



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