



# SYDNEY RADIO - SURVEY 1 2016

## 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	3.5	4.1	-0.6	0.4	0.2	0.2	0.8	2.0	-1.2	1.1	0.3	0.8	1.7	0.8	0.9	4.1	5.9	-1.8	8.5	11.8	-3.3
2GB	11.6	12.8	-1.2	3.1	5.0	-1.9	0.6	1.5	-0.9	3.6	5.8	-2.2	5.6	8.3	-2.7	12.7	15.2	-2.5	29.0	28.4	0.6
2UE	4.0	4.6	-0.6	0.6	0.6	0.0	0.1	0.3	-0.2	0.3	1.7	-1.4	2.4	3.3	-0.9	4.3	8.7	-4.4	10.5	8.5	2.0
SKY Sports Radio	0.8	0.7	0.1	0.5	0.5	0.0	0.5	0.1	0.4	0.3	0.3	0.0	1.1	0.9	0.2	1.7	0.3	1.4	0.8	1.1	-0.3
2DayFM hit 1041	4.0	3.3	0.7	8.9	10.4	-1.5	8.3	8.6	-0.3	6.7	5.9	0.8	4.5	2.3	2.2	1.7	0.9	0.8	0.1	*	*
KIIS1065	9.8	8.9	0.9	22.7	15.6	7.1	14.0	11.1	2.9	17.9	14.6	3.3	11.1	13.6	-2.5	2.6	2.4	0.2	1.1	0.6	0.5
2MMM	7.1	6.1	1.0	2.7	4.6	-1.9	10.4	5.0	5.4	10.2	12.2	-2.0	12.9	9.0	3.9	5.5	2.8	2.7	0.1	0.3	-0.2
NOVA96.9	6.8	7.1	-0.3	20.7	19.5	1.2	15.6	15.7	-0.1	10.9	14.2	-3.3	6.3	5.8	0.5	1.5	0.7	0.8	0.8	0.2	0.6
smoothfm 95.3	8.6	6.9	1.7	8.7	12.5	-3.8	3.1	3.7	-0.6	8.2	2.4	5.8	8.7	8.2	0.5	17.8	14.6	3.2	4.7	4.3	0.4
WSFM	7.0	6.5	0.5	3.8	3.1	0.7	3.4	5.0	-1.6	4.5	3.2	1.3	11.0	9.6	1.4	13.8	11.9	1.9	3.5	4.1	-0.6
ABC702	9.0	10.3	-1.3	2.1	2.1	0.0	3.4	2.4	1.0	3.8	3.6	0.2	6.0	10.6	-4.6	14.3	13.6	0.7	16.7	19.0	-2.3
2RN	2.0	2.8	-0.8	1.6	0.4	1.2	0.3	0.6	-0.3	0.3	0.9	-0.6	2.4	3.3	-0.9	2.9	5.0	-2.1	3.2	4.0	-0.8
NEWSR	1.7	1.9	-0.2	1.3	1.7	-0.4	0.8	1.2	-0.4	1.4	2.5	-1.1	1.5	2.0	-0.5	2.4	1.4	1.0	2.0	1.8	0.2
2JJJ	7.6	7.0	0.6	3.7	5.8	-2.1	24.4	17.4	7.0	14.3	15.1	-0.8	8.1	5.9	2.2	1.2	2.5	-1.3	0.5	0.1	0.4
ABCFM	3.9	3.0	0.9	0.3	0.8	-0.5	0.3	1.5	-1.2	2.3	1.7	0.6	1.8	1.2	0.6	3.3	2.9	0.4	9.4	7.4	2.0

## 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	3.2	4.0	-0.8	2.2	3.2	-1.0	4.0	4.5	-0.5	4.4	5.0	-0.6	2.5	3.6	-1.1	2.8	3.8	-1.0	4.4	4.6	-0.2
2GB	12.5	14.3	-1.8	16.0	15.2	0.8	14.1	18.5	-4.4	9.5	13.0	-3.5	8.5	9.1	-0.6	12.8	15.3	-2.5	8.5	8.1	0.4
2UE	3.1	3.8	-0.7	4.0	5.2	-1.2	3.0	3.3	-0.3	2.1	2.3	-0.2	2.3	2.9	-0.6	4.6	6.0	-1.4	6.8	7.0	-0.2
SKY Sports Radio	0.6	0.5	0.1	1.2	1.0	0.2	0.5	0.1	0.4	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.4	-0.3	1.6	1.1	0.5
2DayFM hit 1041	4.2	3.3	0.9	3.0	3.0	0.0	4.5	1.9	2.6	4.8	2.8	2.0	5.5	5.4	0.1	3.6	3.8	-0.2	3.5	3.6	-0.1
KIIS1065	10.3	9.5	0.8	12.5	10.1	2.4	8.3	9.7	-1.4	9.0	10.2	-1.2	11.6	9.3	2.3	8.7	6.2	2.5	8.0	7.0	1.0
2MMM	7.8	6.3	1.5	7.2	6.8	0.4	8.1	7.3	0.8	9.1	6.9	2.2	7.3	5.4	1.9	6.2	3.4	2.8	5.1	5.3	-0.2
NOVA96.9	6.9	7.0	-0.1	6.5	7.1	-0.6	6.1	5.6	0.5	6.9	6.0	0.9	9.1	9.5	-0.4	5.6	7.3	-1.7	6.5	7.5	-1.0
smoothfm 95.3	8.0	6.4	1.6	5.6	4.7	0.9	9.5	6.6	2.9	9.5	8.0	1.5	7.6	6.8	0.8	9.2	7.1	2.1	10.3	8.5	1.8
WSFM	6.8	6.3	0.5	7.1	7.2	-0.1	6.8	6.6	0.2	7.3	6.7	0.6	6.3	5.3	1.0	6.0	3.7	2.3	7.6	7.0	0.6
ABC702	9.1	11.0	-1.9	10.5	11.7	-1.2	8.1	10.5	-2.4	7.8	10.8	-3.0	9.8	10.9	-1.1	9.1	10.2	-1.1	8.7	8.2	0.5
2RN	2.0	2.8	-0.8	3.3	4.3	-1.0	1.4	2.2	-0.8	1.0	1.2	-0.2	1.6	2.8	-1.2	2.5	3.0	-0.5	1.9	2.7	-0.8
NEWSR	1.6	1.8	-0.2	2.5	2.1	0.4	1.0	1.1	-0.1	0.9	1.5	-0.6	1.6	1.9	-0.3	2.5	2.7	-0.2	1.8	2.1	-0.3
2JJJ	8.1	6.8	1.3	5.8	6.5	-0.7	7.8	6.3	1.5	9.7	7.7	2.0	10.6	7.4	3.2	7.3	5.1	2.2	6.0	7.6	-1.6
ABCFM	3.6	2.9	0.7	2.9	2.4	0.5	4.2	3.1	1.1	4.2	3.1	1.1	3.6	3.1	0.5	3.2	2.8	0.4	4.6	3.6	1.0



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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	19	21	-2	*	*	*	*	1	*	1	*	*	2	1	1	3	5	-2	11	14	-3
2GB	62	66	-4	1	2	-1	*	1	*	5	7	-2	7	11	-4	10	12	-2	39	35	4
2UE	21	24	-3	*	*	*	*	*	*	*	2	*	3	4	-1	4	7	-3	14	10	4
SKY Sports Radio	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0
2DayFM hit 1041	22	17	5	3	3	0	3	4	-1	8	7	1	6	3	3	1	1	0	*	*	*
KIIS1065	52	46	6	7	5	2	6	5	1	23	17	6	14	17	-3	2	2	0	1	1	0
2MMM	38	31	7	1	1	0	4	2	2	13	14	-1	16	12	4	4	2	2	*	*	*
NOVA96.9	36	37	-1	6	6	0	6	6	0	14	16	-2	8	7	1	1	1	0	1	*	*
smoothfm 95.3	46	35	11	3	4	-1	1	2	-1	10	3	7	11	11	0	15	12	3	6	5	1
WSFM	38	34	4	1	1	0	1	2	-1	6	4	2	14	12	2	11	9	2	5	5	0
ABC702	48	53	-5	1	1	0	1	1	0	5	4	1	7	14	-7	12	11	1	23	23	0
2RN	11	14	-3	*	*	*	*	*	*	*	1	*	3	4	-1	2	4	-2	4	5	-1
NEWSR	9	10	-1	*	1	*	*	1	*	2	3	-1	2	3	-1	2	1	1	3	2	1
2JJB	41	36	5	1	2	-1	10	7	3	18	17	1	10	8	2	1	2	-1	1	*	*
ABCFM	21	16	5	*	*	*	*	1	*	3	2	1	2	2	0	3	2	1	13	9	4
Total	536	515	21	30	31	-1	42	41	1	126	114	12	122	128	-6	81	80	1	135	121	14

## Average Audience (000's) by Session, P10+ [Potential: 4294]

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	18	22	-4	19	29	-10	30	30	0	27	28	-1	15	21	-6	6	7	-1	19	20	-1						
2GB	72	78	-6	143	137	6	106	123	-17	59	73	-14	51	54	-3	26	30	-4	37	35	2						
2UE	18	21	-3	36	46	-10	23	22	1	13	13	0	14	17	-3	9	12	-3	29	30	-1						
SKY Sports Radio	4	3	1	11	9	2	3	1	2	3	2	1	2	2	0	*	1	*	7	5	2						
2DayFM hit 1041	24	18	6	27	27	0	34	13	21	30	16	14	33	32	1	7	7	0	15	16	-1						
KIIS1065	59	52	7	111	91	20	62	65	-3	57	58	-1	70	55	15	18	12	6	35	30	5						
2MMM	45	35	10	64	61	3	61	49	12	57	39	18	44	32	12	12	7	5	22	23	-1						
NOVA96.9	40	39	1	58	64	-6	46	38	8	43	34	9	55	56	-1	11	14	-3	28	32	-4						
smoothfm 95.3	46	35	11	50	42	8	71	44	27	60	45	15	46	40	6	19	14	5	45	37	8						
WSFM	39	35	4	63	65	-2	51	44	7	46	38	8	38	32	6	12	7	5	33	30	3						
ABC702	53	60	-7	94	105	-11	61	70	-9	49	61	-12	59	65	-6	18	20	-2	38	35	3						
2RN	12	16	-4	29	39	-10	11	15	-4	6	7	-1	9	17	-8	5	6	-1	8	12	-4						
NEWSR	10	10	0	23	19	4	7	7	0	5	9	-4	9	12	-3	5	5	0	8	9	-1						
2JJB	47	37	10	52	59	-7	59	42	17	61	43	18	64	44	20	15	10	5	26	33	-7						
ABCFM	21	16	5	26	21	5	32	21	11	26	18	8	22	19	3	7	5	2	20	15	5						
Total	578	549	29	893	900	-7	749	667	82	627	564	63	600	592	8	202	193	9	432	431	1						



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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	285	261	24	10	4	6	6	4	2	20	18	2	40	22	18	56	58	-2	153	153	0
2GB	549	603	-54	28	31	-3	12	21	-9	74	89	-15	106	145	-39	99	111	-12	230	207	23
2UE	260	279	-19	14	8	6	6	12	-6	16	39	-23	56	60	-4	51	56	-5	116	104	12
SKY Sports Radio	94	92	2	10	10	0	9	4	5	6	21	-15	16	24	-8	32	11	21	20	22	-2
2DayFM hit 1041	630	569	61	123	129	-6	122	116	6	209	195	14	133	104	29	34	20	14	10	5	5
KIIS1065	995	904	91	182	156	26	152	138	14	373	333	40	224	223	1	50	36	14	14	18	-4
2MMM	557	592	-35	53	69	-16	73	66	7	194	224	-30	191	188	3	43	34	9	4	11	-7
NOVA96.9	887	901	-14	181	211	-30	215	174	41	292	335	-43	155	160	-5	31	15	16	13	7	6
smoothfm 95.3	785	713	72	87	73	14	54	66	-12	221	136	85	173	191	-18	153	149	4	97	99	-2
WSFM	682	687	-5	48	40	8	52	68	-16	140	141	-1	242	205	37	138	160	-22	62	72	-10
ABC702	636	665	-29	28	30	-2	25	26	-1	105	103	2	160	154	6	147	146	1	172	206	-34
2RN	193	233	-40	12	8	4	5	8	-3	17	43	-26	64	62	2	50	51	-1	45	62	-17
NEWSR	275	251	24	26	11	15	14	14	0	75	76	-1	66	59	7	42	37	5	51	54	-3
2JJJ	630	598	32	49	57	-8	152	116	36	265	262	3	129	127	2	31	29	2	4	7	-3
ABCFM	259	255	4	11	14	-3	15	18	-3	42	62	-20	57	43	14	39	27	12	96	90	6
<b>Total</b>	<b>4059</b>	<b>4013</b>	<b>46</b>	<b>419</b>	<b>423</b>	<b>-4</b>	<b>454</b>	<b>446</b>	<b>8</b>	<b>1077</b>	<b>1050</b>	<b>27</b>	<b>941</b>	<b>943</b>	<b>-2</b>	<b>533</b>	<b>533</b>	<b>0</b>	<b>635</b>	<b>618</b>	<b>17</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 4294]

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	225	17	109	139	-30	134	120	14	147	132	15	97	103	-6	81	74	7	197	188	9
2GB	518	572	-54	385	392	-7	320	339	-19	275	295	-20	276	285	-9	175	194	-19	318	357	-39
2UE	213	217	-4	143	145	-2	106	106	0	75	87	-12	104	100	4	71	89	-18	196	209	-13
SKY Sports Radio	73	67	6	46	39	7	19	8	11	20	22	-2	32	17	15	5	9	-4	63	59	4
2DayFM hit 1041	560	505	55	260	258	2	227	142	85	253	201	52	316	287	29	154	125	29	330	332	-2
KIIS1065	918	811	107	601	576	25	358	349	9	452	396	56	524	420	104	272	255	17	599	564	35
2MMM	511	517	-6	291	322	-31	248	195	53	273	230	43	256	239	17	161	121	40	295	339	-44
NOVA96.9	806	825	-19	462	486	-24	312	288	24	354	402	-48	454	490	-36	246	264	-18	563	552	11
smoothfm 95.3	689	606	83	324	298	26	335	279	56	368	310	58	364	310	54	226	191	35	522	483	39
WSFM	608	604	4	362	365	-3	304	279	25	314	292	22	324	289	35	174	146	28	396	436	-40
ABC702	590	621	-31	411	417	-6	296	283	13	298	344	-46	343	336	7	196	211	-15	430	424	6
2RN	174	217	-43	127	138	-11	81	90	-9	64	71	-7	71	122	-51	78	92	-14	121	141	-20
NEWSR	251	219	32	163	147	16	85	50	35	66	70	-4	87	97	-10	86	74	12	169	168	1
2JJJ	586	522	64	318	351	-33	280	214	66	327	247	80	383	333	50	215	200	15	360	393	-33
ABCFM	228	231	-3	142	123	19	129	97	32	114	108	6	116	116	0	80	71	9	173	156	17
<b>Total</b>	<b>3977</b>	<b>3892</b>	<b>85</b>	<b>3214</b>	<b>3246</b>	<b>-32</b>	<b>2609</b>	<b>2374</b>	<b>235</b>	<b>2673</b>	<b>2580</b>	<b>93</b>	<b>2867</b>	<b>2866</b>	<b>1</b>	<b>1804</b>	<b>1832</b>	<b>-28</b>	<b>3366</b>	<b>3355</b>	<b>11</b>