



SYDNEY RADIO - SURVEY 1 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	3.7	4.1	-0.4	*	*	*	*	1.8	*	0.2	0.2	0.0	1.1	1.1	0.0	5.1	6.5	-1.4	10.6	10.7	-0.1
2GB	11.8	11.3	0.5	5.7	1.3	4.4	1.7	2.0	-0.3	3.3	4.6	-1.3	6.2	7.7	-1.5	13.6	11.0	2.6	28.4	26.9	1.5
TalkingLifestyle954	3.4	3.5	-0.1	0.9	2.6	-1.7	0.1	0.9	-0.8	1.0	0.5	0.5	1.3	1.7	-0.4	5.1	4.8	0.3	8.1	8.1	0.0
SKY	0.8	0.9	-0.1	*	*	*	0.8	0.3	0.5	0.2	0.6	-0.4	1.0	0.6	0.4	1.8	0.6	1.2	1.0	2.1	-1.1
104.1 2DAY FM	4.1	3.9	0.2	6.3	5.2	1.1	6.4	10.8	-4.4	9.1	6.8	2.3	3.1	3.7	-0.6	0.9	1.7	-0.8	0.7	0.4	0.3
KIIS1065	8.1	9.9	-1.8	15.8	18.6	-2.8	14.1	10.6	3.5	14.1	14.6	-0.5	7.4	13.7	-6.3	5.1	7.8	-2.7	0.9	0.8	0.1
104.9 TRIPLE M	4.9	6.2	-1.3	6.0	4.6	1.4	2.6	6.2	-3.6	7.5	11.5	-4.0	8.1	9.0	-0.9	4.3	4.3	0.0	0.3	0.4	-0.1
NOVA96.9	7.4	7.5	-0.1	14.8	19.4	-4.6	12.6	15.8	-3.2	13.3	13.6	-0.3	8.1	6.9	1.2	2.3	2.0	0.3	0.7	0.3	0.4
smoothfm 95.3	8.5	8.6	-0.1	5.9	6.1	-0.2	11.4	5.8	5.6	9.7	8.9	0.8	8.9	7.8	1.1	10.9	13.8	-2.9	5.2	6.9	-1.7
WSFM	9.0	9.7	-0.7	6.8	7.8	-1.0	9.9	3.1	6.8	9.1	7.8	1.3	12.5	16.0	-3.5	9.9	14.8	-4.9	5.4	4.7	0.7
ABC SYD	8.0	8.4	-0.4	4.8	4.0	0.8	2.5	1.1	1.4	1.0	2.9	-1.9	6.9	5.3	1.6	11.2	15.6	-4.4	16.1	15.0	1.1
2RN	1.9	2.0	-0.1	0.1	0.5	-0.4	0.1	0.3	-0.2	0.6	0.7	-0.1	1.3	2.0	-0.7	2.5	1.8	0.7	4.1	4.3	-0.2
ABC NEWS	1.5	1.4	0.1	1.4	0.6	0.8	1.7	0.2	1.5	0.8	1.2	-0.4	2.0	1.7	0.3	2.2	2.0	0.2	1.1	1.7	-0.6
2JJJ	6.7	4.9	1.8	8.0	4.8	3.2	12.3	15.8	-3.5	11.3	9.3	2.0	10.0	4.6	5.4	2.5	1.0	1.5	*	0.2	*
ABC FM	3.9	2.7	1.2	1.8	0.7	1.1	1.2	0.8	0.4	1.5	0.9	0.6	2.0	1.9	0.1	4.5	1.5	3.0	8.9	7.2	1.7

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	3.4	3.8	-0.4	2.7	2.9	-0.2	5.0	5.0	0.0	3.6	4.5	-0.9	2.7	3.2	-0.5	2.9	4.2	-1.3	4.5	4.9	-0.4						
2GB	12.9	12.7	0.2	15.5	13.3	2.2	14.1	14.9	-0.8	10.1	10.8	-0.7	8.0	9.4	-1.4	17.0	17.0	0.0	8.5	6.8	1.7						
TalkingLifestyle954	2.5	2.3	0.2	3.7	3.9	-0.2	2.1	1.6	0.5	1.8	1.8	0.0	1.8	1.8	0.0	2.1	1.3	0.8	6.1	7.2	-1.1						
SKY	0.6	0.7	-0.1	1.4	1.5	-0.1	0.3	0.5	-0.2	0.2	0.3	-0.1	0.5	0.2	0.3	0.2	0.6	-0.4	1.4	1.5	-0.1						
104.1 2DAY FM	4.3	3.9	0.4	3.4	2.8	0.6	4.7	3.3	1.4	5.1	5.3	-0.2	5.2	5.5	-0.3	2.3	3.0	-0.7	3.4	3.9	-0.5						
KIIS1065	8.4	10.3	-1.9	10.0	12.1	-2.1	7.3	9.1	-1.8	7.6	9.0	-1.4	9.1	10.8	-1.7	6.2	9.2	-3.0	7.1	8.7	-1.6						
104.9 TRIPLE M	5.3	6.7	-1.4	6.0	7.9	-1.9	4.9	6.9	-2.0	5.8	7.0	-1.2	5.5	5.4	0.1	2.6	4.4	-1.8	3.7	4.4	-0.7						
NOVA96.9	7.2	7.7	-0.5	6.5	7.4	-0.9	5.5	6.0	-0.5	7.4	7.5	-0.1	10.5	10.3	0.2	7.2	8.1	-0.9	7.9	6.9	1.0						
smoothfm 95.3	8.3	8.2	0.1	6.8	6.5	0.3	8.9	9.0	-0.1	9.0	9.4	-0.4	8.8	8.1	0.7	9.3	9.8	-0.5	9.0	9.6	-0.6						
WSFM	9.1	9.6	-0.5	9.0	10.0	-1.0	9.2	10.1	-0.9	9.8	10.2	-0.4	9.2	8.8	0.4	7.2	7.0	0.2	8.7	10.1	-1.4						
ABC SYD	8.3	8.6	-0.3	10.3	9.4	0.9	7.0	8.6	-1.6	6.7	8.2	-1.5	8.3	8.8	-0.5	8.6	6.6	2.0	7.0	7.6	-0.6						
2RN	1.9	2.0	-0.1	2.4	2.6	-0.2	1.3	1.7	-0.4	1.7	1.1	0.6	1.6	2.0	-0.4	2.7	2.4	0.3	1.7	2.2	-0.5						
ABC NEWS	1.3	1.4	-0.1	2.0	2.5	-0.5	0.8	0.8	0.0	1.0	0.5	0.5	1.2	1.0	0.2	1.7	1.7	0.0	1.8	1.6	0.2						
2JJJ	6.7	5.0	1.7	5.2	4.0	1.2	8.0	5.1	2.9	8.2	5.7	2.5	6.6	6.1	0.5	5.5	4.5	1.0	6.9	4.4	2.5						
ABC FM	3.6	2.5	1.1	3.2	2.0	1.2	3.7	2.7	1.0	3.5	2.6	0.9	3.7	2.6	1.1	4.3	3.6	0.7	4.9	3.4	1.5						



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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	237	227	10	*	*	*	8	8	0	8	14	-6	29	22	7	45	48	-3	154	135	19
2GB	553	576	-23	27	22	5	33	23	10	78	73	5	95	118	-23	83	95	-12	238	244	-6
TalkingLifestyle954	272	249	23	19	14	5	5	16	-11	27	21	6	35	41	-6	51	53	-2	135	105	30
SKY	75	85	-10	3	2	1	7	5	2	8	21	-13	15	22	-7	23	9	14	20	27	-7
104.1 2DAY FM	698	611	87	93	90	3	106	116	-10	296	235	61	134	122	12	38	33	5	31	14	17
KIIS1065	883	958	-75	141	167	-26	141	139	2	350	315	35	186	250	-64	47	69	-22	18	17	1
104.9 TRIPLE M	523	550	-27	57	69	-12	48	56	-8	170	195	-25	185	177	8	58	41	17	5	11	-6
NOVA96.9	1011	919	92	172	172	0	205	182	23	375	370	5	205	158	47	34	25	9	21	12	9
smoothfm 95.3	910	847	63	81	79	2	85	77	8	268	217	51	224	195	29	140	150	-10	111	129	-18
WSFM	802	747	55	79	61	18	59	39	20	182	140	42	254	273	-19	133	163	-30	96	72	24
ABC SYD	568	575	-7	35	31	4	25	17	8	46	81	-35	124	143	-19	120	132	-12	219	171	48
2RN	158	173	-15	3	9	-6	5	7	-2	12	18	-6	30	54	-24	28	28	0	80	56	24
ABC NEWS	250	238	12	24	10	14	24	14	10	53	65	-12	62	70	-8	42	39	3	46	41	5
2JJJ	587	570	17	69	56	13	115	106	9	221	240	-19	156	132	24	25	27	-2	1	9	-8
ABCFM	262	227	35	24	13	11	16	12	4	47	48	-1	49	45	4	32	21	11	94	88	6
Total	4237	4133	104	428	429	-1	462	448	14	1131	1082	49	976	970	6	551	545	6	689	658	31

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

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	190	201	-11	102	119	-17	129	120	9	108	121	-13	85	100	-15	67	52	15	183	167	16						
2GB	520	554	-34	401	394	7	293	321	-28	230	275	-45	242	261	-19	189	193	-4	333	318	15						
TalkingLifestyle954	187	164	23	126	117	9	71	57	14	75	72	3	67	65	2	48	35	13	208	200	8						
SKY	57	51	6	45	38	7	14	8	6	12	9	3	20	16	4	5	9	-4	54	58	-4						
104.1 2DAY FM	611	555	56	294	277	17	230	207	23	303	264	39	290	291	-1	102	137	-35	345	310	35						
KIIS1065	801	856	-55	584	596	-12	306	362	-56	353	400	-47	419	451	-32	216	245	-29	560	575	-15						
104.9 TRIPLE M	451	505	-54	249	332	-83	191	199	-8	227	252	-25	234	233	1	72	112	-40	298	268	30						
NOVA96.9	909	861	48	489	513	-24	297	329	-32	402	431	-29	507	474	33	251	244	7	590	559	31						
smoothfm 95.3	821	730	91	445	419	26	394	334	60	382	374	8	404	370	34	256	240	16	561	547	14						
WSFM	745	654	91	447	422	25	360	359	1	398	375	23	385	360	25	207	176	31	493	503	-10						
ABC SYD	533	521	12	364	349	15	261	248	13	263	254	9	271	296	-25	170	131	39	362	343	19						
2RN	145	155	-10	103	100	3	72	73	-1	70	61	9	67	73	-6	47	36	11	120	112	8						
ABC NEWS	200	203	-3	146	139	7	47	67	-20	61	43	18	47	67	-20	46	50	-4	180	118	62						
2JJJ	517	505	12	304	274	30	227	214	13	228	237	-9	283	283	0	154	132	22	367	342	25						
ABCFM	228	203	25	129	112	17	103	80	23	120	99	21	105	106	-1	68	67	1	188	160	28						
Total	4104	4007	97	3316	3269	47	2518	2518	0	2700	2619	81	2877	2825	52	1723	1683	40	3556	3375	181						



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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	20	21	-1	*	*	*	*	1	*	*	*	*	1	1	0	4	5	-1	14	13	1
2GB	63	57	6	2	*	*	1	1	0	4	5	-1	8	9	-1	11	9	2	38	32	6
TalkingLifestyle954	18	18	0	*	1	*	*	*	*	1	1	0	2	2	0	4	4	0	11	10	1
SKY	4	5	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	2	-1
104.1 2DAY FM	22	20	2	2	2	0	2	4	-2	11	7	4	4	4	0	1	1	0	1	1	0
KIIS1065	43	50	-7	6	6	0	5	4	1	18	16	2	9	16	-7	4	6	-2	1	1	0
104.9 TRIPLE M	26	31	-5	2	2	0	1	2	-1	9	12	-3	10	10	0	3	4	-1	*	1	*
NOVA96.9	39	38	1	5	7	-2	5	6	-1	17	15	2	10	8	2	2	2	0	1	*	*
smoothfm 95.3	45	43	2	2	2	0	4	2	2	12	10	2	11	9	2	9	12	-3	7	8	-1
WSFM	48	49	-1	2	3	-1	4	1	3	11	8	3	15	18	-3	8	12	-4	7	6	1
ABC SYD	42	42	0	2	1	1	1	*	*	1	3	-2	8	6	2	9	13	-4	21	18	3
2RN	10	10	0	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0	5	5	0
ABC NEWS	8	7	1	*	*	*	1	*	*	1	1	0	3	2	1	2	2	0	1	2	-1
2JJJ	36	25	11	3	2	1	5	6	-1	14	10	4	12	5	7	2	1	1	*	*	*
ABCFM	21	14	7	1	*	*	*	*	*	2	1	1	3	2	1	4	1	3	12	9	3
Total	532	502	30	35	35	0	38	40	-2	125	108	17	124	115	9	79	84	-5	132	120	12

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	19	21	-2	25	25	0	35	33	2	22	26	-4	15	19	-4	6	7	-1	21	20	1
2GB	72	68	4	141	116	25	98	99	-1	61	61	0	45	55	-10	34	30	4	39	28	11
TalkingLifestyle954	14	13	1	33	34	-1	15	10	5	11	10	1	10	10	0	4	2	2	28	30	-2
SKY	4	4	0	13	13	0	2	3	-1	1	2	-1	3	1	2	*	1	*	7	6	1
104.1 2DAY FM	24	21	3	31	24	7	33	22	11	31	30	1	29	32	-3	5	5	0	16	16	0
KIIS1065	47	55	-8	90	105	-15	51	60	-9	46	52	-6	51	63	-12	12	16	-4	33	36	-3
104.9 TRIPLE M	30	36	-6	54	69	-15	34	46	-12	35	40	-5	31	31	0	5	8	-3	17	18	-1
NOVA96.9	40	41	-1	59	64	-5	38	40	-2	45	43	2	59	60	-1	14	14	0	37	29	8
smoothfm 95.3	46	44	2	61	57	4	62	60	2	55	54	1	49	47	2	18	17	1	42	40	2
WSFM	51	52	-1	81	88	-7	64	67	-3	60	58	2	51	51	0	14	12	2	40	42	-2
ABC SYD	46	46	0	93	82	11	49	57	-8	40	47	-7	47	51	-4	17	12	5	32	32	0
2RN	11	11	0	22	23	-1	9	11	-2	11	6	5	9	12	-3	5	4	1	8	9	-1
ABC NEWS	7	7	0	18	22	-4	5	5	0	6	3	3	7	6	1	3	3	0	8	7	1
2JJJ	38	27	11	47	35	12	55	34	21	50	32	18	37	36	1	11	8	3	32	18	14
ABCFM	20	14	6	29	18	11	26	18	8	22	15	7	21	15	6	9	6	3	23	14	9
Total	560	537	23	904	871	33	694	663	31	607	571	36	560	581	-21	199	175	24	464	415	49