



SYDNEY RADIO - SURVEY 8 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	3.0	4.1	-1.1	0.1	*	*	0.2	0.2	0.0	*	0.2	*	0.6	0.8	-0.2	2.1	3.7	-1.6	9.9	12.9	-3.0
2GB	13.9	14.1	-0.2	1.4	2.4	-1.0	1.8	1.5	0.3	2.7	2.0	0.7	6.6	5.5	1.1	16.1	18.6	-2.5	35.6	36.7	-1.1
Macquarie Sports 954	1.1	0.6	0.5	1.9	0.1	1.8	0.1	0.4	-0.3	0.4	0.4	0.0	0.8	0.6	0.2	1.2	0.7	0.5	2.0	1.0	1.0
SKY Sports Radio	0.7	0.8	-0.1	0.5	0.9	-0.4	*	*	*	0.2	0.4	-0.2	0.8	1.3	-0.5	0.8	1.1	-0.3	1.1	0.6	0.5
104.1 2DAY FM	5.4	5.5	-0.1	10.2	10.1	0.1	11.5	10.0	1.5	7.3	7.7	-0.4	7.5	8.5	-1.0	1.7	1.5	0.2	0.9	0.6	0.3
KIIS1065	8.8	8.6	0.2	18.4	19.1	-0.7	10.8	8.9	1.9	15.0	15.4	-0.4	10.4	10.3	0.1	6.2	5.6	0.6	0.5	0.1	0.4
104.9 TRIPLE M	5.4	5.3	0.1	5.2	8.4	-3.2	6.5	6.2	0.3	8.7	7.8	0.9	8.1	7.6	0.5	3.4	2.9	0.5	0.7	1.5	-0.8
NOVA96.9	8.6	7.9	0.7	23.2	19.3	3.9	21.0	18.3	2.7	15.1	12.1	3.0	8.1	8.8	-0.7	2.1	3.4	-1.3	0.6	0.6	0.0
smoothfm 95.3	9.1	8.8	0.3	9.0	6.9	2.1	11.1	10.8	0.3	11.1	11.8	-0.7	10.9	9.0	1.9	10.1	10.4	-0.3	4.4	4.9	-0.5
WSFM	8.7	8.2	0.5	4.7	8.3	-3.6	5.3	5.6	-0.3	6.7	6.3	0.4	11.7	12.8	-1.1	15.6	11.7	3.9	5.2	3.9	1.3
ABC SYD	9.2	8.8	0.4	1.1	1.5	-0.4	1.0	0.8	0.2	3.3	4.0	-0.7	6.2	5.8	0.4	17.8	16.8	1.0	16.1	15.3	0.8
2RN	2.3	2.3	0.0	0.5	0.5	0.0	0.3	0.7	-0.4	0.3	0.5	-0.2	1.2	1.0	0.2	3.2	4.8	-1.6	5.3	4.4	0.9
ABC NEWS	1.5	1.9	-0.4	0.4	0.5	-0.1	0.6	0.3	0.3	1.5	1.9	-0.4	1.3	1.5	-0.2	1.8	2.0	-0.2	2.1	2.9	-0.8
2JJJ	5.8	5.7	0.1	6.9	3.8	3.1	12.1	16.7	-4.6	12.4	12.4	0.0	6.2	5.3	0.9	1.3	1.5	-0.2	0.3	0.3	0.0
ABC FM	3.7	3.3	0.4	0.8	0.4	0.4	0.8	0.7	0.1	0.8	0.8	0.0	1.0	1.1	-0.1	7.0	6.6	0.4	8.5	7.2	1.3

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 1170	2.7	3.7	-1.0	2.5	2.8	-0.3	3.6	4.5	-0.9	3.1	4.5	-1.4	1.9	3.0	-1.1	2.0	3.9	-1.9	4.0	5.5	-1.5
2GB	14.0	14.6	-0.6	16.5	17.5	-1.0	17.9	17.7	0.2	10.5	11.3	-0.8	8.2	8.9	-0.7	16.3	16.4	-0.1	13.4	12.7	0.7
Macquarie Sports 954	1.1	0.6	0.5	1.2	0.8	0.4	0.7	0.4	0.3	1.1	0.7	0.4	1.0	0.3	0.7	1.4	0.3	1.1	1.2	0.9	0.3
SKY Sports Radio	0.4	0.6	-0.2	0.8	0.8	0.0	0.2	0.5	-0.3	0.4	0.6	-0.2	0.1	0.5	-0.4	0.4	0.2	0.2	1.4	1.4	0.0
104.1 2DAY FM	5.6	5.9	-0.3	4.6	4.6	0.0	6.4	6.6	-0.2	6.8	7.8	-1.0	5.9	6.0	-0.1	4.1	3.0	1.1	4.5	4.2	0.3
KIIS1065	8.9	8.9	0.0	10.5	10.7	-0.2	8.5	9.3	-0.8	8.6	8.0	0.6	8.4	8.4	0.0	5.9	5.3	0.6	8.3	7.3	1.0
104.9 TRIPLE M	6.0	5.8	0.2	6.2	6.6	-0.4	5.7	5.3	0.4	7.1	5.9	1.2	6.6	5.7	0.9	2.4	3.5	-1.1	3.1	3.9	-0.8
NOVA96.9	8.8	7.9	0.9	8.4	7.1	1.3	7.0	6.7	0.3	8.1	7.5	0.6	12.6	11.8	0.8	8.9	7.6	1.3	8.1	8.0	0.1
smoothfm 95.3	8.9	8.4	0.5	7.1	6.0	1.1	9.0	8.8	0.2	11.1	10.8	0.3	9.2	9.2	0.0	8.4	7.3	1.1	9.9	10.1	-0.2
WSFM	8.6	8.2	0.4	9.0	7.2	1.8	9.0	8.9	0.1	8.9	9.6	-0.7	8.1	8.6	-0.5	5.9	5.4	0.5	9.2	8.1	1.1
ABC SYD	9.6	9.1	0.5	10.3	10.7	-0.4	8.7	7.9	0.8	8.0	6.5	1.5	9.8	9.0	0.8	13.5	14.1	-0.6	7.7	7.9	-0.2
2RN	2.2	2.2	0.0	3.1	3.1	0.0	1.3	1.6	-0.3	1.4	1.6	-0.2	2.2	2.5	-0.3	3.2	2.0	1.2	2.5	2.4	0.1
ABC NEWS	1.5	1.8	-0.3	2.4	2.9	-0.5	1.1	1.2	-0.1	0.6	0.7	-0.1	1.0	1.1	-0.1	2.7	3.9	-1.2	1.6	2.0	-0.4
2JJJ	6.0	5.8	0.2	5.2	5.0	0.2	5.4	5.6	-0.2	6.7	6.9	-0.2	7.1	6.8	0.3	5.9	4.8	1.1	5.1	5.3	-0.2
ABC FM	3.5	3.1	0.4	2.8	2.7	0.1	4.1	3.5	0.6	4.2	3.4	0.8	3.2	3.0	0.2	2.9	2.9	0.0	4.6	4.2	0.4



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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	210	247	-37	2	2	0	2	2	0	10	7	3	22	24	-2	29	40	-11	145	172	-27
2GB	556	587	-31	19	25	-6	16	14	2	69	59	10	96	104	-8	100	127	-27	257	258	-1
Macquarie Sports 954	128	110	18	8	5	3	4	12	-8	30	21	9	21	24	-3	21	18	3	43	29	14
SKY Sports Radio	108	86	22	6	8	-2	*	*	*	17	12	5	28	24	4	26	22	4	31	20	11
104.1 2DAY FM	723	724	-1	107	112	-5	117	116	1	255	231	24	176	208	-32	44	43	1	24	14	10
KIIS1065	925	903	22	164	172	-8	120	109	11	345	343	2	210	208	2	68	59	9	18	12	6
104.9 TRIPLE M	534	485	49	73	69	4	53	44	9	163	142	21	173	173	0	45	39	6	28	18	10
NOVA96.9	1043	986	57	209	198	11	185	184	1	358	317	41	238	221	17	32	38	-6	21	28	-7
smoothfm 95.3	871	857	14	86	64	22	114	108	6	257	289	-32	200	170	30	113	120	-7	102	105	-3
WSFM	769	781	-12	46	75	-29	65	68	-3	168	171	-3	246	246	0	157	147	10	88	74	14
ABC SYD	617	608	9	26	29	-3	30	20	10	86	90	-4	127	125	2	143	140	3	205	203	2
2RN	195	162	33	9	5	4	8	8	0	19	18	1	36	23	13	49	41	8	73	66	7
ABC NEWS	240	256	-16	14	11	3	15	10	5	58	61	-3	58	62	-4	32	38	-6	62	74	-12
2JJJ	572	551	21	69	59	10	106	122	-16	239	232	7	122	100	22	25	23	2	10	16	-6
ABC FM	227	247	-20	10	6	4	14	13	1	39	42	-3	24	45	-21	45	48	-3	96	92	4
Total	4228	4224	4	430	432	-2	455	462	-7	1123	1118	5	978	968	10	547	549	-2	695	695	0

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	181	205	-24	108	119	-11	111	106	5	98	118	-20	77	108	-31	39	49	-10	156	188	-32
2GB	505	538	-33	404	432	-28	316	326	-10	280	296	-16	221	241	-20	178	192	-14	403	414	-11
Macquarie Sports 954	97	90	7	58	54	4	33	29	4	34	39	-5	41	32	9	19	5	14	72	59	13
SKY Sports Radio	73	58	15	49	38	11	19	17	2	28	25	3	9	21	-12	13	11	2	73	66	7
104.1 2DAY FM	651	643	8	342	336	6	251	253	-2	340	377	-37	277	300	-23	121	100	21	367	354	13
KIIS1065	852	832	20	575	572	3	344	362	-18	372	389	-17	418	388	30	221	199	22	543	524	19
104.9 TRIPLE M	489	431	58	290	256	34	187	169	18	217	186	31	254	225	29	112	108	4	269	264	5
NOVA96.9	947	898	49	524	480	44	299	328	-29	459	455	4	548	479	69	259	243	16	635	624	11
smoothfm 95.3	740	717	23	397	364	33	343	339	4	380	379	1	372	363	9	190	183	7	584	598	-14
WSFM	678	687	-9	421	414	7	333	315	18	356	363	-7	337	337	0	145	144	1	484	482	2
ABC SYD	572	557	15	384	386	-2	295	272	23	282	264	18	312	299	13	190	205	-15	383	396	-13
2RN	156	139	17	103	103	0	71	72	-1	74	70	4	63	66	-3	47	41	6	130	110	20
ABC NEWS	192	218	-26	137	157	-20	66	84	-18	36	46	-10	50	58	-8	59	81	-22	146	159	-13
2JJJ	496	496	0	292	290	2	187	195	-8	232	225	7	288	286	2	130	117	13	342	327	15
ABC FM	198	217	-19	121	123	-2	102	102	0	104	108	-4	105	107	-2	56	64	-8	141	159	-18
Total	4073	4101	-28	3337	3320	17	2458	2482	-24	2628	2720	-92	2861	2767	94	1605	1609	-4	3473	3486	-13



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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	15	22	-7	*	*	*	*	*	*	*	*	*	1	1	0	2	3	-1	12	17	-5
2GB	69	75	-6	*	1	*	1	1	0	3	2	1	8	7	1	12	14	-2	44	49	-5
Macquarie Sports 954	5	3	2	1	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
SKY Sports Radio	3	4	-1	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	1	1	0
104.1 2DAY FM	27	29	-2	3	3	0	4	4	0	8	9	-1	9	11	-2	1	1	0	1	1	0
KIIS1065	44	45	-1	6	6	0	4	3	1	16	17	-1	13	14	-1	5	4	1	1	*	*
104.9 TRIPLE M	27	28	-1	2	3	-1	2	2	0	9	9	0	10	10	0	3	2	1	1	2	-1
NOVA96.9	43	42	1	7	6	1	8	7	1	16	13	3	10	12	-2	2	3	-1	1	1	0
smoothfm 95.3	45	46	-1	3	2	1	4	4	0	12	13	-1	13	12	1	8	8	0	6	7	-1
WSFM	43	43	0	1	3	-2	2	2	0	7	7	0	14	17	-3	12	9	3	6	5	1
ABC SYD	46	47	-1	*	*	*	*	*	*	4	4	0	8	8	0	14	13	1	20	21	-1
2RN	11	12	-1	*	*	*	*	*	*	*	1	*	2	1	1	2	4	-2	7	6	1
ABC NEWS	8	10	-2	*	*	*	*	*	*	2	2	0	2	2	0	1	2	-1	3	4	-1
2JJB	29	30	-1	2	1	1	4	6	-2	13	14	-1	7	7	0	1	1	0	*	*	*
ABC FM	19	18	1	*	*	*	*	*	*	1	1	0	1	1	0	5	5	0	11	10	1
Total	498	528	-30	30	32	-2	36	38	-2	108	112	-4	121	134	-13	77	78	-1	125	134	-9

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-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
2CH 1170	14	21	-7	22	26	-4	24	33	-9	18	28	-10	10	17	-7	3	7	-4	16	23	-7
2GB	74	83	-9	145	161	-16	120	130	-10	60	71	-11	44	50	-6	27	29	-2	55	55	0
Macquarie Sports 954	6	3	3	11	7	4	5	3	2	6	4	2	5	2	3	2	1	1	5	4	1
SKY Sports Radio	2	3	-1	7	8	-1	1	3	-2	2	4	-2	*	3	*	1	*	*	6	6	0
104.1 2DAY FM	30	33	-3	40	42	-2	43	48	-5	39	49	-10	32	34	-2	7	5	2	18	18	0
KIIS1065	47	51	-4	92	98	-6	57	68	-11	49	50	-1	46	47	-1	10	9	1	34	31	3
104.9 TRIPLE M	32	33	-1	54	61	-7	38	39	-1	40	37	3	36	32	4	4	6	-2	13	17	-4
NOVA96.9	47	45	2	74	65	9	47	49	-2	46	47	-1	69	66	3	15	13	2	33	34	-1
smoothfm 95.3	47	47	0	63	56	7	60	64	-4	63	68	-5	50	51	-1	14	13	1	41	43	-2
WSFM	46	47	-1	79	66	13	60	65	-5	51	61	-10	44	48	-4	10	9	1	38	34	4
ABC SYD	51	52	-1	91	99	-8	58	58	0	46	41	5	54	50	4	22	25	-3	32	34	-2
2RN	12	13	-1	27	29	-2	9	12	-3	8	10	-2	12	14	-2	5	4	1	10	10	0
ABC NEWS	8	10	-2	21	27	-6	7	9	-2	3	4	-1	5	6	-1	4	7	-3	7	9	-2
2JJB	32	33	-1	46	46	0	36	41	-5	38	43	-5	39	38	1	10	8	2	21	23	-2
ABC FM	18	18	0	25	25	0	28	25	3	24	21	3	17	17	0	5	5	0	19	18	1
Total	532	568	-36	881	920	-39	671	733	-62	569	630	-61	545	561	-16	166	176	-10	412	428	-16