



# SYDNEY RADIO - SURVEY 7 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	3.1	0.5	*	0.2	*	0.6	*	*	0.1	0.7	-0.6	1.9	0.6	1.3	2.9	4.9	-2.0	10.9	8.1	2.8
2GB	13.0	13.3	-0.3	2.2	1.7	0.5	0.3	1.4	-1.1	4.9	3.1	1.8	8.4	10.8	-2.4	18.8	14.5	4.3	27.8	29.3	-1.5
2UE	4.7	5.2	-0.5	0.3	0.4	-0.1	0.6	0.4	0.2	1.6	1.0	0.6	3.5	4.2	-0.7	6.5	6.4	0.1	9.9	11.4	-1.5
SKY Sports Radio	0.8	0.8	0.0	0.2	0.1	0.1	0.6	*	*	0.5	0.8	-0.3	0.5	0.7	-0.2	1.5	1.7	-0.2	1.1	0.6	0.5
104.1 2DAY FM	4.6	4.3	0.3	13.2	13.5	-0.3	9.2	7.7	1.5	7.3	8.6	-1.3	4.6	3.4	1.2	1.6	1.1	0.5	0.8	0.6	0.2
KIIS1065	9.1	7.8	1.3	19.6	18.5	1.1	11.5	7.6	3.9	12.1	13.9	-1.8	13.6	9.3	4.3	4.0	4.9	-0.9	1.3	1.1	0.2
104.9 TRIPLE M	4.9	5.0	-0.1	5.9	4.0	1.9	6.6	5.4	1.2	7.3	8.0	-0.7	8.0	9.8	-1.8	2.3	1.6	0.7	0.5	0.3	0.2
NOVA96.9	7.3	7.0	0.3	17.4	17.2	0.2	13.9	11.3	2.6	12.7	11.7	1.0	8.5	9.4	-0.9	1.6	1.9	-0.3	0.6	0.3	0.3
smoothfm 95.3	9.7	9.8	-0.1	6.5	7.5	-1.0	6.4	7.3	-0.9	12.6	8.8	3.8	10.5	11.6	-1.1	11.8	14.7	-2.9	6.8	6.7	0.1
WSFM	6.9	7.7	-0.8	7.5	5.4	2.1	6.8	15.1	-8.3	6.8	7.0	-0.2	9.2	11.2	-2.0	9.0	8.5	0.5	3.0	2.4	0.6
ABC702	9.0	10.1	-1.1	2.3	2.8	-0.5	2.2	1.6	0.6	1.4	3.3	-1.9	6.4	8.7	-2.3	17.3	16.8	0.5	16.6	16.5	0.1
2RN	2.6	2.4	0.2	0.6	0.1	0.5	0.2	0.3	-0.1	1.2	1.0	0.2	2.1	1.6	0.5	3.5	4.1	-0.6	4.9	4.5	0.4
NEWSR	1.9	2.1	-0.2	0.8	1.4	-0.6	2.8	1.3	1.5	1.6	1.7	-0.1	2.1	2.0	0.1	2.1	3.7	-1.6	1.8	1.7	0.1
2JJJ	5.3	5.7	-0.4	4.5	5.8	-1.3	15.9	16.3	-0.4	11.2	13.2	-2.0	4.9	4.2	0.7	2.0	3.0	-1.0	0.1	0.1	0.0
ABCFM	2.7	3.6	-0.9	1.5	5.1	-3.6	1.0	2.4	-1.4	1.1	0.7	0.4	0.8	2.0	-1.2	2.8	1.6	1.2	6.7	8.8	-2.1

## 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	3.3	2.9	0.4	2.8	2.4	0.4	4.2	3.5	0.7	3.6	3.1	0.5	2.7	2.7	0.0	3.1	2.4	0.7	4.6	4.1	0.5
2GB	14.3	14.6	-0.3	16.9	16.2	0.7	16.4	17.5	-1.1	12.8	13.1	-0.3	9.5	9.6	-0.1	14.0	15.9	-1.9	8.7	9.0	-0.3
2UE	3.9	4.3	-0.4	5.1	5.4	-0.3	4.2	4.7	-0.5	3.1	3.3	-0.2	2.1	2.7	-0.6	4.5	5.2	-0.7	7.3	8.4	-1.1
SKY Sports Radio	0.5	0.6	-0.1	0.8	1.3	-0.5	0.4	0.2	0.2	0.5	0.4	0.1	0.4	0.3	0.1	0.1	0.2	-0.1	1.7	1.4	0.3
104.1 2DAY FM	4.7	4.4	0.3	4.2	4.3	-0.1	3.9	2.8	1.1	5.3	4.5	0.8	6.1	5.9	0.2	4.2	4.9	-0.7	4.3	4.0	0.3
KIIS1065	9.7	8.3	1.4	10.8	8.9	1.9	9.4	7.6	1.8	10.3	8.4	1.9	9.2	8.9	0.3	6.9	6.2	0.7	6.9	6.5	0.4
104.9 TRIPLE M	5.3	5.4	-0.1	5.1	5.3	-0.2	5.6	6.3	-0.7	6.0	5.6	0.4	5.0	4.7	0.3	3.7	4.4	-0.7	3.8	3.8	0.0
NOVA96.9	7.2	6.8	0.4	6.4	6.4	0.0	6.2	5.1	1.1	7.4	6.5	0.9	9.4	9.3	0.1	7.8	8.0	-0.2	7.6	7.6	0.0
smoothfm 95.3	9.3	9.7	-0.4	6.7	7.0	-0.3	9.8	10.9	-1.1	11.2	11.3	-0.1	10.4	11.3	-0.9	9.8	8.8	1.0	11.0	9.9	1.1
WSFM	6.9	7.7	-0.8	7.0	7.0	0.0	7.6	8.2	-0.6	8.0	9.2	-1.2	6.1	7.5	-1.4	4.3	5.4	-1.1	6.9	7.5	-0.6
ABC702	9.5	10.7	-1.2	10.7	11.9	-1.2	7.9	9.2	-1.3	9.1	10.4	-1.3	9.5	10.6	-1.1	10.5	10.9	-0.4	7.4	8.2	-0.8
2RN	2.5	2.2	0.3	4.1	2.9	1.2	2.0	1.8	0.2	1.0	1.3	-0.3	2.3	2.0	0.3	3.3	3.2	0.1	2.7	3.3	-0.6
NEWSR	1.8	2.0	-0.2	2.6	2.8	-0.2	1.1	1.6	-0.5	0.8	1.3	-0.5	1.6	1.7	-0.1	3.3	2.6	0.7	2.2	2.3	-0.1
2JJJ	5.2	5.9	-0.7	4.8	6.3	-1.5	4.6	5.7	-1.1	3.7	5.8	-2.1	7.5	6.0	1.5	7.6	5.3	2.3	5.7	4.7	1.0
ABCFM	2.5	3.4	-0.9	2.1	2.9	-0.8	2.5	3.4	-0.9	2.6	3.3	-0.7	3.1	3.8	-0.7	2.5	4.4	-1.9	3.1	4.5	-1.4



# SYDNEY RADIO - SURVEY 7 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	18	16	2	*	*	*	*	*	*	*	1	*	2	1	1	2	4	-2	13	10	3
2GB	66	68	-2	1	1	0	*	1	*	5	3	2	11	14	-3	16	12	4	33	38	-5
2UE	24	27	-3	*	*	*	*	*	*	2	1	1	5	6	-1	5	5	0	12	15	-3
SKY Sports Radio	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0
104.1 2DAY FM	23	22	1	4	4	0	3	3	0	8	8	0	6	5	1	1	1	0	1	1	0
KIIS1065	46	40	6	6	6	0	4	3	1	13	13	0	18	12	6	3	4	-1	2	1	1
104.9 TRIPLE M	25	26	-1	2	1	1	2	2	0	8	8	0	11	13	-2	2	1	1	1	*	*
NOVA96.9	37	36	1	6	6	0	5	4	1	13	11	2	11	12	-1	1	2	-1	1	*	*
smoothfm 95.3	49	50	-1	2	2	0	2	3	-1	13	8	5	14	15	-1	10	12	-2	8	9	-1
WSFM	35	39	-4	2	2	0	2	6	-4	7	7	0	12	15	-3	7	7	0	4	3	1
ABC702	46	52	-6	1	1	0	1	1	0	1	3	-2	8	12	-4	14	14	0	20	21	-1
2RN	13	12	1	*	*	*	*	*	*	1	1	0	3	2	1	3	3	0	6	6	0
NEWSR	10	11	-1	*	*	*	1	*	*	2	2	0	3	3	0	2	3	-1	2	2	0
2JJJ	27	29	-2	1	2	-1	6	6	0	12	13	-1	6	6	0	2	3	-1	*	*	*
ABCFM	13	19	-6	*	2	*	*	1	*	1	1	0	1	3	-2	2	1	1	8	11	-3
<b>Total</b>	<b>507</b>	<b>511</b>	<b>-4</b>	<b>33</b>	<b>33</b>	<b>0</b>	<b>35</b>	<b>37</b>	<b>-2</b>	<b>104</b>	<b>96</b>	<b>8</b>	<b>133</b>	<b>133</b>	<b>0</b>	<b>83</b>	<b>84</b>	<b>-1</b>	<b>119</b>	<b>128</b>	<b>-9</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 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
Magic 2CH	18	16	2	23	21	2	29	25	4	22	19	3	14	15	-1	6	4	2	20	17	3						
2GB	78	81	-3	140	142	-2	113	125	-12	77	80	-3	51	54	-3	29	28	1	37	37	0						
2UE	21	24	-3	43	47	-4	29	34	-5	19	20	-1	11	15	-4	9	9	0	31	35	-4						
SKY Sports Radio	3	3	0	7	11	-4	3	1	2	3	3	0	2	2	0	*	*	*	7	6	1						
104.1 2DAY FM	26	24	2	35	38	-3	27	20	7	32	28	4	33	33	0	9	9	0	18	16	2						
KIIS1065	53	46	7	89	78	11	65	54	11	62	51	11	50	50	0	14	11	3	29	27	2						
104.9 TRIPLE M	29	30	-1	42	47	-5	39	45	-6	36	34	2	27	26	1	8	8	0	16	16	0						
NOVA96.9	39	37	2	53	57	-4	43	36	7	44	40	4	51	52	-1	16	14	2	32	31	1						
smoothfm 95.3	51	54	-3	55	62	-7	68	78	-10	67	69	-2	56	63	-7	20	15	5	46	41	5						
WSFM	38	43	-5	58	62	-4	53	58	-5	48	56	-8	33	42	-9	9	10	-1	29	31	-2						
ABC702	52	59	-7	89	105	-16	55	66	-11	55	63	-8	51	59	-8	21	19	2	31	34	-3						
2RN	14	12	2	34	26	8	14	13	1	6	8	-2	12	11	1	7	6	1	11	14	-3						
NEWSR	10	11	-1	22	24	-2	8	11	-3	5	8	-3	9	10	-1	7	5	2	9	9	0						
2JJJ	28	33	-5	40	56	-16	32	41	-9	22	35	-13	41	34	7	15	9	6	24	19	5						
ABCFM	14	19	-5	18	26	-8	17	24	-7	16	20	-4	17	21	-4	5	8	-3	13	18	-5						
<b>Total</b>	<b>542</b>	<b>552</b>	<b>-10</b>	<b>830</b>	<b>879</b>	<b>-49</b>	<b>692</b>	<b>711</b>	<b>-19</b>	<b>600</b>	<b>608</b>	<b>-8</b>	<b>542</b>	<b>559</b>	<b>-17</b>	<b>203</b>	<b>177</b>	<b>26</b>	<b>420</b>	<b>411</b>	<b>9</b>						



# SYDNEY RADIO - SURVEY 7 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	199	211	-12	2	6	-4	4	5	-1	11	13	-2	22	16	6	39	52	-13	123	119	4
2GB	579	584	-5	31	21	10	9	13	-4	67	58	9	131	152	-21	127	112	15	215	229	-14
2UE	286	338	-52	10	10	0	13	11	2	25	37	-12	69	92	-23	63	69	-6	107	118	-11
SKY Sports Radio	83	89	-6	5	4	1	5	1	4	16	14	2	19	28	-9	16	23	-7	22	19	3
104.1 2DAY FM	634	673	-39	108	146	-38	110	105	5	199	210	-11	141	140	1	42	44	-2	35	28	7
KIIS1065	891	862	29	153	154	-1	131	118	13	299	304	-5	213	202	11	70	58	12	25	28	-3
104.9 TRIPLE M	507	489	18	53	48	5	64	48	16	173	169	4	158	167	-9	43	44	-1	17	14	3
NOVA96.9	916	927	-11	157	186	-29	172	164	8	345	351	-6	190	178	12	38	36	2	14	11	3
smoothfm 95.3	811	878	-67	58	69	-11	57	67	-10	229	214	15	210	251	-41	144	150	-6	113	127	-14
WSFM	679	674	5	77	62	15	65	56	9	140	143	-3	210	236	-26	123	126	-3	64	51	13
ABC702	618	663	-45	24	29	-5	31	26	5	63	97	-34	152	166	-14	144	143	1	204	202	2
2RN	227	229	-2	11	9	2	5	8	-3	45	34	11	55	54	1	48	47	1	64	76	-12
NEWSR	287	286	1	17	23	-6	37	26	11	43	43	0	88	84	4	44	50	-6	57	60	-3
2JJJ	561	557	4	58	57	1	128	136	-8	234	219	15	103	109	-6	35	33	2	3	3	0
ABCFM	240	240	0	16	18	-2	17	26	-9	45	31	14	36	46	-10	40	30	10	86	89	-3
<b>Total</b>	<b>4065</b>	<b>4071</b>	<b>-6</b>	<b>410</b>	<b>421</b>	<b>-11</b>	<b>461</b>	<b>456</b>	<b>5</b>	<b>1075</b>	<b>1072</b>	<b>3</b>	<b>956</b>	<b>957</b>	<b>-1</b>	<b>534</b>	<b>530</b>	<b>4</b>	<b>630</b>	<b>634</b>	<b>-4</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	+/-
Magic 2CH	170	178	-8	93	88	5	113	102	11	107	108	-1	89	97	-8	43	43	0	146	160	-14
2GB	545	552	-7	414	423	-9	323	356	-33	313	340	-27	259	276	-17	170	197	-27	377	366	11
2UE	214	261	-47	145	174	-29	122	133	-11	101	124	-23	87	114	-27	73	77	-4	228	261	-33
SKY Sports Radio	53	61	-8	35	38	-3	10	11	-1	20	27	-7	13	22	-9	5	6	-1	61	62	-1
104.1 2DAY FM	546	572	-26	256	272	-16	205	171	34	262	268	-6	261	295	-34	130	146	-16	355	366	-11
KIIS1065	795	750	45	523	491	32	306	293	13	391	390	1	399	426	-27	191	220	-29	496	513	-17
104.9 TRIPLE M	446	429	17	255	241	14	158	161	-3	226	205	21	214	210	4	114	135	-21	267	260	7
NOVA96.9	825	808	17	466	451	15	310	282	28	385	377	8	449	455	-6	271	269	2	573	575	-2
smoothfm 95.3	719	780	-61	350	420	-70	331	356	-25	403	410	-7	365	430	-65	234	255	-21	535	572	-37
WSFM	591	573	18	360	361	-1	283	268	15	323	329	-6	305	351	-46	149	163	-14	429	467	-38
ABC702	571	591	-20	373	438	-65	274	317	-43	281	306	-25	298	343	-45	197	206	-9	385	456	-71
2RN	203	191	12	149	126	23	85	91	-6	62	71	-9	101	97	4	83	71	12	156	175	-19
NEWSR	237	245	-8	138	151	-13	77	87	-10	64	95	-31	82	95	-13	72	53	19	198	189	9
2JJJ	497	498	-1	286	280	6	213	202	11	234	220	14	264	276	-12	161	164	-3	365	346	19
ABCFM	209	219	-10	106	117	-11	81	99	-18	112	112	0	99	97	2	69	85	-16	138	144	-6
<b>Total</b>	<b>3936</b>	<b>3934</b>	<b>2</b>	<b>3091</b>	<b>3144</b>	<b>-53</b>	<b>2403</b>	<b>2364</b>	<b>39</b>	<b>2664</b>	<b>2624</b>	<b>40</b>	<b>2740</b>	<b>2848</b>	<b>-108</b>	<b>1685</b>	<b>1727</b>	<b>-42</b>	<b>3366</b>	<b>3366</b>	<b>0</b>