



# SYDNEY RADIO - SURVEY 1 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	4.4	4.4	0.0	3.0	0.7	2.3	0.3	1.5	-1.2	1.2	0.5	0.7	0.8	0.8	0.0	7.6	8.2	-0.6	10.6	11.5	-0.9
2GB	13.0	12.1	0.9	1.2	1.4	-0.2	0.7	0.9	-0.2	3.6	3.4	0.2	9.7	9.6	0.1	15.9	18.5	-2.6	30.1	26.0	4.1
2UE	5.7	5.6	0.1	0.4	*	*	0.4	*	*	0.7	1.5	-0.8	4.9	4.1	0.8	7.8	5.9	1.9	12.6	14.4	-1.8
SKY Sports Radio	0.9	*	*	0.2	*	*	*	*	*	0.1	*	*	1.2	*	*	1.4	*	*	1.6	*	*
hit104.1 2DayFM	3.6	3.5	0.1	9.4	6.8	2.6	7.9	7.6	0.3	5.1	5.4	-0.3	4.2	4.1	0.1	1.0	1.2	-0.2	0.3	0.4	-0.1
KIIS1065	8.7	8.6	0.1	16.1	22.9	-6.8	17.9	21.3	-3.4	16.9	12.6	4.3	8.6	8.3	0.3	3.1	3.6	-0.5	0.3	0.2	0.1
2MMM	5.9	5.4	0.5	7.6	3.4	4.2	6.1	4.1	2.0	10.4	11.0	-0.6	9.1	7.9	1.2	2.9	2.2	0.7	0.1	0.3	-0.2
NOVA96.9	7.6	7.5	0.1	23.5	22.1	1.4	13.7	15.9	-2.2	12.6	12.1	0.5	8.5	5.8	2.7	1.8	3.8	-2.0	0.1	0.2	-0.1
smoothfm 95.3	7.3	6.6	0.7	4.2	5.7	-1.5	3.8	6.6	-2.8	7.5	7.0	0.5	8.1	7.8	0.3	12.5	6.7	5.8	4.8	5.1	-0.3
WSFM	7.9	8.9	-1.0	5.2	6.4	-1.2	2.0	5.6	-3.6	6.6	6.9	-0.3	13.2	14.7	-1.5	10.6	14.0	-3.4	4.4	3.0	1.4
ABC702	9.5	8.5	1.0	2.8	2.1	0.7	2.2	1.6	0.6	2.3	3.2	-0.9	10.4	7.2	3.2	13.5	14.7	-1.2	16.4	14.8	1.6
2RN	2.3	2.0	0.3	0.4	0.5	-0.1	0.1	0.1	0.0	0.7	0.4	0.3	1.5	1.4	0.1	4.6	4.2	0.4	4.0	3.7	0.3
NEWSR	1.5	1.8	-0.3	0.5	0.8	-0.3	0.9	1.5	-0.6	1.1	1.2	-0.1	1.4	1.8	-0.4	2.4	2.0	0.4	1.6	2.9	-1.3
2JJJ	5.7	6.5	-0.8	4.4	3.5	0.9	17.9	9.9	8.0	12.6	14.5	-1.9	4.9	7.8	-2.9	0.7	1.0	-0.3	0.1	0.7	-0.6
ABCFM	3.2	3.3	-0.1	0.8	1.1	-0.3	0.8	1.8	-1.0	2.0	1.2	0.8	2.4	1.7	0.7	3.0	4.0	-1.0	6.7	7.6	-0.9

## 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	4.0	0.0	3.4	3.3	0.1	5.7	5.3	0.4	4.3	4.5	-0.2	3.0	3.5	-0.5	3.7	3.5	0.2	5.5	5.7	-0.2
2GB	13.9	13.2	0.7	16.8	14.8	2.0	14.2	16.5	-2.3	11.6	12.2	-0.6	10.9	8.6	2.3	15.2	12.2	3.0	9.9	8.4	1.5
2UE	4.6	4.9	-0.3	5.2	4.7	0.5	5.5	4.9	0.6	3.4	4.0	-0.6	4.0	4.0	0.0	4.9	9.1	-4.2	9.1	7.9	1.2
SKY Sports Radio	0.8	*	*	1.1	*	*	0.5	*	*	0.8	*	*	0.6	*	*	0.6	*	*	1.6	*	*
hit104.1 2DayFM	3.6	3.7	-0.1	3.0	3.0	0.0	3.2	3.5	-0.3	4.3	4.2	0.1	4.3	4.6	-0.3	3.1	3.8	-0.7	3.6	2.9	0.7
KIIS1065	9.0	8.9	0.1	10.7	11.3	-0.6	8.7	7.2	1.5	8.3	7.6	0.7	9.2	8.3	0.9	6.2	8.8	-2.6	7.5	7.8	-0.3
2MMM	6.1	5.7	0.4	5.9	6.3	-0.4	6.2	5.6	0.6	7.3	6.3	1.0	5.9	5.3	0.6	4.5	3.1	1.4	5.3	4.4	0.9
NOVA96.9	7.7	7.5	0.2	6.3	6.6	-0.3	6.4	5.9	0.5	8.3	7.7	0.6	10.9	10.1	0.8	7.4	8.7	-1.3	7.6	7.5	0.1
smoothfm 95.3	7.3	6.0	1.3	6.0	4.0	2.0	7.6	6.8	0.8	8.3	6.3	2.0	7.3	7.3	0.0	8.7	7.8	0.9	7.1	8.5	-1.4
WSFM	7.9	8.9	-1.0	8.4	9.9	-1.5	8.2	8.6	-0.4	9.6	10.2	-0.6	6.4	7.6	-1.2	4.1	4.9	-0.8	8.1	9.1	-1.0
ABC702	10.0	8.7	1.3	11.5	9.8	1.7	9.3	7.0	2.3	8.5	7.3	1.2	10.1	9.4	0.7	10.4	11.2	-0.8	7.9	7.6	0.3
2RN	2.3	1.9	0.4	3.1	2.8	0.3	1.7	1.4	0.3	1.6	1.3	0.3	1.9	2.1	-0.2	3.1	1.3	1.8	2.3	2.3	0.0
NEWSR	1.4	1.7	-0.3	1.9	2.8	-0.9	0.7	1.1	-0.4	0.9	0.8	0.1	1.3	1.5	-0.2	2.2	2.6	-0.4	1.8	2.2	-0.4
2JJJ	6.0	6.9	-0.9	4.6	5.4	-0.8	5.6	8.3	-2.7	6.9	8.6	-1.7	7.6	7.0	0.6	5.8	4.0	1.8	5.0	5.3	-0.3
ABCFM	3.0	3.3	-0.3	2.5	3.1	-0.6	3.3	3.4	-0.1	2.8	2.9	-0.1	3.3	3.0	0.3	4.2	4.8	-0.6	3.7	3.3	0.4

Please note: hit104.1 2DayFM on air from January 7 2015. Previously known as 2DAYFM.



# SYDNEY RADIO - SURVEY 1 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	23	22	1	1	*	*	*	1	*	1	1	0	1	1	0	6	7	-1	13	13	0
2GB	69	61	8	*	*	*	*	*	*	4	4	0	13	11	2	13	15	-2	38	29	9
2UE	30	28	2	*	*	*	*	*	*	1	2	-1	7	5	2	7	5	2	16	16	0
SKY Sports Radio	5	*	*	*	*	*	*	*	*	*	*	*	2	*	*	1	*	*	2	*	*
hit104.1 2DayFM	19	18	1	3	2	1	3	3	0	6	6	0	6	5	1	1	1	0	*	*	*
KIIS1065	46	44	2	5	7	-2	8	8	0	19	15	4	12	10	2	3	3	0	*	*	*
2MMM	32	27	5	2	1	1	3	2	1	12	13	-1	12	9	3	2	2	0	*	*	*
NOVA96.9	41	38	3	7	7	0	6	6	0	14	14	0	11	7	4	2	3	-1	*	*	*
smoothfm 95.3	39	33	6	1	2	-1	2	3	-1	8	8	0	11	9	2	11	6	5	6	6	0
WSFM	42	45	-3	2	2	0	1	2	-1	7	8	-1	18	18	0	9	12	-3	6	3	3
ABC702	51	43	8	1	1	0	1	1	0	3	4	-1	14	9	5	11	12	-1	21	17	4
2RN	12	10	2	*	*	*	*	*	*	1	*	*	2	2	0	4	3	1	5	4	1
NEWSR	8	9	-1	*	*	*	*	1	*	1	1	0	2	2	0	2	2	0	2	3	-1
2JJJ	31	33	-2	1	1	0	8	4	4	14	17	-3	7	9	-2	1	1	0	*	1	*
ABCFM	17	16	1	*	*	*	*	1	*	2	1	1	3	2	1	3	3	0	8	9	-1
<b>Total</b>	<b>533</b>	<b>504</b>	<b>29</b>	<b>32</b>	<b>32</b>	<b>0</b>	<b>44</b>	<b>40</b>	<b>4</b>	<b>111</b>	<b>116</b>	<b>-5</b>	<b>134</b>	<b>119</b>	<b>15</b>	<b>85</b>	<b>84</b>	<b>1</b>	<b>127</b>	<b>114</b>	<b>13</b>

## 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	23	22	1	30	29	1	42	36	6	25	26	-1	18	20	-2	8	7	1	24	23	1
2GB	80	72	8	151	130	21	104	112	-8	69	70	-1	66	49	17	32	23	9	43	34	9
2UE	26	26	0	47	41	6	40	33	7	20	23	-3	24	23	1	10	17	-7	40	32	8
SKY Sports Radio	4	*	*	10	*	*	3	*	*	5	*	*	3	*	*	1	*	*	7	*	*
hit104.1 2DayFM	20	20	0	27	26	1	24	23	1	25	24	1	26	26	0	7	7	0	16	12	4
KIIS1065	52	48	4	96	99	-3	63	49	14	49	43	6	56	48	8	13	17	-4	33	32	1
2MMM	35	31	4	53	55	-2	45	38	7	43	36	7	36	31	5	9	6	3	23	18	5
NOVA96.9	44	41	3	57	58	-1	46	40	6	49	44	5	66	58	8	16	16	0	33	30	3
smoothfm 95.3	42	33	9	54	35	19	56	46	10	49	36	13	44	42	2	18	15	3	31	34	-3
WSFM	45	48	-3	76	87	-11	60	58	2	57	59	-2	39	44	-5	9	9	0	35	37	-2
ABC702	57	47	10	104	86	18	68	48	20	50	42	8	61	54	7	22	21	1	34	31	3
2RN	13	10	3	28	24	4	12	10	2	9	7	2	12	12	0	7	3	4	10	9	1
NEWSR	8	10	-2	17	24	-7	5	7	-2	5	5	0	8	8	0	5	5	0	8	9	-1
2JJJ	34	37	-3	42	48	-6	41	56	-15	41	49	-8	46	40	6	12	8	4	22	21	1
ABCFM	17	18	-1	23	27	-4	24	23	1	17	17	0	20	17	3	9	9	0	16	13	3
<b>Total</b>	<b>572</b>	<b>544</b>	<b>28</b>	<b>901</b>	<b>877</b>	<b>24</b>	<b>728</b>	<b>678</b>	<b>50</b>	<b>592</b>	<b>574</b>	<b>18</b>	<b>607</b>	<b>574</b>	<b>33</b>	<b>209</b>	<b>190</b>	<b>19</b>	<b>436</b>	<b>403</b>	<b>33</b>

Please note: hit104.1 2DayFM on air from January 7 2015. Previously known as 2DAYFM.



# SYDNEY RADIO - SURVEY 1 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	258	272	-14	5	11	-6	2	10	-8	14	23	-9	33	30	3	79	68	11	125	129	-4
2GB	609	522	87	21	12	9	19	13	6	75	69	6	143	124	19	122	127	-5	230	178	52
2UE	373	278	95	13	5	8	13	2	11	26	33	-7	80	52	28	85	60	25	157	126	31
SKY Sports Radio	94	*	*	4	*	*	2	*	*	7	*	*	33	*	*	25	*	*	23	*	*
hit104.1 2DayFM	531	559	-28	123	88	35	105	119	-14	173	173	0	103	132	-29	24	34	-10	4	12	-8
KIIS1065	940	887	53	163	163	0	163	175	-12	349	311	38	204	187	17	47	44	3	12	8	4
2MMM	590	559	31	67	59	8	80	67	13	233	223	10	172	169	3	35	29	6	4	12	-8
NOVA96.9	977	969	8	234	191	43	176	195	-19	328	336	-8	207	184	23	24	51	-27	8	12	-4
smoothfm 95.3	700	667	33	66	54	12	58	65	-7	161	180	-19	191	179	12	135	110	25	89	79	10
WSFM	723	764	-41	70	67	3	57	65	-8	167	160	7	250	251	-1	110	164	-54	69	57	12
ABC702	686	604	82	35	35	0	38	22	16	82	72	10	202	141	61	137	154	-17	191	179	12
2RN	161	170	-9	10	14	-4	5	3	2	15	25	-10	36	32	4	42	43	-1	53	54	-1
NEWSR	295	294	1	11	20	-9	27	22	5	45	55	-10	79	77	2	73	46	27	59	74	-15
2JJJ	568	523	45	48	39	9	135	98	37	240	242	-2	124	116	8	17	21	-4	4	9	-5
ABCFM	246	278	-32	9	11	-2	14	17	-3	44	58	-14	51	66	-15	50	38	12	78	87	-9
Total	4015	3973	42	421	425	-4	446	433	13	1064	1062	2	935	943	-8	535	527	8	614	583	31

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

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	224	242	-18	132	149	-17	144	146	-2	124	132	-8	103	131	-28	70	79	-9	188	193	-5						
2GB	560	481	79	453	376	77	313	312	1	276	265	11	314	227	87	219	167	52	404	335	69						
2UE	306	216	90	204	134	70	168	103	65	141	109	32	147	101	46	120	88	32	277	197	80						
SKY Sports Radio	72	*	*	43	*	*	18	*	*	28	*	*	24	*	*	16	*	*	69	*	*						
hit104.1 2DayFM	455	486	-31	268	249	19	194	180	14	223	209	14	236	246	-10	142	135	7	334	311	23						
KIIS1065	873	810	63	563	571	-8	367	343	24	383	349	34	463	408	55	268	273	-5	581	575	6						
2MMM	534	470	64	321	293	28	230	175	55	264	215	49	289	247	42	163	106	57	358	335	23						
NOVA96.9	909	876	33	499	480	19	327	284	43	426	389	37	576	553	23	288	292	-4	588	599	-11						
smoothfm 95.3	614	585	29	320	303	17	284	269	15	335	275	60	343	325	18	203	214	-11	447	434	13						
WSFM	650	664	-14	404	442	-38	293	280	13	342	358	-16	339	353	-14	168	161	7	479	493	-14						
ABC702	640	561	79	439	407	32	338	257	81	344	286	58	364	320	44	221	197	24	422	382	40						
2RN	146	158	-12	102	113	-11	43	59	-16	45	65	-20	76	85	-9	66	49	17	109	91	18						
NEWSR	257	258	-1	150	184	-34	52	82	-30	75	75	0	102	95	7	83	71	12	172	183	-11						
2JJJ	506	475	31	286	286	0	200	233	-33	248	254	-6	325	289	36	187	165	22	326	322	4						
ABCFM	223	244	-21	120	147	-27	111	112	-1	104	104	0	110	111	-1	89	88	1	173	172	1						
Total	3950	3904	46	3296	3273	23	2495	2378	117	2711	2564	147	2980	2885	95	1952	1814	138	3373	3346	27						

Please note: hit104.1 2DayFM on air from January 7 2015. Previously known as 2DAYFM.