



SYDNEY RADIO - SURVEY 2 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	3.6	3.5	0.1	0.2	0.4	-0.2	0.7	0.8	-0.1	1.8	1.1	0.7	1.6	1.7	-0.1	3.4	4.1	-0.7	9.2	8.5	0.7
2GB	12.1	11.6	0.5	4.7	3.1	1.6	0.3	0.6	-0.3	2.9	3.6	-0.7	6.0	5.6	0.4	17.2	12.7	4.5	28.4	29.0	-0.6
2UE	3.6	4.0	-0.4	1.1	0.6	0.5	0.1	0.1	0.0	0.3	0.3	0.0	2.3	2.4	-0.1	6.1	4.3	1.8	7.8	10.5	-2.7
SKY Sports Radio	1.1	0.8	0.3	0.2	0.5	-0.3	0.6	0.5	0.1	0.5	0.3	0.2	1.8	1.1	0.7	1.7	1.7	0.0	0.9	0.8	0.1
2DayFM hit 1041	4.2	4.0	0.2	9.2	8.9	0.3	8.2	8.3	-0.1	7.9	6.7	1.2	3.9	4.5	-0.6	1.4	1.7	-0.3	0.6	0.1	0.5
KIIS1065	9.4	9.8	-0.4	21.1	22.7	-1.6	14.0	14.0	0.0	18.3	17.9	0.4	9.9	11.1	-1.2	2.8	2.6	0.2	1.1	1.1	0.0
2MMM	6.7	7.1	-0.4	3.8	2.7	1.1	6.5	10.4	-3.9	12.1	10.2	1.9	11.4	12.9	-1.5	3.3	5.5	-2.2	0.2	0.1	0.1
NOVA96.9	5.9	6.8	-0.9	18.9	20.7	-1.8	16.7	15.6	1.1	9.8	10.9	-1.1	4.8	6.3	-1.5	0.7	1.5	-0.8	0.2	0.8	-0.6
smoothfm 95.3	6.9	8.6	-1.7	6.5	8.7	-2.2	3.7	3.1	0.6	5.0	8.2	-3.2	7.9	8.7	-0.8	13.4	17.8	-4.4	4.5	4.7	-0.2
WSFM	8.1	7.0	1.1	3.6	3.8	-0.2	4.4	3.4	1.0	6.4	4.5	1.9	13.7	11.0	2.7	12.2	13.8	-1.6	3.6	3.5	0.1
ABC702	9.7	9.0	0.7	3.5	2.1	1.4	3.3	3.4	-0.1	3.4	3.8	-0.4	6.0	6.0	0.0	16.3	14.3	2.0	18.3	16.7	1.6
2RN	2.1	2.0	0.1	2.4	1.6	0.8	0.8	0.3	0.5	0.5	0.3	0.2	2.0	2.4	-0.4	2.3	2.9	-0.6	3.9	3.2	0.7
NEWSR	1.7	1.7	0.0	1.5	1.3	0.2	0.7	0.8	-0.1	0.6	1.4	-0.8	2.6	1.5	1.1	1.5	2.4	-0.9	2.3	2.0	0.3
2JJJ	7.8	7.6	0.2	5.6	3.7	1.9	24.8	24.4	0.4	14.9	14.3	0.6	8.1	8.1	0.0	1.6	1.2	0.4	0.5	0.5	0.0
ABCFM	4.4	3.9	0.5	0.3	0.3	0.0	0.7	0.3	0.4	0.7	2.3	-1.6	3.1	1.8	1.3	4.9	3.3	1.6	10.8	9.4	1.4

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	3.5	3.2	0.3	2.5	2.2	0.3	4.4	4.0	0.4	4.7	4.4	0.3	3.0	2.5	0.5	2.7	2.8	-0.1	4.1	4.4	-0.3
2GB	13.0	12.5	0.5	15.3	16.0	-0.7	14.9	14.1	0.8	10.5	9.5	1.0	9.2	8.5	0.7	14.3	12.8	1.5	9.3	8.5	0.8
2UE	2.7	3.1	-0.4	3.9	4.0	-0.1	2.4	3.0	-0.6	1.8	2.1	-0.3	2.1	2.3	-0.2	3.3	4.6	-1.3	6.5	6.8	-0.3
SKY Sports Radio	0.9	0.6	0.3	1.8	1.2	0.6	0.4	0.5	-0.1	0.7	0.4	0.3	0.6	0.4	0.2	0.4	0.1	0.3	1.8	1.6	0.2
2DayFM hit 1041	4.5	4.2	0.3	3.0	3.0	0.0	4.4	4.5	-0.1	5.3	4.8	0.5	6.6	5.5	1.1	3.8	3.6	0.2	3.2	3.5	-0.3
KIIS1065	9.8	10.3	-0.5	11.3	12.5	-1.2	8.6	8.3	0.3	9.2	9.0	0.2	10.7	11.6	-0.9	6.9	8.7	-1.8	8.2	8.0	0.2
2MMM	6.9	7.8	-0.9	6.9	7.2	-0.3	6.6	8.1	-1.5	7.8	9.1	-1.3	7.0	7.3	-0.3	5.8	6.2	-0.4	5.8	5.1	0.7
NOVA96.9	5.9	6.9	-1.0	6.3	6.5	-0.2	4.4	6.1	-1.7	5.2	6.9	-1.7	7.8	9.1	-1.3	6.0	5.6	0.4	5.7	6.5	-0.8
smoothfm 95.3	6.5	8.0	-1.5	5.1	5.6	-0.5	7.3	9.5	-2.2	7.2	9.5	-2.3	6.1	7.6	-1.5	8.4	9.2	-0.8	8.4	10.3	-1.9
WSFM	8.0	6.8	1.2	8.0	7.1	0.9	9.0	6.8	2.2	9.0	7.3	1.7	6.8	6.3	0.5	5.7	6.0	-0.3	8.5	7.6	0.9
ABC702	10.1	9.1	1.0	11.4	10.5	0.9	9.2	8.1	1.1	9.4	7.8	1.6	10.0	9.8	0.2	10.0	9.1	0.9	8.5	8.7	-0.2
2RN	2.1	2.0	0.1	2.8	3.3	-0.5	1.3	1.4	-0.1	1.1	1.0	0.1	2.3	1.6	0.7	3.5	2.5	1.0	2.3	1.9	0.4
NEWSR	1.6	1.6	0.0	2.4	2.5	-0.1	0.8	1.0	-0.2	0.8	0.9	-0.1	1.1	1.6	-0.5	3.5	2.5	1.0	2.1	1.8	0.3
2JJJ	8.3	8.1	0.2	7.1	5.8	1.3	9.1	7.8	1.3	9.6	9.7	-0.1	9.6	10.6	-1.0	5.5	7.3	-1.8	5.9	6.0	-0.1
ABCFM	4.0	3.6	0.4	3.2	2.9	0.3	5.0	4.2	0.8	4.4	4.2	0.2	3.6	3.6	0.0	4.1	3.2	0.9	5.8	4.6	1.2

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 2 2016

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	19	0	*	*	*	*	*	*	2	1	1	2	2	0	3	3	0	12	11	1
2GB	64	62	2	2	1	1	*	*	*	3	5	-2	8	7	1	15	10	5	36	39	-3
2UE	19	21	-2	*	*	*	*	*	*	*	*	*	3	3	0	5	4	1	10	14	-4
SKY Sports Radio	6	4	2	*	*	*	*	*	*	1	*	*	2	1	1	1	1	0	1	1	0
2DayFM hit 1041	22	22	0	3	3	0	3	3	0	9	8	1	5	6	-1	1	1	0	1	*	*
KIIS1065	49	52	-3	7	7	0	6	6	0	20	23	-3	13	14	-1	2	2	0	1	1	0
2MMM	35	38	-3	1	1	0	3	4	-1	13	13	0	15	16	-1	3	4	-1	*	*	*
NOVA96.9	31	36	-5	6	6	0	7	6	1	11	14	-3	6	8	-2	1	1	0	*	1	*
smoothfm 95.3	36	46	-10	2	3	-1	2	1	1	5	10	-5	10	11	-1	11	15	-4	6	6	0
WSFM	43	38	5	1	1	0	2	1	1	7	6	1	18	14	4	10	11	-1	5	5	0
ABC702	51	48	3	1	1	0	1	1	0	4	5	-1	8	7	1	14	12	2	23	23	0
2RN	11	11	0	1	*	*	*	*	*	*	*	*	3	3	0	2	2	0	5	4	1
NEWSR	9	9	0	*	*	*	*	*	*	1	2	-1	3	2	1	1	2	-1	3	3	0
2JJJ	41	41	0	2	1	1	11	10	1	16	18	-2	10	10	0	1	1	0	1	1	0
ABCFM	23	21	2	*	*	*	*	*	*	1	3	-2	4	2	2	4	3	1	14	13	1
Total	525	536	-11	32	30	2	42	42	0	109	126	-17	128	122	6	85	81	4	128	135	-7

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 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CH	20	18	2	22	19	3	31	30	1	28	27	1	18	15	3	5	6	-1	18	19	-1		
2GB	73	72	1	137	143	-6	106	106	0	63	59	4	54	51	3	28	26	2	40	37	3		
2UE	15	18	-3	35	36	-1	17	23	-6	11	13	-2	12	14	-2	6	9	-3	28	29	-1		
SKY Sports Radio	5	4	1	16	11	5	3	3	0	4	3	1	4	2	2	1	*	*	8	7	1		
2DayFM hit 1041	25	24	1	27	27	0	31	34	-3	32	30	2	39	33	6	7	7	0	14	15	-1		
KIIS1065	55	59	-4	101	111	-10	61	62	-1	55	57	-2	63	70	-7	13	18	-5	35	35	0		
2MMM	39	45	-6	61	64	-3	47	61	-14	47	57	-10	41	44	-3	11	12	-1	25	22	3		
NOVA96.9	33	40	-7	57	58	-1	31	46	-15	31	43	-12	46	55	-9	12	11	1	25	28	-3		
smoothfm 95.3	37	46	-9	45	50	-5	52	71	-19	43	60	-17	36	46	-10	16	19	-3	36	45	-9		
WSFM	45	39	6	72	63	9	64	51	13	54	46	8	40	38	2	11	12	-1	37	33	4		
ABC702	57	53	4	102	94	8	65	61	4	57	49	8	59	59	0	19	18	1	37	38	-1		
2RN	12	12	0	25	29	-4	9	11	-2	6	6	0	14	9	5	7	5	2	10	8	2		
NEWSR	9	10	-1	22	23	-1	6	7	-1	5	5	0	7	9	-2	7	5	2	9	8	1		
2JJJ	47	47	0	63	52	11	65	59	6	58	61	-3	57	64	-7	11	15	-4	26	26	0		
ABCFM	23	21	2	29	26	3	36	32	4	27	26	1	21	22	-1	8	7	1	25	20	5		
Total	563	578	-15	895	893	2	710	749	-39	602	627	-25	591	600	-9	194	202	-8	430	432	-2		

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 2 2016

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	262	285	-23	12	10	2	7	6	1	19	20	-1	29	40	-11	57	56	1	139	153	-14
2GB	550	549	1	30	28	2	9	12	-3	68	74	-6	110	106	4	120	99	21	214	230	-16
2UE	252	260	-8	19	14	5	7	6	1	14	16	-2	53	56	-3	60	51	9	100	116	-16
SKY Sports Radio	111	94	17	7	10	-3	11	9	2	10	6	4	28	16	12	27	32	-5	28	20	8
2DayFM hit 1041	623	630	-7	110	123	-13	114	122	-8	235	209	26	122	133	-11	26	34	-8	15	10	5
KIIS1065	986	995	-9	202	182	20	136	152	-16	377	373	4	219	224	-5	38	50	-12	16	14	2
2MMM	534	557	-23	60	53	7	51	73	-22	197	194	3	176	191	-15	43	43	0	7	4	3
NOVA96.9	873	887	-14	182	181	1	212	215	-3	279	292	-13	163	155	8	27	31	-4	10	13	-3
smoothfm 95.3	713	785	-72	70	87	-17	52	54	-2	180	221	-41	176	173	3	144	153	-9	92	97	-5
WSFM	748	682	66	46	48	-2	49	52	-3	174	140	34	276	242	34	136	138	-2	68	62	6
ABC702	635	636	-1	27	28	-1	20	25	-5	82	105	-23	167	160	7	145	147	-2	194	172	22
2RN	201	193	8	17	12	5	6	5	1	18	17	1	59	64	-5	40	50	-10	60	45	15
NEWSR	255	275	-20	21	26	-5	10	14	-4	43	75	-32	101	66	35	27	42	-15	53	51	2
2JJJ	676	630	46	63	49	14	156	152	4	279	265	14	132	129	3	40	31	9	7	4	3
ABCFM	271	259	12	14	11	3	23	15	8	27	42	-15	55	57	-2	49	39	10	104	96	8
Total	4064	4059	5	423	419	4	452	454	-2	1076	1077	-1	942	941	1	535	533	2	635	635	0

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	232	242	-10	117	109	8	129	134	-5	144	147	-3	102	97	5	65	81	-16	177	197	-20
2GB	515	518	-3	397	385	12	318	320	-2	272	275	-3	282	276	6	178	175	3	340	318	22
2UE	203	213	-10	141	143	-2	91	106	-15	79	75	4	108	104	4	64	71	-7	183	196	-13
SKY Sports Radio	83	73	10	59	46	13	14	19	-5	23	20	3	30	32	-2	9	5	4	78	63	15
2DayFM hit 1041	551	560	-9	267	260	7	210	227	-17	250	253	-3	329	316	13	149	154	-5	300	330	-30
KIIS1065	921	918	3	606	601	5	367	358	9	459	452	7	493	524	-31	264	272	-8	595	599	-4
2MMM	482	511	-29	278	291	-13	223	248	-25	243	273	-30	243	256	-13	138	161	-23	304	295	9
NOVA96.9	813	806	7	468	462	6	282	312	-30	355	354	1	433	454	-21	246	246	0	520	563	-43
smoothfm 95.3	602	689	-87	307	324	-17	267	335	-68	304	368	-64	301	364	-63	191	226	-35	493	522	-29
WSFM	684	608	76	408	362	46	345	304	41	375	314	61	355	324	31	180	174	6	444	396	48
ABC702	588	590	-2	418	411	7	299	296	3	309	298	11	327	343	-16	189	196	-7	389	430	-41
2RN	175	174	1	109	127	-18	83	81	2	62	64	-2	85	71	14	69	78	-9	126	121	5
NEWSR	227	251	-24	135	163	-28	59	85	-26	55	66	-11	82	87	-5	97	86	11	157	169	-12
2JJJ	622	586	36	387	318	69	288	280	8	321	327	-6	377	383	-6	219	215	4	384	360	24
ABCFM	243	228	15	147	142	5	130	129	1	134	114	20	125	116	9	94	80	14	198	173	25
Total	3959	3977	-18	3271	3214	57	2499	2609	-110	2595	2673	-78	2851	2867	-16	1771	1804	-33	3377	3366	11