



SYDNEY RADIO - SURVEY 8 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	4.3	3.6	0.7	0.1	*	*	0.8	0.6	0.2	0.2	0.1	0.1	1.4	1.9	-0.5	5.4	2.9	2.5	13.2	10.9	2.3
2GB	11.3	13.0	-1.7	1.4	2.2	-0.8	0.2	0.3	-0.1	4.5	4.9	-0.4	7.1	8.4	-1.3	16.2	18.8	-2.6	25.7	27.8	-2.1
2UE	3.5	4.7	-1.2	0.1	0.3	-0.2	0.3	0.6	-0.3	1.5	1.6	-0.1	1.7	3.5	-1.8	3.6	6.5	-2.9	9.5	9.9	-0.4
SKY Sports Radio	1.1	0.8	0.3	0.6	0.2	0.4	0.6	0.6	0.0	0.5	0.5	0.0	1.0	0.5	0.5	1.6	1.5	0.1	1.7	1.1	0.6
104.1 2DAY FM	4.4	4.6	-0.2	8.9	13.2	-4.3	9.9	9.2	0.7	7.0	7.3	-0.3	3.8	4.6	-0.8	2.5	1.6	0.9	0.8	0.8	0.0
KIIS1065	9.0	9.1	-0.1	17.8	19.6	-1.8	13.6	11.5	2.1	11.7	12.1	-0.4	14.3	13.6	0.7	2.6	4.0	-1.4	1.2	1.3	-0.1
104.9 TRIPLE M	4.9	4.9	0.0	5.9	5.9	0.0	4.9	6.6	-1.7	7.2	7.3	-0.1	7.1	8.0	-0.9	4.6	2.3	2.3	0.3	0.5	-0.2
NOVA96.9	7.3	7.3	0.0	21.8	17.4	4.4	15.1	13.9	1.2	11.8	12.7	-0.9	7.0	8.5	-1.5	2.1	1.6	0.5	0.5	0.6	-0.1
smoothfm 95.3	8.8	9.7	-0.9	5.4	6.5	-1.1	6.2	6.4	-0.2	11.2	12.6	-1.4	9.4	10.5	-1.1	11.3	11.8	-0.5	5.9	6.8	-0.9
WSFM	8.3	6.9	1.4	6.1	7.5	-1.4	3.7	6.8	-3.1	8.4	6.8	1.6	12.0	9.2	2.8	9.7	9.0	0.7	5.1	3.0	2.1
ABC702	9.0	9.0	0.0	2.4	2.3	0.1	1.8	2.2	-0.4	2.4	1.4	1.0	7.0	6.4	0.6	15.3	17.3	-2.0	17.3	16.6	0.7
2RN	2.7	2.6	0.1	0.5	0.6	-0.1	0.1	0.2	-0.1	1.0	1.2	-0.2	1.7	2.1	-0.4	6.3	3.5	2.8	4.6	4.9	-0.3
NEWSR	1.6	1.9	-0.3	1.0	0.8	0.2	2.7	2.8	-0.1	1.6	1.6	0.0	1.2	2.1	-0.9	2.0	2.1	-0.1	1.7	1.8	-0.1
2JJJ	6.7	5.3	1.4	3.6	4.5	-0.9	15.9	15.9	0.0	11.8	11.2	0.6	8.3	4.9	3.4	2.8	2.0	0.8	0.1	0.1	0.0
ABCFM	2.3	2.7	-0.4	0.6	1.5	-0.9	0.4	1.0	-0.6	1.3	1.1	0.2	0.7	0.8	-0.1	3.4	2.8	0.6	5.5	6.7	-1.2

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	4.0	3.3	0.7	3.2	2.8	0.4	5.7	4.2	1.5	4.8	3.6	1.2	2.7	2.7	0.0	3.6	3.1	0.5	5.3	4.6	0.7
2GB	12.4	14.3	-1.9	14.5	16.9	-2.4	14.9	16.4	-1.5	9.5	12.8	-3.3	9.2	9.5	-0.3	13.5	14.0	-0.5	7.6	8.7	-1.1
2UE	2.8	3.9	-1.1	3.8	5.1	-1.3	2.7	4.2	-1.5	2.2	3.1	-0.9	1.3	2.1	-0.8	3.7	4.5	-0.8	6.0	7.3	-1.3
SKY Sports Radio	0.8	0.5	0.3	1.2	0.8	0.4	0.7	0.4	0.3	0.6	0.5	0.1	0.9	0.4	0.5	0.6	0.1	0.5	1.9	1.7	0.2
104.1 2DAY FM	4.5	4.7	-0.2	3.8	4.2	-0.4	3.7	3.9	-0.2	5.3	5.3	0.0	6.2	6.1	0.1	3.2	4.2	-1.0	4.2	4.3	-0.1
KIIS1065	9.6	9.7	-0.1	10.5	10.8	-0.3	8.9	9.4	-0.5	10.0	10.3	-0.3	9.5	9.2	0.3	7.3	6.9	0.4	7.2	6.9	0.3
104.9 TRIPLE M	5.2	5.3	-0.1	5.6	5.1	0.5	5.4	5.6	-0.2	5.4	6.0	-0.6	4.8	5.0	-0.2	3.3	3.7	-0.4	4.2	3.8	0.4
NOVA96.9	7.4	7.2	0.2	7.1	6.4	0.7	6.5	6.2	0.3	7.3	7.4	-0.1	9.1	9.4	-0.3	7.3	7.8	-0.5	7.3	7.6	-0.3
smoothfm 95.3	8.5	9.3	-0.8	6.7	6.7	0.0	8.2	9.8	-1.6	10.6	11.2	-0.6	9.1	10.4	-1.3	8.6	9.8	-1.2	9.8	11.0	-1.2
WSFM	8.5	6.9	1.6	8.7	7.0	1.7	9.5	7.6	1.9	10.1	8.0	2.1	7.0	6.1	0.9	4.9	4.3	0.6	7.6	6.9	0.7
ABC702	9.2	9.5	-0.3	10.8	10.7	0.1	8.0	7.9	0.1	8.2	9.1	-0.9	9.4	9.5	-0.1	8.9	10.5	-1.6	8.1	7.4	0.7
2RN	2.8	2.5	0.3	4.2	4.1	0.1	1.9	2.0	-0.1	1.4	1.0	0.4	2.4	2.3	0.1	4.1	3.3	0.8	2.6	2.7	-0.1
NEWSR	1.5	1.8	-0.3	2.1	2.6	-0.5	0.8	1.1	-0.3	0.6	0.8	-0.2	1.3	1.6	-0.3	3.2	3.3	-0.1	2.1	2.2	-0.1
2JJJ	6.4	5.2	1.2	5.3	4.8	0.5	5.9	4.6	1.3	5.8	3.7	2.1	8.9	7.5	1.4	8.1	7.6	0.5	7.5	5.7	1.8
ABCFM	2.2	2.5	-0.3	1.5	2.1	-0.6	2.4	2.5	-0.1	2.4	2.6	-0.2	3.2	3.1	0.1	2.1	2.5	-0.4	2.6	3.1	-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	22	18	4	*	*	*	*	*	*	*	*	*	2	2	0	4	2	2	16	13	3
2GB	58	66	-8	*	1	*	*	*	*	5	5	0	9	11	-2	13	16	-3	30	33	-3
2UE	18	24	-6	*	*	*	*	*	*	2	2	0	2	5	-3	3	5	-2	11	12	-1
SKY Sports Radio	6	4	2	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	1	1
104.1 2DAY FM	23	23	0	3	4	-1	4	3	1	8	8	0	5	6	-1	2	1	1	1	1	0
KIIS1065	47	46	1	6	6	0	5	4	1	14	13	1	19	18	1	2	3	-1	1	2	-1
104.9 TRIPLE M	25	25	0	2	2	0	2	2	0	8	8	0	9	11	-2	4	2	2	*	1	*
NOVA96.9	38	37	1	7	6	1	6	5	1	14	13	1	9	11	-2	2	1	1	1	1	0
smoothfm 95.3	45	49	-4	2	2	0	2	2	0	13	13	0	12	14	-2	9	10	-1	7	8	-1
WSFM	43	35	8	2	2	0	1	2	-1	10	7	3	16	12	4	8	7	1	6	4	2
ABC702	46	46	0	1	1	0	1	1	0	3	1	2	9	8	1	12	14	-2	21	20	1
2RN	14	13	1	*	*	*	*	*	*	1	1	0	2	3	-1	5	3	2	6	6	0
NEWSR	8	10	-2	*	*	*	1	1	0	2	2	0	2	3	-1	2	2	0	2	2	0
2JJJ	34	27	7	1	1	0	6	6	0	14	12	2	11	6	5	2	2	0	*	*	*
ABCFM	12	13	-1	*	*	*	*	*	*	2	1	1	1	1	0	3	2	1	6	8	-2
Total	516	507	9	31	33	-2	39	35	4	117	104	13	130	133	-3	81	83	-2	119	119	0

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
Magic 2CH	22	18	4	28	23	5	40	29	11	29	22	7	15	14	1	7	6	1	22	20	2						
2GB	69	78	-9	127	140	-13	105	113	-8	56	77	-21	51	51	0	28	29	-1	32	37	-5						
2UE	15	21	-6	33	43	-10	19	29	-10	13	19	-6	7	11	-4	8	9	-1	25	31	-6						
SKY Sports Radio	5	3	2	10	7	3	5	3	2	4	3	1	5	2	3	1	*	*	8	7	1						
104.1 2DAY FM	25	26	-1	33	35	-2	26	27	-1	32	32	0	35	33	2	7	9	-2	18	18	0						
KIIS1065	53	53	0	92	89	3	63	65	-2	59	62	-3	53	50	3	15	14	1	30	29	1						
104.9 TRIPLE M	29	29	0	49	42	7	38	39	-1	32	36	-4	27	27	0	7	8	-1	18	16	2						
NOVA96.9	41	39	2	62	53	9	46	43	3	43	44	-1	51	51	0	15	16	-1	31	32	-1						
smoothfm 95.3	47	51	-4	58	55	3	58	68	-10	63	67	-4	51	56	-5	18	20	-2	41	46	-5						
WSFM	47	38	9	76	58	18	67	53	14	60	48	12	39	33	6	10	9	1	32	29	3						
ABC702	51	52	-1	94	89	5	56	55	1	49	55	-6	53	51	2	19	21	-2	34	31	3						
2RN	15	14	1	36	34	2	14	14	0	8	6	2	14	12	2	9	7	2	11	11	0						
NEWSR	8	10	-2	19	22	-3	6	8	-2	3	5	-2	7	9	-2	7	7	0	9	9	0						
2JJJ	35	28	7	46	40	6	42	32	10	34	22	12	50	41	9	17	15	2	31	24	7						
ABCFM	12	14	-2	13	18	-5	17	17	0	14	16	-2	18	17	1	4	5	-1	11	13	-2						
Total	555	542	13	875	830	45	705	692	13	593	600	-7	559	542	17	208	203	5	419	420	-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	+/-
Magic 2CH	208	199	9	7	2	5	8	4	4	12	11	1	14	22	-8	43	39	4	125	123	2
2GB	553	579	-26	20	31	-11	6	9	-3	71	67	4	113	131	-18	119	127	-8	224	215	9
2UE	212	286	-74	5	10	-5	8	13	-5	20	25	-5	30	69	-39	44	63	-19	104	107	-3
SKY Sports Radio	93	83	10	12	5	7	7	5	2	16	16	0	19	19	0	11	16	-5	27	22	5
104.1 2DAY FM	666	634	32	108	108	0	121	110	11	220	199	21	133	141	-8	53	42	11	31	35	-4
KIIS1065	886	891	-5	172	153	19	144	131	13	284	299	-15	226	213	13	46	70	-24	15	25	-10
104.9 TRIPLE M	507	507	0	51	53	-2	56	64	-8	186	173	13	157	158	-1	49	43	6	9	17	-8
NOVA96.9	944	916	28	203	157	46	184	172	12	319	345	-26	187	190	-3	39	38	1	11	14	-3
smoothfm 95.3	763	811	-48	63	58	5	69	57	12	207	229	-22	200	210	-10	129	144	-15	94	113	-19
WSFM	695	679	16	70	77	-7	53	65	-12	165	140	25	215	210	5	116	123	-7	74	64	10
ABC702	649	618	31	34	24	10	30	31	-1	84	63	21	150	152	-2	147	144	3	205	204	1
2RN	200	227	-27	10	11	-1	2	5	-3	35	45	-10	50	55	-5	53	48	5	51	64	-13
NEWSR	254	287	-33	15	17	-2	35	37	-2	54	43	11	62	88	-26	41	44	-3	47	57	-10
2JJJ	584	561	23	71	58	13	122	128	-6	231	234	-3	123	103	20	35	35	0	2	3	-1
ABCFM	244	240	4	16	16	0	12	17	-5	51	45	6	36	36	0	47	40	7	82	86	-4
Total	4070	4065	5	418	410	8	451	461	-10	1076	1075	1	957	956	1	536	534	2	632	630	2

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	180	170	10	97	93	4	127	113	14	117	107	10	92	89	3	61	43	18	153	146	7
2GB	516	545	-29	381	414	-33	303	323	-20	286	313	-27	269	259	10	150	170	-20	331	377	-46
2UE	142	214	-72	105	145	-40	81	122	-41	67	101	-34	49	87	-38	54	73	-19	186	228	-42
SKY Sports Radio	73	53	20	45	35	10	21	10	11	25	20	5	28	13	15	13	5	8	68	61	7
104.1 2DAY FM	590	546	44	310	256	54	228	205	23	280	262	18	295	261	34	133	130	3	369	355	14
KIIS1065	820	795	25	535	523	12	326	306	20	381	391	-10	416	399	17	215	191	24	508	496	12
104.9 TRIPLE M	449	446	3	272	255	17	176	158	18	224	226	-2	217	214	3	104	114	-10	283	267	16
NOVA96.9	856	825	31	514	466	48	332	310	22	404	385	19	453	449	4	253	271	-18	556	573	-17
smoothfm 95.3	674	719	-45	374	350	24	304	331	-27	377	403	-26	356	365	-9	209	234	-25	495	535	-40
WSFM	628	591	37	383	360	23	307	283	24	346	323	23	311	305	6	170	149	21	418	429	-11
ABC702	606	571	35	395	373	22	275	274	1	307	281	26	332	298	34	186	197	-11	391	385	6
2RN	183	203	-20	136	149	-13	76	85	-9	72	62	10	84	101	-17	76	83	-7	126	156	-30
NEWSR	208	237	-29	121	138	-17	58	77	-19	61	64	-3	80	82	-2	71	72	-1	163	198	-35
2JJJ	516	497	19	306	286	20	226	213	13	248	234	14	301	264	37	185	161	24	407	365	42
ABCFM	213	209	4	104	106	-2	87	81	6	106	112	-6	124	99	25	69	69	0	133	138	-5
Total	3957	3936	21	3208	3091	117	2460	2403	57	2682	2664	18	2803	2740	63	1736	1685	51	3366	3366	0