



# SYDNEY RADIO - SURVEY 1 2017

## 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	2.9	4.3	-1.4	0.1	0.1	0.0	0.1	0.8	-0.7	0.2	0.2	0.0	0.5	1.4	-0.9	4.1	5.4	-1.3	9.1	13.2	-4.1
2GB	11.3	11.3	0.0	3.4	1.4	2.0	2.6	0.2	2.4	2.5	4.5	-2.0	7.9	7.1	0.8	14.9	16.2	-1.3	26.2	25.7	0.5
2UE	4.4	3.5	0.9	0.9	0.1	0.8	0.7	0.3	0.4	0.5	1.5	-1.0	4.1	1.7	2.4	8.0	3.6	4.4	8.3	9.5	-1.2
SKY Sports Radio	0.9	1.1	-0.2	1.3	0.6	0.7	*	0.6	*	0.3	0.5	-0.2	1.6	1.0	0.6	1.4	1.6	-0.2	0.6	1.7	-1.1
104.1 2DAY FM	4.7	4.4	0.3	12.0	8.9	3.1	13.7	9.9	3.8	7.1	7.0	0.1	3.4	3.8	-0.4	1.8	2.5	-0.7	0.5	0.8	-0.3
KIIS1065	8.0	9.0	-1.0	18.9	17.8	1.1	9.6	13.6	-4.0	13.5	11.7	1.8	9.3	14.3	-5.0	4.1	2.6	1.5	0.5	1.2	-0.7
104.9 TRIPLE M	6.0	4.9	1.1	5.2	5.9	-0.7	4.9	4.9	0.0	12.0	7.2	4.8	9.5	7.1	2.4	1.8	4.6	-2.8	*	0.3	*
NOVA96.9	7.0	7.3	-0.3	17.2	21.8	-4.6	12.5	15.1	-2.6	11.0	11.8	-0.8	7.6	7.0	0.6	3.4	2.1	1.3	0.3	0.5	-0.2
smoothfm 95.3	8.3	8.8	-0.5	7.1	5.4	1.7	3.5	6.2	-2.7	8.1	11.2	-3.1	8.8	9.4	-0.6	11.9	11.3	0.6	7.3	5.9	1.4
WSFM	8.4	8.3	0.1	4.5	6.1	-1.6	4.4	3.7	0.7	5.3	8.4	-3.1	12.4	12.0	0.4	13.0	9.7	3.3	6.3	5.1	1.2
702 ABC	8.7	9.0	-0.3	2.2	2.4	-0.2	0.6	1.8	-1.2	4.4	2.4	2.0	7.1	7.0	0.1	14.3	15.3	-1.0	15.5	17.3	-1.8
2RN	2.1	2.7	-0.6	0.3	0.5	-0.2	0.2	0.1	0.1	0.6	1.0	-0.4	3.1	1.7	1.4	1.6	6.3	-4.7	4.0	4.6	-0.6
NEWSR	1.3	1.6	-0.3	1.1	1.0	0.1	0.3	2.7	-2.4	0.9	1.6	-0.7	0.8	1.2	-0.4	1.6	2.0	-0.4	2.5	1.7	0.8
2JJJ	6.3	6.7	-0.4	5.6	3.6	2.0	21.0	15.9	5.1	11.8	11.8	0.0	4.5	8.3	-3.8	2.9	2.8	0.1	0.1	0.1	0.0
ABCFM	3.5	2.3	1.2	2.0	0.6	1.4	1.8	0.4	1.4	1.2	1.3	-0.1	2.5	0.7	1.8	3.0	3.4	-0.4	7.9	5.5	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	2.7	4.0	-1.3	2.2	3.2	-1.0	3.2	5.7	-2.5	3.2	4.8	-1.6	2.4	2.7	-0.3	2.5	3.6	-1.1	3.6	5.3	-1.7
2GB	12.1	12.4	-0.3	12.9	14.5	-1.6	15.6	14.9	0.7	10.4	9.5	0.9	8.9	9.2	-0.3	11.8	13.5	-1.7	8.8	7.6	1.2
2UE	3.4	2.8	0.6	5.1	3.8	1.3	3.4	2.7	0.7	2.5	2.2	0.3	1.8	1.3	0.5	2.9	3.7	-0.8	7.7	6.0	1.7
SKY Sports Radio	0.7	0.8	-0.1	1.5	1.2	0.3	0.4	0.7	-0.3	0.2	0.6	-0.4	0.5	0.9	-0.4	0.4	0.6	-0.2	1.6	1.9	-0.3
104.1 2DAY FM	4.8	4.5	0.3	4.0	3.8	0.2	4.8	3.7	1.1	5.5	5.3	0.2	6.0	6.2	-0.2	3.8	3.2	0.6	4.3	4.2	0.1
KIIS1065	8.4	9.6	-1.2	10.5	10.5	0.0	6.7	8.9	-2.2	6.7	10.0	-3.3	9.1	9.5	-0.4	8.0	7.3	0.7	6.9	7.2	-0.3
104.9 TRIPLE M	6.3	5.2	1.1	7.8	5.6	2.2	6.0	5.4	0.6	5.7	5.4	0.3	5.8	4.8	1.0	5.0	3.3	1.7	4.9	4.2	0.7
NOVA96.9	7.3	7.4	-0.1	7.2	7.1	0.1	4.7	6.5	-1.8	7.4	7.3	0.1	10.3	9.1	1.2	7.4	7.3	0.1	6.1	7.3	-1.2
smoothfm 95.3	8.1	8.5	-0.4	6.2	6.7	-0.5	9.4	8.2	1.2	9.3	10.6	-1.3	7.9	9.1	-1.2	9.0	8.6	0.4	9.0	9.8	-0.8
WSFM	8.3	8.5	-0.2	7.3	8.7	-1.4	9.1	9.5	-0.4	9.4	10.1	-0.7	8.2	7.0	1.2	7.3	4.9	2.4	8.6	7.6	1.0
702 ABC	9.1	9.2	-0.1	10.9	10.8	0.1	8.6	8.0	0.6	8.8	8.2	0.6	7.3	9.4	-2.1	8.9	8.9	0.0	7.5	8.1	-0.6
2RN	2.0	2.8	-0.8	2.5	4.2	-1.7	2.1	1.9	0.2	1.1	1.4	-0.3	1.8	2.4	-0.6	2.2	4.1	-1.9	2.4	2.6	-0.2
NEWSR	1.2	1.5	-0.3	1.8	2.1	-0.3	1.0	0.8	0.2	0.8	0.6	0.2	0.7	1.3	-0.6	1.3	3.2	-1.9	1.8	2.1	-0.3
2JJJ	6.5	6.4	0.1	5.3	5.3	0.0	6.2	5.9	0.3	7.3	5.8	1.5	7.9	8.9	-1.0	6.2	8.1	-1.9	5.6	7.5	-1.9
ABCFM	3.2	2.2	1.0	3.2	1.5	1.7	3.3	2.4	0.9	3.2	2.4	0.8	3.2	3.2	0.0	3.3	2.1	1.2	4.2	2.6	1.6