



# SYDNEY RADIO - SURVEY 6 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	4.5	4.4	0.1	0.6	0.5	0.1	0.1	0.1	0.0	0.3	0.1	0.2	0.9	1.0	-0.1	6.7	8.0	-1.3	13.3	12.0	1.3
2GB	12.8	13.2	-0.4	2.3	2.7	-0.4	0.9	2.8	-1.9	8.2	4.3	3.9	6.3	8.1	-1.8	18.0	16.9	1.1	27.3	30.8	-3.5
2UE	5.1	4.9	0.2	3.2	1.1	2.1	1.0	1.0	0.0	1.3	1.1	0.2	3.9	3.0	0.9	7.4	10.7	-3.3	10.1	8.5	1.6
SKY Sports Radio	0.8	1.2	-0.4	0.3	0.4	-0.1	0.3	0.5	-0.2	0.5	0.4	0.1	0.8	2.8	-2.0	1.0	0.9	0.1	1.2	1.1	0.1
2DayFM hit 1041	4.0	4.4	-0.4	8.8	10.7	-1.9	7.5	9.5	-2.0	6.2	7.6	-1.4	4.2	4.7	-0.5	1.8	0.8	1.0	0.6	0.2	0.4
KIIS1065	7.5	7.2	0.3	17.9	14.9	3.0	10.0	10.5	-0.5	9.9	9.3	0.6	11.3	11.8	-0.5	3.0	3.0	0.0	0.6	0.3	0.3
2MMM	6.0	6.5	-0.5	5.2	5.5	-0.3	3.7	2.6	1.1	13.1	15.0	-1.9	8.5	8.5	0.0	2.5	3.2	-0.7	0.4	0.4	0.0
NOVA96.9	6.7	6.6	0.1	20.0	20.7	-0.7	12.9	19.1	-6.2	11.2	9.2	2.0	6.1	5.6	0.5	2.2	2.2	0.0	0.4	0.2	0.2
smoothfm 95.3	8.2	8.2	0.0	7.2	6.2	1.0	5.3	6.4	-1.1	6.7	6.9	-0.2	9.5	9.2	0.3	12.4	13.6	-1.2	6.8	5.5	1.3
WSFM	7.3	7.6	-0.3	9.8	8.0	1.8	4.3	4.4	-0.1	5.4	5.4	0.0	12.1	13.3	-1.2	9.4	8.7	0.7	3.0	4.0	-1.0
ABC702	8.9	7.9	1.0	1.4	1.4	0.0	0.7	0.9	-0.2	2.6	3.4	-0.8	10.7	6.4	4.3	16.1	14.5	1.6	13.1	13.0	0.1
2RN	2.4	2.2	0.2	0.3	0.1	0.2	0.6	*	*	0.8	0.6	0.2	3.1	1.9	1.2	3.6	1.8	1.8	3.6	5.5	-1.9
NEWSR	1.8	1.6	0.2	1.2	1.7	-0.5	0.3	0.8	-0.5	0.8	1.4	-0.6	1.1	1.4	-0.3	3.4	1.4	2.0	3.2	2.7	0.5
2JJJ	7.3	7.0	0.3	4.1	4.4	-0.3	27.4	19.3	8.1	14.3	15.0	-0.7	5.4	6.9	-1.5	1.8	1.4	0.4	0.1	0.1	0.0
ABCFM	3.5	3.7	-0.2	1.8	2.3	-0.5	1.4	1.1	0.3	2.6	3.1	-0.5	1.9	1.5	0.4	3.1	2.4	0.7	7.4	8.8	-1.4

## 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	4.1	4.0	0.1	3.1	2.8	0.3	5.3	5.9	-0.6	5.4	5.2	0.2	3.1	3.1	0.0	3.0	3.0	0.0	5.8	5.6	0.2
2GB	13.8	14.3	-0.5	15.1	17.1	-2.0	16.1	15.4	0.7	11.9	11.5	0.4	10.1	10.6	-0.5	16.0	16.0	0.0	9.4	9.7	-0.3
2UE	4.3	3.8	0.5	6.0	5.4	0.6	4.5	3.1	1.4	3.3	2.6	0.7	2.2	2.2	0.0	5.2	5.9	-0.7	7.5	8.4	-0.9
SKY Sports Radio	0.6	1.0	-0.4	1.2	1.1	0.1	0.4	0.7	-0.3	0.5	1.0	-0.5	0.4	0.9	-0.5	0.6	1.5	-0.9	1.3	2.0	-0.7
2DayFM hit 1041	3.9	4.5	-0.6	3.1	3.9	-0.8	3.1	4.2	-1.1	3.5	4.4	-0.9	6.8	6.5	0.3	3.7	3.7	0.0	4.2	4.0	0.2
KIIS1065	7.7	7.2	0.5	8.3	7.8	0.5	6.9	6.2	0.7	7.9	7.8	0.1	8.3	7.3	1.0	6.1	6.2	-0.1	6.7	7.2	-0.5
2MMM	6.3	6.7	-0.4	6.7	6.7	0.0	5.7	7.2	-1.5	7.0	7.3	-0.3	6.8	7.0	-0.2	3.9	4.1	-0.2	5.0	5.9	-0.9
NOVA96.9	6.6	6.5	0.1	6.8	6.3	0.5	4.3	4.5	-0.2	6.3	6.2	0.1	9.5	9.6	-0.1	6.8	6.3	0.5	6.8	7.0	-0.2
smoothfm 95.3	8.0	8.1	-0.1	5.7	5.9	-0.2	8.9	9.1	-0.2	9.6	9.9	-0.3	8.1	8.2	-0.1	9.2	8.4	0.8	9.0	8.4	0.6
WSFM	7.4	7.7	-0.3	8.5	8.4	0.1	7.8	7.8	0.0	7.3	8.6	-1.3	6.8	7.1	-0.3	4.6	4.8	-0.2	6.9	7.3	-0.4
ABC702	9.4	8.2	1.2	10.3	8.7	1.6	8.2	8.0	0.2	8.2	7.6	0.6	10.7	8.2	2.5	10.1	8.3	1.8	7.3	6.7	0.6
2RN	2.3	2.1	0.2	3.4	2.9	0.5	1.6	1.9	-0.3	1.7	1.2	0.5	2.6	2.1	0.5	1.7	1.9	-0.2	2.7	2.4	0.3
NEWSR	1.7	1.6	0.1	2.6	2.7	-0.1	1.3	0.9	0.4	1.0	0.7	0.3	1.2	1.1	0.1	2.9	3.0	-0.1	2.1	1.7	0.4
2JJJ	7.5	7.5	0.0	5.9	6.2	-0.3	8.9	9.1	-0.2	9.1	9.1	0.0	7.2	7.5	-0.3	5.5	4.0	1.5	6.9	5.4	1.5
ABCFM	3.2	3.4	-0.2	2.5	2.6	-0.1	3.2	3.2	0.0	3.0	3.7	-0.7	3.6	3.8	-0.2	4.5	5.0	-0.5	4.5	4.6	-0.1



# SYDNEY RADIO - SURVEY 6 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	23	0	*	*	*	*	*	*	*	*	*	1	1	0	6	7	-1	16	14	2
2GB	67	69	-2	1	1	0	*	1	*	9	5	4	8	10	-2	15	15	0	33	37	-4
2UE	26	26	0	1	*	*	*	*	*	2	1	1	5	4	1	6	9	-3	12	10	2
SKY Sports Radio	4	6	-2	*	*	*	*	*	*	1	*	*	1	4	-3	1	1	0	2	1	1
2DayFM hit 1041	21	23	-2	3	4	-1	3	4	-1	7	9	-2	5	6	-1	2	1	1	1	*	*
KIIS1065	39	38	1	6	5	1	4	4	0	11	11	0	14	15	-1	2	3	-1	1	*	*
2MMM	31	34	-3	2	2	0	2	1	1	15	17	-2	11	11	0	2	3	-1	*	*	*
NOVA96.9	35	34	1	6	7	-1	6	8	-2	13	11	2	8	7	1	2	2	0	*	*	*
smoothfm 95.3	43	43	0	2	2	0	2	3	-1	8	8	0	12	12	0	10	12	-2	8	7	1
WSFM	38	40	-2	3	3	0	2	2	0	6	6	0	16	17	-1	8	8	0	4	5	-1
ABC702	47	41	6	*	*	*	*	*	*	3	4	-1	14	8	6	13	13	0	16	15	1
2RN	13	11	2	*	*	*	*	*	*	1	1	0	4	2	2	3	2	1	4	7	-3
NEWSR	10	9	1	*	1	*	*	*	*	1	2	-1	1	2	-1	3	1	2	4	3	1
2JJJ	38	36	2	1	1	0	12	8	4	16	17	-1	7	9	-2	1	1	0	*	*	*
ABCFM	18	19	-1	1	1	0	1	*	*	3	4	-1	2	2	0	3	2	1	9	11	-2
<b>Total</b>	<b>522</b>	<b>522</b>	<b>0</b>	<b>32</b>	<b>34</b>	<b>-2</b>	<b>45</b>	<b>40</b>	<b>5</b>	<b>113</b>	<b>115</b>	<b>-2</b>	<b>128</b>	<b>125</b>	<b>3</b>	<b>83</b>	<b>89</b>	<b>-6</b>	<b>122</b>	<b>119</b>	<b>3</b>

## 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	23	22	1	27	24	3	38	40	-2	33	31	2	19	18	1	6	6	0	25	24	1						
2GB	77	80	-3	130	151	-21	113	105	8	72	69	3	61	62	-1	32	34	-2	40	42	-2						
2UE	24	21	3	52	48	4	31	21	10	20	16	4	13	13	0	10	12	-2	32	36	-4						
SKY Sports Radio	4	6	-2	10	10	0	3	5	-2	3	6	-3	2	5	-3	1	3	-2	6	9	-3						
2DayFM hit 1041	22	25	-3	27	35	-8	22	29	-7	21	26	-5	41	38	3	7	8	-1	18	17	1						
KIIS1065	43	40	3	72	69	3	48	42	6	48	46	2	51	43	8	12	13	-1	29	31	-2						
2MMM	35	38	-3	58	60	-2	40	49	-9	43	43	0	41	41	0	8	9	-1	22	25	-3						
NOVA96.9	37	36	1	58	56	2	30	31	-1	38	37	1	58	56	2	14	13	1	29	30	-1						
smoothfm 95.3	45	45	0	49	53	-4	62	62	0	58	58	0	50	48	2	18	18	0	39	36	3						
WSFM	42	43	-1	74	75	-1	55	53	2	44	51	-7	41	42	-1	9	10	-1	29	31	-2						
ABC702	53	46	7	89	77	12	57	55	2	50	45	5	65	48	17	20	18	2	31	29	2						
2RN	13	12	1	29	25	4	11	13	-2	10	7	3	16	13	3	3	4	-1	12	10	2						
NEWSR	10	9	1	23	24	-1	9	6	3	6	4	2	7	6	1	6	6	0	9	7	2						
2JJJ	42	42	0	51	55	-4	63	63	0	55	54	1	44	44	0	11	8	3	30	23	7						
ABCFM	18	19	-1	21	23	-2	23	22	1	18	22	-4	22	22	0	9	11	-2	19	20	-1						
<b>Total</b>	<b>560</b>	<b>559</b>	<b>1</b>	<b>862</b>	<b>885</b>	<b>-23</b>	<b>701</b>	<b>684</b>	<b>17</b>	<b>606</b>	<b>593</b>	<b>13</b>	<b>608</b>	<b>587</b>	<b>21</b>	<b>200</b>	<b>211</b>	<b>-11</b>	<b>427</b>	<b>431</b>	<b>-4</b>						

EMBARGOED UNTIL 9:30AM AEST



# SYDNEY RADIO - SURVEY 6 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	242	248	-6	6	7	-1	5	3	2	8	10	-2	16	15	1	66	79	-13	141	134	7
2GB	633	642	-9	29	40	-11	13	23	-10	108	81	27	112	129	-17	137	124	13	234	246	-12
2UE	308	306	2	18	17	1	9	4	5	39	39	0	59	60	-1	67	76	-9	116	111	5
SKY Sports Radio	96	116	-20	6	10	-4	5	2	3	24	25	-1	27	45	-18	15	18	-3	19	16	3
2DayFM hit 1041	627	652	-25	120	130	-10	129	156	-27	243	229	14	103	105	-2	21	23	-2	11	8	3
KIIS1065	884	917	-33	174	174	0	133	137	-4	308	297	11	197	230	-33	50	57	-7	23	21	2
2MMM	556	556	0	61	65	-4	54	55	-1	250	245	5	147	152	-5	35	29	6	9	11	-2
NOVA96.9	948	899	49	207	190	17	175	213	-38	316	293	23	201	158	43	35	36	-1	15	9	6
smoothfm 95.3	703	703	0	54	70	-16	65	68	-3	162	143	19	182	187	-5	148	153	-5	92	82	10
WSFM	662	682	-20	61	65	-4	56	58	-2	143	161	-18	218	214	4	127	126	1	58	59	-1
ABC702	648	631	17	30	39	-9	17	16	1	99	113	-14	177	147	30	148	138	10	178	178	0
2RN	198	161	37	7	2	5	3	2	1	28	28	0	63	44	19	32	17	15	64	67	-3
NEWSR	243	278	-35	20	32	-12	14	14	0	45	66	-21	53	63	-10	48	42	6	64	62	2
2JJJ	608	605	3	49	60	-11	137	133	4	274	268	6	116	112	4	29	28	1	3	4	-1
ABCFM	284	321	-37	25	29	-4	24	19	5	53	70	-17	49	52	-3	50	50	0	83	101	-18
Total	4008	4007	1	423	425	-2	450	449	1	1047	1044	3	949	946	3	531	532	-1	609	610	-1

## 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	210	203	7	122	120	2	132	126	6	129	125	4	102	93	9	66	64	2	191	191	0
2GB	576	592	-16	445	458	-13	316	316	0	301	298	3	308	316	-8	219	241	-22	384	419	-35
2UE	247	228	19	174	164	10	133	108	25	119	93	26	91	87	4	82	91	-9	235	236	-1
SKY Sports Radio	79	87	-8	47	57	-10	23	29	-6	20	17	3	25	29	-4	21	20	1	64	73	-9
2DayFM hit 1041	559	566	-7	267	265	2	178	204	-26	231	249	-18	337	307	30	177	171	6	354	362	-8
KIIS1065	804	820	-16	496	475	21	339	310	29	386	370	16	366	386	-20	257	253	4	518	551	-33
2MMM	504	489	15	309	308	1	190	206	-16	250	244	6	266	253	13	127	124	3	322	332	-10
NOVA96.9	867	825	42	507	460	47	264	258	6	429	419	10	507	498	9	272	267	5	568	533	35
smoothfm 95.3	633	621	12	333	358	-25	285	266	19	323	353	-30	346	356	-10	214	209	5	484	480	4
WSFM	598	631	-33	381	411	-30	265	265	0	281	345	-64	313	331	-18	172	193	-21	433	434	-1
ABC702	595	565	30	412	395	17	268	268	0	282	279	3	374	316	58	206	179	27	413	368	45
2RN	171	135	36	121	96	25	75	72	3	73	59	14	82	59	23	53	51	2	142	114	28
NEWSR	202	249	-47	145	172	-27	56	56	0	54	64	-10	66	77	-11	62	76	-14	151	160	-9
2JJJ	538	541	-3	314	315	-1	266	236	30	313	312	1	294	307	-13	187	167	20	377	353	24
ABCFM	244	279	-35	134	144	-10	105	118	-13	103	136	-33	129	140	-11	99	112	-13	191	215	-24
Total	3908	3919	-11	3238	3238	0	2405	2357	48	2638	2675	-37	2914	2896	18	1855	1874	-19	3373	3359	14