



SYDNEY RADIO - SURVEY 8 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	4.7	-0.3	0.7	1.0	-0.3	1.5	0.2	1.3	0.5	0.7	-0.2	0.8	1.0	-0.2	8.2	5.0	3.2	11.5	14.4	-2.9
2GB	12.1	12.3	-0.2	1.4	2.8	-1.4	0.9	0.3	0.6	3.4	4.5	-1.1	9.6	7.7	1.9	18.5	19.4	-0.9	26.0	25.9	0.1
2UE	5.6	5.9	-0.3	*	0.1	*	*	*	*	1.5	1.0	0.5	4.1	4.7	-0.6	5.9	9.4	-3.5	14.4	13.0	1.4
2DAY	3.5	3.6	-0.1	6.8	7.7	-0.9	7.6	6.8	0.8	5.4	5.4	0.0	4.1	4.3	-0.2	1.2	1.5	-0.3	0.4	0.6	-0.2
KIIS1065	8.6	8.2	0.4	22.9	16.2	6.7	21.3	17.5	3.8	12.6	15.0	-2.4	8.3	8.1	0.2	3.6	2.8	0.8	0.2	0.7	-0.5
2MMM	5.4	6.1	-0.7	3.4	3.5	-0.1	4.1	6.8	-2.7	11.0	12.4	-1.4	7.9	9.2	-1.3	2.2	1.5	0.7	0.3	0.3	0.0
NOVA96.9	7.5	6.7	0.8	22.1	22.8	-0.7	15.9	17.5	-1.6	12.1	11.2	0.9	5.8	4.6	1.2	3.8	2.3	1.5	0.2	0.2	0.0
smoothfm 95.3	6.6	5.7	0.9	5.7	5.2	0.5	6.6	4.7	1.9	7.0	5.6	1.4	7.8	7.3	0.5	6.7	8.2	-1.5	5.1	2.9	2.2
WSFM	8.9	8.8	0.1	6.4	2.9	3.5	5.6	8.2	-2.6	6.9	7.2	-0.3	14.7	16.4	-1.7	14.0	11.9	2.1	3.0	2.2	0.8
ABC702	8.5	8.7	-0.2	2.1	2.0	0.1	1.6	2.5	-0.9	3.2	2.1	1.1	7.2	8.3	-1.1	14.7	15.6	-0.9	14.8	14.5	0.3
2RN	2.0	2.0	0.0	0.5	0.7	-0.2	0.1	*	*	0.4	0.3	0.1	1.4	1.0	0.4	4.2	3.8	0.4	3.7	4.6	-0.9
NEWSR	1.8	2.2	-0.4	0.8	4.1	-3.3	1.5	1.5	0.0	1.2	1.2	0.0	1.8	2.4	-0.6	2.0	2.1	-0.1	2.9	2.6	0.3
2JJJ	6.5	6.0	0.5	3.5	5.1	-1.6	9.9	11.5	-1.6	14.5	13.0	1.5	7.8	7.5	0.3	1.0	0.6	0.4	0.7	0.1	0.6
ABCFM	3.3	3.6	-0.3	1.1	2.5	-1.4	1.8	0.6	1.2	1.2	1.4	-0.2	1.7	1.3	0.4	4.0	3.4	0.6	7.6	9.3	-1.7

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	4.3	-0.3	3.3	3.5	-0.2	5.3	5.8	-0.5	4.5	5.3	-0.8	3.5	3.0	0.5	3.5	3.6	-0.1	5.7	5.8	-0.1
2GB	13.2	13.5	-0.3	14.8	14.1	0.7	16.5	17.1	-0.6	12.2	12.7	-0.5	8.6	8.2	0.4	12.2	15.2	-3.0	8.4	8.7	-0.3
2UE	4.9	5.1	-0.2	4.7	5.3	-0.6	4.9	5.8	-0.9	4.0	4.5	-0.5	4.0	4.0	0.0	9.1	6.4	2.7	7.9	8.7	-0.8
2DAY	3.7	3.7	0.0	3.0	2.9	0.1	3.5	3.7	-0.2	4.2	4.1	0.1	4.6	4.3	0.3	3.8	4.1	-0.3	2.9	3.3	-0.4
KIIS1065	8.9	8.7	0.2	11.3	10.5	0.8	7.2	8.3	-1.1	7.6	7.9	-0.3	8.3	8.0	0.3	8.8	6.7	2.1	7.8	6.9	0.9
2MMM	5.7	6.5	-0.8	6.3	6.7	-0.4	5.6	6.8	-1.2	6.3	7.3	-1.0	5.3	6.3	-1.0	3.1	3.8	-0.7	4.4	4.6	-0.2
NOVA96.9	7.5	6.7	0.8	6.6	7.0	-0.4	5.9	4.7	1.2	7.7	6.2	1.5	10.1	8.9	1.2	8.7	7.3	1.4	7.5	6.9	0.6
smoothfm 95.3	6.0	5.4	0.6	4.0	3.9	0.1	6.8	5.3	1.5	6.3	5.7	0.6	7.3	6.5	0.8	7.8	7.3	0.5	8.5	6.8	1.7
WSFM	8.9	8.8	0.1	9.9	9.9	0.0	8.6	7.7	0.9	10.2	9.7	0.5	7.6	8.7	-1.1	4.9	5.9	-1.0	9.1	8.9	0.2
ABC702	8.7	9.0	-0.3	9.8	9.9	-0.1	7.0	7.7	-0.7	7.3	7.8	-0.5	9.4	10.0	-0.6	11.2	10.4	0.8	7.6	7.7	-0.1
2RN	1.9	2.0	-0.1	2.8	3.1	-0.3	1.4	1.6	-0.2	1.3	1.0	0.3	2.1	1.9	0.2	1.3	1.7	-0.4	2.3	2.3	0.0
NEWSR	1.7	2.2	-0.5	2.8	3.1	-0.3	1.1	1.3	-0.2	0.8	1.3	-0.5	1.5	1.9	-0.4	2.6	3.4	-0.8	2.2	2.2	0.0
2JJJ	6.9	6.2	0.7	5.4	4.8	0.6	8.3	6.9	1.4	8.6	7.5	1.1	7.0	7.1	-0.1	4.0	4.3	-0.3	5.3	5.5	-0.2
ABCFM	3.3	3.4	-0.1	3.1	3.2	-0.1	3.4	3.0	0.4	2.9	3.3	-0.4	3.0	3.5	-0.5	4.8	4.4	0.4	3.3	4.2	-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	22	24	-2	*	*	*	1	*	*	1	1	0	1	1	0	7	4	3	13	17	-4
2GB	61	63	-2	*	1	*	*	*	*	4	5	-1	11	9	2	15	17	-2	29	31	-2
2UE	28	30	-2	*	*	*	*	*	*	2	1	1	5	6	-1	5	8	-3	16	15	1
2DAY	18	18	0	2	2	0	3	2	1	6	6	0	5	5	0	1	1	0	*	1	*
KIIS1065	44	42	2	7	5	2	8	6	2	15	18	-3	10	10	0	3	2	1	*	1	*
2MMM	27	31	-4	1	1	0	2	2	0	13	15	-2	9	11	-2	2	1	1	*	*	*
NOVA96.9	38	35	3	7	7	0	6	6	0	14	13	1	7	6	1	3	2	1	*	*	*
smoothfm 95.3	33	29	4	2	2	0	3	2	1	8	7	1	9	9	0	6	7	-1	6	3	3
WSFM	45	45	0	2	1	1	2	3	-1	8	9	-1	18	20	-2	12	10	2	3	3	0
ABC702	43	45	-2	1	1	0	1	1	0	4	2	2	9	10	-1	12	14	-2	17	17	0
2RN	10	11	-1	*	*	*	*	*	*	*	*	*	2	1	1	3	3	0	4	5	-1
NEWSR	9	11	-2	*	1	*	1	1	0	1	1	0	2	3	-1	2	2	0	3	3	0
2JJJ	33	31	2	1	2	-1	4	4	0	17	15	2	9	9	0	1	1	0	1	*	*
ABCFM	16	18	-2	*	1	*	1	*	*	1	2	-1	2	2	0	3	3	0	9	11	-2
Total	504	513	-9	32	32	0	40	36	4	116	119	-3	119	121	-2	84	87	-3	114	119	-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	22	24	-2	29	31	-2	36	40	-4	26	31	-5	20	18	2	7	7	0	23	25	-2						
2GB	72	74	-2	130	123	7	112	118	-6	70	74	-4	49	47	2	23	30	-7	34	37	-3						
2UE	26	28	-2	41	46	-5	33	40	-7	23	26	-3	23	23	0	17	13	4	32	37	-5						
2DAY	20	20	0	26	25	1	23	25	-2	24	24	0	26	25	1	7	8	-1	12	14	-2						
KIIS1065	48	47	1	99	91	8	49	57	-8	43	46	-3	48	46	2	17	13	4	32	29	3						
2MMM	31	36	-5	55	58	-3	38	47	-9	36	42	-6	31	37	-6	6	8	-2	18	20	-2						
NOVA96.9	41	37	4	58	61	-3	40	32	8	44	36	8	58	52	6	16	14	2	30	29	1						
smoothfm 95.3	33	30	3	35	34	1	46	37	9	36	33	3	42	38	4	15	14	1	34	29	5						
WSFM	48	48	0	87	86	1	58	53	5	59	56	3	44	50	-6	9	12	-3	37	38	-1						
ABC702	47	50	-3	86	86	0	48	53	-5	42	45	-3	54	58	-4	21	21	0	31	33	-2						
2RN	10	11	-1	24	27	-3	10	11	-1	7	6	1	12	11	1	3	3	0	9	10	-1						
NEWSR	10	12	-2	24	27	-3	7	9	-2	5	8	-3	8	11	-3	5	7	-2	9	9	0						
2JJJ	37	34	3	48	42	6	56	47	9	49	43	6	40	41	-1	8	9	-1	21	23	-2						
ABCFM	18	18	0	27	28	-1	23	21	2	17	19	-2	17	20	-3	9	9	0	13	18	-5						
Total	544	549	-5	877	871	6	678	686	-8	574	579	-5	574	579	-5	190	199	-9	403	424	-21						



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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	272	283	-11	11	14	-3	10	4	6	23	18	5	30	34	-4	68	64	4	129	150	-21
2GB	522	572	-50	12	27	-15	13	5	8	69	93	-24	124	120	4	127	131	-4	178	196	-18
2UE	278	300	-22	5	6	-1	2	3	-1	33	42	-9	52	54	-2	60	68	-8	126	127	-1
2DAY	559	560	-1	88	94	-6	119	110	9	173	180	-7	132	131	1	34	34	0	12	12	0
KIIS1065	887	868	19	163	145	18	175	143	32	311	320	-9	187	200	-13	44	48	-4	8	12	-4
2MMM	559	569	-10	59	61	-2	67	75	-8	223	216	7	169	172	-3	29	32	-3	12	12	0
NOVA96.9	969	953	16	191	190	1	195	183	12	336	328	8	184	179	5	51	59	-8	12	13	-1
smoothfm 95.3	667	571	96	54	57	-3	65	58	7	180	159	21	179	131	48	110	103	7	79	64	15
WSFM	764	774	-10	67	56	11	65	62	3	160	184	-24	251	257	-6	164	156	8	57	58	-1
ABC702	604	637	-33	35	44	-9	22	24	-2	72	63	9	141	155	-14	154	164	-10	179	188	-9
2RN	170	179	-9	14	19	-5	3	2	1	25	18	7	32	39	-7	43	50	-7	54	51	3
NEWSR	294	314	-20	20	19	1	22	20	2	55	65	-10	77	82	-5	46	53	-7	74	75	-1
2JJJ	523	551	-28	39	51	-12	98	137	-39	242	223	19	116	121	-5	21	15	6	9	6	3
ABCFM	278	274	4	11	16	-5	17	20	-3	58	46	12	66	59	7	38	36	2	87	96	-9
Total	3973	3971	2	425	426	-1	433	442	-9	1062	1047	15	943	939	4	527	527	0	583	589	-6

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	242	243	-1	149	143	6	146	153	-7	132	151	-19	131	116	15	79	83	-4	193	200	-7
2GB	481	526	-45	376	391	-15	312	340	-28	265	289	-24	227	248	-21	167	189	-22	335	366	-31
2UE	216	240	-24	134	160	-26	103	137	-34	109	125	-16	101	110	-9	88	100	-12	197	218	-21
2DAY	486	474	12	249	227	22	180	161	19	209	206	3	246	247	-1	135	151	-16	311	329	-18
KIIS1065	810	780	30	571	532	39	343	348	-5	349	343	6	408	412	-4	273	222	51	575	520	55
2MMM	470	487	-17	293	303	-10	175	221	-46	215	228	-13	247	263	-16	106	131	-25	335	334	1
NOVA96.9	876	849	27	480	501	-21	284	268	16	389	369	20	553	509	44	292	281	11	599	620	-21
smoothfm 95.3	585	512	73	303	269	34	269	220	49	275	261	14	325	293	32	214	185	29	434	370	64
WSFM	664	689	-25	442	458	-16	280	304	-24	358	363	-5	353	392	-39	161	195	-34	493	486	7
ABC702	561	582	-21	407	391	16	257	265	-8	286	302	-16	320	335	-15	197	206	-9	382	408	-26
2RN	158	166	-8	113	118	-5	59	61	-2	65	54	11	85	86	-1	49	46	3	91	100	-9
NEWSR	258	272	-14	184	192	-8	82	99	-17	75	79	-4	95	111	-16	71	98	-27	183	204	-21
2JJJ	475	514	-39	286	331	-45	233	243	-10	254	269	-15	289	308	-19	165	191	-26	322	341	-19
ABCFM	244	242	2	147	134	13	112	106	6	104	107	-3	111	110	1	88	92	-4	172	166	6
Total	3904	3885	19	3273	3245	28	2378	2405	-27	2564	2576	-12	2885	2854	31	1814	1873	-59	3346	3324	22