



SYDNEY RADIO - SURVEY 2 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	3.4	3.7	-0.3	*	*	*	*	*	*	0.2	0.2	0.0	2.2	1.1	1.1	4.4	5.1	-0.7	9.0	10.6	-1.6
2GB	11.5	11.8	-0.3	7.1	5.7	1.4	2.9	1.7	1.2	3.5	3.3	0.2	5.6	6.2	-0.6	15.4	13.6	1.8	26.4	28.4	-2.0
TalkingLifestyle954	3.5	3.4	0.1	1.6	0.9	0.7	0.2	0.1	0.1	0.7	1.0	-0.3	1.9	1.3	0.6	4.2	5.1	-0.9	9.2	8.1	1.1
SKY Sports Radio	0.8	0.8	0.0	*	*	*	0.2	0.8	-0.6	0.7	0.2	0.5	1.5	1.0	0.5	0.8	1.8	-1.0	0.7	1.0	-0.3
104.1 2DAY FM	5.2	4.1	1.1	6.2	6.3	-0.1	12.9	6.4	6.5	9.5	9.1	0.4	5.2	3.1	2.1	1.4	0.9	0.5	0.7	0.7	0.0
KIIS1065	9.5	8.1	1.4	21.4	15.8	5.6	13.9	14.1	-0.2	15.8	14.1	1.7	9.7	7.4	2.3	5.9	5.1	0.8	0.8	0.9	-0.1
104.9 TRIPLE M	5.9	4.9	1.0	8.7	6.0	2.7	4.5	2.6	1.9	8.1	7.5	0.6	8.8	8.1	0.7	5.8	4.3	1.5	0.7	0.3	0.4
NOVA96.9	6.9	7.4	-0.5	14.6	14.8	-0.2	16.6	12.6	4.0	10.5	13.3	-2.8	7.7	8.1	-0.4	2.3	2.3	0.0	0.3	0.7	-0.4
smoothfm 95.3	8.5	8.5	0.0	5.3	5.9	-0.6	6.0	11.4	-5.4	8.9	9.7	-0.8	10.8	8.9	1.9	10.1	10.9	-0.8	6.3	5.2	1.1
WSFM	8.4	9.0	-0.6	5.2	6.8	-1.6	9.1	9.9	-0.8	7.5	9.1	-1.6	10.9	12.5	-1.6	10.2	9.9	0.3	6.0	5.4	0.6
ABC SYD	8.4	8.0	0.4	1.8	4.8	-3.0	1.9	2.5	-0.6	1.0	1.0	0.0	5.2	6.9	-1.7	15.5	11.2	4.3	17.8	16.1	1.7
2RN	1.8	1.9	-0.1	*	0.1	*	*	0.1	*	0.4	0.6	-0.2	1.1	1.3	-0.2	2.5	2.5	0.0	4.8	4.1	0.7
ABC NEWS	1.5	1.5	0.0	0.8	1.4	-0.6	2.1	1.7	0.4	0.9	0.8	0.1	1.7	2.0	-0.3	1.6	2.2	-0.6	1.9	1.1	0.8
2JJJ	5.3	6.7	-1.4	4.6	8.0	-3.4	12.3	12.3	0.0	10.7	11.3	-0.6	6.2	10.0	-3.8	1.1	2.5	-1.4	*	*	*
ABC FM	3.0	3.9	-0.9	1.2	1.8	-0.6	0.6	1.2	-0.6	1.6	1.5	0.1	2.1	2.0	0.1	4.5	4.5	0.0	5.7	8.9	-3.2

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	3.0	3.4	-0.4	2.5	2.7	-0.2	4.2	5.0	-0.8	2.9	3.6	-0.7	2.6	2.7	-0.1	2.9	2.9	0.0	4.6	4.5	0.1						
2GB	11.8	12.9	-1.1	14.3	15.5	-1.2	13.3	14.1	-0.8	9.1	10.1	-1.0	8.0	8.0	0.0	14.2	17.0	-2.8	10.2	8.5	1.7						
TalkingLifestyle954	3.0	2.5	0.5	4.4	3.7	0.7	2.6	2.1	0.5	2.2	1.8	0.4	2.0	1.8	0.2	2.6	2.1	0.5	5.4	6.1	-0.7						
SKY Sports Radio	0.7	0.6	0.1	1.4	1.4	0.0	0.3	0.3	0.0	0.4	0.2	0.2	0.5	0.5	0.0	0.9	0.2	0.7	1.1	1.4	-0.3						
104.1 2DAY FM	5.4	4.3	1.1	4.4	3.4	1.0	5.9	4.7	1.2	6.4	5.1	1.3	5.5	5.2	0.3	4.5	2.3	2.2	4.5	3.4	1.1						
KIIS1065	9.9	8.4	1.5	12.3	10.0	2.3	8.1	7.3	0.8	8.6	7.6	1.0	11.0	9.1	1.9	7.6	6.2	1.4	8.1	7.1	1.0						
104.9 TRIPLE M	6.3	5.3	1.0	6.5	6.0	0.5	6.3	4.9	1.4	7.0	5.8	1.2	5.9	5.5	0.4	4.1	2.6	1.5	4.9	3.7	1.2						
NOVA96.9	6.9	7.2	-0.3	6.9	6.5	0.4	5.0	5.5	-0.5	6.6	7.4	-0.8	10.2	10.5	-0.3	6.3	7.2	-0.9	6.8	7.9	-1.1						
smoothfm 95.3	8.2	8.3	-0.1	6.6	6.8	-0.2	9.2	8.9	0.3	9.2	9.0	0.2	8.8	8.8	0.0	8.4	9.3	-0.9	9.2	9.0	0.2						
WSFM	8.5	9.1	-0.6	8.1	9.0	-0.9	8.8	9.2	-0.4	9.1	9.8	-0.7	8.3	9.2	-0.9	8.2	7.2	1.0	7.9	8.7	-0.8						
ABC SYD	8.6	8.3	0.3	9.7	10.3	-0.6	7.9	7.0	0.9	7.4	6.7	0.7	8.9	8.3	0.6	9.1	8.6	0.5	7.8	7.0	0.8						
2RN	1.8	1.9	-0.1	2.2	2.4	-0.2	1.3	1.3	0.0	1.6	1.7	-0.1	1.5	1.6	-0.1	3.0	2.7	0.3	1.8	1.7	0.1						
ABC NEWS	1.4	1.3	0.1	1.9	2.0	-0.1	1.0	0.8	0.2	1.0	1.0	0.0	1.5	1.2	0.3	1.9	1.7	0.2	1.9	1.8	0.1						
2JJJ	5.5	6.7	-1.2	4.3	5.2	-0.9	6.6	8.0	-1.4	6.3	8.2	-1.9	6.0	6.6	-0.6	3.9	5.5	-1.6	4.6	6.9	-2.3						
ABC FM	2.6	3.6	-1.0	2.4	3.2	-0.8	2.9	3.7	-0.8	2.7	3.5	-0.8	2.3	3.7	-1.4	3.4	4.3	-0.9	4.4	4.9	-0.5						



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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	239	237	2	*	*	*	*	*	*	25	8	17	24	29	-5	44	45	-1	145	154	-9
2GB	623	553	70	27	27	0	31	33	-2	93	78	15	115	95	20	115	83	32	241	238	3
TalkingLifestyle954	304	272	32	24	19	5	10	5	5	36	27	9	48	35	13	52	51	1	134	135	-1
SKY Sports Radio	93	75	18	4	3	1	2	7	-5	24	8	16	29	15	14	15	23	-8	18	20	-2
104.1 2DAY FM	757	698	59	98	93	5	131	106	25	287	296	-9	160	134	26	45	38	7	37	31	6
KIIS1065	951	883	68	178	141	37	138	141	-3	348	350	-2	207	186	21	65	47	18	17	18	-1
104.9 TRIPLE M	587	523	64	71	57	14	57	48	9	180	170	10	202	185	17	57	58	-1	20	5	15
NOVA96.9	983	1011	-28	184	172	12	198	205	-7	333	375	-42	210	205	5	43	34	9	15	21	-6
smoothfm 95.3	935	910	25	83	81	2	84	85	-1	275	268	7	221	224	-3	141	140	1	131	111	20
WSFM	760	802	-42	63	79	-16	55	59	-4	159	182	-23	253	254	-1	127	133	-6	103	96	7
ABC SYD	596	568	28	26	35	-9	23	25	-2	69	46	23	115	124	-9	131	120	11	231	219	12
2RN	161	158	3	1	3	-2	*	5	*	17	12	5	33	30	3	35	28	7	75	80	-5
ABC NEWS	290	250	40	12	24	-12	27	24	3	78	53	25	69	62	7	43	42	1	62	46	16
2JJB	498	587	-89	52	69	-17	106	115	-9	190	221	-31	128	156	-28	19	25	-6	3	1	2
ABCFM	272	262	10	19	24	-5	8	16	-8	72	47	25	48	49	-1	41	32	9	84	94	-10
Total	4238	4237	1	435	428	7	458	462	-4	1127	1131	-4	980	976	4	551	551	0	687	689	-2

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	190	190	0	114	102	12	120	129	-9	110	108	2	81	85	-4	58	67	-9	187	183	4
2GB	556	520	36	422	401	21	269	293	-24	224	230	-6	277	242	35	198	189	9	404	333	71
TalkingLifestyle954	229	187	42	162	126	36	85	71	14	93	75	18	95	67	28	58	48	10	197	208	-11
SKY Sports Radio	70	57	13	48	45	3	14	14	0	15	12	3	18	20	-2	19	5	14	59	54	5
104.1 2DAY FM	653	611	42	362	294	68	249	230	19	313	303	10	313	290	23	139	102	37	400	345	55
KIIS1065	891	801	90	652	584	68	328	306	22	392	353	39	448	419	29	247	216	31	542	560	-18
104.9 TRIPLE M	496	451	45	281	249	32	201	191	10	243	227	16	255	234	21	111	72	39	343	298	45
NOVA96.9	869	909	-40	511	489	22	277	297	-20	340	402	-62	502	507	-5	244	251	-7	575	590	-15
smoothfm 95.3	830	821	9	453	445	8	385	394	-9	390	382	8	403	404	-1	242	256	-14	580	561	19
WSFM	696	745	-49	425	447	-22	328	360	-32	353	398	-45	335	385	-50	211	207	4	463	493	-30
ABC SYD	547	533	14	376	364	12	254	261	-7	293	263	30	299	271	28	169	170	-1	386	362	24
2RN	146	145	1	102	103	-1	65	72	-7	60	70	-10	52	67	-15	38	47	-9	107	120	-13
ABC NEWS	233	200	33	171	146	25	61	47	14	77	61	16	56	47	9	53	46	7	183	180	3
2JJB	456	517	-61	251	304	-53	199	227	-28	205	228	-23	258	283	-25	128	154	-26	292	367	-75
ABCFM	241	228	13	123	129	-6	95	103	-8	113	120	-7	96	105	-9	82	68	14	172	188	-16
Total	4112	4104	8	3375	3316	59	2468	2518	-50	2678	2700	-22	2921	2877	44	1770	1723	47	3521	3556	-35



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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	18	20	-2	*	*	*	*	*	*	*	*	*	3	1	2	4	4	0	11	14	-3
2GB	60	63	-3	3	2	1	1	1	0	4	4	0	7	8	-1	13	11	2	32	38	-6
TalkingLifestyle954	18	18	0	1	*	*	*	*	*	1	1	0	2	2	0	4	4	0	11	11	0
SKY Sports Radio	4	4	0	*	*	*	*	*	*	1	*	*	2	1	1	1	1	0	1	1	0
104.1 2DAY FM	27	22	5	2	2	0	5	2	3	11	11	0	6	4	2	1	1	0	1	1	0
KIIS1065	50	43	7	8	6	2	6	5	1	18	18	0	12	9	3	5	4	1	1	1	0
104.9 TRIPLE M	31	26	5	3	2	1	2	1	1	9	9	0	11	10	1	5	3	2	1	*	*
NOVA96.9	36	39	-3	5	5	0	7	5	2	12	17	-5	10	10	0	2	2	0	*	1	*
smoothfm 95.3	44	45	-1	2	2	0	2	4	-2	10	12	-2	13	11	2	9	9	0	8	7	1
WSFM	44	48	-4	2	2	0	4	4	0	9	11	-2	13	15	-2	9	8	1	7	7	0
ABC SYD	44	42	2	1	2	-1	1	1	0	1	1	0	6	8	-2	13	9	4	22	21	1
2RN	10	10	0	*	*	*	*	*	*	*	1	*	1	2	-1	2	2	0	6	5	1
ABC NEWS	8	8	0	*	*	*	1	1	0	1	1	0	2	3	-1	1	2	-1	2	1	1
2JJB	28	36	-8	2	3	-1	5	5	0	12	14	-2	8	12	-4	1	2	-1	*	*	*
ABC FM	16	21	-5	*	1	*	*	*	*	2	2	0	3	3	0	4	4	0	7	12	-5
Total	522	532	-10	37	35	2	40	38	2	116	125	-9	123	124	-1	85	79	6	121	132	-11

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	+/-	This	Last	+/-	This	Last	+/-
2CH 1170	17	19	-2	22	25	-3	29	35	-6	18	22	-4	15	15	0	6	6	0	20	21	-1
2GB	66	72	-6	129	141	-12	92	98	-6	55	61	-6	47	45	2	27	34	-7	44	39	5
TalkingLifestyle954	17	14	3	40	33	7	18	15	3	14	11	3	12	10	2	5	4	1	23	28	-5
SKY Sports Radio	4	4	0	12	13	-1	2	2	0	2	1	1	3	3	0	2	*	*	5	7	-2
104.1 2DAY FM	30	24	6	40	31	9	41	33	8	39	31	8	32	29	3	8	5	3	19	16	3
KIIS1065	56	47	9	111	90	21	56	51	5	52	46	6	64	51	13	14	12	2	35	33	2
104.9 TRIPLE M	35	30	5	59	54	5	43	34	9	43	35	8	34	31	3	8	5	3	21	17	4
NOVA96.9	39	40	-1	62	59	3	34	38	-4	40	45	-5	59	59	0	12	14	-2	29	37	-8
smoothfm 95.3	46	46	0	59	61	-2	63	62	1	56	55	1	51	49	2	16	18	-2	39	42	-3
WSFM	48	51	-3	73	81	-8	61	64	-3	55	60	-5	48	51	-3	16	14	2	34	40	-6
ABC SYD	48	46	2	87	93	-6	55	49	6	45	40	5	52	47	5	17	17	0	33	32	1
2RN	10	11	-1	20	22	-2	9	9	0	10	11	-1	9	9	0	6	5	1	8	8	0
ABC NEWS	8	7	1	17	18	-1	7	5	2	6	6	0	8	7	1	4	3	1	8	8	0
2JJB	31	38	-7	39	47	-8	46	55	-9	38	50	-12	35	37	-2	7	11	-4	20	32	-12
ABC FM	15	20	-5	22	29	-7	20	26	-6	16	22	-6	13	21	-8	6	9	-3	19	23	-4
Total	560	560	0	902	904	-2	692	694	-2	607	607	0	581	560	21	190	199	-9	429	464	-35