

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 3 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	3.4	4.4	-1.0	0.5	0.1	0.4	0.3	0.9	-0.6	0.4	0.1	0.3	0.9	0.9	0.0	4.9	7.4	-2.5	10.6	12.5	-1.9
2GB	13.2	13.1	0.1	1.1	0.5	0.6	0.7	0.6	0.1	3.8	4.1	-0.3	10.9	12.3	-1.4	20.3	18.8	1.5	28.8	25.7	3.1
2UE	4.2	4.6	-0.4	0.2	0.3	-0.1	0.1	0.2	-0.1	1.6	1.8	-0.2	3.4	2.7	0.7	7.8	7.5	0.3	8.2	9.7	-1.5
2DAY	4.5	4.0	0.5	6.6	5.5	1.1	6.7	7.6	-0.9	9.2	8.0	1.2	3.9	3.9	0.0	2.0	1.4	0.6	0.5	0.7	-0.2
KIIS1065	8.5	9.6	-1.1	17.2	20.7	-3.5	8.5	8.5	0.0	14.6	17.1	-2.5	10.7	12.1	-1.4	3.4	4.9	-1.5	0.7	0.5	0.2
2MMM	5.9	5.0	0.9	6.5	6.6	-0.1	8.6	4.8	3.8	11.0	10.1	0.9	7.4	7.1	0.3	2.2	1.4	0.8	0.2	0.1	0.1
NOVA96.9	7.5	7.8	-0.3	17.4	16.7	0.7	21.9	21.6	0.3	12.6	14.9	-2.3	5.3	5.7	-0.4	1.8	2.7	-0.9	0.4	0.1	0.3
smoothfm 95.3	5.9	6.7	-0.8	7.5	6.0	1.5	2.3	5.5	-3.2	6.1	7.3	-1.2	6.0	7.1	-1.1	6.8	7.6	-0.8	5.8	5.5	0.3
WSFM	9.2	7.5	1.7	3.1	2.5	0.6	4.5	4.5	0.0	5.5	4.8	0.7	15.7	13.5	2.2	12.6	9.5	3.1	6.6	4.6	2.0
ABC702	8.6	9.5	-0.9	3.4	2.1	1.3	1.8	1.4	0.4	3.2	4.1	-0.9	8.7	10.1	-1.4	13.4	14.8	-1.4	14.6	14.7	-0.1
2RN	2.3	2.5	-0.2	*	*	*	0.1	0.7	-0.6	1.3	0.7	0.6	1.2	1.1	0.1	4.8	5.1	-0.3	4.3	5.0	-0.7
NEWSR	1.8	1.8	0.0	2.0	1.8	0.2	1.7	0.8	0.9	1.2	1.2	0.0	2.3	2.4	-0.1	1.9	1.8	0.1	1.8	2.2	-0.4
2JJJ	6.1	5.8	0.3	6.9	6.1	0.8	18.1	19.4	-1.3	11.1	10.5	0.6	5.5	5.3	0.2	0.6	0.9	-0.3	0.6	0.4	0.2
ABCFM	2.9	2.9	0.0	0.5	0.3	0.2	1.2	2.1	-0.9	1.0	1.1	-0.1	1.2	1.4	-0.2	4.8	4.1	0.7	6.9	6.4	0.5

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	3.1	4.2	-1.1	2.8	3.2	-0.4	3.7	5.2	-1.5	2.9	4.7	-1.8	2.8	3.6	-0.8	4.2	4.5	-0.3	4.4	5.3	-0.9
2GB	14.0	14.3	-0.3	15.1	15.5	-0.4	16.4	17.2	-0.8	13.0	13.1	-0.1	11.7	10.6	1.1	12.3	14.2	-1.9	10.5	9.0	1.5
2UE	3.4	3.4	0.0	3.9	4.1	-0.2	2.5	2.7	-0.2	2.4	2.8	-0.4	2.6	2.6	0.0	6.5	5.5	1.0	7.1	8.2	-1.1
2DAY	4.5	4.1	0.4	3.6	4.1	-0.5	3.8	3.4	0.4	4.7	4.0	0.7	6.0	5.3	0.7	5.1	3.3	1.8	4.6	4.0	0.6
KIIS1065	8.8	10.1	-1.3	9.5	10.9	-1.4	8.4	9.5	-1.1	9.0	10.6	-1.6	9.6	10.5	-0.9	6.1	7.0	-0.9	7.4	8.0	-0.6
2MMM	6.3	5.3	1.0	6.5	5.5	1.0	6.4	5.1	1.3	7.9	6.4	1.5	5.0	4.7	0.3	4.7	3.4	1.3	4.3	4.3	0.0
NOVA96.9	7.5	7.9	-0.4	7.1	7.9	-0.8	6.1	6.0	0.1	8.4	7.8	0.6	8.7	10.4	-1.7	7.4	7.6	-0.2	7.5	7.5	0.0
smoothfm 95.3	5.7	6.6	-0.9	5.2	5.0	0.2	5.8	6.9	-1.1	5.8	7.4	-1.6	5.9	7.6	-1.7	6.8	8.0	-1.2	6.5	6.7	-0.2
WSFM	9.5	7.5	2.0	10.0	8.2	1.8	10.5	8.1	2.4	10.4	8.4	2.0	7.8	6.4	1.4	6.7	4.3	2.4	8.2	7.6	0.6
ABC702	8.9	9.8	-0.9	11.0	11.1	-0.1	7.3	8.2	-0.9	7.5	8.7	-1.2	9.3	9.9	-0.6	8.6	10.8	-2.2	7.5	8.5	-1.0
2RN	2.2	2.4	-0.2	2.9	3.3	-0.4	1.8	2.2	-0.4	1.2	1.3	-0.1	2.2	2.2	0.0	2.7	2.9	-0.2	2.7	2.7	0.0
NEWSR	1.8	1.8	0.0	2.4	2.3	0.1	1.3	1.3	0.0	0.9	0.7	0.2	1.6	1.6	0.0	3.6	3.8	-0.2	1.8	1.9	-0.1
2JJJ	6.0	5.9	0.1	4.7	4.1	0.6	6.8	7.0	-0.2	6.0	7.0	-1.0	6.9	6.5	0.4	6.3	5.5	0.8	6.5	5.4	1.1
ABCFM	2.6	2.6	0.0	2.6	2.4	0.2	2.6	2.9	-0.3	2.3	2.4	-0.1	3.2	2.9	0.3	2.5	2.5	0.0	3.8	3.9	-0.1



SYDNEY RADIO - SURVEY 3 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	18	23	-5	*	*	*	*	*	*	*	*	*	1	1	0	4	6	-2	12	15	-3
2GB	70	68	2	*	*	*	*	*	*	5	5	0	14	16	-2	17	16	1	33	31	2
2UE	22	24	-2	*	*	*	*	*	*	2	2	0	4	4	0	6	6	0	9	12	-3
2DAY	24	21	3	2	2	0	3	3	0	11	9	2	5	5	0	2	1	1	1	1	0
KIIS1065	45	50	-5	6	6	0	4	3	1	18	20	-2	14	16	-2	3	4	-1	1	1	0
2MMM	31	26	5	2	2	0	4	2	2	13	12	1	10	9	1	2	1	1	*	*	*
NOVA96.9	39	41	-2	6	5	1	10	9	1	15	17	-2	7	7	0	2	2	0	*	*	*
smoothfm 95.3	31	35	-4	3	2	1	1	2	-1	7	8	-1	8	9	-1	6	6	0	7	7	0
WSFM	48	39	9	1	1	0	2	2	0	7	6	1	21	18	3	10	8	2	8	6	2
ABC702	45	50	-5	1	1	0	1	1	0	4	5	-1	12	13	-1	11	12	-1	17	18	-1
2RN	12	13	-1	*	*	*	*	*	*	2	1	1	2	1	1	4	4	0	5	6	-1
NEWSR	10	10	0	1	1	0	1	*	*	2	1	1	3	3	0	2	1	1	2	3	-1
2JJJ	32	30	2	2	2	0	8	8	0	13	12	1	7	7	0	*	1	*	1	*	*
ABCFM	15	15	0	*	*	*	1	1	0	1	1	0	2	2	0	4	3	1	8	8	0
Total	527	523	4	34	30	4	44	40	4	121	116	5	132	132	0	83	83	0	115	122	-7

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	18	23	-5	25	29	-4	26	35	-9	17	27	-10	16	21	-5	9	10	-1	19	23	-4						
2GB	79	80	-1	134	141	-7	116	116	0	76	74	2	68	63	5	28	31	-3	46	39	7						
2UE	19	19	0	35	37	-2	18	18	0	14	16	-2	15	16	-1	15	12	3	31	36	-5						
2DAY	25	23	2	32	37	-5	27	23	4	27	23	4	35	31	4	12	7	5	20	17	3						
KIIS1065	50	56	-6	85	99	-14	59	64	-5	53	60	-7	56	62	-6	14	15	-1	32	35	-3						
2MMM	36	29	7	57	50	7	45	34	11	46	37	9	29	28	1	11	7	4	19	19	0						
NOVA96.9	42	44	-2	63	71	-8	43	40	3	49	44	5	51	62	-11	17	16	1	33	33	0						
smoothfm 95.3	32	37	-5	46	45	1	41	47	-6	34	42	-8	34	45	-11	15	17	-2	28	29	-1						
WSFM	53	42	11	89	74	15	74	55	19	61	48	13	46	38	8	15	9	6	36	33	3						
ABC702	50	54	-4	97	101	-4	51	56	-5	43	49	-6	54	59	-5	19	23	-4	33	37	-4						
2RN	12	13	-1	26	30	-4	13	15	-2	7	7	0	13	13	0	6	6	0	12	12	0						
NEWSR	10	10	0	21	21	0	9	9	0	5	4	1	9	9	0	8	8	0	8	8	0						
2JJJ	34	33	1	42	37	5	48	47	1	35	39	-4	40	39	1	14	12	2	28	24	4						
ABCFM	15	14	1	23	22	1	18	19	-1	13	14	-1	19	17	2	6	5	1	17	17	0						
Total	564	558	6	886	907	-21	705	676	29	583	567	16	584	590	-6	226	216	10	436	437	-1						



SYDNEY RADIO - SURVEY 3 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	296	300	-4	14	10	4	11	11	0	10	6	4	36	30	6	63	82	-19	161	161	0
2GB	609	581	28	14	11	3	11	8	3	78	77	1	145	136	9	144	149	-5	215	201	14
2UE	288	285	3	6	9	-3	3	3	0	36	38	-2	79	67	12	69	62	7	94	107	-13
2DAY	598	623	-25	104	94	10	104	101	3	225	253	-28	117	137	-20	29	20	9	19	18	1
KIIS1065	896	923	-27	156	152	4	124	90	34	330	346	-16	204	252	-48	66	63	3	17	20	-3
2MMM	579	523	56	86	61	25	80	72	8	197	197	0	176	165	11	31	21	10	9	8	1
NOVA96.9	917	933	-16	187	166	21	199	190	9	333	363	-30	158	178	-20	31	28	3	8	8	0
smoothfm 95.3	606	637	-31	56	47	9	47	58	-11	186	188	-2	144	164	-20	102	112	-10	71	69	2
WSFM	721	667	54	56	35	21	50	54	-4	163	152	11	255	257	-2	128	112	16	68	57	11
ABC702	640	642	-2	50	32	18	27	31	-4	82	84	-2	167	194	-27	138	131	7	176	169	7
2RN	192	184	8	3	3	0	7	10	-3	32	22	10	46	38	8	53	48	5	51	63	-12
NEWSR	268	255	13	15	15	0	18	17	1	62	40	22	77	78	-1	45	41	4	51	63	-12
2JJJ	595	574	21	56	66	-10	146	158	-12	232	199	33	135	130	5	16	16	0	10	4	6
ABCFM	279	241	38	15	9	6	18	11	7	42	45	-3	55	44	11	60	51	9	88	82	6
Total	3973	3962	11	426	419	7	451	448	3	1061	1055	6	943	945	-2	516	522	-6	576	574	2

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	Sat-Sun 5:30am-12mn	This	Last	+/-
2CH	246	247	-1	137	150	-13	136	137	-1	125	137	-12	117	121	-4	89	81	8	204	225	-21				
2GB	570	543	27	391	407	-16	338	334	4	313	311	2	313	294	19	215	220	-5	385	371	14				
2UE	234	214	20	141	141	0	106	89	17	81	74	7	92	98	-6	98	84	14	197	202	-5				
2DAY	529	543	-14	278	314	-36	176	154	22	241	207	34	284	317	-33	169	161	8	356	347	9				
KIIS1065	835	854	-19	557	613	-56	332	329	3	395	418	-23	482	488	-6	223	218	5	534	544	-10				
2MMM	516	462	54	310	291	19	232	190	42	269	216	53	271	257	14	141	130	11	331	310	21				
NOVA96.9	828	839	-11	523	513	10	288	268	20	391	361	30	470	501	-31	293	307	-14	572	565	7				
smoothfm 95.3	521	556	-35	305	319	-14	217	260	-43	259	286	-27	294	302	-8	188	197	-9	417	431	-14				
WSFM	639	595	44	404	384	20	310	270	40	334	290	44	341	303	38	178	153	25	474	422	52				
ABC702	593	593	0	429	424	5	277	280	-3	291	310	-19	301	338	-37	226	237	-11	416	427	-11				
2RN	179	164	15	126	124	2	85	88	-3	61	55	6	82	71	11	72	65	7	122	115	7				
NEWSR	225	217	8	147	151	-4	74	60	14	67	39	28	87	81	6	86	75	11	157	172	-15				
2JJJ	524	516	8	295	281	14	282	235	47	262	253	9	304	310	-6	214	196	18	376	353	23				
ABCFM	247	215	32	151	128	23	105	96	9	112	98	14	119	92	27	76	66	10	188	169	19				
Total	3856	3867	-11	3188	3264	-76	2413	2314	99	2614	2515	99	2854	2788	66	1902	1885	17	3367	3331	36				