



SYDNEY RADIO - SURVEY 1 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	5.0	5.0	0.0	1.1	0.1	1.0	0.9	1.7	-0.8	0.1	0.1	0.0	2.7	2.7	0.0	6.2	9.8	-3.6	13.5	11.9	1.6
2GB	12.6	13.3	-0.7	1.3	1.7	-0.4	0.6	3.9	-3.3	4.2	5.6	-1.4	9.4	9.2	0.2	16.1	14.0	2.1	28.1	32.4	-4.3
2UE	4.9	4.2	0.7	0.5	1.0	-0.5	0.4	0.7	-0.3	1.6	1.0	0.6	2.9	2.8	0.1	8.5	7.9	0.6	10.0	8.7	1.3
2DAY	4.0	8.4	-4.4	6.4	15.9	-9.5	6.7	19.0	-12.3	7.2	15.4	-8.2	4.4	8.0	-3.6	2.1	2.7	-0.6	0.5	0.3	0.2
KIIS1065	8.4	5.0	3.4	16.4	8.3	8.1	9.5	4.6	4.9	14.3	6.6	7.7	10.0	7.8	2.2	5.4	3.0	2.4	0.7	0.6	0.1
2MMM	4.8	5.5	-0.7	4.0	3.7	0.3	8.7	4.5	4.2	9.1	8.9	0.2	6.8	9.4	-2.6	1.3	1.3	0.0	0.1	0.8	-0.7
NOVA96.9	7.5	7.7	-0.2	16.8	21.2	-4.4	20.6	20.3	0.3	14.0	12.1	1.9	6.5	8.1	-1.6	1.6	0.8	0.8	0.1	*	*
smoothfm 95.3	7.1	6.5	0.6	7.1	9.8	-2.7	4.5	4.9	-0.4	8.0	6.3	1.7	7.6	8.6	-1.0	10.0	8.5	1.5	4.6	2.1	2.5
WSFM	8.1	6.4	1.7	5.5	4.7	0.8	7.0	3.2	3.8	5.1	5.8	-0.7	14.4	8.4	6.0	10.6	10.6	0.0	3.9	2.9	1.0
ABC702	9.6	10.4	-0.8	1.2	5.1	-3.9	0.9	3.1	-2.2	4.2	3.4	0.8	8.1	9.7	-1.6	15.7	18.5	-2.8	17.0	16.3	0.7
2RN	2.8	2.6	0.2	1.5	3.9	-2.4	0.7	0.3	0.4	0.9	0.3	0.6	3.0	2.2	0.8	4.2	3.6	0.6	4.5	5.3	-0.8
NEWSR	1.9	1.7	0.2	0.5	0.5	0.0	0.7	1.5	-0.8	2.4	2.0	0.4	2.2	1.0	1.2	1.5	1.4	0.1	2.1	2.7	-0.6
2JJJ	5.5	6.2	-0.7	5.7	3.8	1.9	14.3	17.6	-3.3	12.3	11.9	0.4	4.9	6.7	-1.8	1.1	1.4	-0.3	0.1	*	*
ABCFM	2.9	2.8	0.1	1.3	0.5	0.8	1.8	0.5	1.3	1.4	0.8	0.6	2.3	2.0	0.3	4.9	3.4	1.5	4.5	6.9	-2.4

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	4.7	4.6	0.1	3.9	3.3	0.6	5.5	4.9	0.6	5.3	5.2	0.1	3.9	5.1	-1.2	5.5	5.5	0.0	5.9	6.3	-0.4
2GB	13.6	14.4	-0.8	15.2	17.2	-2.0	16.3	16.8	-0.5	11.3	12.5	-1.2	9.6	10.1	-0.5	15.7	13.0	2.7	9.2	9.7	-0.5
2UE	3.9	3.2	0.7	4.1	3.4	0.7	3.8	3.0	0.8	3.9	3.2	0.7	3.0	2.8	0.2	4.6	4.0	0.6	8.1	7.6	0.5
2DAY	4.2	8.7	-4.5	3.8	10.4	-6.6	3.8	7.8	-4.0	4.5	8.7	-4.2	5.6	8.8	-3.2	2.9	5.3	-2.4	3.5	7.3	-3.8
KIIS1065	8.8	4.9	3.9	9.3	3.3	6.0	8.8	4.9	3.9	9.5	6.4	3.1	8.7	5.6	3.1	6.2	4.7	1.5	7.0	5.5	1.5
2MMM	4.9	5.7	-0.8	5.3	5.9	-0.6	4.1	5.3	-1.2	5.7	6.1	-0.4	5.3	6.1	-0.8	3.1	4.0	-0.9	4.3	5.0	-0.7
NOVA96.9	7.7	7.6	0.1	7.8	7.0	0.8	5.7	7.0	-1.3	6.7	7.8	-1.1	10.6	9.0	1.6	8.4	7.9	0.5	7.2	8.0	-0.8
smoothfm 95.3	7.1	6.5	0.6	5.0	4.2	0.8	8.7	7.2	1.5	7.8	8.3	-0.5	7.8	7.2	0.6	7.1	6.9	0.2	7.3	6.4	0.9
WSFM	8.3	6.3	2.0	9.3	6.2	3.1	8.2	6.8	1.4	8.9	6.6	2.3	7.5	5.9	1.6	5.8	5.6	0.2	7.5	6.7	0.8
ABC702	9.9	11.0	-1.1	11.1	13.5	-2.4	8.5	10.1	-1.6	9.5	9.6	-0.1	10.0	11.1	-1.1	9.6	9.1	0.5	8.9	8.3	0.6
2RN	2.9	2.3	0.6	3.8	3.0	0.8	2.8	2.5	0.3	1.9	1.0	0.9	2.7	2.6	0.1	2.6	2.8	-0.2	2.8	3.6	-0.8
NEWSR	1.8	1.6	0.2	2.5	2.0	0.5	1.1	1.0	0.1	1.3	1.0	0.3	1.6	1.8	-0.2	2.5	3.3	-0.8	2.2	1.8	0.4
2JJJ	5.2	6.5	-1.3	4.2	5.4	-1.2	5.1	7.6	-2.5	5.8	7.5	-1.7	6.2	6.2	0.0	5.4	5.9	-0.5	6.5	5.1	1.4
ABCFM	2.8	2.7	0.1	2.5	3.0	-0.5	3.5	2.1	1.4	2.6	2.7	-0.1	2.6	3.0	-0.4	3.1	2.7	0.4	3.4	3.1	0.3

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results
 Please note: reported results for KIIS1065 under 'last' column were for MIX106.5 (Nielsen Survey 8 2013)



SYDNEY RADIO - SURVEY 1 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	27	28	-1	*	*	*	*	1	*	*	*	*	3	4	-1	6	8	-2	17	14	3
2GB	68	73	-5	*	1	*	*	1	*	5	7	-2	12	14	-2	14	12	2	36	38	-2
2UE	26	23	3	*	*	*	*	*	*	2	1	1	4	4	0	8	7	1	13	10	3
2DAY	22	46	-24	2	5	-3	3	7	-4	9	19	-10	6	13	-7	2	2	0	1	*	*
KIIS1065	45	28	17	6	3	3	4	2	2	17	8	9	13	12	1	5	3	2	1	1	0
2MMM	26	30	-4	1	1	0	3	2	1	11	11	0	9	15	-6	1	1	0	*	1	*
NOVA96.9	41	42	-1	6	7	-1	8	8	0	17	15	2	8	13	-5	1	1	0	*	*	*
smoothfm 95.3	38	36	2	3	3	0	2	2	0	10	8	2	10	14	-4	9	7	2	6	3	3
WSFM	44	35	9	2	1	1	3	1	2	6	7	-1	19	13	6	10	9	1	5	3	2
ABC702	52	57	-5	*	2	*	*	1	*	5	4	1	11	15	-4	14	16	-2	22	19	3
2RN	15	15	0	1	1	0	*	*	*	1	*	*	4	3	1	4	3	1	6	6	0
NEWSR	10	9	1	*	*	*	*	1	*	3	2	1	3	2	1	1	1	0	3	3	0
2JJJ	30	34	-4	2	1	1	6	7	-1	15	14	1	6	10	-4	1	1	0	*	*	*
ABCFM	16	15	1	*	*	*	1	*	*	2	1	1	3	3	0	4	3	1	6	8	-2
Total	541	550	-9	35	32	3	40	38	2	119	121	-2	130	156	-26	90	85	5	126	119	7

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

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	27	27	0	36	30	6	39	38	1	31	33	-2	24	32	-8	12	11	1	27	28	-1
2GB	79	85	-6	141	158	-17	117	128	-11	67	79	-12	59	63	-4	33	27	6	42	44	-2
2UE	22	19	3	38	31	7	27	23	4	23	20	3	18	17	1	10	8	2	37	34	3
2DAY	24	51	-27	35	95	-60	28	60	-32	27	55	-28	34	55	-21	6	11	-5	16	33	-17
KIIS1065	51	29	22	86	30	56	63	37	26	56	40	16	53	35	18	13	10	3	32	25	7
2MMM	28	34	-6	49	54	-5	30	40	-10	34	39	-5	32	38	-6	7	8	-1	19	22	-3
NOVA96.9	44	45	-1	72	64	8	41	54	-13	40	49	-9	65	56	9	18	16	2	32	36	-4
smoothfm 95.3	41	39	2	46	39	7	62	55	7	46	52	-6	48	45	3	15	14	1	33	29	4
WSFM	48	37	11	86	57	29	59	52	7	53	42	11	46	37	9	12	12	0	34	30	4
ABC702	57	65	-8	102	123	-21	62	77	-15	56	60	-4	61	69	-8	20	19	1	40	37	3
2RN	16	14	2	35	28	7	20	19	1	11	6	5	17	16	1	5	6	-1	13	16	-3
NEWSR	10	10	0	23	19	4	8	7	1	7	6	1	10	11	-1	5	7	-2	10	8	2
2JJJ	30	38	-8	38	49	-11	37	58	-21	34	47	-13	38	38	0	11	12	-1	29	23	6
ABCFM	16	16	0	23	28	-5	25	16	9	15	17	-2	16	19	-3	7	6	1	15	14	1
Total	576	591	-15	923	915	8	722	765	-43	593	632	-39	610	626	-16	211	208	3	453	448	5

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results
Please note: reported results for KIIS1065 under 'last' column were for MIX106.5 (Nielsen Survey 8 2013)



SYDNEY RADIO - SURVEY 1 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	287	277	10	6	1	5	8	3	5	6	4	2	42	48	-6	69	99	-30	156	122	34
2GB	595	596	-1	30	21	9	7	18	-11	82	87	-5	133	155	-22	134	96	38	208	219	-11
2UE	312	287	25	15	14	1	14	5	9	34	28	6	60	69	-9	71	69	2	119	102	17
2DAY	665	895	-230	112	138	-26	121	167	-46	253	359	-106	137	177	-40	31	43	-12	10	11	-1
KIIS1065	848	624	224	154	91	63	93	76	17	291	205	86	244	191	53	52	39	13	14	22	-8
2MMM	483	481	2	44	37	7	85	72	13	187	217	-30	136	134	2	26	18	8	5	3	2
NOVA96.9	920	881	39	173	194	-21	186	193	-7	357	315	42	171	160	11	24	17	7	8	2	6
smoothfm 95.3	589	527	62	47	64	-17	45	31	14	158	140	18	147	165	-18	120	89	31	72	39	33
WSFM	640	596	44	46	47	-1	58	34	24	145	135	10	227	232	-5	111	96	15	51	52	-1
ABC702	661	662	-1	23	33	-10	25	27	-2	98	94	4	203	184	19	138	158	-20	174	166	8
2RN	190	189	1	7	9	-2	11	9	2	33	31	2	41	37	4	45	43	2	54	61	-7
NEWSR	281	248	33	13	10	3	21	16	5	54	77	-23	84	57	27	43	32	11	65	56	9
2JJJ	573	530	43	69	55	14	139	131	8	227	233	-6	109	91	18	25	17	8	5	2	3
ABCFM	223	244	-21	7	9	-2	5	11	-6	44	31	13	45	65	-20	49	46	3	73	81	-8
Total	3968	3934	34	423	427	-4	447	429	18	1047	1068	-21	946	955	-9	524	508	16	581	547	34

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	239	253	-14	165	134	31	137	155	-18	141	163	-22	119	159	-40	89	77	12	239	186	53						
2GB	559	554	5	430	422	8	342	329	13	302	325	-23	306	312	-6	210	192	18	400	366	34						
2UE	224	216	8	147	135	12	94	103	-9	111	112	-1	115	104	11	92	71	21	238	221	17						
2DAY	595	822	-227	308	550	-242	196	371	-175	241	425	-184	358	423	-65	168	226	-58	359	536	-177						
KIIS1065	765	537	228	532	256	276	325	228	97	372	272	100	424	274	150	220	154	66	521	398	123						
2MMM	435	428	7	278	256	22	152	181	-29	197	195	2	253	231	22	138	130	8	282	260	22						
NOVA96.9	841	797	44	495	526	-31	318	343	-25	359	400	-41	503	434	69	304	294	10	587	566	21						
smoothfm 95.3	539	471	68	293	217	76	306	237	69	289	282	7	289	277	12	164	144	20	396	336	60						
WSFM	588	544	44	403	326	77	281	268	13	308	282	26	310	261	49	175	163	12	388	385	3						
ABC702	605	631	-26	426	483	-57	286	340	-54	316	340	-24	373	356	17	226	190	36	443	403	40						
2RN	165	161	4	127	104	23	93	76	17	77	64	13	85	85	0	56	64	-8	121	130	-9						
NEWSR	246	222	24	166	136	30	68	62	6	68	79	-11	100	89	11	67	74	-7	184	151	33						
2JJJ	512	480	32	272	300	-28	195	222	-27	232	222	10	307	283	24	168	166	2	367	344	23						
ABCFM	195	209	-14	102	133	-31	112	94	18	89	100	-11	91	114	-23	63	50	13	167	163	4						
Total	3888	3853	35	3197	3176	21	2413	2474	-61	2548	2603	-55	2845	2781	64	1895	1745	150	3381	3262	119						

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results
Please note: reported results for KIIS1065 under 'last' column were for MIX106.5 (Nielsen Survey 8 2013)