1	1	0
2MMM	31	29	2	1	1	0	2	3	-1	15	11	4	11	11	0	1	2	-1	*	1	*
NOVA96.9	35	33	2	7	8	-1	6	6	0	13	12	1	6	6	0	2	1	1	*	*	*
smoothfm 95.3	29	36	-7	2	1	1	2	2	0	7	7	0	9	8	1	7	12	-5	3	5	-2
WSFM	45	51	-6	1	1	0	3	2	1	9	12	-3	20	22	-2	10	9	1	3	3	0
ABC702	45	57	-12	1	*	*	1	1	0	2	4	-2	10	14	-4	14	14	0	17	22	-5
2RN	11	11	0	*	*	*	*	*	*	*	*	*	1	3	-2	3	3	0	5	5	0
NEWSR	11	11	0	1	1	0	1	1	0	1	1	0	3	3	0	2	2	0	3	3	0
2JJJ	31	28	3	2	2	0	4	5	-1	15	12	3	9	7	2	1	2	-1	*	*	*
ABCFM	18	17	1	1	1	0	*	*	*	2	3	-1	2	2	0	3	3	0	11	8	3
Total	513	533	-20	32	32	0	36	36	0	119	114	5	121	132	-11	87	94	-7	119	125	-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	24	25	-1	31	31	0	40	39	1	31	35	-4	18	20	-2	7	8	-1	25	23	2						
2GB	74	81	-7	123	145	-22	118	117	1	74	77	-3	47	55	-8	30	32	-2	37	45	-8						
2UE	28	27	1	46	46	0	40	42	-2	26	25	1	23	18	5	13	12	1	37	39	-2						
2DAY	20	20	0	25	30	-5	25	24	1	24	22	2	25	26	-1	8	7	1	14	15	-1						
KIIS1065	47	46	1	91	89	2	57	54	3	46	41	5	46	50	-4	13	12	1	29	32	-3						
2MMM	36	33	3	58	50	8	47	48	-1	42	40	2	37	29	8	8	8	0	20	20	0						
NOVA96.9	37	36	1	61	61	0	32	29	3	36	37	-1	52	51	1	14	12	2	29	27	2						
smoothfm 95.3	30	38	-8	34	45	-11	37	48	-11	33	48	-15	38	45	-7	14	14	0	29	30	-1						
WSFM	48	57	-9	86	90	-4	53	73	-20	56	69	-13	50	57	-7	12	14	-2	38	37	1						
ABC702	50	64	-14	86	109	-23	53	73	-20	45	62	-17	58	76	-18	21	20	1	33	39	-6						
2RN	11	11	0	27	24	3	11	12	-1	6	5	1	11	14	-3	3	5	-2	10	9	1						
NEWSR	12	11	1	27	24	3	9	13	-4	8	7	1	11	9	2	7	6	1	9	10	-1						
2JJJ	34	30	4	42	40	2	47	37	10	43	35	8	41	42	-1	9	9	0	23	23	0						
ABCFM	18	17	1	28	24	4	21	22	-1	19	18	1	20	18	2	9	7	2	18	19	-1						
Total	549	571	-22	871	907	-36	686	726	-40	579	611	-32	579	598	-19	199	193	6	424	440	-16						



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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	283	299	-16	14	11	3	4	6	-2	18	14	4	34	34	0	64	70	-6	150	163	-13
2GB	572	613	-41	27	26	1	5	12	-7	93	89	4	120	155	-35	131	132	-1	196	199	-3
2UE	300	304	-4	6	8	-2	3	6	-3	42	45	-3	54	70	-16	68	65	3	127	110	17
2DAY	560	593	-33	94	126	-32	110	105	5	180	198	-18	131	115	16	34	38	-4	12	12	0
KIIS1065	868	891	-23	145	158	-13	143	107	36	320	340	-20	200	202	-2	48	63	-15	12	21	-9
2MMM	569	531	38	61	58	3	75	73	2	216	197	19	172	165	7	32	31	1	12	7	5
NOVA96.9	953	923	30	190	198	-8	183	174	9	328	318	10	179	180	-1	59	42	17	13	11	2
smoothfm 95.3	571	549	22	57	43	14	58	46	12	159	146	13	131	126	5	103	119	-16	64	69	-5
WSFM	774	767	7	56	56	0	62	53	9	184	196	-12	257	280	-23	156	127	29	58	55	3
ABC702	637	730	-93	44	42	2	24	35	-11	63	99	-36	155	185	-30	164	163	1	188	206	-18
2RN	179	190	-11	19	17	2	2	3	-1	18	13	5	39	60	-21	50	48	2	51	48	3
NEWSR	314	299	15	19	21	-2	20	23	-3	65	67	-2	82	67	15	53	59	-6	75	62	13
2JJJ	551	575	-24	51	75	-24	137	141	-4	223	213	10	121	117	4	15	26	-11	6	2	4
ABCFM	274	259	15	16	16	0	20	16	4	46	57	-11	59	53	6	36	40	-4	96	77	19
Total	3971	3968	3	426	427	-1	442	447	-5	1047	1044	3	939	936	3	527	524	3	589	589	0

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	243	254	-11	143	154	-11	153	147	6	151	160	-9	116	115	1	83	83	0	200	219	-19						
2GB	526	560	-34	391	425	-34	340	355	-15	289	305	-16	248	276	-28	189	222	-33	366	415	-49						
2UE	240	242	-2	160	160	0	137	144	-7	125	99	26	110	92	18	100	97	3	218	222	-4						
2DAY	474	516	-42	227	269	-42	161	165	-4	206	209	-3	247	269	-22	151	146	5	329	342	-13						
KIIS1065	780	810	-30	532	555	-23	348	332	16	343	339	4	412	452	-40	222	222	0	520	548	-28						
2MMM	487	452	35	303	274	29	221	216	5	228	232	-4	263	225	38	131	126	5	334	312	22						
NOVA96.9	849	811	38	501	489	12	268	261	7	369	374	-5	509	477	32	281	285	-4	620	569	51						
smoothfm 95.3	512	501	11	269	260	9	220	217	3	261	276	-15	293	285	8	185	172	13	370	371	-1						
WSFM	689	703	-14	458	467	-9	304	320	-16	363	355	8	392	386	6	195	214	-19	486	483	3						
ABC702	582	660	-78	391	450	-59	265	325	-60	302	340	-38	335	375	-40	206	223	-17	408	487	-79						
2RN	166	158	8	118	100	18	61	64	-3	54	42	12	86	72	14	46	57	-11	100	125	-25						
NEWSR	272	243	29	192	169	23	99	93	6	79	75	4	111	89	22	98	90	8	204	200	4						
2JJJ	514	527	-13	331	314	17	243	217	26	269	247	22	308	321	-13	191	180	11	341	334	7						
ABCFM	242	228	14	134	110	24	106	113	-7	107	109	-2	110	121	-11	92	78	14	166	161	5						
Total	3885	3868	17	3245	3217	28	2405	2387	18	2576	2582	-6	2854	2841	13	1873	1868	5	3324	3352	-28						