



SYDNEY RADIO - SURVEY 6 2018

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 1170	4.6	4.2	0.4	1.2	1.3	-0.1	0.2	0.2	0.0	0.2	0.1	0.1	1.3	2.1	-0.8	2.9	3.1	-0.2	13.9	12.2	1.7
2GB	15.4	14.1	1.3	2.8	2.0	0.8	1.7	1.6	0.1	2.5	2.1	0.4	8.2	8.1	0.1	17.7	19.0	-1.3	37.2	32.7	4.5
Macquarie Sports 954	0.6	0.6	0.0	0.2	0.3	-0.1	0.8	0.6	0.2	0.4	0.5	-0.1	0.2	0.2	0.0	0.9	1.2	-0.3	1.1	0.7	0.4
SKY Sports Radio	0.9	1.4	-0.5	0.8	0.3	0.5	*	0.4	*	0.6	0.2	0.4	1.2	2.5	-1.3	1.8	2.1	-0.3	0.7	1.3	-0.6
104.1 2DAY FM	4.3	4.2	0.1	6.1	7.6	-1.5	6.2	6.7	-0.5	9.0	8.8	0.2	4.9	5.1	-0.2	1.7	1.1	0.6	0.7	0.3	0.4
KIIS1065	7.3	7.0	0.3	17.4	17.0	0.4	5.9	9.4	-3.5	16.0	16.0	0.0	8.5	6.2	2.3	2.8	2.4	0.4	0.2	0.4	-0.2
104.9 TRIPLE M	5.4	5.4	0.0	9.3	6.8	2.5	4.0	3.5	0.5	7.4	6.7	0.7	8.6	9.5	-0.9	3.9	5.6	-1.7	1.2	0.4	0.8
NOVA96.9	7.5	7.9	-0.4	19.9	23.9	-4.0	16.4	15.0	1.4	11.1	14.3	-3.2	9.4	7.7	1.7	2.9	2.2	0.7	0.5	0.9	-0.4
smoothfm 95.3	9.3	9.6	-0.3	7.0	8.8	-1.8	8.9	7.3	1.6	8.8	9.4	-0.6	11.1	10.9	0.2	13.8	13.9	-0.1	5.9	6.5	-0.6
WSFM	10.0	11.3	-1.3	6.7	4.1	2.6	13.1	18.5	-5.4	7.9	8.2	-0.3	15.4	16.4	-1.0	13.5	14.9	-1.4	4.7	6.5	-1.8
ABC SYD	7.5	7.8	-0.3	2.6	1.9	0.7	1.6	2.1	-0.5	3.1	2.4	0.7	4.8	6.1	-1.3	13.0	9.7	3.3	12.8	15.7	-2.9
2RN	2.4	2.2	0.2	*	0.2	*	0.4	*	*	0.4	0.3	0.1	1.3	1.5	-0.2	5.7	4.1	1.6	4.1	4.0	0.1
ABC NEWS	2.0	2.0	0.0	0.5	0.5	0.0	0.9	1.8	-0.9	1.6	2.0	-0.4	1.5	1.7	-0.2	2.4	2.2	0.2	3.1	2.7	0.4
2JJJ	4.8	4.8	0.0	3.2	4.2	-1.0	13.3	7.6	5.7	9.5	8.2	1.3	5.0	6.5	-1.5	3.0	3.8	-0.8	0.4	0.4	0.0
ABC FM	2.8	2.6	0.2	0.6	1.0	-0.4	1.0	0.8	0.2	0.9	0.8	0.1	1.0	1.0	0.0	3.2	1.8	1.4	6.8	6.8	0.0

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CH 1170	4.0	3.9	0.1	2.6	3.3	-0.7	4.9	5.3	-0.4	4.7	4.3	0.4	3.9	3.7	0.2	4.9	2.6	2.3	6.4	5.2	1.2						
2GB	15.8	14.3	1.5	19.0	16.9	2.1	20.2	19.0	1.2	12.1	10.8	1.3	10.3	9.1	1.2	14.6	13.6	1.0	14.0	13.5	0.5						
Macquarie Sports 954	0.6	0.5	0.1	0.8	0.6	0.2	0.4	0.5	-0.1	0.7	0.5	0.2	0.4	0.5	-0.1	0.2	0.5	-0.3	0.9	0.9	0.0						
SKY Sports Radio	0.8	1.1	-0.3	1.3	1.6	-0.3	0.5	1.1	-0.6	0.7	1.0	-0.3	0.6	0.7	-0.1	0.2	0.3	-0.1	1.5	2.3	-0.8						
104.1 2DAY FM	4.5	4.2	0.3	3.6	3.3	0.3	4.1	3.7	0.4	5.6	4.6	1.0	5.9	6.5	-0.6	2.9	3.6	-0.7	3.7	4.3	-0.6						
KIIS1065	7.7	7.3	0.4	10.2	9.3	0.9	7.1	5.4	1.7	6.7	6.9	-0.2	6.9	7.4	-0.5	4.5	5.4	-0.9	6.0	6.3	-0.3						
104.9 TRIPLE M	5.6	5.8	-0.2	6.0	5.5	0.5	5.1	5.5	-0.4	6.1	6.7	-0.6	6.0	6.7	-0.7	3.9	3.1	0.8	4.6	4.0	0.6						
NOVA96.9	7.5	8.1	-0.6	7.1	8.0	-0.9	5.4	6.5	-1.1	6.4	7.1	-0.7	12.8	12.2	0.6	6.9	7.6	-0.7	7.7	7.3	0.4						
smoothfm 95.3	8.9	9.1	-0.2	7.1	7.7	-0.6	9.5	9.1	0.4	10.1	9.8	0.3	9.4	9.5	-0.1	9.8	11.4	-1.6	10.3	11.2	-0.9						
WSFM	10.5	11.6	-1.1	9.3	10.3	-1.0	11.9	13.2	-1.3	12.5	14.5	-2.0	9.9	9.9	0.0	6.4	7.3	-0.9	8.7	10.4	-1.7						
ABC SYD	7.6	7.9	-0.3	8.9	9.1	-0.2	7.4	7.9	-0.5	6.3	7.1	-0.8	6.3	6.8	-0.5	9.9	8.1	1.8	7.0	7.5	-0.5						
2RN	2.3	2.1	0.2	3.5	3.1	0.4	1.7	1.3	0.4	1.6	1.3	0.3	1.9	2.0	-0.1	2.4	2.5	-0.1	2.8	2.4	0.4						
ABC NEWS	1.9	2.0	-0.1	2.9	3.0	-0.1	1.2	1.0	0.2	0.8	1.0	-0.2	1.3	1.6	-0.3	4.4	4.4	0.0	2.2	2.1	0.1						
2JJJ	4.8	4.9	-0.1	4.3	4.9	-0.6	4.6	4.5	0.1	5.1	4.4	0.7	5.9	6.4	-0.5	3.6	4.4	-0.8	4.9	4.3	0.6						
ABC FM	2.7	2.4	0.3	2.2	2.0	0.2	2.8	2.2	0.6	2.7	2.5	0.2	2.8	2.1	0.7	3.8	4.0	-0.2	3.4	3.2	0.2						



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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	+/-
2CH 1170	250	234	16	7	5	2	2	3	-1	6	17	-11	32	26	6	34	28	6	169	155	14
2GB	677	677	0	38	32	6	10	12	-2	79	98	-19	129	127	2	135	132	3	286	276	10
Macquarie Sports 954	116	126	-10	11	11	0	24	17	7	20	37	-17	16	13	3	17	19	-2	28	30	-2
SKY Sports Radio	88	108	-20	7	5	2	3	13	-10	16	15	1	17	28	-11	19	20	-1	27	27	0
104.1 2DAY FM	704	696	8	106	116	-10	91	93	-2	257	271	-14	171	146	25	51	43	8	28	27	1
KIIS1065	863	916	-53	178	182	-4	110	106	4	327	388	-61	189	178	11	41	43	-2	18	19	-1
104.9 TRIPLE M	552	557	-5	76	99	-23	55	55	0	177	154	23	174	153	21	54	74	-20	15	21	-6
NOVA96.9	1005	992	13	206	214	-8	184	182	2	327	340	-13	229	201	28	34	31	3	26	23	3
smoothfm 95.3	927	931	-4	87	106	-19	101	104	-3	256	245	11	221	212	9	143	134	9	119	130	-11
WSFM	776	758	18	76	53	23	67	65	2	166	161	5	260	267	-7	137	129	8	70	84	-14
ABC SYD	553	592	-39	27	13	14	18	26	-8	74	87	-13	119	137	-18	126	112	14	188	217	-29
2RN	160	193	-33	2	7	-5	4	*	*	17	29	-12	30	45	-15	38	38	0	70	73	-3
ABC NEWS	296	347	-51	12	14	-2	10	25	-15	75	118	-43	58	73	-15	48	47	1	93	69	24
2JJB	489	536	-47	50	61	-11	104	92	12	197	207	-10	103	131	-28	20	34	-14	15	12	3
ABC FM	263	259	4	12	18	-6	16	16	0	43	52	-9	54	44	10	35	25	10	104	104	0
Total	4228	4238	-10	431	432	-1	461	455	6	1121	1136	-15	971	977	-6	547	545	2	699	694	5

Cumulative Audience (000's) by Session, P10+ [Potential: 4465]

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 1170	204	198	6	107	103	4	109	114	-5	112	114	-2	110	105	5	57	64	-7	201	177	24
2GB	620	617	3	498	484	14	373	371	2	338	307	31	314	280	34	219	191	28	469	451	18
Macquarie Sports 954	101	107	-6	38	45	-7	23	23	0	56	44	12	40	38	2	12	29	-17	62	71	-9
SKY Sports Radio	67	87	-20	45	66	-21	16	26	-10	30	33	-3	18	19	-1	7	2	5	58	66	-8
104.1 2DAY FM	600	610	-10	290	306	-16	215	220	-5	284	241	43	302	291	11	102	140	-38	358	355	3
KIIS1065	793	844	-51	521	557	-36	311	298	13	337	353	-16	350	402	-52	164	196	-32	471	517	-46
104.9 TRIPLE M	463	463	0	284	325	-41	161	165	-4	202	201	1	254	268	-14	112	99	13	302	293	9
NOVA96.9	911	885	26	522	534	-12	300	290	10	402	370	32	519	530	-11	252	246	6	588	585	3
smoothfm 95.3	809	821	-12	424	458	-34	353	325	28	393	376	17	417	422	-5	227	239	-12	600	610	-10
WSFM	670	646	24	430	418	12	312	324	-12	380	396	-16	360	397	-37	151	161	-10	468	490	-22
ABC SYD	495	523	-28	345	336	9	254	255	-1	263	274	-11	252	277	-25	173	156	17	380	402	-22
2RN	139	176	-37	104	125	-21	65	78	-13	68	71	-3	55	76	-21	54	59	-5	118	114	4
ABC NEWS	260	302	-42	176	214	-38	77	61	16	69	95	-26	82	99	-17	88	77	11	175	183	-8
2JJB	430	485	-55	240	291	-51	186	207	-21	190	219	-29	253	270	-17	115	142	-27	311	302	9
ABC FM	229	227	2	114	110	4	99	99	0	98	109	-11	103	88	15	89	84	5	167	138	29
Total	4105	4097	8	3309	3394	-85	2379	2376	3	2679	2648	31	2799	2909	-110	1705	1721	-16	3494	3514	-20



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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	+/-
2CH 1170	24	21	3	*	*	*	*	*	*	*	*	*	2	2	0	2	3	-1	19	15	4
2GB	80	70	10	1	1	0	1	1	0	3	2	1	10	9	1	15	16	-1	51	41	10
Macquarie Sports 954	3	3	0	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	1	1	0
SKY Sports Radio	5	7	-2	*	*	*	*	*	*	1	*	*	1	3	-2	1	2	-1	1	2	-1
104.1 2DAY FM	22	21	1	2	2	0	2	2	0	9	9	0	6	6	0	1	1	0	1	*	*
KIIS1065	38	35	3	6	5	1	2	3	-1	16	17	-1	11	7	4	2	2	0	*	1	*
104.9 TRIPLE M	28	27	1	3	2	1	1	1	0	8	7	1	11	11	0	3	5	-2	2	1	1
NOVA96.9	39	39	0	7	7	0	6	5	1	11	15	-4	12	9	3	2	2	0	1	1	0
smoothfm 95.3	48	48	0	2	3	-1	3	2	1	9	10	-1	14	13	1	12	12	0	8	8	0
WSFM	52	56	-4	2	1	1	5	6	-1	8	9	-1	19	19	0	11	13	-2	6	8	-2
ABC SYD	39	39	0	1	1	0	1	1	0	3	3	0	6	7	-1	11	8	3	17	20	-3
2RN	13	11	2	*	*	*	*	*	*	*	*	*	2	2	0	5	4	1	6	5	1
ABC NEWS	10	10	0	*	*	*	*	1	*	2	2	0	2	2	0	2	2	0	4	3	1
2JJJ	25	24	1	1	1	0	5	3	2	10	9	1	6	8	-2	2	3	-1	*	*	*
ABC FM	15	13	2	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1	9	9	0
Total	518	497	21	35	30	5	37	34	3	103	105	-2	125	116	9	83	85	-2	136	126	10

Average Audience (000's) by Session, P10+ [Potential: 4465]

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
2CH 1170	22	21	1	24	28	-4	35	36	-1	29	24	5	22	20	2	9	5	4	27	21	6
2GB	88	76	12	169	144	25	145	131	14	74	61	13	57	50	7	26	24	2	59	55	4
Macquarie Sports 954	3	3	0	7	5	2	3	3	0	4	3	1	2	3	-1	*	1	*	4	4	0
SKY Sports Radio	4	6	-2	11	14	-3	3	8	-5	4	6	-2	4	4	0	*	*	*	6	9	-3
104.1 2DAY FM	25	23	2	32	28	4	30	25	5	34	26	8	33	36	-3	5	6	-1	15	17	-2
KIIS1065	43	39	4	91	79	12	51	37	14	41	39	2	38	41	-3	8	9	-1	26	26	0
104.9 TRIPLE M	31	31	0	53	47	6	37	38	-1	37	38	-1	34	37	-3	7	5	2	19	16	3
NOVA96.9	42	43	-1	63	68	-5	38	45	-7	39	40	-1	71	67	4	12	13	-1	33	30	3
smoothfm 95.3	50	49	1	63	65	-2	68	63	5	62	56	6	52	52	0	18	20	-2	44	46	-2
WSFM	58	62	-4	83	88	-5	86	92	-6	77	82	-5	56	55	1	11	13	-2	37	43	-6
ABC SYD	42	42	0	79	77	2	53	55	-2	39	40	-1	35	38	-3	18	14	4	30	31	-1
2RN	13	11	2	31	26	5	12	9	3	10	8	2	11	11	0	4	4	0	12	10	2
ABC NEWS	11	11	0	26	26	0	9	7	2	5	6	-1	7	9	-2	8	8	0	9	9	0
2JJJ	27	26	1	38	42	-4	33	31	2	31	25	6	33	35	-2	6	8	-2	21	18	3
ABC FM	15	13	2	19	17	2	20	15	5	17	14	3	16	11	5	7	7	0	14	13	1
Total	556	532	24	889	851	38	717	692	25	610	566	44	559	551	8	179	174	5	423	408	15