



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