



SYDNEY RADIO - SURVEY 6 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	4.6	4.1	0.5	0.5	0.2	0.3	0.3	0.6	-0.3	0.7	0.2	0.5	1.1	1.9	-0.8	5.8	5.9	-0.1	13.3	10.8	2.5
2GB	13.2	13.1	0.1	2.5	0.6	1.9	1.9	2.2	-0.3	4.8	5.5	-0.7	10.4	9.1	1.3	18.6	16.0	2.6	25.8	29.1	-3.3
2UE	5.7	4.6	1.1	0.2	0.2	0.0	0.9	0.9	0.0	1.3	1.7	-0.4	4.6	3.9	0.7	8.7	6.9	1.8	11.4	8.4	3.0
2DAY	3.6	3.8	-0.2	9.2	10.8	-1.6	6.9	6.2	0.7	5.3	6.5	-1.2	3.6	3.7	-0.1	2.2	2.2	0.0	0.6	0.3	0.3
KIIS1065	7.8	8.7	-0.9	15.6	17.5	-1.9	13.2	16.5	-3.3	13.9	13.8	0.1	9.3	12.3	-3.0	2.7	2.0	0.7	1.0	0.5	0.5
2MMM	5.4	5.0	0.4	3.4	4.2	-0.8	9.1	8.3	0.8	9.7	7.7	2.0	8.6	7.8	0.8	1.6	2.0	-0.4	0.6	0.7	-0.1
NOVA96.9	6.3	6.4	-0.1	23.7	20.2	3.5	18.1	19.7	-1.6	10.4	10.2	0.2	4.5	4.2	0.3	1.5	2.9	-1.4	0.1	0.2	-0.1
smoothfm 95.3	6.7	7.2	-0.5	2.9	5.7	-2.8	6.1	6.9	-0.8	6.1	8.0	-1.9	6.1	5.9	0.2	12.9	10.7	2.2	4.3	5.8	-1.5
WSFM	9.5	9.4	0.1	4.3	5.9	-1.6	6.9	5.4	1.5	10.8	9.5	1.3	16.7	13.4	3.3	9.9	13.8	-3.9	2.6	3.4	-0.8
ABC702	10.6	10.7	-0.1	1.5	1.7	-0.2	3.1	1.8	1.3	3.7	4.3	-0.6	10.8	12.2	-1.4	15.1	13.2	1.9	18.0	18.2	-0.2
2RN	2.0	2.6	-0.6	0.7	0.8	-0.1	*	0.2	*	0.3	0.3	0.0	2.3	3.3	-1.0	2.7	4.9	-2.2	3.7	3.6	0.1
NEWSR	2.0	2.2	-0.2	3.3	1.2	2.1	1.5	1.2	0.3	1.2	1.9	-0.7	2.5	3.0	-0.5	1.8	1.7	0.1	2.1	2.4	-0.3
2JJJ	5.3	5.3	0.0	6.0	10.7	-4.7	15.3	13.5	1.8	10.5	9.7	0.8	5.4	5.2	0.2	1.6	1.7	-0.1	0.1	0.1	0.0
ABCFM	3.2	3.1	0.1	2.1	0.7	1.4	0.4	0.2	0.2	2.8	2.5	0.3	1.5	2.0	-0.5	3.0	2.1	0.9	6.7	7.3	-0.6

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	4.4	4.0	0.4	3.5	3.4	0.1	5.3	4.8	0.5	5.8	4.6	1.2	3.3	3.0	0.3	4.0	4.2	-0.2	5.3	4.4	0.9
2GB	14.1	13.7	0.4	16.0	15.5	0.5	16.0	15.5	0.5	12.6	11.6	1.0	9.2	9.6	-0.4	16.8	16.3	0.5	10.2	11.3	-1.1
2UE	4.7	3.8	0.9	5.1	3.9	1.2	5.8	4.3	1.5	4.0	3.2	0.8	3.0	2.4	0.6	6.2	6.3	-0.1	8.8	7.3	1.5
2DAY	3.6	3.8	-0.2	3.3	3.6	-0.3	3.3	3.2	0.1	3.6	4.0	-0.4	4.3	4.6	-0.3	3.8	4.1	-0.3	3.5	3.9	-0.4
KIIS1065	8.0	9.0	-1.0	9.8	10.5	-0.7	7.5	8.9	-1.4	6.6	8.2	-1.6	8.4	9.0	-0.6	6.0	6.6	-0.6	7.3	7.7	-0.4
2MMM	5.7	5.1	0.6	5.5	5.6	-0.1	6.6	5.1	1.5	6.6	4.7	1.9	4.8	4.7	0.1	4.0	4.7	-0.7	4.6	4.6	0.0
NOVA96.9	6.3	6.4	-0.1	6.7	5.8	0.9	3.9	4.2	-0.3	6.1	6.4	-0.3	8.6	9.7	-1.1	6.4	7.1	-0.7	6.2	6.3	-0.1
smoothfm 95.3	6.6	7.0	-0.4	5.0	5.5	-0.5	6.7	7.1	-0.4	7.9	8.6	-0.7	7.5	6.9	0.6	7.2	7.9	-0.7	6.8	7.8	-1.0
WSFM	9.9	9.7	0.2	9.9	9.4	0.5	10.0	10.3	-0.3	11.2	11.1	0.1	9.4	8.7	0.7	7.0	6.8	0.2	8.3	8.5	-0.2
ABC702	11.2	11.5	-0.3	12.0	12.4	-0.4	10.1	10.3	-0.2	10.1	10.5	-0.4	12.7	13.5	-0.8	10.5	10.5	0.0	8.9	8.1	0.8
2RN	2.0	2.6	-0.6	2.6	3.7	-1.1	1.6	1.9	-0.3	0.9	1.1	-0.2	2.4	3.1	-0.7	2.7	3.4	-0.7	2.1	3.0	-0.9
NEWSR	1.9	2.0	-0.1	2.6	2.9	-0.3	1.7	1.8	-0.1	1.2	0.9	0.3	1.4	1.4	0.0	3.0	3.4	-0.4	2.2	2.7	-0.5
2JJJ	5.3	5.3	0.0	4.4	4.5	-0.1	5.1	5.1	0.0	5.7	5.5	0.2	7.0	6.9	0.1	4.5	4.7	-0.2	5.1	5.3	-0.2
ABCFM	2.9	2.9	0.0	2.6	2.5	0.1	3.0	3.3	-0.3	2.9	3.4	-0.5	3.1	2.6	0.5	3.4	2.4	1.0	4.3	3.9	0.4



SYDNEY RADIO - SURVEY 6 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	25	21	4	*	*	*	*	*	*	1	*	*	1	3	-2	5	5	0	17	13	4
2GB	70	68	2	1	*	*	1	1	0	5	6	-1	14	12	2	18	15	3	32	34	-2
2UE	30	24	6	*	*	*	*	*	*	1	2	-1	6	5	1	8	6	2	14	10	4
2DAY	19	20	-1	3	3	0	2	2	0	6	7	-1	5	5	0	2	2	0	1	*	*
KIIS1065	42	45	-3	5	5	0	5	6	-1	16	15	1	12	16	-4	3	2	1	1	1	0
2MMM	29	25	4	1	1	0	3	3	0	11	8	3	11	10	1	2	2	0	1	1	0
NOVA96.9	33	33	0	8	6	2	6	7	-1	12	11	1	6	6	0	1	3	-2	*	*	*
smoothfm 95.3	36	37	-1	1	2	-1	2	3	-1	7	8	-1	8	8	0	12	10	2	5	7	-2
WSFM	51	48	3	1	2	-1	2	2	0	12	10	2	22	18	4	9	13	-4	3	4	-1
ABC702	57	55	2	*	1	*	1	1	0	4	5	-1	14	16	-2	14	12	2	22	21	1
2RN	11	14	-3	*	*	*	*	*	*	*	*	*	3	4	-1	3	4	-1	5	4	1
NEWSR	11	11	0	1	*	*	1	*	*	1	2	-1	3	4	-1	2	2	0	3	3	0
2JJJ	28	27	1	2	3	-1	5	5	0	12	10	2	7	7	0	2	2	0	*	*	*
ABCFM	17	16	1	1	*	*	*	*	*	3	3	0	2	3	-1	3	2	1	8	8	0
Total	533	514	19	32	31	1	36	37	-1	114	106	8	132	132	0	94	92	2	125	116	9

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	25	22	3	31	29	2	39	34	5	35	28	7	20	17	3	8	8	0	23	19	4						
2GB	81	75	6	145	132	13	117	112	5	77	70	7	55	55	0	32	30	2	45	48	-3						
2UE	27	21	6	46	33	13	42	31	11	25	19	6	18	14	4	12	12	0	39	31	8						
2DAY	20	21	-1	30	30	0	24	23	1	22	24	-2	26	26	0	7	7	0	15	17	-2						
KIIS1065	46	50	-4	89	90	-1	54	64	-10	41	50	-9	50	52	-2	12	12	0	32	33	-1						
2MMM	33	28	5	50	48	2	48	37	11	40	28	12	29	27	2	8	9	-1	20	20	0						
NOVA96.9	36	35	1	61	49	12	29	30	-1	37	39	-2	51	56	-5	12	13	-1	27	27	0						
smoothfm 95.3	38	39	-1	45	47	-2	48	51	-3	48	52	-4	45	39	6	14	14	0	30	33	-3						
WSFM	57	53	4	90	80	10	73	75	-2	69	67	2	57	50	7	14	12	2	37	36	1						
ABC702	64	64	0	109	106	3	73	75	-2	62	63	-1	76	77	-1	20	19	1	39	34	5						
2RN	11	14	-3	24	31	-7	12	14	-2	5	7	-2	14	18	-4	5	6	-1	9	13	-4						
NEWSR	11	11	0	24	25	-1	13	13	0	7	5	2	9	8	1	6	6	0	10	12	-2						
2JJJ	30	29	1	40	38	2	37	37	0	35	33	2	42	39	3	9	9	0	23	22	1						
ABCFM	17	16	1	24	21	3	22	24	-2	18	21	-3	18	15	3	7	4	3	19	16	3						
Total	571	551	20	907	851	56	726	722	4	611	602	9	598	573	25	193	183	10	440	424	16						

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 6 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	299	265	34	11	10	1	6	6	0	14	12	2	34	39	-5	70	57	13	163	142	21
2GB	613	574	39	26	16	10	12	17	-5	89	84	5	155	133	22	132	120	12	199	203	-4
2UE	304	300	4	8	13	-5	6	4	2	45	50	-5	70	74	-4	65	68	-3	110	90	20
2DAY	593	619	-26	126	125	1	105	119	-14	198	215	-17	115	121	-6	38	28	10	12	11	1
KIIS1065	891	885	6	158	155	3	107	114	-7	340	344	-4	202	208	-6	63	48	15	21	15	6
2MMM	531	541	-10	58	69	-11	73	75	-2	197	204	-7	165	141	24	31	40	-9	7	11	-4
NOVA96.9	923	852	71	198	182	16	174	178	-4	318	292	26	180	153	27	42	35	7	11	12	-1
smoothfm 95.3	549	591	-42	43	42	1	46	62	-16	146	154	-8	126	143	-17	119	116	3	69	75	-6
WSFM	767	757	10	56	46	10	53	58	-5	196	166	30	280	264	16	127	153	-26	55	71	-16
ABC702	730	706	24	42	32	10	35	28	7	99	116	-17	185	198	-13	163	148	15	206	185	21
2RN	190	210	-20	17	15	2	3	5	-2	13	13	0	60	69	-9	48	50	-2	48	57	-9
NEWSR	299	304	-5	21	26	-5	23	25	-2	67	73	-6	67	70	-3	59	53	6	62	59	3
2JJJ	575	504	71	75	74	1	141	90	51	213	194	19	117	105	12	26	37	-11	2	4	-2
ABCFM	259	268	-9	16	15	1	16	7	9	57	65	-8	53	58	-5	40	43	-3	77	81	-4
Total	3968	3966	2	427	423	4	447	445	2	1044	1042	2	936	942	-6	524	525	-1	589	589	0

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	254	232	22	154	148	6	147	123	24	160	130	30	115	98	17	83	79	4	219	205	14						
2GB	560	524	36	425	394	31	355	338	17	305	285	20	276	258	18	222	220	2	415	381	34						
2UE	242	232	10	160	148	12	144	114	30	99	91	8	92	91	1	97	92	5	222	215	7						
2DAY	516	545	-29	269	301	-32	165	202	-37	209	244	-35	269	269	0	146	138	8	342	360	-18						
KIIS1065	810	819	-9	555	533	22	332	373	-41	339	367	-28	452	417	35	222	225	-3	548	552	-4						
2MMM	452	467	-15	274	277	-3	216	180	36	232	194	38	225	236	-11	126	136	-10	312	319	-7						
NOVA96.9	811	757	54	489	413	76	261	248	13	374	340	34	477	468	9	285	264	21	569	528	41						
smoothfm 95.3	501	536	-35	260	300	-40	217	251	-34	276	299	-23	285	275	10	172	180	-8	371	416	-45						
WSFM	703	674	29	467	421	46	320	323	-3	355	367	-12	386	349	37	214	195	19	483	484	-1						
ABC702	660	654	6	450	462	-12	325	361	-36	340	343	-3	375	385	-10	223	219	4	487	460	27						
2RN	158	177	-19	100	128	-28	64	85	-21	42	52	-10	72	89	-17	57	70	-13	125	145	-20						
NEWSR	243	255	-12	169	183	-14	93	83	10	75	75	0	89	70	19	90	94	-4	200	210	-10						
2JJJ	527	458	69	314	262	52	217	191	26	247	223	24	321	286	35	180	131	49	334	305	29						
ABCFM	228	242	-14	110	117	-7	113	120	-7	109	129	-20	121	118	3	78	74	4	161	156	5						
Total	3868	3869	-1	3217	3180	37	2387	2426	-39	2582	2598	-16	2841	2813	28	1868	1813	55	3352	3408	-56						