



SYDNEY RADIO - SURVEY 4 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	4.5	4.2	0.3	0.7	0.5	0.2	0.2	0.1	0.1	0.3	0.4	-0.1	2.0	2.8	-0.8	4.5	3.1	1.4	12.7	11.8	0.9
2GB	14.0	12.7	1.3	2.0	3.0	-1.0	0.5	2.9	-2.4	3.0	3.4	-0.4	10.7	9.7	1.0	15.6	11.6	4.0	32.4	30.5	1.9
Macquarie Sports 954	0.8	1.9	-1.1	0.6	1.4	-0.8	0.2	0.2	0.0	0.7	0.6	0.1	0.7	1.4	-0.7	1.5	1.8	-0.3	0.6	4.5	-3.9
SKY Sports Radio	1.2	0.7	0.5	0.4	0.2	0.2	0.4	*	*	0.6	1.4	-0.8	2.1	1.0	1.1	1.5	0.5	1.0	1.0	0.2	0.8
104.1 2DAY FM	4.9	5.6	-0.7	8.6	8.1	0.5	8.8	13.8	-5.0	9.6	9.8	-0.2	5.4	5.3	0.1	1.4	2.1	-0.7	0.7	0.9	-0.2
KIIS1065	8.4	8.8	-0.4	19.3	21.3	-2.0	17.6	14.9	2.7	14.6	13.7	0.9	7.4	8.3	-0.9	5.4	7.8	-2.4	0.5	0.3	0.2
104.9 TRIPLE M	5.6	6.1	-0.5	8.5	9.7	-1.2	5.1	6.2	-1.1	7.5	8.2	-0.7	8.3	8.6	-0.3	6.5	6.6	-0.1	0.2	0.5	-0.3
NOVA96.9	7.1	6.7	0.4	21.2	16.7	4.5	15.7	17.1	-1.4	12.5	9.0	3.5	6.1	8.1	-2.0	2.4	2.0	0.4	0.6	0.2	0.4
smoothfm 95.3	8.4	8.7	-0.3	6.8	5.5	1.3	7.3	6.4	0.9	10.3	10.5	-0.2	7.3	10.1	-2.8	12.0	11.2	0.8	6.3	5.6	0.7
WSFM	10.7	9.7	1.0	4.3	4.2	0.1	7.6	5.5	2.1	7.6	6.2	1.4	16.1	15.1	1.0	19.2	17.9	1.3	5.3	5.1	0.2
ABC SYD	8.2	8.6	-0.4	0.9	1.1	-0.2	1.6	1.8	-0.2	2.6	2.2	0.4	6.4	5.1	1.3	10.6	16.0	-5.4	16.7	17.3	-0.6
2RN	2.0	1.9	0.1	0.4	0.2	0.2	*	*	*	0.3	0.3	0.0	1.4	1.1	0.3	2.9	1.7	1.2	4.6	5.2	-0.6
ABC NEWS	2.2	1.9	0.3	0.6	1.2	-0.6	2.0	1.9	0.1	2.4	1.7	0.7	2.2	2.0	0.2	1.9	1.8	0.1	2.6	2.3	0.3
2JJB	5.2	4.6	0.6	4.0	3.9	0.1	10.4	10.3	0.1	9.3	10.3	-1.0	6.7	4.3	2.4	1.9	0.6	1.3	0.8	0.6	0.2
ABC FM	2.9	2.6	0.3	1.0	0.7	0.3	0.7	0.5	0.2	1.0	1.3	-0.3	1.8	1.4	0.4	1.7	2.9	-1.2	7.2	6.0	1.2

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	4.3	3.8	0.5	3.8	3.3	0.5	5.3	4.5	0.8	4.6	4.3	0.3	3.4	3.1	0.3	4.3	4.3	0.0	5.3	5.3	0.0	5.3	5.3	0.0	5.3	5.3	0.0
2GB	14.5	12.9	1.6	16.6	15.3	1.3	18.0	15.0	3.0	11.6	10.0	1.6	10.2	9.5	0.7	14.9	15.0	-0.1	12.5	11.9	0.6	12.5	11.9	0.6	12.5	11.9	0.6
Macquarie Sports 954	0.6	1.7	-1.1	0.7	2.5	-1.8	0.8	1.6	-0.8	0.5	1.1	-0.6	0.5	1.4	-0.9	0.7	1.7	-1.0	1.2	2.6	-1.4	1.2	2.6	-1.4	1.2	2.6	-1.4
SKY Sports Radio	0.9	0.6	0.3	1.2	1.0	0.2	1.0	0.2	0.8	0.9	0.4	0.5	0.4	0.4	0.0	0.7	1.3	-0.6	2.0	0.9	1.1	2.0	0.9	1.1	2.0	0.9	1.1
104.1 2DAY FM	5.2	5.9	-0.7	4.3	4.9	-0.6	4.3	5.7	-1.4	6.0	7.0	-1.0	7.4	6.8	0.6	3.8	4.7	-0.9	4.2	4.6	-0.4	4.2	4.6	-0.4	4.2	4.6	-0.4
KIIS1065	8.7	9.3	-0.6	11.0	11.9	-0.9	7.3	7.3	0.0	8.0	8.3	-0.3	8.7	9.9	-1.2	5.4	6.3	-0.9	7.4	7.1	0.3	7.4	7.1	0.3	7.4	7.1	0.3
104.9 TRIPLE M	5.7	6.2	-0.5	5.8	6.5	-0.7	4.6	5.3	-0.7	5.6	6.3	-0.7	7.8	7.3	0.5	4.1	4.9	-0.8	5.1	5.9	-0.8	5.1	5.9	-0.8	5.1	5.9	-0.8
NOVA96.9	7.3	6.8	0.5	6.9	6.4	0.5	5.8	5.0	0.8	7.1	6.4	0.7	9.7	9.7	0.0	7.5	7.4	0.1	6.6	6.4	0.2	7.5	7.4	0.1	6.6	6.4	0.2
smoothfm 95.3	7.9	8.3	-0.4	5.9	5.8	0.1	8.0	9.5	-1.5	9.6	10.1	-0.5	8.2	8.6	-0.4	9.0	8.6	0.4	10.2	9.9	0.3	9.0	8.6	0.4	10.2	9.9	0.3
WSFM	10.6	10.0	0.6	9.6	9.4	0.2	12.6	12.4	0.2	13.1	11.8	1.3	8.3	7.4	0.9	7.6	6.9	0.7	10.9	9.0	1.9	7.6	6.9	0.7	10.9	9.0	1.9
ABC SYD	8.4	8.8	-0.4	9.5	9.9	-0.4	7.8	7.8	0.0	7.5	8.0	-0.5	8.5	9.3	-0.8	7.7	8.9	-1.2	7.5	7.8	-0.3	7.7	8.9	-1.2	7.5	7.8	-0.3
2RN	1.9	1.7	0.2	2.7	2.7	0.0	1.5	1.3	0.2	1.3	1.0	0.3	1.8	1.2	0.6	2.0	2.0	0.0	2.5	2.4	0.1	2.0	2.0	0.0	2.5	2.4	0.1
ABC NEWS	2.2	1.8	0.4	3.3	2.8	0.5	1.1	1.2	-0.1	1.1	0.8	0.3	1.6	1.5	0.1	4.2	3.1	1.1	2.2	2.2	0.0	4.2	3.1	1.1	2.2	2.2	0.0
2JJB	5.4	4.7	0.7	5.2	4.2	1.0	5.0	4.7	0.3	6.0	5.6	0.4	6.2	5.0	1.2	4.0	3.1	0.9	4.5	4.4	0.1	4.0	3.1	0.9	4.5	4.4	0.1
ABC FM	2.6	2.2	0.4	2.1	1.6	0.5	2.9	2.8	0.1	2.7	2.3	0.4	2.2	2.1	0.1	4.1	3.2	0.9	3.7	3.7	0.0	4.1	3.2	0.9	3.7	3.7	0.0



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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	275	287	-12	9	7	2	3	3	0	25	33	-8	25	29	-4	37	46	-9	176	169	7
2GB	660	658	2	30	34	-4	7	19	-12	90	82	8	149	150	-1	126	120	6	257	252	5
Macquarie Sports 954	125	231	-106	11	20	-9	4	7	-3	44	46	-2	20	40	-20	17	32	-15	29	85	-56
SKY Sports Radio	107	102	5	7	9	-2	9	*	*	31	42	-11	24	27	-3	16	9	7	21	15	6
104.1 2DAY FM	761	807	-46	127	117	10	119	137	-18	289	302	-13	155	164	-9	49	56	-7	23	32	-9
KIIS1065	973	958	15	172	181	-9	148	149	-1	399	370	29	179	175	4	58	69	-11	16	14	2
104.9 TRIPLE M	548	613	-65	96	85	11	53	66	-13	167	191	-24	153	184	-31	70	68	2	9	18	-9
NOVA96.9	944	946	-2	196	197	-1	194	190	4	337	299	38	168	210	-42	37	42	-5	12	8	4
smoothfm 95.3	869	896	-27	91	87	4	99	88	11	247	260	-13	174	200	-26	134	139	-5	124	121	3
WSFM	723	723	0	55	47	8	51	45	6	162	144	18	244	260	-16	138	144	-6	73	82	-9
ABC SYD	597	605	-8	16	25	-9	27	25	2	109	109	0	117	113	4	111	114	-3	216	219	-3
2RN	171	155	16	12	8	4	*	*	*	22	17	5	38	34	4	31	29	2	68	67	1
ABC NEWS	364	336	28	17	16	1	24	22	2	126	102	24	91	86	5	48	44	4	58	66	-8
2JJJ	556	489	67	53	48	5	118	116	2	209	192	17	134	113	21	30	12	18	11	8	3
ABC FM	301	309	-8	18	13	5	15	8	7	75	85	-10	54	56	-2	31	46	-15	107	101	6
Total	4240	4242	-2	432	433	-1	455	451	4	1138	1135	3	981	984	-3	546	548	-2	689	691	-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	236	249	-13	126	141	-15	119	133	-14	136	138	-2	119	118	1	79	74	5	201	214	-13
2GB	617	606	11	471	454	17	348	295	53	278	243	35	265	283	-18	191	212	-21	443	450	-7
Macquarie Sports 954	103	185	-82	59	121	-62	29	66	-37	32	62	-30	31	77	-46	36	55	-19	67	122	-55
SKY Sports Radio	81	76	5	52	41	11	16	8	8	26	20	6	23	18	5	18	32	-14	71	61	10
104.1 2DAY FM	692	711	-19	347	369	-22	219	243	-24	324	344	-20	348	374	-26	157	157	0	371	424	-53
KIIS1065	899	902	-3	638	627	11	337	341	-4	388	399	-11	429	419	10	206	218	-12	548	487	61
104.9 TRIPLE M	467	519	-52	316	311	5	181	203	-22	208	245	-37	284	284	0	105	126	-21	307	350	-43
NOVA96.9	855	869	-14	508	501	7	276	288	-12	378	373	5	479	502	-23	236	257	-21	598	546	52
smoothfm 95.3	758	787	-29	417	412	5	301	349	-48	397	409	-12	401	414	-13	207	210	-3	583	568	15
WSFM	654	659	-5	437	453	-16	328	345	-17	370	350	20	353	315	38	167	188	-21	495	463	32
ABC SYD	534	551	-17	356	391	-35	239	238	1	296	318	-22	293	311	-18	144	157	-13	408	400	8
2RN	155	136	19	116	103	13	74	52	22	60	46	14	78	48	30	40	30	10	107	101	6
ABC NEWS	328	290	38	248	218	30	69	83	-14	91	76	15	98	77	21	101	92	9	199	198	1
2JJJ	501	439	62	309	254	55	186	161	25	220	191	29	270	248	22	128	111	17	304	293	11
ABC FM	259	261	-2	138	130	8	112	102	10	136	129	7	98	94	4	83	85	-2	180	189	-9
Total	4124	4146	-22	3476	3428	48	2385	2451	-66	2623	2662	-39	2938	2949	-11	1702	1783	-81	3520	3490	30



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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	23	21	2	*	*	*	*	*	*	*	*	*	2	4	-2	4	2	2	16	15	1
2GB	71	65	6	1	1	0	*	1	*	3	4	-1	13	12	1	12	9	3	41	38	3
Macquarie Sports 954	4	10	-6	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0	1	6	-5
SKY Sports Radio	6	4	2	*	*	*	*	*	*	1	2	-1	3	1	2	1	*	*	1	*	*
104.1 2DAY FM	25	29	-4	2	3	-1	3	6	-3	11	11	0	7	7	0	1	2	-1	1	1	0
KIIS1065	42	45	-3	6	7	-1	6	6	0	17	15	2	9	10	-1	4	6	-2	1	*	*
104.9 TRIPLE M	28	31	-3	2	3	-1	2	3	-1	9	9	0	10	11	-1	5	5	0	*	1	*
NOVA96.9	36	34	2	6	5	1	5	7	-2	14	10	4	7	10	-3	2	2	0	1	*	*
smoothfm 95.3	42	44	-2	2	2	0	3	3	0	12	12	0	9	13	-4	9	9	0	8	7	1
WSFM	54	50	4	1	1	0	3	2	1	9	7	2	20	19	1	15	14	1	7	6	1
ABC SYD	41	44	-3	*	*	*	1	1	0	3	2	1	8	6	2	8	13	-5	21	22	-1
2RN	10	10	0	*	*	*	*	*	*	*	*	*	2	1	1	2	1	1	6	6	0
ABC NEWS	11	10	1	*	*	*	1	1	0	3	2	1	3	2	1	1	1	0	3	3	0
2JJB	26	24	2	1	1	0	4	4	0	11	11	0	8	5	3	1	*	*	1	1	0
ABC FM	14	13	1	*	*	*	*	*	*	1	1	0	2	2	0	1	2	-1	9	7	2
Total	505	512	-7	29	31	-2	35	42	-7	114	111	3	121	124	-3	78	79	-1	128	124	4

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	23	21	2	33	29	4	35	31	4	27	26	1	20	18	2	8	8	0	22	22	0
2GB	78	71	7	145	133	12	121	102	19	67	59	8	58	56	2	27	28	-1	51	50	1
Macquarie Sports 954	3	9	-6	6	22	-16	5	11	-6	3	7	-4	3	8	-5	1	3	-2	5	11	-6
SKY Sports Radio	5	4	1	11	9	2	7	1	6	5	3	2	2	3	-1	1	2	-1	8	4	4
104.1 2DAY FM	28	32	-4	38	43	-5	29	39	-10	34	42	-8	42	40	2	7	9	-2	17	19	-2
KIIS1065	47	51	-4	97	104	-7	49	50	-1	46	50	-4	50	58	-8	10	12	-2	31	30	1
104.9 TRIPLE M	31	34	-3	51	57	-6	31	36	-5	32	37	-5	45	43	2	7	9	-2	21	24	-3
NOVA96.9	39	37	2	61	56	5	39	34	5	41	38	3	55	57	-2	14	14	0	27	26	1
smoothfm 95.3	43	46	-3	52	51	1	54	65	-11	55	60	-5	47	50	-3	17	16	1	42	41	1
WSFM	57	55	2	84	82	2	85	84	1	75	70	5	47	43	4	14	13	1	45	37	8
ABC SYD	45	49	-4	84	87	-3	52	53	-1	43	48	-5	49	55	-6	14	17	-3	31	32	-1
2RN	10	9	1	24	24	0	10	9	1	7	6	1	10	7	3	4	4	0	10	10	0
ABC NEWS	12	10	2	29	24	5	8	8	0	6	5	1	9	9	0	8	6	2	9	9	0
2JJB	29	26	3	45	37	8	34	32	2	35	33	2	35	30	5	7	6	1	18	18	0
ABC FM	14	12	2	19	14	5	20	19	1	15	14	1	13	12	1	7	6	1	15	15	0
Total	542	551	-9	878	874	4	674	681	-7	577	594	-17	571	589	-18	183	188	-5	411	416	-5