



# SYDNEY RADIO - SURVEY 1 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	+/-
2CH	3.5	4.1	-0.6	0.4	0.2	0.2	0.8	2.0	-1.2	1.1	0.3	0.8	1.7	0.8	0.9	4.1	5.9	-1.8	8.5	11.8	-3.3
2GB	11.6	12.8	-1.2	3.1	5.0	-1.9	0.6	1.5	-0.9	3.6	5.8	-2.2	5.6	8.3	-2.7	12.7	15.2	-2.5	29.0	28.4	0.6
2UE	4.0	4.6	-0.6	0.6	0.6	0.0	0.1	0.3	-0.2	0.3	1.7	-1.4	2.4	3.3	-0.9	4.3	8.7	-4.4	10.5	8.5	2.0
SKY Sports Radio	0.8	0.7	0.1	0.5	0.5	0.0	0.5	0.1	0.4	0.3	0.3	0.0	1.1	0.9	0.2	1.7	0.3	1.4	0.8	1.1	-0.3
2DayFM hit 1041	4.0	3.3	0.7	8.9	10.4	-1.5	8.3	8.6	-0.3	6.7	5.9	0.8	4.5	2.3	2.2	1.7	0.9	0.8	0.1	*	*
KIIS1065	9.8	8.9	0.9	22.7	15.6	7.1	14.0	11.1	2.9	17.9	14.6	3.3	11.1	13.6	-2.5	2.6	2.4	0.2	1.1	0.6	0.5
2MMM	7.1	6.1	1.0	2.7	4.6	-1.9	10.4	5.0	5.4	10.2	12.2	-2.0	12.9	9.0	3.9	5.5	2.8	2.7	0.1	0.3	-0.2
NOVA96.9	6.8	7.1	-0.3	20.7	19.5	1.2	15.6	15.7	-0.1	10.9	14.2	-3.3	6.3	5.8	0.5	1.5	0.7	0.8	0.8	0.2	0.6
smoothfm 95.3	8.6	6.9	1.7	8.7	12.5	-3.8	3.1	3.7	-0.6	8.2	2.4	5.8	8.7	8.2	0.5	17.8	14.6	3.2	4.7	4.3	0.4
WSFM	7.0	6.5	0.5	3.8	3.1	0.7	3.4	5.0	-1.6	4.5	3.2	1.3	11.0	9.6	1.4	13.8	11.9	1.9	3.5	4.1	-0.6
ABC702	9.0	10.3	-1.3	2.1	2.1	0.0	3.4	2.4	1.0	3.8	3.6	0.2	6.0	10.6	-4.6	14.3	13.6	0.7	16.7	19.0	-2.3
2RN	2.0	2.8	-0.8	1.6	0.4	1.2	0.3	0.6	-0.3	0.3	0.9	-0.6	2.4	3.3	-0.9	2.9	5.0	-2.1	3.2	4.0	-0.8
NEWSR	1.7	1.9	-0.2	1.3	1.7	-0.4	0.8	1.2	-0.4	1.4	2.5	-1.1	1.5	2.0	-0.5	2.4	1.4	1.0	2.0	1.8	0.2
2JJJ	7.6	7.0	0.6	3.7	5.8	-2.1	24.4	17.4	7.0	14.3	15.1	-0.8	8.1	5.9	2.2	1.2	2.5	-1.3	0.5	0.1	0.4
ABCFM	3.9	3.0	0.9	0.3	0.8	-0.5	0.3	1.5	-1.2	2.3	1.7	0.6	1.8	1.2	0.6	3.3	2.9	0.4	9.4	7.4	2.0

## 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	+/-
2CH	3.2	4.0	-0.8	2.2	3.2	-1.0	4.0	4.5	-0.5	4.4	5.0	-0.6	2.5	3.6	-1.1	2.8	3.8	-1.0	4.4	4.6	-0.2
2GB	12.5	14.3	-1.8	16.0	15.2	0.8	14.1	18.5	-4.4	9.5	13.0	-3.5	8.5	9.1	-0.6	12.8	15.3	-2.5	8.5	8.1	0.4
2UE	3.1	3.8	-0.7	4.0	5.2	-1.2	3.0	3.3	-0.3	2.1	2.3	-0.2	2.3	2.9	-0.6	4.6	6.0	-1.4	6.8	7.0	-0.2
SKY Sports Radio	0.6	0.5	0.1	1.2	1.0	0.2	0.5	0.1	0.4	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.4	-0.3	1.6	1.1	0.5
2DayFM hit 1041	4.2	3.3	0.9	3.0	3.0	0.0	4.5	1.9	2.6	4.8	2.8	2.0	5.5	5.4	0.1	3.6	3.8	-0.2	3.5	3.6	-0.1
KIIS1065	10.3	9.5	0.8	12.5	10.1	2.4	8.3	9.7	-1.4	9.0	10.2	-1.2	11.6	9.3	2.3	8.7	6.2	2.5	8.0	7.0	1.0
2MMM	7.8	6.3	1.5	7.2	6.8	0.4	8.1	7.3	0.8	9.1	6.9	2.2	7.3	5.4	1.9	6.2	3.4	2.8	5.1	5.3	-0.2
NOVA96.9	6.9	7.0	-0.1	6.5	7.1	-0.6	6.1	5.6	0.5	6.9	6.0	0.9	9.1	9.5	-0.4	5.6	7.3	-1.7	6.5	7.5	-1.0
smoothfm 95.3	8.0	6.4	1.6	5.6	4.7	0.9	9.5	6.6	2.9	9.5	8.0	1.5	7.6	6.8	0.8	9.2	7.1	2.1	10.3	8.5	1.8
WSFM	6.8	6.3	0.5	7.1	7.2	-0.1	6.8	6.6	0.2	7.3	6.7	0.6	6.3	5.3	1.0	6.0	3.7	2.3	7.6	7.0	0.6
ABC702	9.1	11.0	-1.9	10.5	11.7	-1.2	8.1	10.5	-2.4	7.8	10.8	-3.0	9.8	10.9	-1.1	9.1	10.2	-1.1	8.7	8.2	0.5
2RN	2.0	2.8	-0.8	3.3	4.3	-1.0	1.4	2.2	-0.8	1.0	1.2	-0.2	1.6	2.8	-1.2	2.5	3.0	-0.5	1.9	2.7	-0.8
NEWSR	1.6	1.8	-0.2	2.5	2.1	0.4	1.0	1.1	-0.1	0.9	1.5	-0.6	1.6	1.9	-0.3	2.5	2.7	-0.2	1.8	2.1	-0.3
2JJJ	8.1	6.8	1.3	5.8	6.5	-0.7	7.8	6.3	1.5	9.7	7.7	2.0	10.6	7.4	3.2	7.3	5.1	2.2	6.0	7.6	-1.6
ABCFM	3.6	2.9	0.7	2.9	2.4	0.5	4.2	3.1	1.1	4.2	3.1	1.1	3.6	3.1	0.5	3.2	2.8	0.4	4.6	3.6	1.0