



SYDNEY RADIO - SURVEY 2 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	4.2	4.4	-0.2	4.2	3.0	1.2	0.1	0.3	-0.2	0.9	1.2	-0.3	1.2	0.8	0.4	6.8	7.6	-0.8	10.2	10.6	-0.4
2GB	12.6	13.0	-0.4	2.3	1.2	1.1	0.4	0.7	-0.3	2.3	3.6	-1.3	10.6	9.7	0.9	18.4	15.9	2.5	28.3	30.1	-1.8
2UE	4.8	5.7	-0.9	0.3	0.4	-0.1	0.2	0.4	-0.2	0.8	0.7	0.1	3.7	4.9	-1.2	6.4	7.8	-1.4	11.6	12.6	-1.0
SKY Sports Radio	1.2	0.9	0.3	0.1	0.2	-0.1	*	*	*	0.3	0.1	0.2	1.9	1.2	0.7	1.3	1.4	-0.1	2.0	1.6	0.4
hit104.1 2DayFM	3.3	3.6	-0.3	5.6	9.4	-3.8	7.4	7.9	-0.5	5.3	5.1	0.2	3.5	4.2	-0.7	1.4	1.0	0.4	0.4	0.3	0.1
KIIS1065	8.9	8.7	0.2	16.2	16.1	0.1	19.7	17.9	1.8	15.8	16.9	-1.1	8.9	8.6	0.3	3.0	3.1	-0.1	0.4	0.3	0.1
2MMM	5.8	5.9	-0.1	6.7	7.6	-0.9	4.9	6.1	-1.2	11.1	10.4	0.7	7.7	9.1	-1.4	3.5	2.9	0.6	*	0.1	*
NOVA96.9	7.6	7.6	0.0	24.6	23.5	1.1	14.9	13.7	1.2	11.4	12.6	-1.2	7.8	8.5	-0.7	1.7	1.8	-0.1	0.3	0.1	0.2
smoothfm 95.3	7.4	7.3	0.1	7.7	4.2	3.5	5.4	3.8	1.6	7.9	7.5	0.4	7.2	8.1	-0.9	10.9	12.5	-1.6	5.2	4.8	0.4
WSFM	8.2	7.9	0.3	5.1	5.2	-0.1	4.8	2.0	2.8	6.5	6.6	-0.1	13.8	13.2	0.6	10.9	10.6	0.3	4.2	4.4	-0.2
ABC702	8.0	9.5	-1.5	3.1	2.8	0.3	1.0	2.2	-1.2	2.6	2.3	0.3	7.0	10.4	-3.4	11.1	13.5	-2.4	16.3	16.4	-0.1
2RN	2.8	2.3	0.5	0.4	0.4	0.0	0.2	0.1	0.1	0.9	0.7	0.2	2.6	1.5	1.1	7.1	4.6	2.5	3.1	4.0	-0.9
NEWSR	1.8	1.5	0.3	0.6	0.5	0.1	1.0	0.9	0.1	2.4	1.1	1.3	1.9	1.4	0.5	1.5	2.4	-0.9	1.7	1.6	0.1
2JJJ	6.3	5.7	0.6	5.9	4.4	1.5	14.5	17.9	-3.4	13.3	12.6	0.7	5.7	4.9	0.8	2.0	0.7	1.3	0.1	0.1	0.0
ABCFM	2.9	3.2	-0.3	0.8	0.8	0.0	1.2	0.8	0.4	1.0	2.0	-1.0	2.4	2.4	0.0	2.3	3.0	-0.7	7.2	6.7	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	4.0	0.0	3.3	3.4	-0.1	5.2	5.7	-0.5	4.8	4.3	0.5	2.6	3.0	-0.4	3.9	3.7	0.2	4.8	5.5	-0.7
2GB	13.4	13.9	-0.5	15.9	16.8	-0.9	14.8	14.2	0.6	10.2	11.6	-1.4	9.1	10.9	-1.8	17.6	15.2	2.4	10.2	9.9	0.3
2UE	4.0	4.6	-0.6	4.5	5.2	-0.7	3.9	5.5	-1.6	3.1	3.4	-0.3	3.9	4.0	-0.1	4.8	4.9	-0.1	7.3	9.1	-1.8
SKY Sports Radio	1.0	0.8	0.2	1.5	1.1	0.4	0.7	0.5	0.2	0.8	0.8	0.0	0.7	0.6	0.1	0.8	0.6	0.2	1.9	1.6	0.3
hit104.1 2DayFM	3.3	3.6	-0.3	2.8	3.0	-0.2	3.1	3.2	-0.1	3.8	4.3	-0.5	4.2	4.3	-0.1	3.0	3.1	-0.1	3.2	3.6	-0.4
KIIS1065	9.3	9.0	0.3	10.4	10.7	-0.3	9.5	8.7	0.8	8.8	8.3	0.5	10.0	9.2	0.8	6.0	6.2	-0.2	7.5	7.5	0.0
2MMM	6.0	6.1	-0.1	5.8	5.9	-0.1	6.6	6.2	0.4	6.8	7.3	-0.5	5.6	5.9	-0.3	4.3	4.5	-0.2	5.0	5.3	-0.3
NOVA96.9	7.6	7.7	-0.1	7.1	6.3	0.8	5.5	6.4	-0.9	7.3	8.3	-1.0	11.5	10.9	0.6	8.0	7.4	0.6	7.5	7.6	-0.1
smoothfm 95.3	7.3	7.3	0.0	5.8	6.0	-0.2	7.5	7.6	-0.1	8.4	8.3	0.1	8.3	7.3	1.0	6.8	8.7	-1.9	7.9	7.1	0.8
WSFM	8.1	7.9	0.2	8.7	8.4	0.3	8.1	8.2	-0.1	9.6	9.6	0.0	6.2	6.4	-0.2	5.5	4.1	1.4	8.7	8.1	0.6
ABC702	8.3	10.0	-1.7	10.2	11.5	-1.3	7.3	9.3	-2.0	7.1	8.5	-1.4	8.2	10.1	-1.9	8.4	10.4	-2.0	7.1	7.9	-0.8
2RN	2.7	2.3	0.4	3.6	3.1	0.5	2.0	1.7	0.3	2.1	1.6	0.5	2.4	1.9	0.5	3.5	3.1	0.4	2.9	2.3	0.6
NEWSR	1.7	1.4	0.3	2.3	1.9	0.4	1.4	0.7	0.7	1.1	0.9	0.2	1.2	1.3	-0.1	2.5	2.2	0.3	2.0	1.8	0.2
2JJJ	6.6	6.0	0.6	5.4	4.6	0.8	6.8	5.6	1.2	7.3	6.9	0.4	7.7	7.6	0.1	5.8	5.8	0.0	5.3	5.0	0.3
ABCFM	2.8	3.0	-0.2	2.3	2.5	-0.2	3.1	3.3	-0.2	3.2	2.8	0.4	2.9	3.3	-0.4	2.6	4.2	-1.6	3.3	3.7	-0.4



SYDNEY RADIO - SURVEY 2 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	*	*	*	1	1	0	2	1	1	6	6	0	12	13	-1
2GB	69	69	0	1	*	*	*	*	*	3	4	-1	14	13	1	17	13	4	35	38	-3
2UE	26	30	-4	*	*	*	*	*	*	1	1	0	5	7	-2	6	7	-1	14	16	-2
SKY Sports Radio	6	5	1	*	*	*	*	*	*	*	*	*	2	2	0	1	1	0	2	2	0
hit104.1 2DayFM	18	19	-1	2	3	-1	3	3	0	7	6	1	5	6	-1	1	1	0	*	*	*
KIIS1065	49	46	3	6	5	1	8	8	0	20	19	1	11	12	-1	3	3	0	1	*	*
2MMM	32	32	0	2	2	0	2	3	-1	14	12	2	10	12	-2	3	2	1	*	*	*
NOVA96.9	41	41	0	9	7	2	6	6	0	14	14	0	10	11	-1	2	2	0	*	*	*
smoothfm 95.3	41	39	2	3	1	2	2	2	0	10	8	2	9	11	-2	10	11	-1	6	6	0
WSFM	45	42	3	2	2	0	2	1	1	8	7	1	18	18	0	10	9	1	5	6	-1
ABC702	44	51	-7	1	1	0	*	1	*	3	3	0	9	14	-5	10	11	-1	20	21	-1
2RN	15	12	3	*	*	*	*	*	*	1	1	0	3	2	1	7	4	3	4	5	-1
NEWSR	10	8	2	*	*	*	*	*	*	3	1	2	2	2	0	1	2	-1	2	2	0
2JJJ	34	31	3	2	1	1	6	8	-2	17	14	3	7	7	0	2	1	1	*	*	*
ABCFM	16	17	-1	*	*	*	*	*	*	1	2	-1	3	3	0	2	3	-1	9	8	1
Total	546	533	13	35	32	3	42	44	-2	126	111	15	129	134	-5	92	85	7	122	127	-5

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	23	23	0	29	30	-1	40	42	-2	30	25	5	16	18	-2	9	8	1	22	24	-2
2GB	78	80	-2	144	151	-7	113	104	9	64	69	-5	55	66	-11	38	32	6	45	43	2
2UE	23	26	-3	41	47	-6	30	40	-10	19	20	-1	23	24	-1	10	10	0	32	40	-8
SKY Sports Radio	6	4	2	13	10	3	6	3	3	5	5	0	4	3	1	2	1	1	9	7	2
hit104.1 2DayFM	20	20	0	25	27	-2	24	24	0	23	25	-2	25	26	-1	6	7	-1	14	16	-2
KIIS1065	55	52	3	94	96	-2	72	63	9	55	49	6	60	56	4	13	13	0	34	33	1
2MMM	35	35	0	53	53	0	50	45	5	43	43	0	34	36	-2	9	9	0	22	23	-1
NOVA96.9	45	44	1	64	57	7	42	46	-4	46	49	-3	69	66	3	17	16	1	33	33	0
smoothfm 95.3	43	42	1	52	54	-2	57	56	1	53	49	4	50	44	6	15	18	-3	35	31	4
WSFM	47	45	2	79	76	3	62	60	2	60	57	3	37	39	-2	12	9	3	39	35	4
ABC702	49	57	-8	92	104	-12	55	68	-13	44	50	-6	49	61	-12	18	22	-4	32	34	-2
2RN	16	13	3	33	28	5	15	12	3	13	9	4	14	12	2	8	7	1	13	10	3
NEWSR	10	8	2	21	17	4	11	5	6	7	5	2	7	8	-1	5	5	0	9	8	1
2JJJ	38	34	4	49	42	7	52	41	11	46	41	5	46	46	0	13	12	1	24	22	2
ABCFM	16	17	-1	21	23	-2	24	24	0	20	17	3	17	20	-3	6	9	-3	15	16	-1
Total	586	572	14	904	901	3	764	728	36	625	592	33	600	607	-7	216	209	7	448	436	12

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 2 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	250	258	-8	10	5	5	9	2	7	13	14	-1	18	33	-15	64	79	-15	135	125	10
2GB	593	609	-16	26	21	5	11	19	-8	60	75	-15	143	143	0	135	122	13	218	230	-12
2UE	337	373	-36	11	13	-2	7	13	-6	23	26	-3	72	80	-8	81	85	-4	143	157	-14
SKY Sports Radio	113	94	19	12	4	8	*	2	*	8	7	1	40	33	7	28	25	3	26	23	3
hit104.1 2DayFM	521	531	-10	88	123	-35	108	105	3	194	173	21	93	103	-10	33	24	9	5	4	1
KIIS1065	911	940	-29	171	163	8	156	163	-7	329	349	-20	188	204	-16	50	47	3	18	12	6
2MMM	535	590	-55	77	67	10	71	80	-9	184	233	-49	157	172	-15	43	35	8	3	4	-1
NOVA96.9	974	977	-3	237	234	3	173	176	-3	321	328	-7	206	207	-1	31	24	7	6	8	-2
smoothfm 95.3	708	700	8	70	66	4	75	58	17	171	161	10	194	191	3	117	135	-18	80	89	-9
WSFM	746	723	23	71	70	1	55	57	-2	167	167	0	261	250	11	116	110	6	77	69	8
ABC702	662	686	-24	42	35	7	36	38	-2	92	82	10	179	202	-23	131	137	-6	183	191	-8
2RN	197	161	36	12	10	2	13	5	8	18	15	3	53	36	17	49	42	7	53	53	0
NEWSR	267	295	-28	17	11	6	32	27	5	50	45	5	63	79	-16	44	73	-29	60	59	1
2JJB	570	568	2	63	48	15	130	135	-5	248	240	8	112	124	-12	13	17	-4	4	4	0
ABCFM	240	246	-6	8	9	-1	15	14	1	46	44	2	57	51	6	36	50	-14	77	78	-1
Total	4015	4015	0	422	421	1	448	446	2	1061	1064	-3	936	935	1	533	535	-2	615	614	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	223	224	-1	124	132	-8	144	144	0	137	124	13	105	103	2	85	70	15	186	188	-2
2GB	551	560	-9	440	453	-13	332	313	19	288	276	12	291	314	-23	222	219	3	390	404	-14
2UE	275	306	-31	181	204	-23	135	168	-33	122	141	-19	135	147	-12	113	120	-7	249	277	-28
SKY Sports Radio	82	72	10	48	43	5	33	18	15	27	28	-1	31	24	7	15	16	-1	84	69	15
hit104.1 2DayFM	471	455	16	262	268	-6	195	194	1	212	223	-11	236	236	0	135	142	-7	310	334	-24
KIIS1065	847	873	-26	566	563	3	406	367	39	408	383	25	458	463	-5	286	268	18	586	581	5
2MMM	500	534	-34	331	321	10	229	230	-1	245	264	-19	262	289	-27	178	163	15	330	358	-28
NOVA96.9	896	909	-13	538	499	39	322	327	-5	425	426	-1	578	576	2	301	288	13	599	588	11
smoothfm 95.3	617	614	3	335	320	15	310	284	26	355	335	20	378	343	35	196	203	-7	470	447	23
WSFM	650	650	0	395	404	-9	309	293	16	350	342	8	328	339	-11	162	168	-6	516	479	37
ABC702	605	640	-35	428	439	-11	287	338	-51	307	344	-37	341	364	-23	199	221	-22	408	422	-14
2RN	184	146	38	129	102	27	63	43	20	78	45	33	94	76	18	74	66	8	131	109	22
NEWSR	231	257	-26	142	150	-8	59	52	7	63	75	-12	75	102	-27	80	83	-3	164	172	-8
2JJB	519	506	13	325	286	39	232	200	32	235	248	-13	320	325	-5	184	187	-3	348	326	22
ABCFM	229	223	6	126	120	6	112	111	1	116	104	12	118	110	8	77	89	-12	161	173	-12
Total	3948	3950	-2	3321	3296	25	2537	2495	42	2725	2711	14	2948	2980	-32	1929	1952	-23	3389	3373	16