

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