



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



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Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	15	22	-7	*	*	*	*	*	*	*	*	*	1	2	-1	3	4	-1	10	16	-6
2GB	56	58	-2	1	*	*	1	*	*	3	5	-2	9	9	0	12	13	-1	30	30	0
2UE	22	18	4	*	*	*	*	*	*	1	2	-1	5	2	3	7	3	4	9	11	-2
SKY Sports Radio	5	6	-1	*	*	*	*	*	*	*	1	*	2	1	1	1	1	0	1	2	-1
104.1 2DAY FM	23	23	0	4	3	1	5	4	1	8	8	0	4	5	-1	1	2	-1	1	1	0
KIIS1065	40	47	-7	6	6	0	4	5	-1	15	14	1	11	19	-8	3	2	1	1	1	0
104.9 TRIPLE M	30	25	5	2	2	0	2	2	0	13	8	5	11	9	2	1	4	-3	*	*	*
NOVA96.9	35	38	-3	6	7	-1	5	6	-1	12	14	-2	9	9	0	3	2	1	*	1	*
smoothfm 95.3	41	45	-4	2	2	0	1	2	-1	9	13	-4	10	12	-2	10	9	1	8	7	1
WSFM	42	43	-1	1	2	-1	2	1	1	6	10	-4	15	16	-1	11	8	3	7	6	1
702 ABC	44	46	-2	1	1	0	*	1	*	5	3	2	8	9	-1	12	12	0	18	21	-3
2RN	10	14	-4	*	*	*	*	*	*	1	1	0	4	2	2	1	5	-4	4	6	-2
NEWSR	7	8	-1	*	*	*	*	1	*	1	2	-1	1	2	-1	1	2	-1	3	2	1
2JJJ	31	34	-3	2	1	1	8	6	2	13	14	-1	5	11	-6	2	2	0	*	*	*
ABCFM	17	12	5	1	*	*	1	*	*	1	2	-1	3	1	2	3	3	0	9	6	3
Total	499	516	-17	33	31	2	40	39	1	112	117	-5	118	130	-12	83	81	2	113	119	-6

Average Audience (000's) by Session, P10+ [Potential: 4360]

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	14	22	-8	18	28	-10	21	40	-19	18	29	-11	14	15	-1	5	7	-2	15	22	-7
2GB	64	69	-5	108	127	-19	102	105	-3	57	56	1	52	51	1	25	28	-3	36	32	4
2UE	18	15	3	42	33	9	22	19	3	14	13	1	11	7	4	6	8	-2	32	25	7
SKY Sports Radio	4	5	-1	12	10	2	2	5	-3	1	4	-3	3	5	-2	1	1	0	7	8	-1
104.1 2DAY FM	26	25	1	34	33	1	31	26	5	30	32	-2	35	35	0	8	7	1	18	18	0
KIIS1065	45	53	-8	87	92	-5	43	63	-20	37	59	-22	54	53	1	17	15	2	28	30	-2
104.9 TRIPLE M	34	29	5	65	49	16	39	38	1	32	32	0	34	27	7	10	7	3	20	18	2
NOVA96.9	39	41	-2	60	62	-2	31	46	-15	40	43	-3	61	51	10	15	15	0	25	31	-6
smoothfm 95.3	43	47	-4	52	58	-6	61	58	3	51	63	-12	46	51	-5	19	18	1	37	41	-4
WSFM	44	47	-3	61	76	-15	60	67	-7	52	60	-8	48	39	9	15	10	5	35	32	3
702 ABC	49	51	-2	91	94	-3	56	56	0	49	49	0	43	53	-10	18	19	-1	31	34	-3
2RN	10	15	-5	21	36	-15	14	14	0	6	8	-2	11	14	-3	5	9	-4	10	11	-1
NEWSR	6	8	-2	15	19	-4	6	6	0	4	3	1	4	7	-3	3	7	-4	7	9	-2
2JJJ	35	35	0	44	46	-2	40	42	-2	40	34	6	46	50	-4	13	17	-4	23	31	-8
ABCFM	17	12	5	26	13	13	22	17	5	18	14	4	19	18	1	7	4	3	17	11	6
Total	534	555	-21	836	875	-39	651	705	-54	550	593	-43	588	559	29	207	208	-1	411	419	-8



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Cumulative Audience (000's) 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	219	208	11	9	7	2	8	8	0	10	12	-2	18	14	4	51	43	8	123	125	-2
2GB	586	553	33	28	20	8	22	6	16	62	71	-9	137	113	24	105	119	-14	233	224	9
2UE	282	212	70	17	5	12	8	8	0	21	20	1	55	30	25	67	44	23	114	104	10
SKY Sports Radio	107	93	14	12	12	0	1	7	-6	24	16	8	32	19	13	19	11	8	18	27	-9
104.1 2DAY FM	680	666	14	139	108	31	136	121	15	210	220	-10	136	133	3	30	53	-23	30	31	-1
KIIS1065	926	886	40	194	172	22	152	144	8	307	284	23	207	226	-19	52	46	6	13	15	-2
104.9 TRIPLE M	552	507	45	49	51	-2	71	56	15	196	186	10	193	157	36	38	49	-11	4	9	-5
NOVA96.9	887	944	-57	165	203	-38	179	184	-5	314	319	-5	165	187	-22	47	39	8	17	11	6
smoothfm 95.3	806	763	43	90	63	27	57	69	-12	208	207	1	201	200	1	135	129	6	115	94	21
WSFM	715	695	20	43	70	-27	56	53	3	140	165	-25	276	215	61	138	116	22	62	74	-12
702 ABC	609	649	-40	41	34	7	15	30	-15	77	84	-7	168	150	18	128	147	-19	179	205	-26
2RN	188	200	-12	9	10	-1	4	2	2	20	35	-15	71	50	21	27	53	-26	57	51	6
NEWSR	231	254	-23	19	15	4	10	35	-25	47	54	-7	47	62	-15	38	41	-3	70	47	23
2JJJ	610	584	26	69	71	-2	126	122	4	245	231	14	127	123	4	35	35	0	7	2	5
ABCFM	302	244	58	36	16	20	21	12	9	56	51	5	65	36	29	45	47	-2	78	82	-4
Total	4131	4070	61	424	418	6	456	451	5	1091	1076	15	959	957	2	548	536	12	653	632	21

Cumulative Audience (000's) by Session, P10+ [Potential: 4360]

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	184	180	4	105	97	8	90	127	-37	100	117	-17	94	92	2	52	61	-9	170	153	17
2GB	535	516	19	395	381	14	326	303	23	275	286	-11	260	269	-9	175	150	25	364	331	33
2UE	209	142	67	140	105	35	97	81	16	74	67	7	53	49	4	63	54	9	221	186	35
SKY Sports Radio	80	73	7	60	45	15	16	21	-5	14	25	-11	18	28	-10	12	13	-1	57	68	-11
104.1 2DAY FM	586	590	-4	293	310	-17	214	228	-14	252	280	-28	300	295	5	184	133	51	360	369	-9
KIIS1065	840	820	20	557	535	22	298	326	-28	335	381	-46	442	416	26	251	215	36	531	508	23
104.9 TRIPLE M	482	449	33	309	272	37	196	176	20	214	224	-10	257	217	40	115	104	11	310	283	27
NOVA96.9	825	856	-31	495	514	-19	250	332	-82	414	404	10	497	453	44	228	253	-25	514	556	-42
smoothfm 95.3	711	674	37	367	374	-7	308	304	4	356	377	-21	367	356	11	233	209	24	506	495	11
WSFM	648	628	20	423	383	40	299	307	-8	327	346	-19	331	311	20	192	170	22	472	418	54
702 ABC	561	606	-45	387	395	-8	257	275	-18	285	307	-22	265	332	-67	214	186	28	385	391	-6
2RN	173	183	-10	91	136	-45	85	76	9	76	72	4	69	84	-15	64	76	-12	113	126	-13
NEWSR	199	208	-9	125	121	4	57	58	-1	42	61	-19	53	80	-27	47	71	-24	150	163	-13
2JJJ	558	516	42	317	306	11	230	226	4	283	248	35	354	301	53	211	185	26	358	407	-49
ABCFM	259	213	46	148	104	44	125	87	38	117	106	11	112	124	-12	90	69	21	182	133	49
Total	3991	3957	34	3311	3208	103	2377	2460	-83	2565	2682	-117	2799	2803	-4	1825	1736	89	3394	3366	28