



SYDNEY RADIO - SURVEY 4 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	3.6	3.4	0.2	0.6	0.5	0.1	0.7	0.3	0.4	0.4	0.4	0.0	1.7	0.9	0.8	3.5	4.9	-1.4	11.4	10.6	0.8
2GB	12.5	13.2	-0.7	1.6	1.1	0.5	1.2	0.7	0.5	4.6	3.8	0.8	6.6	10.9	-4.3	16.4	20.3	-3.9	32.0	28.8	3.2
2UE	3.8	4.2	-0.4	0.1	0.2	-0.1	0.1	0.1	0.0	1.0	1.6	-0.6	3.2	3.4	-0.2	7.2	7.8	-0.6	7.2	8.2	-1.0
2DAY	4.2	4.5	-0.3	7.5	6.6	0.9	6.1	6.7	-0.6	8.2	9.2	-1.0	4.1	3.9	0.2	1.5	2.0	-0.5	0.4	0.5	-0.1
KIIS1065	7.9	8.5	-0.6	14.1	17.2	-3.1	10.5	8.5	2.0	12.5	14.6	-2.1	11.8	10.7	1.1	2.2	3.4	-1.2	0.3	0.7	-0.4
2MMM	5.9	5.9	0.0	4.8	6.5	-1.7	10.4	8.6	1.8	10.3	11.0	-0.7	8.2	7.4	0.8	2.2	2.2	0.0	0.4	0.2	0.2
NOVA96.9	7.2	7.5	-0.3	19.8	17.4	2.4	19.9	21.9	-2.0	10.7	12.6	-1.9	5.7	5.3	0.4	2.2	1.8	0.4	0.4	0.4	0.0
smoothfm 95.3	6.5	5.9	0.6	8.5	7.5	1.0	3.8	2.3	1.5	6.8	6.1	0.7	6.2	6.0	0.2	7.6	6.8	0.8	6.0	5.8	0.2
WSFM	10.2	9.2	1.0	4.9	3.1	1.8	6.0	4.5	1.5	6.8	5.5	1.3	15.3	15.7	-0.4	17.3	12.6	4.7	5.6	6.6	-1.0
ABC702	9.1	8.6	0.5	3.5	3.4	0.1	1.4	1.8	-0.4	3.2	3.2	0.0	9.1	8.7	0.4	14.0	13.4	0.6	16.3	14.6	1.7
2RN	2.6	2.3	0.3	0.2	*	*	0.2	0.1	0.1	1.2	1.3	-0.1	1.9	1.2	0.7	5.2	4.8	0.4	4.4	4.3	0.1
NEWSR	2.0	1.8	0.2	1.8	2.0	-0.2	1.5	1.7	-0.2	1.8	1.2	0.6	2.6	2.3	0.3	1.7	1.9	-0.2	1.9	1.8	0.1
2JJJ	6.0	6.1	-0.1	10.5	6.9	3.6	13.8	18.1	-4.3	11.8	11.1	0.7	5.7	5.5	0.2	0.8	0.6	0.2	0.1	0.6	-0.5
ABCFM	2.9	2.9	0.0	0.6	0.5	0.1	1.0	1.2	-0.2	1.1	1.0	0.1	2.0	1.2	0.8	3.1	4.8	-1.7	7.0	6.9	0.1

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	3.4	3.1	0.3	3.2	2.8	0.4	4.0	3.7	0.3	3.1	2.9	0.2	2.7	2.8	-0.1	4.5	4.2	0.3	4.4	4.4	0.0
2GB	13.0	14.0	-1.0	14.1	15.1	-1.0	15.6	16.4	-0.8	10.7	13.0	-2.3	9.8	11.7	-1.9	14.8	12.3	2.5	10.9	10.5	0.4
2UE	3.0	3.4	-0.4	3.3	3.9	-0.6	2.7	2.5	0.2	2.3	2.4	-0.1	2.5	2.6	-0.1	5.1	6.5	-1.4	6.4	7.1	-0.7
2DAY	4.2	4.5	-0.3	3.0	3.6	-0.6	3.4	3.8	-0.4	4.8	4.7	0.1	5.6	6.0	-0.4	5.3	5.1	0.2	4.3	4.6	-0.3
KIIS1065	8.2	8.8	-0.6	9.0	9.5	-0.5	8.2	8.4	-0.2	8.3	9.0	-0.7	8.4	9.6	-1.2	5.6	6.1	-0.5	6.9	7.4	-0.5
2MMM	6.3	6.3	0.0	6.7	6.5	0.2	6.3	6.4	-0.1	6.9	7.9	-1.0	5.3	5.0	0.3	5.4	4.7	0.7	4.8	4.3	0.5
NOVA96.9	7.2	7.5	-0.3	6.2	7.1	-0.9	5.6	6.1	-0.5	7.9	8.4	-0.5	9.5	8.7	0.8	7.7	7.4	0.3	7.2	7.5	-0.3
smoothfm 95.3	6.1	5.7	0.4	5.4	5.2	0.2	6.6	5.8	0.8	6.7	5.8	0.9	5.5	5.9	-0.4	6.8	6.8	0.0	7.6	6.5	1.1
WSFM	10.6	9.5	1.1	11.5	10.0	1.5	11.1	10.5	0.6	11.6	10.4	1.2	9.0	7.8	1.2	7.7	6.7	1.0	8.7	8.2	0.5
ABC702	9.7	8.9	0.8	11.9	11.0	0.9	8.2	7.3	0.9	8.3	7.5	0.8	10.7	9.3	1.4	7.8	8.6	-0.8	7.3	7.5	-0.2
2RN	2.4	2.2	0.2	3.6	2.9	0.7	2.0	1.8	0.2	1.3	1.2	0.1	2.6	2.2	0.4	2.4	2.7	-0.3	2.9	2.7	0.2
NEWSR	1.9	1.8	0.1	2.8	2.4	0.4	1.2	1.3	-0.1	1.0	0.9	0.1	1.6	1.6	0.0	3.2	3.6	-0.4	2.3	1.8	0.5
2JJJ	5.9	6.0	-0.1	5.2	4.7	0.5	5.6	6.8	-1.2	5.4	6.0	-0.6	7.7	6.9	0.8	6.5	6.3	0.2	6.6	6.5	0.1
ABCFM	2.7	2.6	0.1	2.5	2.6	-0.1	2.9	2.6	0.3	2.8	2.3	0.5	2.4	3.2	-0.8	2.7	2.5	0.2	3.6	3.8	-0.2

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 4 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	18	0	*	*	*	*	*	*	*	*	*	2	1	1	3	4	-1	13	12	1
2GB	64	70	-6	1	*	*	*	*	*	5	5	0	8	14	-6	14	17	-3	35	33	2
2UE	19	22	-3	*	*	*	*	*	*	1	2	-1	4	4	0	6	6	0	8	9	-1
2DAY	21	24	-3	2	2	0	2	3	-1	10	11	-1	5	5	0	1	2	-1	*	1	*
KIIS1065	40	45	-5	5	6	-1	4	4	0	15	18	-3	15	14	1	2	3	-1	*	1	*
2MMM	30	31	-1	2	2	0	4	4	0	12	13	-1	10	10	0	2	2	0	*	*	*
NOVA96.9	37	39	-2	7	6	1	8	10	-2	13	15	-2	7	7	0	2	2	0	*	*	*
smoothfm 95.3	33	31	2	3	3	0	2	1	1	8	7	1	8	8	0	6	6	0	7	7	0
WSFM	52	48	4	2	1	1	2	2	0	8	7	1	19	21	-2	15	10	5	6	8	-2
ABC702	46	45	1	1	1	0	1	1	0	4	4	0	11	12	-1	12	11	1	18	17	1
2RN	13	12	1	*	*	*	*	*	*	1	2	-1	2	2	0	4	4	0	5	5	0
NEWSR	10	10	0	1	1	0	1	1	0	2	2	0	3	3	0	1	2	-1	2	2	0
2JJJ	31	32	-1	3	2	1	6	8	-2	14	13	1	7	7	0	1	*	*	*	1	*
ABCFM	15	15	0	*	*	*	*	1	*	1	1	0	3	2	1	3	4	-1	8	8	0
Total	510	527	-17	33	34	-1	40	44	-4	118	121	-3	124	132	-8	84	83	1	110	115	-5

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	19	18	1	27	25	2	28	26	2	18	17	1	15	16	-1	9	9	0	18	19	-1						
2GB	71	79	-8	118	134	-16	110	116	-6	63	76	-13	55	68	-13	30	28	2	45	46	-1						
2UE	16	19	-3	27	35	-8	19	18	1	14	14	0	14	15	-1	10	15	-5	27	31	-4						
2DAY	23	25	-2	25	32	-7	24	27	-3	28	27	1	32	35	-3	11	12	-1	18	20	-2						
KIIS1065	45	50	-5	75	85	-10	58	59	-1	49	53	-4	48	56	-8	11	14	-3	29	32	-3						
2MMM	34	36	-2	56	57	-1	45	45	0	41	46	-5	30	29	1	11	11	0	20	19	1						
NOVA96.9	39	42	-3	52	63	-11	39	43	-4	46	49	-3	54	51	3	16	17	-1	30	33	-3						
smoothfm 95.3	33	32	1	45	46	-1	47	41	6	39	34	5	31	34	-3	14	15	-1	32	28	4						
WSFM	58	53	5	96	89	7	78	74	4	68	61	7	51	46	5	16	15	1	36	36	0						
ABC702	53	50	3	100	97	3	57	51	6	49	43	6	60	54	6	16	19	-3	30	33	-3						
2RN	13	12	1	30	26	4	14	13	1	8	7	1	15	13	2	5	6	-1	12	12	0						
NEWSR	10	10	0	23	21	2	9	9	0	6	5	1	9	9	0	7	8	-1	9	8	1						
2JJJ	32	34	-2	43	42	1	39	48	-9	32	35	-3	43	40	3	13	14	-1	28	28	0						
ABCFM	14	15	-1	21	23	-2	20	18	2	17	13	4	14	19	-5	5	6	-1	15	17	-2						
Total	547	564	-17	837	886	-49	705	705	0	589	583	6	564	584	-20	204	226	-22	417	436	-19						

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 4 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	244	296	-52	9	14	-5	9	11	-2	9	10	-1	39	36	3	40	63	-23	139	161	-22
2GB	565	609	-44	22	14	8	18	11	7	75	78	-3	116	145	-29	117	144	-27	218	215	3
2UE	278	288	-10	10	6	4	3	3	0	32	36	-4	65	79	-14	75	69	6	93	94	-1
2DAY	591	598	-7	96	104	-8	124	104	20	214	225	-11	118	117	1	25	29	-4	15	19	-4
KIIS1065	835	896	-61	140	156	-16	134	124	10	309	330	-21	198	204	-6	45	66	-21	8	17	-9
2MMM	585	579	6	86	86	0	87	80	7	199	197	2	162	176	-14	40	31	9	11	9	2
NOVA96.9	886	917	-31	193	187	6	191	199	-8	314	333	-19	151	158	-7	29	31	-2	7	8	-1
smoothfm 95.3	582	606	-24	54	56	-2	53	47	6	159	186	-27	139	144	-5	101	102	-1	76	71	5
WSFM	739	721	18	55	56	-1	52	50	2	159	163	-4	235	255	-20	159	128	31	78	68	10
ABC702	647	640	7	48	50	-2	16	27	-11	86	82	4	174	167	7	143	138	5	180	176	4
2RN	196	192	4	4	3	1	6	7	-1	25	32	-7	45	46	-1	56	53	3	59	51	8
NEWSR	295	268	27	22	15	7	18	18	0	77	62	15	79	77	2	47	45	2	51	51	0
2JJJ	535	595	-60	54	56	-2	102	146	-44	225	232	-7	115	135	-20	31	16	15	7	10	-3
ABCFM	273	279	-6	13	15	-2	11	18	-7	44	42	2	67	55	12	55	60	-5	83	88	-5
Total	3970	3973	-3	428	426	2	446	451	-5	1044	1061	-17	947	943	4	520	516	4	585	576	9

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	208	246	-38	128	137	-9	116	136	-20	108	125	-17	93	117	-24	89	89	0	182	204	-22						
2GB	526	570	-44	358	391	-33	317	338	-21	282	313	-31	272	313	-41	201	215	-14	362	385	-23						
2UE	220	234	-14	137	141	-4	106	106	0	89	81	8	89	92	-3	84	98	-14	193	197	-4						
2DAY	528	529	-1	247	278	-31	205	176	29	274	241	33	267	284	-17	157	169	-12	346	356	-10						
KIIS1065	771	835	-64	476	557	-81	349	332	17	365	395	-30	399	482	-83	232	223	9	514	534	-20						
2MMM	527	516	11	305	310	-5	217	232	-15	243	269	-26	265	271	-6	156	141	15	330	331	-1						
NOVA96.9	803	828	-25	450	523	-73	279	288	-9	388	391	-3	469	470	-1	280	293	-13	575	572	3						
smoothfm 95.3	524	521	3	314	305	9	240	217	23	275	259	16	272	294	-22	181	188	-7	414	417	-3						
WSFM	657	639	18	404	404	0	332	310	22	366	334	32	355	341	14	201	178	23	469	474	-5						
ABC702	603	593	10	438	429	9	323	277	46	310	291	19	335	301	34	198	226	-28	424	416	8						
2RN	184	179	5	140	126	14	97	85	12	67	61	6	97	82	15	72	72	0	128	122	6						
NEWSR	252	225	27	173	147	26	79	74	5	84	67	17	83	87	-4	92	86	6	181	157	24						
2JJJ	486	524	-38	283	295	-12	241	282	-41	254	262	-8	302	304	-2	179	214	-35	341	376	-35						
ABCFM	241	247	-6	130	151	-21	114	105	9	123	112	11	119	119	0	80	76	4	175	188	-13						
Total	3870	3856	14	3112	3188	-76	2452	2413	39	2634	2614	20	2841	2854	-13	1897	1902	-5	3391	3367	24						