



# SYDNEY RADIO - SURVEY 7 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              | 4.3        | 4.5  | -0.2 | *            | 0.6  | *    | 1.8          | 0.1  | 1.7  | 0.3          | 0.3  | 0.0  | 0.9          | 0.9  | 0.0  | 5.3          | 6.7  | -1.4 | 12.9       | 13.3 | -0.4 |
| 2GB              | 12.0       | 12.8 | -0.8 | 6.1          | 2.3  | 3.8  | 0.5          | 0.9  | -0.4 | 6.1          | 8.2  | -2.1 | 7.1          | 6.3  | 0.8  | 17.1         | 18.0 | -0.9 | 25.0       | 27.3 | -2.3 |
| 2UE              | 5.0        | 5.1  | -0.1 | 2.8          | 3.2  | -0.4 | 0.2          | 1.0  | -0.8 | 0.9          | 1.3  | -0.4 | 3.8          | 3.9  | -0.1 | 8.2          | 7.4  | 0.8  | 10.0       | 10.1 | -0.1 |
| SKY Sports Radio | 0.8        | 0.8  | 0.0  | 0.3          | 0.3  | 0.0  | *            | 0.3  | *    | 0.5          | 0.5  | 0.0  | 0.7          | 0.8  | -0.1 | 0.7          | 1.0  | -0.3 | 1.6        | 1.2  | 0.4  |
| 2DayFM hit 1041  | 3.5        | 4.0  | -0.5 | 8.8          | 8.8  | 0.0  | 6.8          | 7.5  | -0.7 | 6.2          | 6.2  | 0.0  | 2.4          | 4.2  | -1.8 | 2.3          | 1.8  | 0.5  | 0.5        | 0.6  | -0.1 |
| KIIS1065         | 7.7        | 7.5  | 0.2  | 18.7         | 17.9 | 0.8  | 12.4         | 10.0 | 2.4  | 11.1         | 9.9  | 1.2  | 10.6         | 11.3 | -0.7 | 2.4          | 3.0  | -0.6 | 0.8        | 0.6  | 0.2  |
| 2MMM             | 6.0        | 6.0  | 0.0  | 5.7          | 5.2  | 0.5  | 5.0          | 3.7  | 1.3  | 13.6         | 13.1 | 0.5  | 7.6          | 8.5  | -0.9 | 2.0          | 2.5  | -0.5 | 0.6        | 0.4  | 0.2  |
| NOVA96.9         | 7.2        | 6.7  | 0.5  | 18.4         | 20.0 | -1.6 | 12.7         | 12.9 | -0.2 | 15.2         | 11.2 | 4.0  | 6.2          | 6.1  | 0.1  | 0.9          | 2.2  | -1.3 | 0.4        | 0.4  | 0.0  |
| smoothfm 95.3    | 7.4        | 8.2  | -0.8 | 11.1         | 7.2  | 3.9  | 4.3          | 5.3  | -1.0 | 5.0          | 6.7  | -1.7 | 7.7          | 9.5  | -1.8 | 13.4         | 12.4 | 1.0  | 5.4        | 6.8  | -1.4 |
| WSFM             | 7.5        | 7.3  | 0.2  | 4.0          | 9.8  | -5.8 | 4.4          | 4.3  | 0.1  | 3.9          | 5.4  | -1.5 | 13.0         | 12.1 | 0.9  | 12.1         | 9.4  | 2.7  | 3.9        | 3.0  | 0.9  |
| ABC702           | 10.3       | 8.9  | 1.4  | 1.8          | 1.4  | 0.4  | 1.5          | 0.7  | 0.8  | 3.8          | 2.6  | 1.2  | 13.4         | 10.7 | 2.7  | 14.6         | 16.1 | -1.5 | 15.2       | 13.1 | 2.1  |
| 2RN              | 3.0        | 2.4  | 0.6  | 0.3          | 0.3  | 0.0  | 0.9          | 0.6  | 0.3  | 0.8          | 0.8  | 0.0  | 4.3          | 3.1  | 1.2  | 6.0          | 3.6  | 2.4  | 3.0        | 3.6  | -0.6 |
| NEWSR            | 1.8        | 1.8  | 0.0  | *            | 1.2  | *    | 0.9          | 0.3  | 0.6  | 1.1          | 0.8  | 0.3  | 1.4          | 1.1  | 0.3  | 2.9          | 3.4  | -0.5 | 3.0        | 3.2  | -0.2 |
| 2JJJ             | 7.5        | 7.3  | 0.2  | 5.8          | 4.1  | 1.7  | 23.9         | 27.4 | -3.5 | 14.7         | 14.3 | 0.4  | 5.9          | 5.4  | 0.5  | 3.2          | 1.8  | 1.4  | 0.1        | 0.1  | 0.0  |
| ABCFM            | 2.8        | 3.5  | -0.7 | 0.5          | 1.8  | -1.3 | 0.9          | 1.4  | -0.5 | 1.1          | 2.6  | -1.5 | 2.1          | 1.9  | 0.2  | 2.0          | 3.1  | -1.1 | 7.0        | 7.4  | -0.4 |

## 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              | 4.0                 | 4.1  | -0.1 | 3.7                   | 3.1  | 0.6  | 4.9                    | 5.3  | -0.4 | 4.7                    | 5.4  | -0.7 | 3.2                   | 3.1  | 0.1  | 3.2                    | 3.0  | 0.2  | 5.3                 | 5.8  | -0.5 |
| 2GB              | 13.3                | 13.8 | -0.5 | 13.8                  | 15.1 | -1.3 | 16.3                   | 16.1 | 0.2  | 12.2                   | 11.9 | 0.3  | 9.0                   | 10.1 | -1.1 | 16.0                   | 16.0 | 0.0  | 8.0                 | 9.4  | -1.4 |
| 2UE              | 4.3                 | 4.3  | 0.0  | 5.8                   | 6.0  | -0.2 | 4.7                    | 4.5  | 0.2  | 2.9                    | 3.3  | -0.4 | 2.3                   | 2.2  | 0.1  | 5.7                    | 5.2  | 0.5  | 7.0                 | 7.5  | -0.5 |
| SKY Sports Radio | 0.6                 | 0.6  | 0.0  | 1.1                   | 1.2  | -0.1 | 0.2                    | 0.4  | -0.2 | 0.5                    | 0.5  | 0.0  | 0.4                   | 0.4  | 0.0  | 0.5                    | 0.6  | -0.1 | 1.3                 | 1.3  | 0.0  |
| 2DayFM hit 1041  | 3.4                 | 3.9  | -0.5 | 2.9                   | 3.1  | -0.2 | 2.1                    | 3.1  | -1.0 | 3.1                    | 3.5  | -0.4 | 5.6                   | 6.8  | -1.2 | 4.5                    | 3.7  | 0.8  | 3.8                 | 4.2  | -0.4 |
| KIIS1065         | 8.1                 | 7.7  | 0.4  | 8.9                   | 8.3  | 0.6  | 7.7                    | 6.9  | 0.8  | 8.1                    | 7.9  | 0.2  | 9.1                   | 8.3  | 0.8  | 5.2                    | 6.1  | -0.9 | 6.4                 | 6.7  | -0.3 |
| 2MMM             | 6.2                 | 6.3  | -0.1 | 6.4                   | 6.7  | -0.3 | 6.2                    | 5.7  | 0.5  | 7.1                    | 7.0  | 0.1  | 5.5                   | 6.8  | -1.3 | 5.2                    | 3.9  | 1.3  | 5.3                 | 5.0  | 0.3  |
| NOVA96.9         | 7.3                 | 6.6  | 0.7  | 6.9                   | 6.8  | 0.1  | 5.3                    | 4.3  | 1.0  | 6.8                    | 6.3  | 0.5  | 10.6                  | 9.5  | 1.1  | 7.6                    | 6.8  | 0.8  | 6.9                 | 6.8  | 0.1  |
| smoothfm 95.3    | 7.0                 | 8.0  | -1.0 | 4.8                   | 5.7  | -0.9 | 7.6                    | 8.9  | -1.3 | 8.6                    | 9.6  | -1.0 | 7.1                   | 8.1  | -1.0 | 8.7                    | 9.2  | -0.5 | 8.6                 | 9.0  | -0.4 |
| WSFM             | 7.6                 | 7.4  | 0.2  | 8.7                   | 8.5  | 0.2  | 8.8                    | 7.8  | 1.0  | 7.9                    | 7.3  | 0.6  | 5.7                   | 6.8  | -1.1 | 4.4                    | 4.6  | -0.2 | 7.2                 | 6.9  | 0.3  |
| ABC702           | 11.0                | 9.4  | 1.6  | 12.0                  | 10.3 | 1.7  | 9.6                    | 8.2  | 1.4  | 10.2                   | 8.2  | 2.0  | 12.2                  | 10.7 | 1.5  | 10.5                   | 10.1 | 0.4  | 8.0                 | 7.3  | 0.7  |
| 2RN              | 3.0                 | 2.3  | 0.7  | 4.4                   | 3.4  | 1.0  | 2.4                    | 1.6  | 0.8  | 1.8                    | 1.7  | 0.1  | 3.2                   | 2.6  | 0.6  | 2.5                    | 1.7  | 0.8  | 2.8                 | 2.7  | 0.1  |
| NEWSR            | 1.7                 | 1.7  | 0.0  | 2.2                   | 2.6  | -0.4 | 1.1                    | 1.3  | -0.2 | 1.2                    | 1.0  | 0.2  | 1.7                   | 1.2  | 0.5  | 2.6                    | 2.9  | -0.3 | 2.2                 | 2.1  | 0.1  |
| 2JJJ             | 7.3                 | 7.5  | -0.2 | 6.9                   | 5.9  | 1.0  | 7.2                    | 8.9  | -1.7 | 8.4                    | 9.1  | -0.7 | 7.7                   | 7.2  | 0.5  | 5.2                    | 5.5  | -0.3 | 8.3                 | 6.9  | 1.4  |
| ABCFM            | 2.7                 | 3.2  | -0.5 | 2.4                   | 2.5  | -0.1 | 3.2                    | 3.2  | 0.0  | 2.4                    | 3.0  | -0.6 | 2.8                   | 3.6  | -0.8 | 3.0                    | 4.5  | -1.5 | 3.3                 | 4.5  | -1.2 |