



SYDNEY RADIO - SURVEY 2 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	4.4	5.0	-0.6	0.1	1.1	-1.0	0.9	0.9	0.0	0.1	0.1	0.0	0.9	2.7	-1.8	7.4	6.2	1.2	12.5	13.5	-1.0
2GB	13.1	12.6	0.5	0.5	1.3	-0.8	0.6	0.6	0.0	4.1	4.2	-0.1	12.3	9.4	2.9	18.8	16.1	2.7	25.7	28.1	-2.4
2UE	4.6	4.9	-0.3	0.3	0.5	-0.2	0.2	0.4	-0.2	1.8	1.6	0.2	2.7	2.9	-0.2	7.5	8.5	-1.0	9.7	10.0	-0.3
2DAY	4.0	4.0	0.0	5.5	6.4	-0.9	7.6	6.7	0.9	8.0	7.2	0.8	3.9	4.4	-0.5	1.4	2.1	-0.7	0.7	0.5	0.2
KIIS1065	9.6	8.4	1.2	20.7	16.4	4.3	8.5	9.5	-1.0	17.1	14.3	2.8	12.1	10.0	2.1	4.9	5.4	-0.5	0.5	0.7	-0.2
2MMM	5.0	4.8	0.2	6.6	4.0	2.6	4.8	8.7	-3.9	10.1	9.1	1.0	7.1	6.8	0.3	1.4	1.3	0.1	0.1	0.1	0.0
NOVA96.9	7.8	7.5	0.3	16.7	16.8	-0.1	21.6	20.6	1.0	14.9	14.0	0.9	5.7	6.5	-0.8	2.7	1.6	1.1	0.1	0.1	0.0
smoothfm 95.3	6.7	7.1	-0.4	6.0	7.1	-1.1	5.5	4.5	1.0	7.3	8.0	-0.7	7.1	7.6	-0.5	7.6	10.0	-2.4	5.5	4.6	0.9
WSFM	7.5	8.1	-0.6	2.5	5.5	-3.0	4.5	7.0	-2.5	4.8	5.1	-0.3	13.5	14.4	-0.9	9.5	10.6	-1.1	4.6	3.9	0.7
ABC702	9.5	9.6	-0.1	2.1	1.2	0.9	1.4	0.9	0.5	4.1	4.2	-0.1	10.1	8.1	2.0	14.8	15.7	-0.9	14.7	17.0	-2.3
2RN	2.5	2.8	-0.3	*	1.5	-1.5	0.7	0.7	0.0	0.7	0.9	-0.2	1.1	3.0	-1.9	5.1	4.2	0.9	5.0	4.5	0.5
NEWSR	1.8	1.9	-0.1	1.8	0.5	1.3	0.8	0.7	0.1	1.2	2.4	-1.2	2.4	2.2	0.2	1.8	1.5	0.3	2.2	2.1	0.1
2JJJ	5.8	5.5	0.3	6.1	5.7	0.4	19.4	14.3	5.1	10.5	12.3	-1.8	5.3	4.9	0.4	0.9	1.1	-0.2	0.4	0.1	0.3
ABCFM	2.9	2.9	0.0	0.3	1.3	-1.0	2.1	1.8	0.3	1.1	1.4	-0.3	1.4	2.3	-0.9	4.1	4.9	-0.8	6.4	4.5	1.9

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	4.2	4.7	-0.5	3.2	3.9	-0.7	5.2	5.5	-0.3	4.7	5.3	-0.6	3.6	3.9	-0.3	4.5	5.5	-1.0	5.3	5.9	-0.6
2GB	14.3	13.6	0.7	15.5	15.2	0.3	17.2	16.3	0.9	13.1	11.3	1.8	10.6	9.6	1.0	14.2	15.7	-1.5	9.0	9.2	-0.2
2UE	3.4	3.9	-0.5	4.1	4.1	0.0	2.7	3.8	-1.1	2.8	3.9	-1.1	2.6	3.0	-0.4	5.5	4.6	0.9	8.2	8.1	0.1
2DAY	4.1	4.2	-0.1	4.1	3.8	0.3	3.4	3.8	-0.4	4.0	4.5	-0.5	5.3	5.6	-0.3	3.3	2.9	0.4	4.0	3.5	0.5
KIIS1065	10.1	8.8	1.3	10.9	9.3	1.6	9.5	8.8	0.7	10.6	9.5	1.1	10.5	8.7	1.8	7.0	6.2	0.8	8.0	7.0	1.0
2MMM	5.3	4.9	0.4	5.5	5.3	0.2	5.1	4.1	1.0	6.4	5.7	0.7	4.7	5.3	-0.6	3.4	3.1	0.3	4.3	4.3	0.0
NOVA96.9	7.9	7.7	0.2	7.9	7.8	0.1	6.0	5.7	0.3	7.8	6.7	1.1	10.4	10.6	-0.2	7.6	8.4	-0.8	7.5	7.2	0.3
smoothfm 95.3	6.6	7.1	-0.5	5.0	5.0	0.0	6.9	8.7	-1.8	7.4	7.8	-0.4	7.6	7.8	-0.2	8.0	7.1	0.9	6.7	7.3	-0.6
WSFM	7.5	8.3	-0.8	8.2	9.3	-1.1	8.1	8.2	-0.1	8.4	8.9	-0.5	6.4	7.5	-1.1	4.3	5.8	-1.5	7.6	7.5	0.1
ABC702	9.8	9.9	-0.1	11.1	11.1	0.0	8.2	8.5	-0.3	8.7	9.5	-0.8	9.9	10.0	-0.1	10.8	9.6	1.2	8.5	8.9	-0.4
2RN	2.4	2.9	-0.5	3.3	3.8	-0.5	2.2	2.8	-0.6	1.3	1.9	-0.6	2.2	2.7	-0.5	2.9	2.6	0.3	2.7	2.8	-0.1
NEWSR	1.8	1.8	0.0	2.3	2.5	-0.2	1.3	1.1	0.2	0.7	1.3	-0.6	1.6	1.6	0.0	3.8	2.5	1.3	1.9	2.2	-0.3
2JJJ	5.9	5.2	0.7	4.1	4.2	-0.1	7.0	5.1	1.9	7.0	5.8	1.2	6.5	6.2	0.3	5.5	5.4	0.1	5.4	6.5	-1.1
ABCFM	2.6	2.8	-0.2	2.4	2.5	-0.1	2.9	3.5	-0.6	2.4	2.6	-0.2	2.9	2.6	0.3	2.5	3.1	-0.6	3.9	3.4	0.5



SYDNEY RADIO - SURVEY 2 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	23	27	-4	*	*	*	*	*	*	*	*	*	1	3	-2	6	6	0	15	17	-2
2GB	68	68	0	*	*	*	*	*	*	5	5	0	16	12	4	16	14	2	31	36	-5
2UE	24	26	-2	*	*	*	*	*	*	2	2	0	4	4	0	6	8	-2	12	13	-1
2DAY	21	22	-1	2	2	0	3	3	0	9	9	0	5	6	-1	1	2	-1	1	1	0
KIIS1065	50	45	5	6	6	0	3	4	-1	20	17	3	16	13	3	4	5	-1	1	1	0
2MMM	26	26	0	2	1	1	2	3	-1	12	11	1	9	9	0	1	1	0	*	*	*
NOVA96.9	41	41	0	5	6	-1	9	8	1	17	17	0	7	8	-1	2	1	1	*	*	*
smoothfm 95.3	35	38	-3	2	3	-1	2	2	0	8	10	-2	9	10	-1	6	9	-3	7	6	1
WSFM	39	44	-5	1	2	-1	2	3	-1	6	6	0	18	19	-1	8	10	-2	6	5	1
ABC702	50	52	-2	1	*	*	1	*	*	5	5	0	13	11	2	12	14	-2	18	22	-4
2RN	13	15	-2	*	1	*	*	*	*	1	1	0	1	4	-3	4	4	0	6	6	0
NEWSR	10	10	0	1	*	*	*	*	*	1	3	-2	3	3	0	1	1	0	3	3	0
2JJJ	30	30	0	2	2	0	8	6	2	12	15	-3	7	6	1	1	1	0	*	*	*
ABCFM	15	16	-1	*	*	*	1	1	0	1	2	-1	2	3	-1	3	4	-1	8	6	2
Total	523	541	-18	30	35	-5	40	40	0	116	119	-3	132	130	2	83	90	-7	122	126	-4

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	23	27	-4	29	36	-7	35	39	-4	27	31	-4	21	24	-3	10	12	-2	23	27	-4
2GB	80	79	1	141	141	0	116	117	-1	74	67	7	63	59	4	31	33	-2	39	42	-3
2UE	19	22	-3	37	38	-1	18	27	-9	16	23	-7	16	18	-2	12	10	2	36	37	-1
2DAY	23	24	-1	37	35	2	23	28	-5	23	27	-4	31	34	-3	7	6	1	17	16	1
KIIS1065	56	51	5	99	86	13	64	63	1	60	56	4	62	53	9	15	13	2	35	32	3
2MMM	29	28	1	50	49	1	34	30	4	37	34	3	28	32	-4	7	7	0	19	19	0
NOVA96.9	44	44	0	71	72	-1	40	41	-1	44	40	4	62	65	-3	16	18	-2	33	32	1
smoothfm 95.3	37	41	-4	45	46	-1	47	62	-15	42	46	-4	45	48	-3	17	15	2	29	33	-4
WSFM	42	48	-6	74	86	-12	55	59	-4	48	53	-5	38	46	-8	9	12	-3	33	34	-1
ABC702	54	57	-3	101	102	-1	56	62	-6	49	56	-7	59	61	-2	23	20	3	37	40	-3
2RN	13	16	-3	30	35	-5	15	20	-5	7	11	-4	13	17	-4	6	5	1	12	13	-1
NEWSR	10	10	0	21	23	-2	9	8	1	4	7	-3	9	10	-1	8	5	3	8	10	-2
2JJJ	33	30	3	37	38	-1	47	37	10	39	34	5	39	38	1	12	11	1	24	29	-5
ABCFM	14	16	-2	22	23	-1	19	25	-6	14	15	-1	17	16	1	5	7	-2	17	15	2
Total	558	576	-18	907	923	-16	676	722	-46	567	593	-26	590	610	-20	216	211	5	437	453	-16



SYDNEY RADIO - SURVEY 2 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	300	287	13	10	6	4	11	8	3	6	6	0	30	42	-12	82	69	13	161	156	5
2GB	581	595	-14	11	30	-19	8	7	1	77	82	-5	136	133	3	149	134	15	201	208	-7
2UE	285	312	-27	9	15	-6	3	14	-11	38	34	4	67	60	7	62	71	-9	107	119	-12
2DAY	623	665	-42	94	112	-18	101	121	-20	253	253	0	137	137	0	20	31	-11	18	10	8
KIIS1065	923	848	75	152	154	-2	90	93	-3	346	291	55	252	244	8	63	52	11	20	14	6
2MMM	523	483	40	61	44	17	72	85	-13	197	187	10	165	136	29	21	26	-5	8	5	3
NOVA96.9	933	920	13	166	173	-7	190	186	4	363	357	6	178	171	7	28	24	4	8	8	0
smoothfm 95.3	637	589	48	47	47	0	58	45	13	188	158	30	164	147	17	112	120	-8	69	72	-3
WSFM	667	640	27	35	46	-11	54	58	-4	152	145	7	257	227	30	112	111	1	57	51	6
ABC702	642	661	-19	32	23	9	31	25	6	84	98	-14	194	203	-9	131	138	-7	169	174	-5
2RN	184	190	-6	3	7	-4	10	11	-1	22	33	-11	38	41	-3	48	45	3	63	54	9
NEWSR	255	281	-26	15	13	2	17	21	-4	40	54	-14	78	84	-6	41	43	-2	63	65	-2
2JJJ	574	573	1	66	69	-3	158	139	19	199	227	-28	130	109	21	16	25	-9	4	5	-1
ABCFM	241	223	18	9	7	2	11	5	6	45	44	1	44	45	-1	51	49	2	82	73	9
Total	3962	3968	-6	419	423	-4	448	447	1	1055	1047	8	945	946	-1	522	524	-2	574	581	-7

Cumulative 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	247	239	8	150	165	-15	137	137	0	137	141	-4	121	119	2	81	89	-8	225	239	-14
2GB	543	559	-16	407	430	-23	334	342	-8	311	302	9	294	306	-12	220	210	10	371	400	-29
2UE	214	224	-10	141	147	-6	89	94	-5	74	111	-37	98	115	-17	84	92	-8	202	238	-36
2DAY	543	595	-52	314	308	6	154	196	-42	207	241	-34	317	358	-41	161	168	-7	347	359	-12
KIIS1065	854	765	89	613	532	81	329	325	4	418	372	46	488	424	64	218	220	-2	544	521	23
2MMM	462	435	27	291	278	13	190	152	38	216	197	19	257	253	4	130	138	-8	310	282	28
NOVA96.9	839	841	-2	513	495	18	268	318	-50	361	359	2	501	503	-2	307	304	3	565	587	-22
smoothfm 95.3	556	539	17	319	293	26	260	306	-46	286	289	-3	302	289	13	197	164	33	431	396	35
WSFM	595	588	7	384	403	-19	270	281	-11	290	308	-18	303	310	-7	153	175	-22	422	388	34
ABC702	593	605	-12	424	426	-2	280	286	-6	310	316	-6	338	373	-35	237	226	11	427	443	-16
2RN	164	165	-1	124	127	-3	88	93	-5	55	77	-22	71	85	-14	65	56	9	115	121	-6
NEWSR	217	246	-29	151	166	-15	60	68	-8	39	68	-29	81	100	-19	75	67	8	172	184	-12
2JJJ	516	512	4	281	272	9	235	195	40	253	232	21	310	307	3	196	168	28	353	367	-14
ABCFM	215	195	20	128	102	26	96	112	-16	98	89	9	92	91	1	66	63	3	169	167	2
Total	3867	3888	-21	3264	3197	67	2314	2413	-99	2515	2548	-33	2788	2845	-57	1885	1895	-10	3331	3381	-50