



# SYDNEY RADIO - SURVEY 5 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	+/-
Magic 2CH	3.6	3.7	-0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.5	0.1	0.4	0.4	0.8	-0.4	7.2	5.9	1.3	8.8	11.2	-2.4
2GB	12.2	11.6	0.6	3.0	2.9	0.1	2.6	1.5	1.1	1.6	2.8	-1.2	9.4	9.1	0.3	13.3	13.2	0.1	28.3	28.0	0.3
2UE	4.8	4.0	0.8	0.2	1.0	-0.8	0.2	0.1	0.1	0.8	0.8	0.0	2.7	2.8	-0.1	7.7	7.9	-0.2	11.0	8.2	2.8
SKY Sports Radio	1.1	0.9	0.2	0.4	0.4	0.0	*	*	*	0.6	0.3	0.3	2.0	1.8	0.2	1.6	1.6	0.0	0.7	0.8	-0.1
104.1 2DAY FM	3.7	4.1	-0.4	11.0	12.9	-1.9	7.3	8.9	-1.6	6.3	5.7	0.6	3.2	3.3	-0.1	1.6	2.3	-0.7	0.5	0.4	0.1
KIIS1065	8.0	8.1	-0.1	15.8	15.7	0.1	8.7	10.1	-1.4	14.4	15.5	-1.1	10.4	9.4	1.0	3.4	2.3	1.1	1.0	0.5	0.5
104.9 TRIPLE M	6.0	6.5	-0.5	5.3	6.0	-0.7	5.8	8.1	-2.3	10.7	10.9	-0.2	10.3	9.7	0.6	2.4	3.5	-1.1	0.3	0.1	0.2
NOVA96.9	7.0	8.1	-1.1	18.7	17.9	0.8	14.4	16.9	-2.5	13.3	15.8	-2.5	6.8	7.3	-0.5	1.5	1.2	0.3	0.2	0.1	0.1
smoothfm 95.3	9.6	9.1	0.5	6.7	8.2	-1.5	7.2	5.3	1.9	9.5	10.5	-1.0	11.9	9.8	2.1	14.0	12.4	1.6	6.0	6.0	0.0
WSFM	7.6	6.2	1.4	7.0	6.3	0.7	12.2	5.1	7.1	7.5	5.2	2.3	10.9	7.5	3.4	8.3	9.0	-0.7	2.8	4.2	-1.4
ABC702	9.5	9.3	0.2	2.3	5.1	-2.8	1.0	1.6	-0.6	3.5	2.0	1.5	9.0	8.9	0.1	14.1	13.9	0.2	16.2	17.6	-1.4
2RN	3.2	3.5	-0.3	0.1	0.1	0.0	0.1	2.8	-2.7	0.9	0.5	0.4	3.4	3.7	-0.3	5.7	7.7	-2.0	5.1	4.6	0.5
NEWSR	1.7	1.4	0.3	1.3	1.1	0.2	1.0	0.3	0.7	1.3	1.2	0.1	1.2	1.6	-0.4	3.5	1.7	1.8	1.8	1.5	0.3
2JJJ	6.1	5.8	0.3	6.1	6.9	-0.8	22.1	18.7	3.4	13.5	10.9	2.6	3.5	4.4	-0.9	2.6	2.2	0.4	0.1	*	*
ABCFM	4.2	3.2	1.0	5.1	1.2	3.9	2.2	1.4	0.8	0.9	1.2	-0.3	2.4	2.1	0.3	3.7	4.4	-0.7	9.4	6.6	2.8

## 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	+/-
Magic 2CH	3.1	3.4	-0.3	2.3	2.3	0.0	4.5	4.4	0.1	3.3	4.3	-1.0	2.7	3.0	-0.3	3.4	3.2	0.2	5.0	5.0	0.0
2GB	13.2	12.7	0.5	14.3	14.1	0.2	16.0	15.7	0.3	11.2	11.3	-0.1	9.5	7.4	2.1	15.0	14.4	0.6	9.0	8.3	0.7
2UE	4.0	3.2	0.8	5.2	3.7	1.5	4.2	3.4	0.8	3.1	3.0	0.1	2.1	1.7	0.4	5.8	4.8	1.0	7.3	6.5	0.8
SKY Sports Radio	0.9	0.8	0.1	1.5	1.1	0.4	0.7	0.7	0.0	0.5	0.5	0.0	0.4	0.4	0.0	1.2	1.1	0.1	1.6	1.5	0.1
104.1 2DAY FM	3.8	4.3	-0.5	4.1	3.9	0.2	1.9	3.2	-1.3	3.4	3.5	-0.1	5.6	7.0	-1.4	4.2	4.8	-0.6	3.5	3.5	0.0
KIIS1065	8.3	8.4	-0.1	9.8	10.4	-0.6	6.7	6.3	0.4	7.3	6.7	0.6	9.6	10.2	-0.6	6.6	7.0	-0.4	6.9	7.4	-0.5
104.9 TRIPLE M	6.5	7.0	-0.5	6.9	7.1	-0.2	7.7	6.6	1.1	6.8	8.1	-1.3	5.2	6.3	-1.1	4.3	6.0	-1.7	4.3	4.8	-0.5
NOVA96.9	6.9	8.2	-1.3	6.8	7.7	-0.9	5.0	6.8	-1.8	6.9	8.4	-1.5	9.1	10.1	-1.0	7.7	9.0	-1.3	7.2	7.7	-0.5
smoothfm 95.3	9.7	8.8	0.9	7.0	7.4	-0.4	11.0	9.8	1.2	11.9	10.0	1.9	10.1	8.4	1.7	9.0	9.1	-0.1	9.3	9.9	-0.6
WSFM	7.8	6.3	1.5	6.7	6.1	0.6	8.1	6.5	1.6	9.7	7.2	2.5	8.2	6.0	2.2	5.4	4.9	0.5	7.0	5.8	1.2
ABC702	9.8	9.5	0.3	11.5	11.6	-0.1	8.5	9.0	-0.5	9.2	8.6	0.6	9.9	9.5	0.4	8.7	6.6	2.1	8.2	8.5	-0.3
2RN	2.9	3.2	-0.3	3.6	4.1	-0.5	2.4	2.5	-0.1	1.9	1.7	0.2	3.1	3.8	-0.7	4.1	3.9	0.2	4.2	4.4	-0.2
NEWSR	1.6	1.4	0.2	2.2	1.7	0.5	1.5	1.0	0.5	1.1	0.8	0.3	1.3	1.2	0.1	2.1	2.4	-0.3	2.0	1.4	0.6
2JJJ	6.5	6.1	0.4	6.6	5.5	1.1	6.5	6.5	0.0	6.9	6.8	0.1	6.5	6.7	-0.2	5.3	4.4	0.9	4.8	4.9	-0.1
ABCFM	3.9	2.9	1.0	2.8	2.1	0.7	4.5	3.4	1.1	4.1	3.3	0.8	4.6	3.4	1.2	4.5	2.9	1.6	5.0	3.9	1.1



# SYDNEY RADIO - SURVEY 5 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	+/-
Magic 2CH	19	19	0	*	*	*	*	*	*	1	*	*	*	1	*	6	4	2	11	13	-2
2GB	64	58	6	1	1	0	1	1	0	2	3	-1	12	11	1	11	10	1	37	33	4
2UE	25	20	5	*	*	*	*	*	*	1	1	0	4	3	1	6	6	0	14	10	4
SKY Sports Radio	6	5	1	*	*	*	*	*	*	1	*	*	3	2	1	1	1	0	1	1	0
104.1 2DAY FM	19	21	-2	3	4	-1	3	3	0	7	7	0	4	4	0	1	2	-1	1	*	*
KIIS1065	41	41	0	5	5	0	3	4	-1	15	18	-3	14	11	3	3	2	1	1	1	0
104.9 TRIPLE M	31	33	-2	2	2	0	2	3	-1	12	13	-1	13	12	1	2	3	-1	*	*	*
NOVA96.9	36	41	-5	6	6	0	6	7	-1	14	19	-5	9	9	0	1	1	0	*	*	*
smoothfm 95.3	50	46	4	2	3	-1	3	2	1	10	12	-2	15	12	3	11	9	2	8	7	1
WSFM	40	31	9	2	2	0	5	2	3	8	6	2	14	9	5	7	7	0	4	5	-1
ABC702	49	47	2	1	2	-1	*	1	*	4	2	2	12	11	1	12	11	1	21	21	0
2RN	17	17	0	*	*	*	*	1	*	1	1	0	4	5	-1	5	6	-1	7	5	2
NEWSR	9	7	2	*	*	*	*	*	*	1	1	0	2	2	0	3	1	2	2	2	0
2JJJ	32	29	3	2	2	0	9	7	2	15	13	2	5	5	0	2	2	0	*	*	*
ABCFM	22	16	6	2	*	*	1	1	0	1	1	0	3	3	0	3	3	0	12	8	4
<b>Total</b>	<b>520</b>	<b>503</b>	<b>17</b>	<b>32</b>	<b>32</b>	<b>0</b>	<b>39</b>	<b>39</b>	<b>0</b>	<b>108</b>	<b>117</b>	<b>-9</b>	<b>130</b>	<b>122</b>	<b>8</b>	<b>82</b>	<b>76</b>	<b>6</b>	<b>130</b>	<b>117</b>	<b>13</b>

## 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	+/-
Magic 2CH	18	18	0	20	20	0	31	29	2	20	24	-4	16	17	-1	6	6	0	21	21	0	21	21	0
2GB	74	68	6	129	121	8	112	102	10	69	64	5	55	43	12	28	28	0	38	35	3	38	35	3
2UE	23	17	6	47	32	15	30	22	8	19	17	2	12	10	2	11	9	2	31	27	4	31	27	4
SKY Sports Radio	5	4	1	14	9	5	5	4	1	3	3	0	2	3	-1	2	2	0	7	6	1	7	6	1
104.1 2DAY FM	21	23	-2	37	33	4	14	21	-7	21	19	2	32	41	-9	8	9	-1	15	15	0	15	15	0
KIIS1065	46	45	1	88	89	-1	47	41	6	44	38	6	56	60	-4	13	14	-1	29	31	-2	29	31	-2
104.9 TRIPLE M	36	37	-1	62	61	1	54	43	11	41	45	-4	30	37	-7	8	12	-4	18	20	-2	18	20	-2
NOVA96.9	39	44	-5	61	66	-5	35	44	-9	42	47	-5	53	59	-6	15	18	-3	30	32	-2	30	32	-2
smoothfm 95.3	54	47	7	63	64	-1	77	64	13	73	56	17	59	49	10	17	18	-1	39	41	-2	39	41	-2
WSFM	44	34	10	60	53	7	56	42	14	59	40	19	48	35	13	10	9	1	29	24	5	29	24	5
ABC702	55	51	4	104	99	5	60	59	1	56	48	8	58	55	3	16	13	3	34	35	-1	34	35	-1
2RN	16	17	-1	32	35	-3	17	16	1	11	10	1	18	22	-4	8	8	0	18	18	0	18	18	0
NEWSR	9	7	2	19	15	4	10	7	3	7	5	2	8	7	1	4	5	-1	8	6	2	8	6	2
2JJJ	37	33	4	59	48	11	46	42	4	42	38	4	38	39	-1	10	9	1	20	20	0	20	20	0
ABCFM	22	16	6	26	18	8	31	22	9	25	18	7	27	20	7	8	6	2	21	16	5	21	16	5
<b>Total</b>	<b>561</b>	<b>537</b>	<b>24</b>	<b>898</b>	<b>859</b>	<b>39</b>	<b>701</b>	<b>651</b>	<b>50</b>	<b>610</b>	<b>561</b>	<b>49</b>	<b>581</b>	<b>583</b>	<b>-2</b>	<b>189</b>	<b>195</b>	<b>-6</b>	<b>418</b>	<b>419</b>	<b>-1</b>	<b>418</b>	<b>419</b>	<b>-1</b>

EMBARGOED UNTIL 9:30AM AEST



# SYDNEY RADIO - SURVEY 5 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	+/-
Magic 2CH	234	235	-1	9	6	3	8	7	1	8	7	1	12	22	-10	70	64	6	128	130	-2
2GB	564	579	-15	27	27	0	18	20	-2	57	79	-22	125	129	-4	116	113	3	222	212	10
2UE	310	284	26	7	16	-9	2	4	-2	34	26	8	67	56	11	76	61	15	124	122	2
SKY Sports Radio	91	78	13	7	8	-1	2	4	-2	17	15	2	25	16	9	20	16	4	19	19	0
104.1 2DAY FM	709	720	-11	154	141	13	122	131	-9	227	254	-27	137	125	12	42	39	3	28	30	-2
KIIS1065	872	914	-42	153	171	-18	141	143	-2	297	346	-49	218	198	20	43	42	1	18	14	4
104.9 TRIPLE M	532	569	-37	65	68	-3	37	61	-24	217	211	6	160	177	-17	40	44	-4	12	8	4
NOVA96.9	899	922	-23	203	174	29	187	214	-27	329	319	10	148	190	-42	23	16	7	8	9	-1
smoothfm 95.3	830	802	28	77	77	0	70	61	9	212	226	-14	216	180	36	144	162	-18	112	97	15
WSFM	667	649	18	56	40	16	53	60	-7	158	152	6	229	205	24	118	125	-7	51	66	-15
ABC702	676	668	8	33	49	-16	20	18	2	111	91	20	182	192	-10	133	119	14	197	198	-1
2RN	230	195	35	11	5	6	3	10	-7	32	19	13	53	49	4	58	48	10	74	65	9
NEWSR	238	215	23	18	19	-1	13	10	3	56	58	-2	53	55	-2	46	36	10	51	37	14
2JJJ	576	585	-9	56	65	-9	131	139	-8	241	234	7	104	112	-8	41	32	9	3	3	0
ABCFM	287	277	10	22	14	8	26	21	5	34	39	-5	55	56	-1	47	49	-2	103	98	5
Total	4075	4079	-4	423	421	2	445	448	-3	1080	1083	-3	958	955	3	534	536	-2	635	636	-1

## 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	+/-
Magic 2CH	189	194	-5	92	105	-13	129	123	6	121	137	-16	104	109	-5	64	69	-5	192	193	-1
2GB	523	524	-1	388	375	13	326	313	13	323	300	23	281	247	34	194	188	6	345	349	-4
2UE	243	217	26	168	134	34	108	104	4	111	101	10	86	78	8	79	66	13	237	222	15
SKY Sports Radio	71	58	13	50	40	10	17	16	1	27	18	9	23	15	8	10	15	-5	52	41	11
104.1 2DAY FM	594	628	-34	301	295	6	165	213	-48	251	255	-4	306	355	-49	146	164	-18	376	376	0
KIIS1065	780	818	-38	528	564	-36	300	309	-9	391	384	7	457	441	16	227	211	16	518	523	-5
104.9 TRIPLE M	479	509	-30	274	328	-54	197	205	-8	229	252	-23	240	280	-40	142	158	-16	269	311	-42
NOVA96.9	800	811	-11	483	472	11	274	289	-15	372	348	24	437	456	-19	262	276	-14	519	577	-58
smoothfm 95.3	738	708	30	397	372	25	349	360	-11	406	372	34	405	376	29	235	217	18	522	516	6
WSFM	599	583	16	344	316	28	270	262	8	332	284	48	351	273	78	171	163	8	429	372	57
ABC702	599	594	5	445	452	-7	293	287	6	295	276	19	332	317	15	189	179	10	457	423	34
2RN	187	166	21	128	121	7	89	78	11	76	65	11	101	95	6	71	74	-3	173	150	23
NEWSR	202	187	15	134	131	3	67	57	10	84	65	19	79	72	7	43	51	-8	165	130	35
2JJJ	526	523	3	306	304	2	203	203	0	236	247	-11	302	290	12	181	170	11	359	347	12
ABCFM	254	236	18	140	115	25	130	117	13	133	134	-1	121	105	16	91	66	25	180	182	-2
Total	3939	3948	-9	3178	3180	-2	2352	2399	-47	2615	2604	11	2860	2810	50	1779	1829	-50	3347	3369	-22