



SYDNEY RADIO - SURVEY 4 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	3.7	4.0	-0.3	0.1	0.2	-0.1	*	0.1	*	0.1	0.2	-0.1	2.2	2.1	0.1	6.0	6.5	-0.5	9.5	10.9	-1.4
2GB	12.8	11.9	0.9	2.0	3.0	-1.0	2.4	1.0	1.4	4.5	3.4	1.1	9.2	8.7	0.5	13.8	15.7	-1.9	30.8	28.4	2.4
2UE	4.8	4.1	0.7	0.5	0.5	0.0	0.5	0.5	0.0	0.5	0.6	-0.1	3.5	3.4	0.1	10.1	6.0	4.1	9.0	9.6	-0.6
SKY Sports Radio	1.2	1.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.4	0.5	-0.1	2.7	2.2	0.5	0.7	1.1	-0.4	1.4	1.8	-0.4
2DayFM hit 1041	3.5	2.7	0.8	8.6	5.2	3.4	8.1	6.3	1.8	6.4	4.2	2.2	2.7	2.4	0.3	1.8	1.9	-0.1	0.1	0.1	0.0
KIIS1065	7.6	8.9	-1.3	17.9	20.7	-2.8	11.0	13.2	-2.2	13.3	16.3	-3.0	8.9	8.8	0.1	3.0	3.0	0.0	0.4	0.5	-0.1
2MMM	7.9	7.2	0.7	4.8	4.5	0.3	6.2	6.4	-0.2	15.4	11.8	3.6	12.6	12.5	0.1	3.6	3.5	0.1	0.4	*	*
NOVA96.9	6.9	6.8	0.1	23.5	23.4	0.1	17.9	14.9	3.0	10.6	10.2	0.4	5.1	5.5	-0.4	2.2	1.5	0.7	0.2	0.5	-0.3
smoothfm 95.3	7.2	7.6	-0.4	5.3	8.0	-2.7	5.7	7.1	-1.4	5.6	5.5	0.1	7.9	8.7	-0.8	13.3	13.3	0.0	4.6	4.4	0.2
WSFM	8.2	8.5	-0.3	3.2	3.5	-0.3	3.7	5.2	-1.5	6.5	7.2	-0.7	14.3	13.9	0.4	11.3	12.1	-0.8	3.6	3.9	-0.3
ABC702	8.6	8.0	0.6	2.0	1.8	0.2	0.9	0.5	0.4	3.7	3.3	0.4	7.7	6.2	1.5	15.5	13.4	2.1	13.6	15.6	-2.0
2RN	2.2	2.4	-0.2	0.1	0.1	0.0	0.2	0.3	-0.1	0.4	1.1	-0.7	2.0	2.4	-0.4	2.0	4.4	-2.4	5.7	3.6	2.1
NEWSR	1.8	2.3	-0.5	0.9	0.4	0.5	1.6	1.6	0.0	1.9	3.2	-1.3	1.8	2.4	-0.6	1.1	1.8	-0.7	2.4	2.2	0.2
2JJJ	6.3	6.5	-0.2	7.8	9.3	-1.5	18.9	17.2	1.7	11.5	11.6	-0.1	5.9	5.4	0.5	1.8	2.7	-0.9	0.1	0.1	0.0
ABCFM	3.4	2.8	0.6	1.8	1.1	0.7	0.5	0.7	-0.2	1.3	1.2	0.1	1.6	1.6	0.0	2.7	2.9	-0.2	9.3	7.0	2.3

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	3.6	-0.2	2.6	3.1	-0.5	5.2	4.6	0.6	3.5	3.8	-0.3	2.5	2.8	-0.3	3.3	4.1	-0.8	4.9	5.1	-0.2
2GB	13.7	12.5	1.2	16.0	14.0	2.0	15.0	14.4	0.6	11.1	9.5	1.6	10.5	8.7	1.8	15.5	17.2	-1.7	9.9	9.9	0.0
2UE	3.8	3.4	0.4	4.9	4.0	0.9	2.8	2.9	-0.1	2.4	2.2	0.2	2.8	3.4	-0.6	7.1	5.7	1.4	8.1	6.4	1.7
SKY Sports Radio	1.1	1.0	0.1	1.4	2.0	-0.6	0.6	0.7	-0.1	1.0	0.6	0.4	1.0	0.7	0.3	1.4	0.7	0.7	1.7	1.8	-0.1
2DayFM hit 1041	3.6	2.7	0.9	3.3	2.4	0.9	3.5	2.4	1.1	3.9	2.9	1.0	3.8	3.0	0.8	4.1	3.5	0.6	3.3	2.7	0.6
KIIS1065	7.9	9.4	-1.5	8.6	10.2	-1.6	7.4	9.2	-1.8	7.5	9.0	-1.5	9.1	11.3	-2.2	5.6	5.5	0.1	6.9	7.1	-0.2
2MMM	8.3	7.6	0.7	8.1	7.8	0.3	9.1	8.2	0.9	9.4	8.7	0.7	7.6	6.7	0.9	5.8	4.7	1.1	6.7	5.7	1.0
NOVA96.9	6.7	6.6	0.1	6.3	6.2	0.1	4.6	5.0	-0.4	6.1	6.1	0.0	10.1	9.4	0.7	7.4	8.1	-0.7	7.4	7.2	0.2
smoothfm 95.3	7.1	7.2	-0.1	5.4	5.8	-0.4	8.1	7.7	0.4	8.6	8.5	0.1	6.8	7.6	-0.8	6.8	6.6	0.2	7.9	8.8	-0.9
WSFM	8.3	8.5	-0.2	8.6	8.9	-0.3	8.3	7.9	0.4	9.8	9.9	-0.1	7.2	7.6	-0.4	5.6	6.6	-1.0	8.1	8.7	-0.6
ABC702	9.0	8.3	0.7	10.4	10.3	0.1	7.8	6.9	0.9	8.4	7.1	1.3	9.3	8.4	0.9	8.4	7.8	0.6	7.2	7.0	0.2
2RN	2.2	2.3	-0.1	3.0	3.5	-0.5	2.4	1.8	0.6	0.9	1.1	-0.2	2.1	2.1	0.0	2.4	2.9	-0.5	2.3	2.6	-0.3
NEWSR	1.7	2.2	-0.5	2.4	2.9	-0.5	1.3	2.2	-0.9	0.8	1.3	-0.5	1.5	1.6	-0.1	3.2	3.3	-0.1	1.9	2.3	-0.4
2JJJ	6.7	6.7	0.0	5.7	5.5	0.2	7.0	6.5	0.5	8.5	7.8	0.7	7.6	8.1	-0.5	3.9	5.9	-2.0	4.9	5.7	-0.8
ABCFM	3.1	2.6	0.5	2.7	2.4	0.3	3.2	2.8	0.4	3.7	3.2	0.5	2.8	2.2	0.6	3.6	2.2	1.4	4.1	3.2	0.9



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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	20	21	-1	*	*	*	*	*	*	*	*	*	3	3	0	5	6	-1	11	13	-2
2GB	68	63	5	1	1	0	1	*	*	5	4	1	12	11	1	12	13	-1	36	33	3
2UE	25	22	3	*	*	*	*	*	*	1	1	0	5	4	1	9	5	4	11	11	0
SKY Sports Radio	7	6	1	*	*	*	*	*	*	*	1	*	4	3	1	1	1	0	2	2	0
2DayFM hit 1041	19	14	5	3	2	1	4	3	1	7	5	2	4	3	1	2	2	0	*	*	*
KIIS1065	40	47	-7	6	7	-1	5	6	-1	14	20	-6	12	11	1	3	3	0	1	1	0
2MMM	42	38	4	2	1	1	3	3	0	17	14	3	17	16	1	3	3	0	*	*	*
NOVA96.9	36	36	0	7	8	-1	8	7	1	11	12	-1	7	7	0	2	1	1	*	1	*
smoothfm 95.3	38	40	-2	2	3	-1	3	3	0	6	7	-1	11	11	0	12	11	1	5	5	0
WSFM	43	45	-2	1	1	0	2	2	0	7	9	-2	19	18	1	10	10	0	4	5	-1
ABC702	45	42	3	1	1	0	*	*	*	4	4	0	10	8	2	14	11	3	16	18	-2
2RN	12	13	-1	*	*	*	*	*	*	*	1	*	3	3	0	2	4	-2	7	4	3
NEWSR	9	12	-3	*	*	*	1	1	0	2	4	-2	2	3	-1	1	2	-1	3	3	0
2JJJ	33	34	-1	2	3	-1	9	8	1	12	14	-2	8	7	1	2	2	0	*	*	*
ABCFM	18	15	3	1	*	*	*	*	*	1	1	0	2	2	0	2	2	0	11	8	3
Total	527	530	-3	32	33	-1	45	46	-1	107	120	-13	136	130	6	89	85	4	118	115	3

Average Audience (000's) by Session, P10+ [Potential: 4232]

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	21	-2	23	27	-4	36	34	2	20	23	-3	15	16	-1	7	9	-2	22	22	0						
2GB	77	71	6	145	122	23	105	107	-2	65	58	7	61	51	10	33	36	-3	43	43	0						
2UE	21	19	2	44	35	9	20	21	-1	14	13	1	16	20	-4	15	12	3	35	28	7						
SKY Sports Radio	6	6	0	13	18	-5	4	5	-1	6	4	2	6	4	2	3	1	2	8	8	0						
2DayFM hit 1041	20	16	4	29	21	8	25	18	7	23	18	5	22	18	4	9	7	2	14	12	2						
KIIS1065	44	54	-10	78	89	-11	52	69	-17	44	54	-10	53	67	-14	12	11	1	30	31	-1						
2MMM	47	43	4	73	68	5	64	61	3	55	53	2	44	40	4	12	10	2	29	25	4						
NOVA96.9	38	38	0	57	54	3	32	37	-5	36	37	-1	59	55	4	16	17	-1	32	31	1						
smoothfm 95.3	40	41	-1	49	50	-1	57	57	0	51	52	-1	40	45	-5	14	14	0	34	39	-5						
WSFM	47	48	-1	77	77	0	58	59	-1	58	60	-2	42	45	-3	12	14	-2	36	38	-2						
ABC702	51	47	4	94	89	5	55	52	3	49	43	6	54	49	5	18	16	2	31	31	0						
2RN	12	13	-1	27	31	-4	17	13	4	5	7	-2	12	12	0	5	6	-1	10	11	-1						
NEWSR	10	13	-3	22	26	-4	9	16	-7	5	8	-3	9	9	0	7	7	0	8	10	-2						
2JJJ	38	38	0	51	48	3	49	48	1	50	47	3	44	47	-3	8	12	-4	21	25	-4						
ABCFM	18	15	3	24	21	3	23	21	2	22	19	3	17	13	4	8	5	3	18	14	4						
Total	563	567	-4	901	869	32	702	742	-40	587	604	-17	581	588	-7	211	208	3	438	438	0						

EMBARGOED UNTIL 9:30AM AEST



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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	271	280	-9	8	12	-4	2	10	-8	14	10	4	35	26	9	71	70	1	140	153	-13
2GB	628	582	46	29	24	5	27	21	6	66	62	4	148	134	14	122	125	-3	236	217	19
2UE	316	312	4	21	22	-1	12	12	0	30	27	3	63	66	-3	81	65	16	109	120	-11
SKY Sports Radio	118	135	-17	9	14	-5	4	5	-1	29	19	10	41	44	-3	14	22	-8	21	30	-9
2DayFM hit 1041	564	518	46	115	94	21	126	113	13	187	187	0	96	85	11	34	35	-1	5	4	1
KIIS1065	909	902	7	180	189	-9	132	138	-6	295	311	-16	230	203	27	54	46	8	17	16	1
2MMM	623	588	35	62	66	-4	55	64	-9	235	194	41	211	202	9	51	59	-8	9	2	7
NOVA96.9	919	936	-17	196	216	-20	213	187	26	312	303	9	148	178	-30	36	38	-2	16	15	1
smoothfm 95.3	697	714	-17	65	63	2	65	79	-14	144	153	-9	196	205	-9	143	133	10	84	81	3
WSFM	714	740	-26	61	61	0	60	63	-3	161	165	-4	254	257	-3	120	121	-1	58	71	-13
ABC702	692	671	21	46	36	10	16	18	-2	114	106	8	192	191	1	127	124	3	197	197	0
2RN	175	208	-33	4	6	-2	5	12	-7	25	31	-6	48	61	-13	24	34	-10	70	64	6
NEWSR	262	258	4	23	15	8	11	17	-6	78	70	8	67	70	-3	30	36	-6	52	50	2
2JJJ	601	592	9	73	79	-6	128	140	-12	248	242	6	118	106	12	25	19	6	9	8	1
ABCFM	303	269	34	21	12	9	11	9	2	61	54	7	51	55	-4	50	43	7	110	97	13
Total	4010	4014	-4	422	421	1	451	452	-1	1041	1043	-2	952	952	0	529	529	0	615	617	-2

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	224	243	-19	132	136	-4	126	137	-11	111	135	-24	90	107	-17	87	101	-14	201	201	0
2GB	584	538	46	435	394	41	315	319	-4	304	281	23	323	296	27	234	221	13	403	381	22
2UE	251	263	-12	170	171	-1	97	107	-10	108	109	-1	108	125	-17	106	103	3	252	235	17
SKY Sports Radio	92	105	-13	70	72	-2	25	34	-9	24	31	-7	26	32	-6	22	18	4	67	81	-14
2DayFM hit 1041	493	463	30	242	226	16	174	159	15	220	196	24	236	223	13	165	154	11	309	286	23
KIIS1065	819	828	-9	502	544	-42	322	373	-51	359	404	-45	445	483	-38	234	248	-14	571	585	-14
2MMM	545	525	20	354	331	23	230	247	-17	287	280	7	281	268	13	159	167	-8	374	359	15
NOVA96.9	842	841	1	483	495	-12	298	318	-20	414	402	12	502	510	-8	292	310	-18	559	605	-46
smoothfm 95.3	595	610	-15	314	315	-1	264	312	-48	323	344	-21	329	363	-34	203	195	8	480	492	-12
WSFM	639	642	-3	400	380	20	274	298	-24	361	353	8	330	328	2	190	164	26	469	501	-32
ABC702	605	589	16	413	409	4	276	270	6	280	266	14	333	328	5	194	195	-1	433	427	6
2RN	154	188	-34	105	130	-25	85	78	7	48	68	-20	69	92	-23	62	74	-12	121	136	-15
NEWSR	238	234	4	165	160	5	55	67	-12	68	67	1	97	94	3	85	83	2	169	176	-7
2JJJ	530	533	-3	330	323	7	205	238	-33	286	260	26	331	325	6	157	180	-23	351	357	-6
ABCFM	266	250	16	134	131	3	109	108	1	149	128	21	123	118	5	88	72	16	186	168	18
Total	3928	3914	14	3275	3255	20	2406	2513	-107	2675	2698	-23	2879	2892	-13	1913	1892	21	3381	3415	-34