



# SYDNEY RADIO - SURVEY 8 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	4.1	4.3	-0.2	0.2	*	*	2.0	1.8	0.2	0.3	0.3	0.0	0.8	0.9	-0.1	5.9	5.3	0.6	11.8	12.9	-1.1
2GB	12.8	12.0	0.8	5.0	6.1	-1.1	1.5	0.5	1.0	5.8	6.1	-0.3	8.3	7.1	1.2	15.2	17.1	-1.9	28.4	25.0	3.4
2UE	4.6	5.0	-0.4	0.6	2.8	-2.2	0.3	0.2	0.1	1.7	0.9	0.8	3.3	3.8	-0.5	8.7	8.2	0.5	8.5	10.0	-1.5
SKY Sports Radio	0.7	0.8	-0.1	0.5	0.3	0.2	0.1	*	*	0.3	0.5	-0.2	0.9	0.7	0.2	0.3	0.7	-0.4	1.1	1.6	-0.5
2DayFM hit 1041	3.3	3.5	-0.2	10.4	8.8	1.6	8.6	6.8	1.8	5.9	6.2	-0.3	2.3	2.4	-0.1	0.9	2.3	-1.4	*	0.5	*
KIIS1065	8.9	7.7	1.2	15.6	18.7	-3.1	11.1	12.4	-1.3	14.6	11.1	3.5	13.6	10.6	3.0	2.4	2.4	0.0	0.6	0.8	-0.2
2MMM	6.1	6.0	0.1	4.6	5.7	-1.1	5.0	5.0	0.0	12.2	13.6	-1.4	9.0	7.6	1.4	2.8	2.0	0.8	0.3	0.6	-0.3
NOVA96.9	7.1	7.2	-0.1	19.5	18.4	1.1	15.7	12.7	3.0	14.2	15.2	-1.0	5.8	6.2	-0.4	0.7	0.9	-0.2	0.2	0.4	-0.2
smoothfm 95.3	6.9	7.4	-0.5	12.5	11.1	1.4	3.7	4.3	-0.6	2.4	5.0	-2.6	8.2	7.7	0.5	14.6	13.4	1.2	4.3	5.4	-1.1
WSFM	6.5	7.5	-1.0	3.1	4.0	-0.9	5.0	4.4	0.6	3.2	3.9	-0.7	9.6	13.0	-3.4	11.9	12.1	-0.2	4.1	3.9	0.2
ABC702	10.3	10.3	0.0	2.1	1.8	0.3	2.4	1.5	0.9	3.6	3.8	-0.2	10.6	13.4	-2.8	13.6	14.6	-1.0	19.0	15.2	3.8
2RN	2.8	3.0	-0.2	0.4	0.3	0.1	0.6	0.9	-0.3	0.9	0.8	0.1	3.3	4.3	-1.0	5.0	6.0	-1.0	4.0	3.0	1.0
NEWSR	1.9	1.8	0.1	1.7	*	*	1.2	0.9	0.3	2.5	1.1	1.4	2.0	1.4	0.6	1.4	2.9	-1.5	1.8	3.0	-1.2
2JJJ	7.0	7.5	-0.5	5.8	5.8	0.0	17.4	23.9	-6.5	15.1	14.7	0.4	5.9	5.9	0.0	2.5	3.2	-0.7	0.1	0.1	0.0
ABCFM	3.0	2.8	0.2	0.8	0.5	0.3	1.5	0.9	0.6	1.7	1.1	0.6	1.2	2.1	-0.9	2.9	2.0	0.9	7.4	7.0	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	4.0	0.0	3.2	3.7	-0.5	4.5	4.9	-0.4	5.0	4.7	0.3	3.6	3.2	0.4	3.8	3.2	0.6	4.6	5.3	-0.7
2GB	14.3	13.3	1.0	15.2	13.8	1.4	18.5	16.3	2.2	13.0	12.2	0.8	9.1	9.0	0.1	15.3	16.0	-0.7	8.1	8.0	0.1
2UE	3.8	4.3	-0.5	5.2	5.8	-0.6	3.3	4.7	-1.4	2.3	2.9	-0.6	2.9	2.3	0.6	6.0	5.7	0.3	7.0	7.0	0.0
SKY Sports Radio	0.5	0.6	-0.1	1.0	1.1	-0.1	0.1	0.2	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0	0.4	0.5	-0.1	1.1	1.3	-0.2
2DayFM hit 1041	3.3	3.4	-0.1	3.0	2.9	0.1	1.9	2.1	-0.2	2.8	3.1	-0.3	5.4	5.6	-0.2	3.8	4.5	-0.7	3.6	3.8	-0.2
KIIS1065	9.5	8.1	1.4	10.1	8.9	1.2	9.7	7.7	2.0	10.2	8.1	2.1	9.3	9.1	0.2	6.2	5.2	1.0	7.0	6.4	0.6
2MMM	6.3	6.2	0.1	6.8	6.4	0.4	7.3	6.2	1.1	6.9	7.1	-0.2	5.4	5.5	-0.1	3.4	5.2	-1.8	5.3	5.3	0.0
NOVA96.9	7.0	7.3	-0.3	7.1	6.9	0.2	5.6	5.3	0.3	6.0	6.8	-0.8	9.5	10.6	-1.1	7.3	7.6	-0.3	7.5	6.9	0.6
smoothfm 95.3	6.4	7.0	-0.6	4.7	4.8	-0.1	6.6	7.6	-1.0	8.0	8.6	-0.6	6.8	7.1	-0.3	7.1	8.7	-1.6	8.5	8.6	-0.1
WSFM	6.3	7.6	-1.3	7.2	8.7	-1.5	6.6	8.8	-2.2	6.7	7.9	-1.2	5.3	5.7	-0.4	3.7	4.4	-0.7	7.0	7.2	-0.2
ABC702	11.0	11.0	0.0	11.7	12.0	-0.3	10.5	9.6	0.9	10.8	10.2	0.6	10.9	12.2	-1.3	10.2	10.5	-0.3	8.2	8.0	0.2
2RN	2.8	3.0	-0.2	4.3	4.4	-0.1	2.2	2.4	-0.2	1.2	1.8	-0.6	2.8	3.2	-0.4	3.0	2.5	0.5	2.7	2.8	-0.1
NEWSR	1.8	1.7	0.1	2.1	2.2	-0.1	1.1	1.1	0.0	1.5	1.2	0.3	1.9	1.7	0.2	2.7	2.6	0.1	2.1	2.2	-0.1
2JJJ	6.8	7.3	-0.5	6.5	6.9	-0.4	6.3	7.2	-0.9	7.7	8.4	-0.7	7.4	7.7	-0.3	5.1	5.2	-0.1	7.6	8.3	-0.7
ABCFM	2.9	2.7	0.2	2.4	2.4	0.0	3.1	3.2	-0.1	3.1	2.4	0.7	3.1	2.8	0.3	2.8	3.0	-0.2	3.6	3.3	0.3



# SYDNEY RADIO - SURVEY 8 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	21	22	-1	*	*	*	1	1	0	*	*	*	1	1	0	5	4	1	14	16	-2
2GB	66	62	4	2	2	0	1	*	*	7	7	0	11	9	2	12	14	-2	35	30	5
2UE	24	26	-2	*	1	*	*	*	*	2	1	1	4	5	-1	7	7	0	10	12	-2
SKY Sports Radio	3	4	-1	*	*	*	*	*	*	*	1	*	1	1	0	*	1	*	1	2	-1
2DayFM hit 1041	17	18	-1	3	3	0	4	3	1	7	7	0	3	3	0	1	2	-1	*	1	*
KIIS1065	46	40	6	5	6	-1	5	6	-1	17	12	5	17	14	3	2	2	0	1	1	0
2MMM	31	31	0	1	2	-1	2	2	0	14	15	-1	12	10	2	2	2	0	*	1	*
NOVA96.9	37	37	0	6	5	1	6	6	0	16	16	0	7	8	-1	1	1	0	*	*	*
smoothfm 95.3	35	38	-3	4	3	1	2	2	0	3	5	-2	11	10	1	12	11	1	5	7	-2
WSFM	34	39	-5	1	1	0	2	2	0	4	4	0	12	17	-5	9	10	-1	5	5	0
ABC702	53	53	0	1	1	0	1	1	0	4	4	0	14	17	-3	11	12	-1	23	18	5
2RN	14	15	-1	*	*	*	*	*	*	1	1	0	4	6	-2	4	5	-1	5	4	1
NEWSR	10	9	1	1	*	*	1	*	*	3	1	2	3	2	1	1	2	-1	2	4	-2
2JJJ	36	39	-3	2	2	0	7	11	-4	17	16	1	8	8	0	2	3	-1	*	*	*
ABCFM	16	15	1	*	*	*	1	*	*	2	1	1	2	3	-1	2	2	0	9	9	0
<b>Total</b>	<b>515</b>	<b>514</b>	<b>1</b>	<b>31</b>	<b>30</b>	<b>1</b>	<b>41</b>	<b>46</b>	<b>-5</b>	<b>114</b>	<b>108</b>	<b>6</b>	<b>128</b>	<b>129</b>	<b>-1</b>	<b>80</b>	<b>81</b>	<b>-1</b>	<b>121</b>	<b>121</b>	<b>0</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	22	22	0	29	32	-3	30	33	-3	28	27	1	21	19	2	7	6	1	20	23	-3
2GB	78	73	5	137	122	15	123	108	15	73	69	4	54	53	1	30	32	-2	35	35	0
2UE	21	24	-3	46	51	-5	22	31	-9	13	17	-4	17	14	3	12	11	1	30	30	0
SKY Sports Radio	3	3	0	9	10	-1	1	1	0	2	3	-1	2	3	-1	1	1	0	5	6	-1
2DayFM hit 1041	18	19	-1	27	25	2	13	14	-1	16	18	-2	32	33	-1	7	9	-2	16	16	0
KIIS1065	52	45	7	91	78	13	65	51	14	58	46	12	55	54	1	12	10	2	30	28	2
2MMM	35	34	1	61	56	5	49	41	8	39	40	-1	32	33	-1	7	10	-3	23	23	0
NOVA96.9	39	40	-1	64	61	3	38	35	3	34	39	-5	56	62	-6	14	15	-1	32	30	2
smoothfm 95.3	35	38	-3	42	42	0	44	50	-6	45	49	-4	40	42	-2	14	17	-3	37	37	0
WSFM	35	41	-6	65	77	-12	44	58	-14	38	45	-7	32	34	-2	7	9	-2	30	31	-1
ABC702	60	60	0	105	106	-1	70	64	6	61	58	3	65	72	-7	20	21	-1	35	35	0
2RN	16	17	-1	39	39	0	15	16	-1	7	10	-3	17	19	-2	6	5	1	12	12	0
NEWSR	10	9	1	19	19	0	7	8	-1	9	7	2	12	10	2	5	5	0	9	10	-1
2JJJ	37	40	-3	59	60	-1	42	48	-6	43	48	-5	44	46	-2	10	10	0	33	36	-3
ABCFM	16	15	1	21	21	0	21	21	0	18	13	5	19	17	2	5	6	-1	15	14	1
<b>Total</b>	<b>549</b>	<b>547</b>	<b>2</b>	<b>900</b>	<b>881</b>	<b>19</b>	<b>667</b>	<b>664</b>	<b>3</b>	<b>564</b>	<b>569</b>	<b>-5</b>	<b>592</b>	<b>591</b>	<b>1</b>	<b>193</b>	<b>197</b>	<b>-4</b>	<b>431</b>	<b>434</b>	<b>-3</b>



# SYDNEY RADIO - SURVEY 8 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	261	234	27	4	*	*	4	5	-1	18	7	11	22	25	-3	58	48	10	153	149	4
2GB	603	589	14	31	21	10	21	15	6	89	88	1	145	131	14	111	138	-27	207	197	10
2UE	279	297	-18	8	12	-4	12	10	2	39	39	0	60	62	-2	56	66	-10	104	108	-4
SKY Sports Radio	92	101	-9	10	7	3	4	5	-1	21	29	-8	24	19	5	11	14	-3	22	27	-5
2DayFM hit 1041	569	574	-5	129	115	14	116	105	11	195	211	-16	104	103	1	20	28	-8	5	11	-6
KIIS1065	904	866	38	156	161	-5	138	145	-7	333	304	29	223	194	29	36	39	-3	18	22	-4
2MMM	592	596	-4	69	65	4	66	71	-5	224	245	-21	188	162	26	34	38	-4	11	15	-4
NOVA96.9	901	934	-33	211	202	9	174	160	14	335	340	-5	160	198	-38	15	20	-5	7	15	-8
smoothfm 95.3	713	686	27	73	63	10	66	67	-1	136	162	-26	191	170	21	149	140	9	99	84	15
WSFM	687	670	17	40	51	-11	68	60	8	141	116	25	205	233	-28	160	140	20	72	69	3
ABC702	665	686	-21	30	32	-2	26	23	3	103	89	14	154	198	-44	146	149	-3	206	195	11
2RN	233	217	16	8	6	2	8	8	0	43	24	19	62	75	-13	51	53	-2	62	53	9
NEWSR	251	216	35	11	4	7	14	17	-3	76	50	26	59	49	10	37	42	-5	54	55	-1
2JJJ	598	624	-26	57	61	-4	116	128	-12	262	268	-6	127	130	-3	29	34	-5	7	4	3
ABCFM	255	228	27	14	15	-1	18	15	3	62	46	16	43	47	-4	27	32	-5	90	73	17
<b>Total</b>	<b>4013</b>	<b>4015</b>	<b>-2</b>	<b>423</b>	<b>419</b>	<b>4</b>	<b>446</b>	<b>449</b>	<b>-3</b>	<b>1050</b>	<b>1054</b>	<b>-4</b>	<b>943</b>	<b>947</b>	<b>-4</b>	<b>533</b>	<b>533</b>	<b>0</b>	<b>618</b>	<b>613</b>	<b>5</b>

## 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	225	202	23	139	128	11	120	127	-7	132	114	18	103	101	2	74	66	8	188	178	10
2GB	572	546	26	392	408	-16	339	298	41	295	294	1	285	278	7	194	194	0	357	333	24
2UE	217	244	-27	145	166	-21	106	131	-25	87	116	-29	100	101	-1	89	86	3	209	230	-21
SKY Sports Radio	67	78	-11	39	40	-1	8	11	-3	22	30	-8	17	23	-6	9	18	-9	59	71	-12
2DayFM hit 1041	505	522	-17	258	255	3	142	149	-7	201	212	-11	287	300	-13	125	154	-29	332	317	15
KIIS1065	811	779	32	576	546	30	349	346	3	396	383	13	420	396	24	255	246	9	564	509	55
2MMM	517	527	-10	322	332	-10	195	201	-6	230	252	-22	239	269	-30	121	150	-29	339	350	-11
NOVA96.9	825	873	-48	486	506	-20	288	305	-17	402	426	-24	490	526	-36	264	275	-11	552	529	23
smoothfm 95.3	606	613	-7	298	302	-4	279	305	-26	310	324	-14	310	331	-21	191	203	-12	483	475	8
WSFM	604	601	3	365	379	-14	279	292	-13	292	270	22	289	293	-4	146	164	-18	436	444	-8
ABC702	621	633	-12	417	447	-30	283	286	-3	344	307	37	336	378	-42	211	217	-6	424	456	-32
2RN	217	207	10	138	145	-7	90	92	-2	71	69	2	122	107	15	92	74	18	141	144	-3
NEWSR	219	182	37	147	132	15	50	51	-1	70	59	11	97	81	16	74	60	14	168	145	23
2JJJ	522	551	-29	351	371	-20	214	253	-39	247	281	-34	333	343	-10	200	202	-2	393	412	-19
ABCFM	231	200	31	123	116	7	97	90	7	108	88	20	116	96	20	71	65	6	156	140	16
<b>Total</b>	<b>3892</b>	<b>3897</b>	<b>-5</b>	<b>3246</b>	<b>3301</b>	<b>-55</b>	<b>2374</b>	<b>2449</b>	<b>-75</b>	<b>2580</b>	<b>2609</b>	<b>-29</b>	<b>2866</b>	<b>2901</b>	<b>-35</b>	<b>1832</b>	<b>1849</b>	<b>-17</b>	<b>3355</b>	<b>3375</b>	<b>-20</b>