



SYDNEY RADIO - SURVEY 5 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	4.4	3.7	0.7	0.5	0.1	0.4	0.1	*	*	0.1	0.1	0.0	1.0	2.2	-1.2	8.0	6.0	2.0	12.0	9.5	2.5
2GB	13.2	12.8	0.4	2.7	2.0	0.7	2.8	2.4	0.4	4.3	4.5	-0.2	8.1	9.2	-1.1	16.9	13.8	3.1	30.8	30.8	0.0
2UE	4.9	4.8	0.1	1.1	0.5	0.6	1.0	0.5	0.5	1.1	0.5	0.6	3.0	3.5	-0.5	10.7	10.1	0.6	8.5	9.0	-0.5
SKY Sports Radio	1.2	1.2	0.0	0.4	0.2	0.2	0.5	0.1	0.4	0.4	0.4	0.0	2.8	2.7	0.1	0.9	0.7	0.2	1.1	1.4	-0.3
2DayFM hit 1041	4.4	3.5	0.9	10.7	8.6	2.1	9.5	8.1	1.4	7.6	6.4	1.2	4.7	2.7	2.0	0.8	1.8	-1.0	0.2	0.1	0.1
KIIS1065	7.2	7.6	-0.4	14.9	17.9	-3.0	10.5	11.0	-0.5	9.3	13.3	-4.0	11.8	8.9	2.9	3.0	3.0	0.0	0.3	0.4	-0.1
2MMM	6.5	7.9	-1.4	5.5	4.8	0.7	2.6	6.2	-3.6	15.0	15.4	-0.4	8.5	12.6	-4.1	3.2	3.6	-0.4	0.4	0.4	0.0
NOVA96.9	6.6	6.9	-0.3	20.7	23.5	-2.8	19.1	17.9	1.2	9.2	10.6	-1.4	5.6	5.1	0.5	2.2	2.2	0.0	0.2	0.2	0.0
smoothfm 95.3	8.2	7.2	1.0	6.2	5.3	0.9	6.4	5.7	0.7	6.9	5.6	1.3	9.2	7.9	1.3	13.6	13.3	0.3	5.5	4.6	0.9
WSFM	7.6	8.2	-0.6	8.0	3.2	4.8	4.4	3.7	0.7	5.4	6.5	-1.1	13.3	14.3	-1.0	8.7	11.3	-2.6	4.0	3.6	0.4
ABC702	7.9	8.6	-0.7	1.4	2.0	-0.6	0.9	0.9	0.0	3.4	3.7	-0.3	6.4	7.7	-1.3	14.5	15.5	-1.0	13.0	13.6	-0.6
2RN	2.2	2.2	0.0	0.1	0.1	0.0	*	0.2	*	0.6	0.4	0.2	1.9	2.0	-0.1	1.8	2.0	-0.2	5.5	5.7	-0.2
NEWSR	1.6	1.8	-0.2	1.7	0.9	0.8	0.8	1.6	-0.8	1.4	1.9	-0.5	1.4	1.8	-0.4	1.4	1.1	0.3	2.7	2.4	0.3
2JJJ	7.0	6.3	0.7	4.4	7.8	-3.4	19.3	18.9	0.4	15.0	11.5	3.5	6.9	5.9	1.0	1.4	1.8	-0.4	0.1	0.1	0.0
ABCFM	3.7	3.4	0.3	2.3	1.8	0.5	1.1	0.5	0.6	3.1	1.3	1.8	1.5	1.6	-0.1	2.4	2.7	-0.3	8.8	9.3	-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	4.0	3.4	0.6	2.8	2.6	0.2	5.9	5.2	0.7	5.2	3.5	1.7	3.1	2.5	0.6	3.0	3.3	-0.3	5.6	4.9	0.7
2GB	14.3	13.7	0.6	17.1	16.0	1.1	15.4	15.0	0.4	11.5	11.1	0.4	10.6	10.5	0.1	16.0	15.5	0.5	9.7	9.9	-0.2
2UE	3.8	3.8	0.0	5.4	4.9	0.5	3.1	2.8	0.3	2.6	2.4	0.2	2.2	2.8	-0.6	5.9	7.1	-1.2	8.4	8.1	0.3
SKY Sports Radio	1.0	1.1	-0.1	1.1	1.4	-0.3	0.7	0.6	0.1	1.0	1.0	0.0	0.9	1.0	-0.1	1.5	1.4	0.1	2.0	1.7	0.3
2DayFM hit 1041	4.5	3.6	0.9	3.9	3.3	0.6	4.2	3.5	0.7	4.4	3.9	0.5	6.5	3.8	2.7	3.7	4.1	-0.4	4.0	3.3	0.7
KIIS1065	7.2	7.9	-0.7	7.8	8.6	-0.8	6.2	7.4	-1.2	7.8	7.5	0.3	7.3	9.1	-1.8	6.2	5.6	0.6	7.2	6.9	0.3
2MMM	6.7	8.3	-1.6	6.7	8.1	-1.4	7.2	9.1	-1.9	7.3	9.4	-2.1	7.0	7.6	-0.6	4.1	5.8	-1.7	5.9	6.7	-0.8
NOVA96.9	6.5	6.7	-0.2	6.3	6.3	0.0	4.5	4.6	-0.1	6.2	6.1	0.1	9.6	10.1	-0.5	6.3	7.4	-1.1	7.0	7.4	-0.4
smoothfm 95.3	8.1	7.1	1.0	5.9	5.4	0.5	9.1	8.1	1.0	9.9	8.6	1.3	8.2	6.8	1.4	8.4	6.8	1.6	8.4	7.9	0.5
WSFM	7.7	8.3	-0.6	8.4	8.6	-0.2	7.8	8.3	-0.5	8.6	9.8	-1.2	7.1	7.2	-0.1	4.8	5.6	-0.8	7.3	8.1	-0.8
ABC702	8.2	9.0	-0.8	8.7	10.4	-1.7	8.0	7.8	0.2	7.6	8.4	-0.8	8.2	9.3	-1.1	8.3	8.4	-0.1	6.7	7.2	-0.5
2RN	2.1	2.2	-0.1	2.9	3.0	-0.1	1.9	2.4	-0.5	1.2	0.9	0.3	2.1	2.1	0.0	1.9	2.4	-0.5	2.4	2.3	0.1
NEWSR	1.6	1.7	-0.1	2.7	2.4	0.3	0.9	1.3	-0.4	0.7	0.8	-0.1	1.1	1.5	-0.4	3.0	3.2	-0.2	1.7	1.9	-0.2
2JJJ	7.5	6.7	0.8	6.2	5.7	0.5	9.1	7.0	2.1	9.1	8.5	0.6	7.5	7.6	-0.1	4.0	3.9	0.1	5.4	4.9	0.5
ABCFM	3.4	3.1	0.3	2.6	2.7	-0.1	3.2	3.2	0.0	3.7	3.7	0.0	3.8	2.8	1.0	5.0	3.6	1.4	4.6	4.1	0.5



SYDNEY RADIO - SURVEY 5 2015

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	23	20	3	*	*	*	*	*	*	*	*	*	1	3	-2	7	5	2	14	11	3
2GB	69	68	1	1	1	0	1	1	0	5	5	0	10	12	-2	15	12	3	37	36	1
2UE	26	25	1	*	*	*	*	*	*	1	1	0	4	5	-1	9	9	0	10	11	-1
SKY Sports Radio	6	7	-1	*	*	*	*	*	*	*	*	*	4	4	0	1	1	0	1	2	-1
2DayFM hit 1041	23	19	4	4	3	1	4	4	0	9	7	2	6	4	2	1	2	-1	*	*	*
KIIS1065	38	40	-2	5	6	-1	4	5	-1	11	14	-3	15	12	3	3	3	0	*	1	*
2MMM	34	42	-8	2	2	0	1	3	-2	17	17	0	11	17	-6	3	3	0	*	*	*
NOVA96.9	34	36	-2	7	7	0	8	8	0	11	11	0	7	7	0	2	2	0	*	*	*
smoothfm 95.3	43	38	5	2	2	0	3	3	0	8	6	2	12	11	1	12	12	0	7	5	2
WSFM	40	43	-3	3	1	2	2	2	0	6	7	-1	17	19	-2	8	10	-2	5	4	1
ABC702	41	45	-4	*	1	*	*	*	*	4	4	0	8	10	-2	13	14	-1	15	16	-1
2RN	11	12	-1	*	*	*	*	*	*	1	*	*	2	3	-1	2	2	0	7	7	0
NEWSR	9	9	0	1	*	*	*	1	*	2	2	0	2	2	0	1	1	0	3	3	0
2JJJ	36	33	3	1	2	-1	8	9	-1	17	12	5	9	8	1	1	2	-1	*	*	*
ABCFM	19	18	1	1	1	0	*	*	*	4	1	3	2	2	0	2	2	0	11	11	0
Total	522	527	-5	34	32	2	40	45	-5	115	107	8	125	136	-11	89	89	0	119	118	1

Average 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	22	19	3	24	23	1	40	36	4	31	20	11	18	15	3	6	7	-1	24	22	2
2GB	80	77	3	151	145	6	105	105	0	69	65	4	62	61	1	34	33	1	42	43	-1
2UE	21	21	0	48	44	4	21	20	1	16	14	2	13	16	-3	12	15	-3	36	35	1
SKY Sports Radio	6	6	0	10	13	-3	5	4	1	6	6	0	5	6	-1	3	3	0	9	8	1
2DayFM hit 1041	25	20	5	35	29	6	29	25	4	26	23	3	38	22	16	8	9	-1	17	14	3
KIIS1065	40	44	-4	69	78	-9	42	52	-10	46	44	2	43	53	-10	13	12	1	31	30	1
2MMM	38	47	-9	60	73	-13	49	64	-15	43	55	-12	41	44	-3	9	12	-3	25	29	-4
NOVA96.9	36	38	-2	56	57	-1	31	32	-1	37	36	1	56	59	-3	13	16	-3	30	32	-2
smoothfm 95.3	45	40	5	53	49	4	62	57	5	58	51	7	48	40	8	18	14	4	36	34	2
WSFM	43	47	-4	75	77	-2	53	58	-5	51	58	-7	42	42	0	10	12	-2	31	36	-5
ABC702	46	51	-5	77	94	-17	55	55	0	45	49	-4	48	54	-6	18	18	0	29	31	-2
2RN	12	12	0	25	27	-2	13	17	-4	7	5	2	13	12	1	4	5	-1	10	10	0
NEWSR	9	10	-1	24	22	2	6	9	-3	4	5	-1	6	9	-3	6	7	-1	7	8	-1
2JJJ	42	38	4	55	51	4	63	49	14	54	50	4	44	44	0	8	8	0	23	21	2
ABCFM	19	18	1	23	24	-1	22	23	-1	22	22	0	22	17	5	11	8	3	20	18	2
Total	559	563	-4	885	901	-16	684	702	-18	593	587	6	587	581	6	211	211	0	431	438	-7

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 5 2015

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	248	271	-23	7	8	-1	3	2	1	10	14	-4	15	35	-20	79	71	8	134	140	-6
2GB	642	628	14	40	29	11	23	27	-4	81	66	15	129	148	-19	124	122	2	246	236	10
2UE	306	316	-10	17	21	-4	4	12	-8	39	30	9	60	63	-3	76	81	-5	111	109	2
SKY Sports Radio	116	118	-2	10	9	1	2	4	-2	25	29	-4	45	41	4	18	14	4	16	21	-5
2DayFM hit 1041	652	564	88	130	115	15	156	126	30	229	187	42	105	96	9	23	34	-11	8	5	3
KIIS1065	917	909	8	174	180	-6	137	132	5	297	295	2	230	230	0	57	54	3	21	17	4
2MMM	556	623	-67	65	62	3	55	55	0	245	235	10	152	211	-59	29	51	-22	11	9	2
NOVA96.9	899	919	-20	190	196	-6	213	213	0	293	312	-19	158	148	10	36	36	0	9	16	-7
smoothfm 95.3	703	697	6	70	65	5	68	65	3	143	144	-1	187	196	-9	153	143	10	82	84	-2
WSFM	682	714	-32	65	61	4	58	60	-2	161	161	0	214	254	-40	126	120	6	59	58	1
ABC702	631	692	-61	39	46	-7	16	16	0	113	114	-1	147	192	-45	138	127	11	178	197	-19
2RN	161	175	-14	2	4	-2	2	5	-3	28	25	3	44	48	-4	17	24	-7	67	70	-3
NEWSR	278	262	16	32	23	9	14	11	3	66	78	-12	63	67	-4	42	30	12	62	52	10
2JJJ	605	601	4	60	73	-13	133	128	5	268	248	20	112	118	-6	28	25	3	4	9	-5
ABCFM	321	303	18	29	21	8	19	11	8	70	61	9	52	51	1	50	50	0	101	110	-9
Total	4007	4010	-3	425	422	3	449	451	-2	1044	1041	3	946	952	-6	532	529	3	610	615	-5

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	203	224	-21	120	132	-12	126	126	0	125	111	14	93	90	3	64	87	-23	191	201	-10
2GB	592	584	8	458	435	23	316	315	1	298	304	-6	316	323	-7	241	234	7	419	403	16
2UE	228	251	-23	164	170	-6	108	97	11	93	108	-15	87	108	-21	91	106	-15	236	252	-16
SKY Sports Radio	87	92	-5	57	70	-13	29	25	4	17	24	-7	29	26	3	20	22	-2	73	67	6
2DayFM hit 1041	566	493	73	265	242	23	204	174	30	249	220	29	307	236	71	171	165	6	362	309	53
KIIS1065	820	819	1	475	502	-27	310	322	-12	370	359	11	386	445	-59	253	234	19	551	571	-20
2MMM	489	545	-56	308	354	-46	206	230	-24	244	287	-43	253	281	-28	124	159	-35	332	374	-42
NOVA96.9	825	842	-17	460	483	-23	258	298	-40	419	414	5	498	502	-4	267	292	-25	533	559	-26
smoothfm 95.3	621	595	26	358	314	44	266	264	2	353	323	30	356	329	27	209	203	6	480	480	0
WSFM	631	639	-8	411	400	11	265	274	-9	345	361	-16	331	330	1	193	190	3	434	469	-35
ABC702	565	605	-40	395	413	-18	268	276	-8	279	280	-1	316	333	-17	179	194	-15	368	433	-65
2RN	135	154	-19	96	105	-9	72	85	-13	59	48	11	59	69	-10	51	62	-11	114	121	-7
NEWSR	249	238	11	172	165	7	56	55	1	64	68	-4	77	97	-20	76	85	-9	160	169	-9
2JJJ	541	530	11	315	330	-15	236	205	31	312	286	26	307	331	-24	167	157	10	353	351	2
ABCFM	279	266	13	144	134	10	118	109	9	136	149	-13	140	123	17	112	88	24	215	186	29
Total	3919	3928	-9	3238	3275	-37	2357	2406	-49	2675	2675	0	2896	2879	17	1874	1913	-39	3359	3381	-22