

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 3 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	4.0	4.2	-0.2	0.2	4.2	-4.0	0.1	0.1	0.0	0.2	0.9	-0.7	2.1	1.2	0.9	6.5	6.8	-0.3	10.9	10.2	0.7
2GB	11.9	12.6	-0.7	3.0	2.3	0.7	1.0	0.4	0.6	3.4	2.3	1.1	8.7	10.6	-1.9	15.7	18.4	-2.7	28.4	28.3	0.1
2UE	4.1	4.8	-0.7	0.5	0.3	0.2	0.5	0.2	0.3	0.6	0.8	-0.2	3.4	3.7	-0.3	6.0	6.4	-0.4	9.6	11.6	-2.0
SKY Sports Radio	1.2	1.2	0.0	0.1	0.1	0.0	0.1	*	*	0.5	0.3	0.2	2.2	1.9	0.3	1.1	1.3	-0.2	1.8	2.0	-0.2
2DayFM hit 1041	2.7	3.3	-0.6	5.2	5.6	-0.4	6.3	7.4	-1.1	4.2	5.3	-1.1	2.4	3.5	-1.1	1.9	1.4	0.5	0.1	0.4	-0.3
KIIS1065	8.9	8.9	0.0	20.7	16.2	4.5	13.2	19.7	-6.5	16.3	15.8	0.5	8.8	8.9	-0.1	3.0	3.0	0.0	0.5	0.4	0.1
2MMM	7.2	5.8	1.4	4.5	6.7	-2.2	6.4	4.9	1.5	11.8	11.1	0.7	12.5	7.7	4.8	3.5	3.5	0.0	*	*	*
NOVA96.9	6.8	7.6	-0.8	23.4	24.6	-1.2	14.9	14.9	0.0	10.2	11.4	-1.2	5.5	7.8	-2.3	1.5	1.7	-0.2	0.5	0.3	0.2
smoothfm 95.3	7.6	7.4	0.2	8.0	7.7	0.3	7.1	5.4	1.7	5.5	7.9	-2.4	8.7	7.2	1.5	13.3	10.9	2.4	4.4	5.2	-0.8
WSFM	8.5	8.2	0.3	3.5	5.1	-1.6	5.2	4.8	0.4	7.2	6.5	0.7	13.9	13.8	0.1	12.1	10.9	1.2	3.9	4.2	-0.3
ABC702	8.0	8.0	0.0	1.8	3.1	-1.3	0.5	1.0	-0.5	3.3	2.6	0.7	6.2	7.0	-0.8	13.4	11.1	2.3	15.6	16.3	-0.7
2RN	2.4	2.8	-0.4	0.1	0.4	-0.3	0.3	0.2	0.1	1.1	0.9	0.2	2.4	2.6	-0.2	4.4	7.1	-2.7	3.6	3.1	0.5
NEWSR	2.3	1.8	0.5	0.4	0.6	-0.2	1.6	1.0	0.6	3.2	2.4	0.8	2.4	1.9	0.5	1.8	1.5	0.3	2.2	1.7	0.5
2JJJ	6.5	6.3	0.2	9.3	5.9	3.4	17.2	14.5	2.7	11.6	13.3	-1.7	5.4	5.7	-0.3	2.7	2.0	0.7	0.1	0.1	0.0
ABCFM	2.8	2.9	-0.1	1.1	0.8	0.3	0.7	1.2	-0.5	1.2	1.0	0.2	1.6	2.4	-0.8	2.9	2.3	0.6	7.0	7.2	-0.2

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	3.6	4.0	-0.4	3.1	3.3	-0.2	4.6	5.2	-0.6	3.8	4.8	-1.0	2.8	2.6	0.2	4.1	3.9	0.2	5.1	4.8	0.3
2GB	12.5	13.4	-0.9	14.0	15.9	-1.9	14.4	14.8	-0.4	9.5	10.2	-0.7	8.7	9.1	-0.4	17.2	17.6	-0.4	9.9	10.2	-0.3
2UE	3.4	4.0	-0.6	4.0	4.5	-0.5	2.9	3.9	-1.0	2.2	3.1	-0.9	3.4	3.9	-0.5	5.7	4.8	0.9	6.4	7.3	-0.9
SKY Sports Radio	1.0	1.0	0.0	2.0	1.5	0.5	0.7	0.7	0.0	0.6	0.8	-0.2	0.7	0.7	0.0	0.7	0.8	-0.1	1.8	1.9	-0.1
2DayFM hit 1041	2.7	3.3	-0.6	2.4	2.8	-0.4	2.4	3.1	-0.7	2.9	3.8	-0.9	3.0	4.2	-1.2	3.5	3.0	0.5	2.7	3.2	-0.5
KIIS1065	9.4	9.3	0.1	10.2	10.4	-0.2	9.2	9.5	-0.3	9.0	8.8	0.2	11.3	10.0	1.3	5.5	6.0	-0.5	7.1	7.5	-0.4
2MMM	7.6	6.0	1.6	7.8	5.8	2.0	8.2	6.6	1.6	8.7	6.8	1.9	6.7	5.6	1.1	4.7	4.3	0.4	5.7	5.0	0.7
NOVA96.9	6.6	7.6	-1.0	6.2	7.1	-0.9	5.0	5.5	-0.5	6.1	7.3	-1.2	9.4	11.5	-2.1	8.1	8.0	0.1	7.2	7.5	-0.3
smoothfm 95.3	7.2	7.3	-0.1	5.8	5.8	0.0	7.7	7.5	0.2	8.5	8.4	0.1	7.6	8.3	-0.7	6.6	6.8	-0.2	8.8	7.9	0.9
WSFM	8.5	8.1	0.4	8.9	8.7	0.2	7.9	8.1	-0.2	9.9	9.6	0.3	7.6	6.2	1.4	6.6	5.5	1.1	8.7	8.7	0.0
ABC702	8.3	8.3	0.0	10.3	10.2	0.1	6.9	7.3	-0.4	7.1	7.1	0.0	8.4	8.2	0.2	7.8	8.4	-0.6	7.0	7.1	-0.1
2RN	2.3	2.7	-0.4	3.5	3.6	-0.1	1.8	2.0	-0.2	1.1	2.1	-1.0	2.1	2.4	-0.3	2.9	3.5	-0.6	2.6	2.9	-0.3
NEWSR	2.2	1.7	0.5	2.9	2.3	0.6	2.2	1.4	0.8	1.3	1.1	0.2	1.6	1.2	0.4	3.3	2.5	0.8	2.3	2.0	0.3
2JJJ	6.7	6.6	0.1	5.5	5.4	0.1	6.5	6.8	-0.3	7.8	7.3	0.5	8.1	7.7	0.4	5.9	5.8	0.1	5.7	5.3	0.4
ABCFM	2.6	2.8	-0.2	2.4	2.3	0.1	2.8	3.1	-0.3	3.2	3.2	0.0	2.2	2.9	-0.7	2.2	2.6	-0.4	3.2	3.3	-0.1



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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	21	23	-2	*	1	*	*	*	*	*	1	*	3	2	1	6	6	0	13	12	1
2GB	63	69	-6	1	1	0	*	*	*	4	3	1	11	14	-3	13	17	-4	33	35	-2
2UE	22	26	-4	*	*	*	*	*	*	1	1	0	4	5	-1	5	6	-1	11	14	-3
SKY Sports Radio	6	6	0	*	*	*	*	*	*	1	*	*	3	2	1	1	1	0	2	2	0
2DayFM hit 1041	14	18	-4	2	2	0	3	3	0	5	7	-2	3	5	-2	2	1	1	*	*	*
KIIS1065	47	49	-2	7	6	1	6	8	-2	20	20	0	11	11	0	3	3	0	1	1	0
2MMM	38	32	6	1	2	-1	3	2	1	14	14	0	16	10	6	3	3	0	*	*	*
NOVA96.9	36	41	-5	8	9	-1	7	6	1	12	14	-2	7	10	-3	1	2	-1	1	*	*
smoothfm 95.3	40	41	-1	3	3	0	3	2	1	7	10	-3	11	9	2	11	10	1	5	6	-1
WSFM	45	45	0	1	2	-1	2	2	0	9	8	1	18	18	0	10	10	0	5	5	0
ABC702	42	44	-2	1	1	0	*	*	*	4	3	1	8	9	-1	11	10	1	18	20	-2
2RN	13	15	-2	*	*	*	*	*	*	1	1	0	3	3	0	4	7	-3	4	4	0
NEWSR	12	10	2	*	*	*	1	*	*	4	3	1	3	2	1	2	1	1	3	2	1
2JJJ	34	34	0	3	2	1	8	6	2	14	17	-3	7	7	0	2	2	0	*	*	*
ABCFM	15	16	-1	*	*	*	*	*	*	1	1	0	2	3	-1	2	2	0	8	9	-1
Total	530	546	-16	33	35	-2	46	42	4	120	126	-6	130	129	1	85	92	-7	115	122	-7

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	21	23	-2	27	29	-2	34	40	-6	23	30	-7	16	16	0	9	9	0	22	22	0
2GB	71	78	-7	122	144	-22	107	113	-6	58	64	-6	51	55	-4	36	38	-2	43	45	-2
2UE	19	23	-4	35	41	-6	21	30	-9	13	19	-6	20	23	-3	12	10	2	28	32	-4
SKY Sports Radio	6	6	0	18	13	5	5	6	-1	4	5	-1	4	4	0	1	2	-1	8	9	-1
2DayFM hit 1041	16	20	-4	21	25	-4	18	24	-6	18	23	-5	18	25	-7	7	6	1	12	14	-2
KIIS1065	54	55	-1	89	94	-5	69	72	-3	54	55	-1	67	60	7	11	13	-2	31	34	-3
2MMM	43	35	8	68	53	15	61	50	11	53	43	10	40	34	6	10	9	1	25	22	3
NOVA96.9	38	45	-7	54	64	-10	37	42	-5	37	46	-9	55	69	-14	17	17	0	31	33	-2
smoothfm 95.3	41	43	-2	50	52	-2	57	57	0	52	53	-1	45	50	-5	14	15	-1	39	35	4
WSFM	48	47	1	77	79	-2	59	62	-3	60	60	0	45	37	8	14	12	2	38	39	-1
ABC702	47	49	-2	89	92	-3	52	55	-3	43	44	-1	49	49	0	16	18	-2	31	32	-1
2RN	13	16	-3	31	33	-2	13	15	-2	7	13	-6	12	14	-2	6	8	-2	11	13	-2
NEWSR	13	10	3	26	21	5	16	11	5	8	7	1	9	7	2	7	5	2	10	9	1
2JJJ	38	38	0	48	49	-1	48	52	-4	47	46	1	47	46	1	12	13	-1	25	24	1
ABCFM	15	16	-1	21	21	0	21	24	-3	19	20	-1	13	17	-4	5	6	-1	14	15	-1
Total	567	586	-19	869	904	-35	742	764	-22	604	625	-21	588	600	-12	208	216	-8	438	448	-10



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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	280	250	30	12	10	2	10	9	1	10	13	-3	26	18	8	70	64	6	153	135	18
2GB	582	593	-11	24	26	-2	21	11	10	62	60	2	134	143	-9	125	135	-10	217	218	-1
2UE	312	337	-25	22	11	11	12	7	5	27	23	4	66	72	-6	65	81	-16	120	143	-23
SKY Sports Radio	135	113	22	14	12	2	5	*	*	19	8	11	44	40	4	22	28	-6	30	26	4
2DayFM hit 1041	518	521	-3	94	88	6	113	108	5	187	194	-7	85	93	-8	35	33	2	4	5	-1
KIIS1065	902	911	-9	189	171	18	138	156	-18	311	329	-18	203	188	15	46	50	-4	16	18	-2
2MMM	588	535	53	66	77	-11	64	71	-7	194	184	10	202	157	45	59	43	16	2	3	-1
NOVA96.9	936	974	-38	216	237	-21	187	173	14	303	321	-18	178	206	-28	38	31	7	15	6	9
smoothfm 95.3	714	708	6	63	70	-7	79	75	4	153	171	-18	205	194	11	133	117	16	81	80	1
WSFM	740	746	-6	61	71	-10	63	55	8	165	167	-2	257	261	-4	121	116	5	71	77	-6
ABC702	671	662	9	36	42	-6	18	36	-18	106	92	14	191	179	12	124	131	-7	197	183	14
2RN	208	197	11	6	12	-6	12	13	-1	31	18	13	61	53	8	34	49	-15	64	53	11
NEWSR	258	267	-9	15	17	-2	17	32	-15	70	50	20	70	63	7	36	44	-8	50	60	-10
2JJJ	592	570	22	79	63	16	140	130	10	242	248	-6	106	112	-6	19	13	6	8	4	4
ABCFM	269	240	29	12	8	4	9	15	-6	54	46	8	55	57	-2	43	36	7	97	77	20
Total	4014	4015	-1	421	422	-1	452	448	4	1043	1061	-18	952	936	16	529	533	-4	617	615	2

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	243	223	20	136	124	12	137	144	-7	135	137	-2	107	105	2	101	85	16	201	186	15
2GB	538	551	-13	394	440	-46	319	332	-13	281	288	-7	296	291	5	221	222	-1	381	390	-9
2UE	263	275	-12	171	181	-10	107	135	-28	109	122	-13	125	135	-10	103	113	-10	235	249	-14
SKY Sports Radio	105	82	23	72	48	24	34	33	1	31	27	4	32	31	1	18	15	3	81	84	-3
2DayFM hit 1041	463	471	-8	226	262	-36	159	195	-36	196	212	-16	223	236	-13	154	135	19	286	310	-24
KIIS1065	828	847	-19	544	566	-22	373	406	-33	404	408	-4	483	458	25	248	286	-38	585	586	-1
2MMM	525	500	25	331	331	0	247	229	18	280	245	35	268	262	6	167	178	-11	359	330	29
NOVA96.9	841	896	-55	495	538	-43	318	322	-4	402	425	-23	510	578	-68	310	301	9	605	599	6
smoothfm 95.3	610	617	-7	315	335	-20	312	310	2	344	355	-11	363	378	-15	195	196	-1	492	470	22
WSFM	642	650	-8	380	395	-15	298	309	-11	353	350	3	328	328	0	164	162	2	501	516	-15
ABC702	589	605	-16	409	428	-19	270	287	-17	266	307	-41	328	341	-13	195	199	-4	427	408	19
2RN	188	184	4	130	129	1	78	63	15	68	78	-10	92	94	-2	74	74	0	136	131	5
NEWSR	234	231	3	160	142	18	67	59	8	67	63	4	94	75	19	83	80	3	176	164	12
2JJJ	533	519	14	323	325	-2	238	232	6	260	235	25	325	320	5	180	184	-4	357	348	9
ABCFM	250	229	21	131	126	5	108	112	-4	128	116	12	118	118	0	72	77	-5	168	161	7
Total	3914	3948	-34	3255	3321	-66	2513	2537	-24	2698	2725	-27	2892	2948	-56	1892	1929	-37	3415	3389	26