



SYDNEY RADIO - SURVEY 3 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	3.9	3.6	0.3	0.3	0.2	0.1	0.1	0.7	-0.6	1.0	1.8	-0.8	1.0	1.6	-0.6	4.1	3.4	0.7	11.9	9.2	2.7
2GB	11.8	12.1	-0.3	3.2	4.7	-1.5	0.4	0.3	0.1	3.6	2.9	0.7	7.6	6.0	1.6	16.4	17.2	-0.8	27.3	28.4	-1.1
2UE	3.7	3.6	0.1	1.4	1.1	0.3	0.1	0.1	0.0	0.8	0.3	0.5	3.0	2.3	0.7	6.2	6.1	0.1	7.1	7.8	-0.7
SKY Sports Radio	0.8	1.1	-0.3	0.1	0.2	-0.1	*	0.6	*	0.5	0.5	0.0	1.2	1.8	-0.6	1.7	1.7	0.0	0.6	0.9	-0.3
104.1 2DAY FM	4.4	4.2	0.2	12.0	9.2	2.8	9.3	8.2	1.1	7.5	7.9	-0.4	3.2	3.9	-0.7	1.6	1.4	0.2	0.8	0.6	0.2
KIIS1065	8.1	9.4	-1.3	17.8	21.1	-3.3	11.5	14.0	-2.5	15.6	18.3	-2.7	8.3	9.9	-1.6	3.0	2.8	0.2	0.4	1.1	-0.7
104.9 TRIPLE M	6.0	6.7	-0.7	5.4	3.8	1.6	5.5	6.5	-1.0	12.8	12.1	0.7	8.5	11.4	-2.9	2.1	3.3	-1.2	0.2	0.2	0.0
NOVA96.9	7.0	5.9	1.1	17.1	18.9	-1.8	16.0	16.7	-0.7	12.0	9.8	2.2	7.1	4.8	2.3	1.2	0.7	0.5	0.2	0.2	0.0
smoothfm 95.3	7.7	6.9	0.8	7.3	6.5	0.8	4.8	3.7	1.1	7.9	5.0	2.9	8.5	7.9	0.6	11.4	13.4	-2.0	5.1	4.5	0.6
WSFM	6.9	8.1	-1.2	3.2	3.6	-0.4	4.6	4.4	0.2	5.6	6.4	-0.8	10.8	13.7	-2.9	10.5	12.2	-1.7	3.3	3.6	-0.3
ABC702	9.9	9.7	0.2	5.9	3.5	2.4	1.7	3.3	-1.6	1.9	3.4	-1.5	8.0	6.0	2.0	18.2	16.3	1.9	17.6	18.3	-0.7
2RN	3.0	2.1	0.9	1.9	2.4	-0.5	3.6	0.8	2.8	0.6	0.5	0.1	1.6	2.0	-0.4	5.3	2.3	3.0	5.0	3.9	1.1
NEWSR	1.7	1.7	0.0	1.7	1.5	0.2	0.6	0.7	-0.1	0.6	0.6	0.0	3.2	2.6	0.6	1.3	1.5	-0.2	1.9	2.3	-0.4
2JJJ	6.7	7.8	-1.1	6.5	5.6	0.9	21.2	24.8	-3.6	11.6	14.9	-3.3	6.8	8.1	-1.3	2.2	1.6	0.6	*	0.5	*
ABCFM	3.9	4.4	-0.5	1.1	0.3	0.8	1.4	0.7	0.7	1.5	0.7	0.8	3.2	3.1	0.1	3.5	4.9	-1.4	9.0	10.8	-1.8

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	3.7	3.5	0.2	2.7	2.5	0.2	4.6	4.4	0.2	5.3	4.7	0.6	3.3	3.0	0.3	2.4	2.7	-0.3	4.3	4.1	0.2
2GB	12.7	13.0	-0.3	14.2	15.3	-1.1	15.4	14.9	0.5	11.4	10.5	0.9	7.5	9.2	-1.7	14.6	14.3	0.3	9.0	9.3	-0.3
2UE	2.7	2.7	0.0	3.3	3.9	-0.6	2.5	2.4	0.1	2.3	1.8	0.5	1.8	2.1	-0.3	3.7	3.3	0.4	6.8	6.5	0.3
SKY Sports Radio	0.8	0.9	-0.1	1.6	1.8	-0.2	0.3	0.4	-0.1	0.4	0.7	-0.3	0.6	0.6	0.0	0.4	0.4	0.0	1.1	1.8	-0.7
104.1 2DAY FM	4.8	4.5	0.3	3.3	3.0	0.3	4.5	4.4	0.1	5.0	5.3	-0.3	7.8	6.6	1.2	4.1	3.8	0.3	3.1	3.2	-0.1
KIIS1065	8.4	9.8	-1.4	9.9	11.3	-1.4	6.9	8.6	-1.7	7.2	9.2	-2.0	10.1	10.7	-0.6	6.3	6.9	-0.6	7.1	8.2	-1.1
104.9 TRIPLE M	6.4	6.9	-0.5	6.4	6.9	-0.5	5.5	6.6	-1.1	7.5	7.8	-0.3	6.4	7.0	-0.6	5.9	5.8	0.1	4.9	5.8	-0.9
NOVA96.9	7.1	5.9	1.2	7.4	6.3	1.1	5.8	4.4	1.4	6.2	5.2	1.0	8.7	7.8	0.9	7.9	6.0	1.9	6.6	5.7	0.9
smoothfm 95.3	7.3	6.5	0.8	6.4	5.1	1.3	7.9	7.3	0.6	8.0	7.2	0.8	7.1	6.1	1.0	7.7	8.4	-0.7	9.0	8.4	0.6
WSFM	7.0	8.0	-1.0	6.9	8.0	-1.1	7.6	9.0	-1.4	7.8	9.0	-1.2	6.3	6.8	-0.5	5.2	5.7	-0.5	6.8	8.5	-1.7
ABC702	10.3	10.1	0.2	12.2	11.4	0.8	10.0	9.2	0.8	9.3	9.4	-0.1	10.0	10.0	0.0	8.4	10.0	-1.6	8.6	8.5	0.1
2RN	2.8	2.1	0.7	3.6	2.8	0.8	1.9	1.3	0.6	1.4	1.1	0.3	3.3	2.3	1.0	4.7	3.5	1.2	3.5	2.3	1.2
NEWSR	1.6	1.6	0.0	2.3	2.4	-0.1	0.9	0.8	0.1	0.7	0.8	-0.1	1.2	1.1	0.1	3.8	3.5	0.3	2.0	2.1	-0.1
2JJJ	7.0	8.3	-1.3	6.4	7.1	-0.7	7.8	9.1	-1.3	8.1	9.6	-1.5	7.0	9.6	-2.6	4.7	5.5	-0.8	5.5	5.9	-0.4
ABCFM	3.6	4.0	-0.4	2.7	3.2	-0.5	4.4	5.0	-0.6	4.0	4.4	-0.4	3.6	3.6	0.0	3.9	4.1	-0.2	4.9	5.8	-0.9

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 3 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	20	19	1	*	*	*	*	*	*	1	2	-1	1	2	-1	3	3	0	14	12	2
2GB	61	64	-3	1	2	-1	*	*	*	4	3	1	10	8	2	14	15	-1	32	36	-4
2UE	19	19	0	*	*	*	*	*	*	1	*	*	4	3	1	5	5	0	8	10	-2
SKY Sports Radio	4	6	-2	*	*	*	*	*	*	1	1	0	2	2	0	1	1	0	1	1	0
104.1 2DAY FM	23	22	1	4	3	1	4	3	1	8	9	-1	4	5	-1	1	1	0	1	1	0
KIIS1065	42	49	-7	6	7	-1	5	6	-1	17	20	-3	11	13	-2	3	2	1	*	1	*
104.9 TRIPLE M	31	35	-4	2	1	1	2	3	-1	14	13	1	11	15	-4	2	3	-1	*	*	*
NOVA96.9	36	31	5	6	6	0	7	7	0	13	11	2	9	6	3	1	1	0	*	*	*
smoothfm 95.3	40	36	4	3	2	1	2	2	0	9	5	4	11	10	1	10	11	-1	6	6	0
WSFM	36	43	-7	1	1	0	2	2	0	6	7	-1	14	18	-4	9	10	-1	4	5	-1
ABC702	51	51	0	2	1	1	1	1	0	2	4	-2	10	8	2	15	14	1	21	23	-2
2RN	15	11	4	1	1	0	1	*	*	1	*	*	2	3	-1	5	2	3	6	5	1
NEWSR	9	9	0	1	*	*	*	*	*	1	1	0	4	3	1	1	1	0	2	3	-1
2JJJ	34	41	-7	2	2	0	9	11	-2	13	16	-3	9	10	-1	2	1	1	*	1	*
ABCFM	20	23	-3	*	*	*	1	*	*	2	1	1	4	4	0	3	4	-1	11	14	-3
Total	516	525	-9	35	32	3	41	42	-1	109	109	0	129	128	1	84	85	-1	117	128	-11

Average 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	20	20	0	24	22	2	31	31	0	30	28	2	19	18	1	4	5	-1	19	18	1
2GB	70	73	-3	125	137	-12	106	106	0	66	63	3	44	54	-10	28	28	0	39	40	-1
2UE	15	15	0	29	35	-6	17	17	0	13	11	2	11	12	-1	7	6	1	30	28	2
SKY Sports Radio	4	5	-1	14	16	-2	2	3	-1	2	4	-2	4	4	0	1	1	0	5	8	-3
104.1 2DAY FM	26	25	1	29	27	2	31	31	0	29	32	-3	46	39	7	8	7	1	14	14	0
KIIS1065	46	55	-9	87	101	-14	48	61	-13	41	55	-14	60	63	-3	12	13	-1	31	35	-4
104.9 TRIPLE M	35	39	-4	56	61	-5	38	47	-9	43	47	-4	38	41	-3	11	11	0	21	25	-4
NOVA96.9	39	33	6	65	57	8	40	31	9	35	31	4	51	46	5	15	12	3	29	25	4
smoothfm 95.3	40	37	3	56	45	11	55	52	3	46	43	3	42	36	6	15	16	-1	39	36	3
WSFM	38	45	-7	60	72	-12	53	64	-11	45	54	-9	37	40	-3	10	11	-1	29	37	-8
ABC702	57	57	0	107	102	5	69	65	4	53	57	-4	59	59	0	16	19	-3	37	37	0
2RN	15	12	3	31	25	6	13	9	4	8	6	2	19	14	5	9	7	2	15	10	5
NEWSR	9	9	0	21	22	-1	6	6	0	4	5	-1	7	7	0	7	7	0	9	9	0
2JJJ	38	47	-9	56	63	-7	54	65	-11	46	58	-12	41	57	-16	9	11	-2	24	26	-2
ABCFM	20	23	-3	24	29	-5	31	36	-5	23	27	-4	21	21	0	7	8	-1	21	25	-4
Total	548	563	-15	877	895	-18	689	710	-21	573	602	-29	589	591	-2	189	194	-5	434	430	4

EMBARGOED UNTIL 9:30AM AEST



SYDNEY RADIO - SURVEY 3 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	226	262	-36	8	12	-4	6	7	-1	11	19	-8	24	29	-5	50	57	-7	128	139	-11
2GB	570	550	20	26	30	-4	15	9	6	65	68	-3	133	110	23	122	120	2	210	214	-4
2UE	268	252	16	20	19	1	4	7	-3	24	14	10	53	53	0	56	60	-4	110	100	10
SKY Sports Radio	85	111	-26	7	7	0	4	11	-7	11	10	1	24	28	-4	16	27	-11	22	28	-6
104.1 2DAY FM	664	623	41	126	110	16	106	114	-8	257	235	22	117	122	-5	31	26	5	26	15	11
KIIS1065	940	986	-46	203	202	1	130	136	-6	362	377	-15	195	219	-24	39	38	1	11	16	-5
104.9 TRIPLE M	536	534	2	57	60	-3	51	51	0	213	197	16	168	176	-8	41	43	-2	6	7	-1
NOVA96.9	917	873	44	175	182	-7	199	212	-13	305	279	26	207	163	44	22	27	-5	9	10	-1
smoothfm 95.3	753	713	40	76	70	6	63	52	11	182	180	2	184	176	8	157	144	13	91	92	-1
WSFM	719	748	-29	39	46	-7	46	49	-3	176	174	2	257	276	-19	137	136	1	63	68	-5
ABC702	651	635	16	48	27	21	20	20	0	69	82	-13	163	167	-4	153	145	8	197	194	3
2RN	201	201	0	12	17	-5	14	6	8	15	18	-3	46	59	-13	36	40	-4	78	60	18
NEWSR	250	255	-5	15	21	-6	15	10	5	35	43	-8	104	101	3	31	27	4	49	53	-4
2JJJ	631	676	-45	69	63	6	151	156	-5	244	279	-35	129	132	-3	30	40	-10	7	7	0
ABCFM	267	271	-4	14	14	0	25	23	2	36	27	9	57	55	2	41	49	-8	93	104	-11
Total	4079	4064	15	424	423	1	451	452	-1	1076	1076	0	955	942	13	539	535	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	195	232	-37	116	117	-1	101	129	-28	139	144	-5	105	102	3	53	65	-12	182	177	5
2GB	521	515	6	393	397	-4	330	318	12	278	272	6	252	282	-30	179	178	1	363	340	23
2UE	205	203	2	130	141	-11	96	91	5	94	79	15	87	108	-21	60	64	-4	215	183	32
SKY Sports Radio	63	83	-20	47	59	-12	15	14	1	14	23	-9	21	30	-9	16	9	7	56	78	-22
104.1 2DAY FM	597	551	46	286	267	19	213	210	3	269	250	19	360	329	31	151	149	2	315	300	15
KIIS1065	851	921	-70	574	606	-32	345	367	-22	413	459	-46	442	493	-51	213	264	-51	548	595	-47
104.9 TRIPLE M	477	482	-5	298	278	20	209	223	-14	231	243	-12	277	243	34	142	138	4	311	304	7
NOVA96.9	819	813	6	468	468	0	282	282	0	341	355	-14	456	433	23	255	246	9	561	520	41
smoothfm 95.3	656	602	54	350	307	43	319	267	52	329	304	25	343	301	42	195	191	4	502	493	9
WSFM	641	684	-43	363	408	-45	307	345	-38	340	375	-35	319	355	-36	170	180	-10	420	444	-24
ABC702	587	588	-1	442	418	24	316	299	17	291	309	-18	334	327	7	170	189	-19	400	389	11
2RN	180	175	5	117	109	8	90	83	7	73	62	11	89	85	4	72	69	3	147	126	21
NEWSR	218	227	-9	139	135	4	61	59	2	66	55	11	86	82	4	85	97	-12	150	157	-7
2JJJ	564	622	-58	331	387	-56	243	288	-45	289	321	-32	312	377	-65	181	219	-38	370	384	-14
ABCFM	241	243	-2	120	147	-27	119	130	-11	138	134	4	110	125	-15	87	94	-7	185	198	-13
Total	3972	3959	13	3250	3271	-21	2483	2499	-16	2605	2595	10	2855	2851	4	1793	1771	22	3391	3377	14