

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 4 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	3.7	3.9	-0.2	0.3	0.3	0.0	0.4	0.1	0.3	0.1	1.0	-0.9	0.8	1.0	-0.2	5.9	4.1	1.8	11.2	11.9	-0.7
2GB	11.6	11.8	-0.2	2.9	3.2	-0.3	1.5	0.4	1.1	2.8	3.6	-0.8	9.1	7.6	1.5	13.2	16.4	-3.2	28.0	27.3	0.7
2UE	4.0	3.7	0.3	1.0	1.4	-0.4	0.1	0.1	0.0	0.8	0.8	0.0	2.8	3.0	-0.2	7.9	6.2	1.7	8.2	7.1	1.1
SKY Sports Radio	0.9	0.8	0.1	0.4	0.1	0.3	*	*	*	0.3	0.5	-0.2	1.8	1.2	0.6	1.6	1.7	-0.1	0.8	0.6	0.2
104.1 2DAY FM	4.1	4.4	-0.3	12.9	12.0	0.9	8.9	9.3	-0.4	5.7	7.5	-1.8	3.3	3.2	0.1	2.3	1.6	0.7	0.4	0.8	-0.4
KIIS1065	8.1	8.1	0.0	15.7	17.8	-2.1	10.1	11.5	-1.4	15.5	15.6	-0.1	9.4	8.3	1.1	2.3	3.0	-0.7	0.5	0.4	0.1
104.9 TRIPLE M	6.5	6.0	0.5	6.0	5.4	0.6	8.1	5.5	2.6	10.9	12.8	-1.9	9.7	8.5	1.2	3.5	2.1	1.4	0.1	0.2	-0.1
NOVA96.9	8.1	7.0	1.1	17.9	17.1	0.8	16.9	16.0	0.9	15.8	12.0	3.8	7.3	7.1	0.2	1.2	1.2	0.0	0.1	0.2	-0.1
smoothfm 95.3	9.1	7.7	1.4	8.2	7.3	0.9	5.3	4.8	0.5	10.5	7.9	2.6	9.8	8.5	1.3	12.4	11.4	1.0	6.0	5.1	0.9
WSFM	6.2	6.9	-0.7	6.3	3.2	3.1	5.1	4.6	0.5	5.2	5.6	-0.4	7.5	10.8	-3.3	9.0	10.5	-1.5	4.2	3.3	0.9
ABC702	9.3	9.9	-0.6	5.1	5.9	-0.8	1.6	1.7	-0.1	2.0	1.9	0.1	8.9	8.0	0.9	13.9	18.2	-4.3	17.6	17.6	0.0
2RN	3.5	3.0	0.5	0.1	1.9	-1.8	2.8	3.6	-0.8	0.5	0.6	-0.1	3.7	1.6	2.1	7.7	5.3	2.4	4.6	5.0	-0.4
NEWSR	1.4	1.7	-0.3	1.1	1.7	-0.6	0.3	0.6	-0.3	1.2	0.6	0.6	1.6	3.2	-1.6	1.7	1.3	0.4	1.5	1.9	-0.4
2JJJ	5.8	6.7	-0.9	6.9	6.5	0.4	18.7	21.2	-2.5	10.9	11.6	-0.7	4.4	6.8	-2.4	2.2	2.2	0.0	*	*	*
ABCFM	3.2	3.9	-0.7	1.2	1.1	0.1	1.4	1.4	0.0	1.2	1.5	-0.3	2.1	3.2	-1.1	4.4	3.5	0.9	6.6	9.0	-2.4

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	+/-
Magic 2CH	3.4	3.7	-0.3	2.3	2.7	-0.4	4.4	4.6	-0.2	4.3	5.3	-1.0	3.0	3.3	-0.3	3.2	2.4	0.8	5.0	4.3	0.7
2GB	12.7	12.7	0.0	14.1	14.2	-0.1	15.7	15.4	0.3	11.3	11.4	-0.1	7.4	7.5	-0.1	14.4	14.6	-0.2	8.3	9.0	-0.7
2UE	3.2	2.7	0.5	3.7	3.3	0.4	3.4	2.5	0.9	3.0	2.3	0.7	1.7	1.8	-0.1	4.8	3.7	1.1	6.5	6.8	-0.3
SKY Sports Radio	0.8	0.8	0.0	1.1	1.6	-0.5	0.7	0.3	0.4	0.5	0.4	0.1	0.4	0.6	-0.2	1.1	0.4	0.7	1.5	1.1	0.4
104.1 2DAY FM	4.3	4.8	-0.5	3.9	3.3	0.6	3.2	4.5	-1.3	3.5	5.0	-1.5	7.0	7.8	-0.8	4.8	4.1	0.7	3.5	3.1	0.4
KIIS1065	8.4	8.4	0.0	10.4	9.9	0.5	6.3	6.9	-0.6	6.7	7.2	-0.5	10.2	10.1	0.1	7.0	6.3	0.7	7.4	7.1	0.3
104.9 TRIPLE M	7.0	6.4	0.6	7.1	6.4	0.7	6.6	5.5	1.1	8.1	7.5	0.6	6.3	6.4	-0.1	6.0	5.9	0.1	4.8	4.9	-0.1
NOVA96.9	8.2	7.1	1.1	7.7	7.4	0.3	6.8	5.8	1.0	8.4	6.2	2.2	10.1	8.7	1.4	9.0	7.9	1.1	7.7	6.6	1.1
smoothfm 95.3	8.8	7.3	1.5	7.4	6.4	1.0	9.8	7.9	1.9	10.0	8.0	2.0	8.4	7.1	1.3	9.1	7.7	1.4	9.9	9.0	0.9
WSFM	6.3	7.0	-0.7	6.1	6.9	-0.8	6.5	7.6	-1.1	7.2	7.8	-0.6	6.0	6.3	-0.3	4.9	5.2	-0.3	5.8	6.8	-1.0
ABC702	9.5	10.3	-0.8	11.6	12.2	-0.6	9.0	10.0	-1.0	8.6	9.3	-0.7	9.5	10.0	-0.5	6.6	8.4	-1.8	8.5	8.6	-0.1
2RN	3.2	2.8	0.4	4.1	3.6	0.5	2.5	1.9	0.6	1.7	1.4	0.3	3.8	3.3	0.5	3.9	4.7	-0.8	4.4	3.5	0.9
NEWSR	1.4	1.6	-0.2	1.7	2.3	-0.6	1.0	0.9	0.1	0.8	0.7	0.1	1.2	1.2	0.0	2.4	3.8	-1.4	1.4	2.0	-0.6
2JJJ	6.1	7.0	-0.9	5.5	6.4	-0.9	6.5	7.8	-1.3	6.8	8.1	-1.3	6.7	7.0	-0.3	4.4	4.7	-0.3	4.9	5.5	-0.6
ABCFM	2.9	3.6	-0.7	2.1	2.7	-0.6	3.4	4.4	-1.0	3.3	4.0	-0.7	3.4	3.6	-0.2	2.9	3.9	-1.0	3.9	4.9	-1.0



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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	19	20	-1	*	*	*	*	*	*	*	1	*	1	1	0	4	3	1	13	14	-1
2GB	58	61	-3	1	1	0	1	*	*	3	4	-1	11	10	1	10	14	-4	33	32	1
2UE	20	19	1	*	*	*	*	*	*	1	1	0	3	4	-1	6	5	1	10	8	2
SKY Sports Radio	5	4	1	*	*	*	*	*	*	*	1	*	2	2	0	1	1	0	1	1	0
104.1 2DAY FM	21	23	-2	4	4	0	3	4	-1	7	8	-1	4	4	0	2	1	1	*	1	*
KIIS1065	41	42	-1	5	6	-1	4	5	-1	18	17	1	11	11	0	2	3	-1	1	*	*
104.9 TRIPLE M	33	31	2	2	2	0	3	2	1	13	14	-1	12	11	1	3	2	1	*	*	*
NOVA96.9	41	36	5	6	6	0	7	7	0	19	13	6	9	9	0	1	1	0	*	*	*
smoothfm 95.3	46	40	6	3	3	0	2	2	0	12	9	3	12	11	1	9	10	-1	7	6	1
WSFM	31	36	-5	2	1	1	2	2	0	6	6	0	9	14	-5	7	9	-2	5	4	1
ABC702	47	51	-4	2	2	0	1	1	0	2	2	0	11	10	1	11	15	-4	21	21	0
2RN	17	15	2	*	1	*	1	1	0	1	1	0	5	2	3	6	5	1	5	6	-1
NEWSR	7	9	-2	*	1	*	*	*	*	1	1	0	2	4	-2	1	1	0	2	2	0
2JJJ	29	34	-5	2	2	0	7	9	-2	13	13	0	5	9	-4	2	2	0	*	*	*
ABCFM	16	20	-4	*	*	*	1	1	0	1	2	-1	3	4	-1	3	3	0	8	11	-3
Total	503	516	-13	32	35	-3	39	41	-2	117	109	8	122	129	-7	76	84	-8	117	117	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	18	20	-2	20	24	-4	29	31	-2	24	30	-6	17	19	-2	6	4	2	21	19	2						
2GB	68	70	-2	121	125	-4	102	106	-4	64	66	-2	43	44	-1	28	28	0	35	39	-4						
2UE	17	15	2	32	29	3	22	17	5	17	13	4	10	11	-1	9	7	2	27	30	-3						
SKY Sports Radio	4	4	0	9	14	-5	4	2	2	3	2	1	3	4	-1	2	1	1	6	5	1						
104.1 2DAY FM	23	26	-3	33	29	4	21	31	-10	19	29	-10	41	46	-5	9	8	1	15	14	1						
KIIS1065	45	46	-1	89	87	2	41	48	-7	38	41	-3	60	60	0	14	12	2	31	31	0						
104.9 TRIPLE M	37	35	2	61	56	5	43	38	5	45	43	2	37	38	-1	12	11	1	20	21	-1						
NOVA96.9	44	39	5	66	65	1	44	40	4	47	35	12	59	51	8	18	15	3	32	29	3						
smoothfm 95.3	47	40	7	64	56	8	64	55	9	56	46	10	49	42	7	18	15	3	41	39	2						
WSFM	34	38	-4	53	60	-7	42	53	-11	40	45	-5	35	37	-2	9	10	-1	24	29	-5						
ABC702	51	57	-6	99	107	-8	59	69	-10	48	53	-5	55	59	-4	13	16	-3	35	37	-2						
2RN	17	15	2	35	31	4	16	13	3	10	8	2	22	19	3	8	9	-1	18	15	3						
NEWSR	7	9	-2	15	21	-6	7	6	1	5	4	1	7	7	0	5	7	-2	6	9	-3						
2JJJ	33	38	-5	48	56	-8	42	54	-12	38	46	-8	39	41	-2	9	9	0	20	24	-4						
ABCFM	16	20	-4	18	24	-6	22	31	-9	18	23	-5	20	21	-1	6	7	-1	16	21	-5						
Total	537	548	-11	859	877	-18	651	689	-38	561	573	-12	583	589	-6	195	189	6	419	434	-15						

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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	235	226	9	6	8	-2	7	6	1	7	11	-4	22	24	-2	64	50	14	130	128	2
2GB	579	570	9	27	26	1	20	15	5	79	65	14	129	133	-4	113	122	-9	212	210	2
2UE	284	268	16	16	20	-4	4	4	0	26	24	2	56	53	3	61	56	5	122	110	12
SKY Sports Radio	78	85	-7	8	7	1	4	4	0	15	11	4	16	24	-8	16	16	0	19	22	-3
104.1 2DAY FM	720	664	56	141	126	15	131	106	25	254	257	-3	125	117	8	39	31	8	30	26	4
KIIS1065	914	940	-26	171	203	-32	143	130	13	346	362	-16	198	195	3	42	39	3	14	11	3
104.9 TRIPLE M	569	536	33	68	57	11	61	51	10	211	213	-2	177	168	9	44	41	3	8	6	2
NOVA96.9	922	917	5	174	175	-1	214	199	15	319	305	14	190	207	-17	16	22	-6	9	9	0
smoothfm 95.3	802	753	49	77	76	1	61	63	-2	226	182	44	180	184	-4	162	157	5	97	91	6
WSFM	649	719	-70	40	39	1	60	46	14	152	176	-24	205	257	-52	125	137	-12	66	63	3
ABC702	668	651	17	49	48	1	18	20	-2	91	69	22	192	163	29	119	153	-34	198	197	1
2RN	195	201	-6	5	12	-7	10	14	-4	19	15	4	49	46	3	48	36	12	65	78	-13
NEWSR	215	250	-35	19	15	4	10	15	-5	58	35	23	55	104	-49	36	31	5	37	49	-12
2JJJ	585	631	-46	65	69	-4	139	151	-12	234	244	-10	112	129	-17	32	30	2	3	7	-4
ABCFM	277	267	10	14	14	0	21	25	-4	39	36	3	56	57	-1	49	41	8	98	93	5
Total	4079	4079	0	421	424	-3	448	451	-3	1083	1076	7	955	955	0	536	539	-3	636	634	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	194	195	-1	105	116	-11	123	101	22	137	139	-2	109	105	4	69	53	16	193	182	11
2GB	524	521	3	375	393	-18	313	330	-17	300	278	22	247	252	-5	188	179	9	349	363	-14
2UE	217	205	12	134	130	4	104	96	8	101	94	7	78	87	-9	66	60	6	222	215	7
SKY Sports Radio	58	63	-5	40	47	-7	16	15	1	18	14	4	15	21	-6	15	16	-1	41	56	-15
104.1 2DAY FM	628	597	31	295	286	9	213	213	0	255	269	-14	355	360	-5	164	151	13	376	315	61
KIIS1065	818	851	-33	564	574	-10	309	345	-36	384	413	-29	441	442	-1	211	213	-2	523	548	-25
104.9 TRIPLE M	509	477	32	328	298	30	205	209	-4	252	231	21	280	277	3	158	142	16	311	311	0
NOVA96.9	811	819	-8	472	468	4	289	282	7	348	341	7	456	456	0	276	255	21	577	561	16
smoothfm 95.3	708	656	52	372	350	22	360	319	41	372	329	43	376	343	33	217	195	22	516	502	14
WSFM	583	641	-58	316	363	-47	262	307	-45	284	340	-56	273	319	-46	163	170	-7	372	420	-48
ABC702	594	587	7	452	442	10	287	316	-29	276	291	-15	317	334	-17	179	170	9	423	400	23
2RN	166	180	-14	121	117	4	78	90	-12	65	73	-8	95	89	6	74	72	2	150	147	3
NEWSR	187	218	-31	131	139	-8	57	61	-4	65	66	-1	72	86	-14	51	85	-34	130	150	-20
2JJJ	523	564	-41	304	331	-27	203	243	-40	247	289	-42	290	312	-22	170	181	-11	347	370	-23
ABCFM	236	241	-5	115	120	-5	117	119	-2	134	138	-4	105	110	-5	66	87	-21	182	185	-3
Total	3948	3972	-24	3180	3250	-70	2399	2483	-84	2604	2605	-1	2810	2855	-45	1829	1793	36	3369	3391	-22