

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 6 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	3.1	3.6	-0.5	0.2	0.3	-0.1	*	0.4	*	0.7	0.5	0.2	0.6	0.4	0.2	4.9	7.2	-2.3	8.1	8.8	-0.7
2GB	13.3	12.2	1.1	1.7	3.0	-1.3	1.4	2.6	-1.2	3.1	1.6	1.5	10.8	9.4	1.4	14.5	13.3	1.2	29.3	28.3	1.0
2UE	5.2	4.8	0.4	0.4	0.2	0.2	0.4	0.2	0.2	1.0	0.8	0.2	4.2	2.7	1.5	6.4	7.7	-1.3	11.4	11.0	0.4
SKY Sports Radio	0.8	1.1	-0.3	0.1	0.4	-0.3	*	*	*	0.8	0.6	0.2	0.7	2.0	-1.3	1.7	1.6	0.1	0.6	0.7	-0.1
104.1 2DAY FM	4.3	3.7	0.6	13.5	11.0	2.5	7.7	7.3	0.4	8.6	6.3	2.3	3.4	3.2	0.2	1.1	1.6	-0.5	0.6	0.5	0.1
KIIS1065	7.8	8.0	-0.2	18.5	15.8	2.7	7.6	8.7	-1.1	13.9	14.4	-0.5	9.3	10.4	-1.1	4.9	3.4	1.5	1.1	1.0	0.1
104.9 TRIPLE M	5.0	6.0	-1.0	4.0	5.3	-1.3	5.4	5.8	-0.4	8.0	10.7	-2.7	9.8	10.3	-0.5	1.6	2.4	-0.8	0.3	0.3	0.0
NOVA96.9	7.0	7.0	0.0	17.2	18.7	-1.5	11.3	14.4	-3.1	11.7	13.3	-1.6	9.4	6.8	2.6	1.9	1.5	0.4	0.3	0.2	0.1
smoothfm 95.3	9.8	9.6	0.2	7.5	6.7	0.8	7.3	7.2	0.1	8.8	9.5	-0.7	11.6	11.9	-0.3	14.7	14.0	0.7	6.7	6.0	0.7
WSFM	7.7	7.6	0.1	5.4	7.0	-1.6	15.1	12.2	2.9	7.0	7.5	-0.5	11.2	10.9	0.3	8.5	8.3	0.2	2.4	2.8	-0.4
ABC702	10.1	9.5	0.6	2.8	2.3	0.5	1.6	1.0	0.6	3.3	3.5	-0.2	8.7	9.0	-0.3	16.8	14.1	2.7	16.5	16.2	0.3
2RN	2.4	3.2	-0.8	0.1	0.1	0.0	0.3	0.1	0.2	1.0	0.9	0.1	1.6	3.4	-1.8	4.1	5.7	-1.6	4.5	5.1	-0.6
NEWSR	2.1	1.7	0.4	1.4	1.3	0.1	1.3	1.0	0.3	1.7	1.3	0.4	2.0	1.2	0.8	3.7	3.5	0.2	1.7	1.8	-0.1
2JJJ	5.7	6.1	-0.4	5.8	6.1	-0.3	16.3	22.1	-5.8	13.2	13.5	-0.3	4.2	3.5	0.7	3.0	2.6	0.4	0.1	0.1	0.0
ABCFM	3.6	4.2	-0.6	5.1	5.1	0.0	2.4	2.2	0.2	0.7	0.9	-0.2	2.0	2.4	-0.4	1.6	3.7	-2.1	8.8	9.4	-0.6

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	2.9	3.1	-0.2	2.4	2.3	0.1	3.5	4.5	-1.0	3.1	3.3	-0.2	2.7	2.7	0.0	2.4	3.4	-1.0	4.1	5.0	-0.9
2GB	14.6	13.2	1.4	16.2	14.3	1.9	17.5	16.0	1.5	13.1	11.2	1.9	9.6	9.5	0.1	15.9	15.0	0.9	9.0	9.0	0.0
2UE	4.3	4.0	0.3	5.4	5.2	0.2	4.7	4.2	0.5	3.3	3.1	0.2	2.7	2.1	0.6	5.2	5.8	-0.6	8.4	7.3	1.1
SKY Sports Radio	0.6	0.9	-0.3	1.3	1.5	-0.2	0.2	0.7	-0.5	0.4	0.5	-0.1	0.3	0.4	-0.1	0.2	1.2	-1.0	1.4	1.6	-0.2
104.1 2DAY FM	4.4	3.8	0.6	4.3	4.1	0.2	2.8	1.9	0.9	4.5	3.4	1.1	5.9	5.6	0.3	4.9	4.2	0.7	4.0	3.5	0.5
KIIS1065	8.3	8.3	0.0	8.9	9.8	-0.9	7.6	6.7	0.9	8.4	7.3	1.1	8.9	9.6	-0.7	6.2	6.6	-0.4	6.5	6.9	-0.4
104.9 TRIPLE M	5.4	6.5	-1.1	5.3	6.9	-1.6	6.3	7.7	-1.4	5.6	6.8	-1.2	4.7	5.2	-0.5	4.4	4.3	0.1	3.8	4.3	-0.5
NOVA96.9	6.8	6.9	-0.1	6.4	6.8	-0.4	5.1	5.0	0.1	6.5	6.9	-0.4	9.3	9.1	0.2	8.0	7.7	0.3	7.6	7.2	0.4
smoothfm 95.3	9.7	9.7	0.0	7.0	7.0	0.0	10.9	11.0	-0.1	11.3	11.9	-0.6	11.3	10.1	1.2	8.8	9.0	-0.2	9.9	9.3	0.6
WSFM	7.7	7.8	-0.1	7.0	6.7	0.3	8.2	8.1	0.1	9.2	9.7	-0.5	7.5	8.2	-0.7	5.4	5.4	0.0	7.5	7.0	0.5
ABC702	10.7	9.8	0.9	11.9	11.5	0.4	9.2	8.5	0.7	10.4	9.2	1.2	10.6	9.9	0.7	10.9	8.7	2.2	8.2	8.2	0.0
2RN	2.2	2.9	-0.7	2.9	3.6	-0.7	1.8	2.4	-0.6	1.3	1.9	-0.6	2.0	3.1	-1.1	3.2	4.1	-0.9	3.3	4.2	-0.9
NEWSR	2.0	1.6	0.4	2.8	2.2	0.6	1.6	1.5	0.1	1.3	1.1	0.2	1.7	1.3	0.4	2.6	2.1	0.5	2.3	2.0	0.3
2JJJ	5.9	6.5	-0.6	6.3	6.6	-0.3	5.7	6.5	-0.8	5.8	6.9	-1.1	6.0	6.5	-0.5	5.3	5.3	0.0	4.7	4.8	-0.1
ABCFM	3.4	3.9	-0.5	2.9	2.8	0.1	3.4	4.5	-1.1	3.3	4.1	-0.8	3.8	4.6	-0.8	4.4	4.5	-0.1	4.5	5.0	-0.5



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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	+/-
Magic 2CH	16	19	-3	*	*	*	*	*	*	1	1	0	1	*	*	4	6	-2	10	11	-1
2GB	68	64	4	1	1	0	1	1	0	3	2	1	14	12	2	12	11	1	38	37	1
2UE	27	25	2	*	*	*	*	*	*	1	1	0	6	4	2	5	6	-1	15	14	1
SKY Sports Radio	4	6	-2	*	*	*	*	*	*	1	1	0	1	3	-2	1	1	0	1	1	0
104.1 2DAY FM	22	19	3	4	3	1	3	3	0	8	7	1	5	4	1	1	1	0	1	1	0
KIIS1065	40	41	-1	6	5	1	3	3	0	13	15	-2	12	14	-2	4	3	1	1	1	0
104.9 TRIPLE M	26	31	-5	1	2	-1	2	2	0	8	12	-4	13	13	0	1	2	-1	*	*	*
NOVA96.9	36	36	0	6	6	0	4	6	-2	11	14	-3	12	9	3	2	1	1	*	*	*
smoothfm 95.3	50	50	0	2	2	0	3	3	0	8	10	-2	15	15	0	12	11	1	9	8	1
WSFM	39	40	-1	2	2	0	6	5	1	7	8	-1	15	14	1	7	7	0	3	4	-1
ABC702	52	49	3	1	1	0	1	*	*	3	4	-1	12	12	0	14	12	2	21	21	0
2RN	12	17	-5	*	*	*	*	*	*	1	1	0	2	4	-2	3	5	-2	6	7	-1
NEWSR	11	9	2	*	*	*	*	*	*	2	1	1	3	2	1	3	3	0	2	2	0
2JJJ	29	32	-3	2	2	0	6	9	-3	13	15	-2	6	5	1	3	2	1	*	*	*
ABCFM	19	22	-3	2	2	0	1	1	0	1	1	0	3	3	0	1	3	-2	11	12	-1
Total	511	520	-9	33	32	1	37	39	-2	96	108	-12	133	130	3	84	82	2	128	130	-2

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	16	18	-2	21	20	1	25	31	-6	19	20	-1	15	16	-1	4	6	-2	17	21	-4		
2GB	81	74	7	142	129	13	125	112	13	80	69	11	54	55	-1	28	28	0	37	38	-1		
2UE	24	23	1	47	47	0	34	30	4	20	19	1	15	12	3	9	11	-2	35	31	4		
SKY Sports Radio	3	5	-2	11	14	-3	1	5	-4	3	3	0	2	2	0	*	2	*	6	7	-1		
104.1 2DAY FM	24	21	3	38	37	1	20	14	6	28	21	7	33	32	1	9	8	1	16	15	1		
KIIS1065	46	46	0	78	88	-10	54	47	7	51	44	7	50	56	-6	11	13	-2	27	29	-2		
104.9 TRIPLE M	30	36	-6	47	62	-15	45	54	-9	34	41	-7	26	30	-4	8	8	0	16	18	-2		
NOVA96.9	37	39	-2	57	61	-4	36	35	1	40	42	-2	52	53	-1	14	15	-1	31	30	1		
smoothfm 95.3	54	54	0	62	63	-1	78	77	1	69	73	-4	63	59	4	15	17	-2	41	39	2		
WSFM	43	44	-1	62	60	2	58	56	2	56	59	-3	42	48	-6	10	10	0	31	29	2		
ABC702	59	55	4	105	104	1	66	60	6	63	56	7	59	58	1	19	16	3	34	34	0		
2RN	12	16	-4	26	32	-6	13	17	-4	8	11	-3	11	18	-7	6	8	-2	14	18	-4		
NEWSR	11	9	2	24	19	5	11	10	1	8	7	1	10	8	2	5	4	1	9	8	1		
2JJJ	33	37	-4	56	59	-3	41	46	-5	35	42	-7	34	38	-4	9	10	-1	19	20	-1		
ABCFM	19	22	-3	26	26	0	24	31	-7	20	25	-5	21	27	-6	8	8	0	18	21	-3		
Total	552	561	-9	879	898	-19	711	701	10	608	610	-2	559	581	-22	177	189	-12	411	418	-7		



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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	+/-
Magic 2CH	211	234	-23	6	9	-3	5	8	-3	13	8	5	16	12	4	52	70	-18	119	128	-9
2GB	584	564	20	21	27	-6	13	18	-5	58	57	1	152	125	27	112	116	-4	229	222	7
2UE	338	310	28	10	7	3	11	2	9	37	34	3	92	67	25	69	76	-7	118	124	-6
SKY Sports Radio	89	91	-2	4	7	-3	1	2	-1	14	17	-3	28	25	3	23	20	3	19	19	0
104.1 2DAY FM	673	709	-36	146	154	-8	105	122	-17	210	227	-17	140	137	3	44	42	2	28	28	0
KIIS1065	862	872	-10	154	153	1	118	141	-23	304	297	7	202	218	-16	58	43	15	28	18	10
104.9 TRIPLE M	489	532	-43	48	65	-17	48	37	11	169	217	-48	167	160	7	44	40	4	14	12	2
NOVA96.9	927	899	28	186	203	-17	164	187	-23	351	329	22	178	148	30	36	23	13	11	8	3
smoothfm 95.3	878	830	48	69	77	-8	67	70	-3	214	212	2	251	216	35	150	144	6	127	112	15
WSFM	674	667	7	62	56	6	56	53	3	143	158	-15	236	229	7	126	118	8	51	51	0
ABC702	663	676	-13	29	33	-4	26	20	6	97	111	-14	166	182	-16	143	133	10	202	197	5
2RN	229	230	-1	9	11	-2	8	3	5	34	32	2	54	53	1	47	58	-11	76	74	2
NEWSR	286	238	48	23	18	5	26	13	13	43	56	-13	84	53	31	50	46	4	60	51	9
2JJJ	557	576	-19	57	56	1	136	131	5	219	241	-22	109	104	5	33	41	-8	3	3	0
ABCFM	240	287	-47	18	22	-4	26	26	0	31	34	-3	46	55	-9	30	47	-17	89	103	-14
Total	4071	4075	-4	421	423	-2	456	445	11	1072	1080	-8	957	958	-1	530	534	-4	634	635	-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	178	189	-11	88	92	-4	102	129	-27	108	121	-13	97	104	-7	43	64	-21	160	192	-32
2GB	552	523	29	423	388	35	356	326	30	340	323	17	276	281	-5	197	194	3	366	345	21
2UE	261	243	18	174	168	6	133	108	25	124	111	13	114	86	28	77	79	-2	261	237	24
SKY Sports Radio	61	71	-10	38	50	-12	11	17	-6	27	27	0	22	23	-1	6	10	-4	62	52	10
104.1 2DAY FM	572	594	-22	272	301	-29	171	165	6	268	251	17	295	306	-11	146	146	0	366	376	-10
KIIS1065	750	780	-30	491	528	-37	293	300	-7	390	391	-1	426	457	-31	220	227	-7	513	518	-5
104.9 TRIPLE M	429	479	-50	241	274	-33	161	197	-36	205	229	-24	210	240	-30	135	142	-7	260	269	-9
NOVA96.9	808	800	8	451	483	-32	282	274	8	377	372	5	455	437	18	269	262	7	575	519	56
smoothfm 95.3	780	738	42	420	397	23	356	349	7	410	406	4	430	405	25	255	235	20	572	522	50
WSFM	573	599	-26	361	344	17	268	270	-2	329	332	-3	351	351	0	163	171	-8	467	429	38
ABC702	591	599	-8	438	445	-7	317	293	24	306	295	11	343	332	11	206	189	17	456	457	-1
2RN	191	187	4	126	128	-2	91	89	2	71	76	-5	97	101	-4	71	71	0	175	173	2
NEWSR	245	202	43	151	134	17	87	67	20	95	84	11	95	79	16	53	43	10	189	165	24
2JJJ	498	526	-28	280	306	-26	202	203	-1	220	236	-16	276	302	-26	164	181	-17	346	359	-13
ABCFM	219	254	-35	117	140	-23	99	130	-31	112	133	-21	97	121	-24	85	91	-6	144	180	-36
Total	3934	3939	-5	3144	3178	-34	2364	2352	12	2624	2615	9	2848	2860	-12	1727	1779	-52	3366	3347	19