



# SYDNEY RADIO - SURVEY 8 2017

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	4.1	4.2	-0.1	*	2.8	*	1.8	1.9	-0.1	0.2	0.3	-0.1	1.1	1.2	-0.1	6.5	4.6	1.9	10.7	11.2	-0.5
2GB	11.3	11.8	-0.5	1.3	1.2	0.1	2.0	4.5	-2.5	4.6	2.3	2.3	7.7	7.5	0.2	11.0	12.1	-1.1	26.9	29.5	-2.6
TalkingLifestyle954	3.5	3.3	0.2	2.6	0.3	2.3	0.9	0.4	0.5	0.5	0.8	-0.3	1.7	1.9	-0.2	4.8	3.9	0.9	8.1	8.2	-0.1
SKY Sports Radio	0.9	1.1	-0.2	*	*	*	0.3	0.5	-0.2	0.6	0.6	0.0	0.6	1.6	-1.0	0.6	0.8	-0.2	2.1	1.7	0.4
104.1 2DAY FM	3.9	3.8	0.1	5.2	6.2	-1.0	10.8	11.2	-0.4	6.8	5.9	0.9	3.7	3.9	-0.2	1.7	2.0	-0.3	0.4	0.2	0.2
KIIS1065	9.9	9.5	0.4	18.6	20.3	-1.7	10.6	10.8	-0.2	14.6	15.1	-0.5	13.7	11.1	2.6	7.8	8.2	-0.4	0.8	0.6	0.2
104.9 TRIPLE M	6.2	5.5	0.7	4.6	4.1	0.5	6.2	6.3	-0.1	11.5	12.2	-0.7	9.0	7.0	2.0	4.3	2.9	1.4	0.4	0.2	0.2
NOVA96.9	7.5	7.6	-0.1	19.4	18.8	0.6	15.8	16.6	-0.8	13.6	14.3	-0.7	6.9	7.5	-0.6	2.0	1.4	0.6	0.3	0.5	-0.2
smoothfm 95.3	8.6	9.2	-0.6	6.1	7.7	-1.6	5.8	5.6	0.2	8.9	8.5	0.4	7.8	9.5	-1.7	13.8	15.0	-1.2	6.9	6.7	0.2
WSFM	9.7	9.4	0.3	7.8	8.2	-0.4	3.1	5.4	-2.3	7.8	6.5	1.3	16.0	14.8	1.2	14.8	13.7	1.1	4.7	4.9	-0.2
ABC SYD	8.4	8.7	-0.3	4.0	3.8	0.2	1.1	0.7	0.4	2.9	3.4	-0.5	5.3	7.1	-1.8	15.6	14.5	1.1	15.0	14.3	0.7
2RN	2.0	2.2	-0.2	0.5	0.6	-0.1	0.3	0.3	0.0	0.7	1.0	-0.3	2.0	1.8	0.2	1.8	2.1	-0.3	4.3	4.8	-0.5
ABC NEWS	1.4	1.8	-0.4	0.6	0.4	0.2	0.2	0.9	-0.7	1.2	2.2	-1.0	1.7	1.7	0.0	2.0	2.3	-0.3	1.7	2.0	-0.3
2JJJ	4.9	5.0	-0.1	4.8	5.1	-0.3	15.8	12.0	3.8	9.3	11.9	-2.6	4.6	4.8	-0.2	1.0	1.0	0.0	0.2	0.2	0.0
ABCFM	2.7	3.1	-0.4	0.7	0.7	0.0	0.8	1.1	-0.3	0.9	1.1	-0.2	1.9	3.0	-1.1	1.5	2.3	-0.8	7.2	7.0	0.2

## 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	3.8	3.8	0.0	2.9	2.8	0.1	5.0	4.7	0.3	4.5	4.3	0.2	3.2	3.0	0.2	4.2	5.0	-0.8	4.9	5.5	-0.6						
2GB	12.7	13.2	-0.5	13.3	13.8	-0.5	14.9	15.9	-1.0	10.8	11.1	-0.3	9.4	9.7	-0.3	17.0	16.6	0.4	6.8	7.7	-0.9						
TalkingLifestyle954	2.3	2.3	0.0	3.9	3.8	0.1	1.6	1.8	-0.2	1.8	1.4	0.4	1.8	1.3	0.5	1.3	2.2	-0.9	7.2	6.7	0.5						
SKY Sports Radio	0.7	0.9	-0.2	1.5	1.8	-0.3	0.5	0.7	-0.2	0.3	0.3	0.0	0.2	0.4	-0.2	0.6	0.3	0.3	1.5	1.6	-0.1						
104.1 2DAY FM	3.9	3.8	0.1	2.8	2.9	-0.1	3.3	3.6	-0.3	5.3	4.6	0.7	5.5	5.0	0.5	3.0	2.9	0.1	3.9	3.7	0.2						
KIIS1065	10.3	9.8	0.5	12.1	11.1	1.0	9.1	9.1	0.0	9.0	8.8	0.2	10.8	10.6	0.2	9.2	7.8	1.4	8.7	8.5	0.2						
104.9 TRIPLE M	6.7	5.8	0.9	7.9	7.0	0.9	6.9	5.1	1.8	7.0	6.1	0.9	5.4	5.6	-0.2	4.4	3.7	0.7	4.4	4.2	0.2						
NOVA96.9	7.7	7.7	0.0	7.4	7.4	0.0	6.0	5.9	0.1	7.5	7.5	0.0	10.3	9.9	0.4	8.1	8.5	-0.4	6.9	7.3	-0.4						
smoothfm 95.3	8.2	9.0	-0.8	6.5	7.0	-0.5	9.0	10.0	-1.0	9.4	10.8	-1.4	8.1	9.2	-1.1	9.8	8.8	1.0	9.6	9.6	0.0						
WSFM	9.6	9.5	0.1	10.0	10.7	-0.7	10.1	9.3	0.8	10.2	11.0	-0.8	8.8	7.6	1.2	7.0	5.4	1.6	10.1	9.0	1.1						
ABC SYD	8.6	9.0	-0.4	9.4	10.2	-0.8	8.6	8.7	-0.1	8.2	8.7	-0.5	8.8	8.0	0.8	6.6	8.1	-1.5	7.6	7.8	-0.2						
2RN	2.0	2.2	-0.2	2.6	2.8	-0.2	1.7	1.7	0.0	1.1	1.5	-0.4	2.0	2.4	-0.4	2.4	2.2	0.2	2.2	2.3	-0.1						
ABC NEWS	1.4	1.8	-0.4	2.5	2.3	0.2	0.8	1.5	-0.7	0.5	1.0	-0.5	1.0	1.8	-0.8	1.7	2.3	-0.6	1.6	1.9	-0.3						
2JJJ	5.0	5.2	-0.2	4.0	3.6	0.4	5.1	5.7	-0.6	5.7	6.3	-0.6	6.1	6.2	-0.1	4.5	4.7	-0.2	4.4	4.6	-0.2						
ABCFM	2.5	3.0	-0.5	2.0	2.5	-0.5	2.7	3.2	-0.5	2.6	3.0	-0.4	2.6	3.4	-0.8	3.6	3.8	-0.2	3.4	3.4	0.0						



# SYDNEY RADIO - SURVEY 8 2017

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	21	21	0	*	1	*	1	1	0	*	*	*	1	1	0	5	4	1	13	14	-1
2GB	57	61	-4	*	*	*	1	2	-1	5	2	3	9	9	0	9	11	-2	32	36	-4
TalkingLifestyle954	18	17	1	1	*	*	*	*	*	1	1	0	2	2	0	4	4	0	10	10	0
SKY Sports Radio	5	5	0	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0	2	2	0
104.1 2DAY FM	20	19	1	2	2	0	4	4	0	7	6	1	4	5	-1	1	2	-1	1	*	*
KIIS1065	50	49	1	6	7	-1	4	4	0	16	16	0	16	13	3	6	8	-2	1	1	0
104.9 TRIPLE M	31	28	3	2	1	1	2	2	0	12	13	-1	10	8	2	4	3	1	1	*	*
NOVA96.9	38	39	-1	7	7	0	6	6	0	15	15	0	8	9	-1	2	1	1	*	1	*
smoothfm 95.3	43	47	-4	2	3	-1	2	2	0	10	9	1	9	11	-2	12	14	-2	8	8	0
WSFM	49	48	1	3	3	0	1	2	-1	8	7	1	18	17	1	12	13	-1	6	6	0
ABC SYD	42	44	-2	1	1	0	*	*	*	3	4	-1	6	8	-2	13	13	0	18	18	0
2RN	10	11	-1	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0	5	6	-1
ABC NEWS	7	9	-2	*	*	*	*	*	*	1	2	-1	2	2	0	2	2	0	2	2	0
2JJJ	25	26	-1	2	2	0	6	5	1	10	13	-3	5	6	-1	1	1	0	*	*	*
ABCFM	14	16	-2	*	*	*	*	*	*	1	1	0	2	4	-2	1	2	-1	9	9	0
Total	502	512	-10	35	35	0	40	38	2	108	106	2	115	118	-3	84	91	-7	120	123	-3

## Average Audience (000's) by Session, P10+ [Potential: 4360]

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	21	20	1	25	25	0	33	32	1	26	25	1	19	17	2	7	9	-2	20	24	-4						
2GB	68	72	-4	116	121	-5	99	110	-11	61	64	-3	55	56	-1	30	30	0	28	33	-5						
TalkingLifestyle954	13	12	1	34	33	1	10	13	-3	10	8	2	10	8	2	2	4	-2	30	29	1						
SKY Sports Radio	4	5	-1	13	16	-3	3	5	-2	2	2	0	1	2	-1	1	1	0	6	7	-1						
104.1 2DAY FM	21	21	0	24	25	-1	22	25	-3	30	26	4	32	29	3	5	5	0	16	16	0						
KIIS1065	55	53	2	105	97	8	60	63	-3	52	51	1	63	61	2	16	14	2	36	37	-1						
104.9 TRIPLE M	36	32	4	69	61	8	46	35	11	40	35	5	31	32	-1	8	7	1	18	18	0						
NOVA96.9	41	42	-1	64	65	-1	40	41	-1	43	43	0	60	58	2	14	15	-1	29	32	-3						
smoothfm 95.3	44	49	-5	57	61	-4	60	69	-9	54	62	-8	47	53	-6	17	16	1	40	41	-1						
WSFM	52	52	0	88	94	-6	67	64	3	58	63	-5	51	44	7	12	10	2	42	39	3						
ABC SYD	46	49	-3	82	89	-7	57	60	-3	47	50	-3	51	46	5	12	15	-3	32	33	-1						
2RN	11	12	-1	23	25	-2	11	12	-1	6	9	-3	12	14	-2	4	4	0	9	10	-1						
ABC NEWS	7	10	-3	22	20	2	5	10	-5	3	6	-3	6	11	-5	3	4	-1	7	8	-1						
2JJJ	27	28	-1	35	31	4	34	39	-5	32	36	-4	36	36	0	8	9	-1	18	20	-2						
ABCFM	14	17	-3	18	22	-4	18	22	-4	15	18	-3	15	20	-5	6	7	-1	14	15	-1						
Total	537	545	-8	871	873	-2	663	689	-26	571	578	-7	581	579	2	175	181	-6	415	429	-14						



# SYDNEY RADIO - SURVEY 8 2017

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	227	224	3	*	3	*	8	6	2	14	15	-1	22	27	-5	48	42	6	135	131	4
2GB	576	584	-8	22	14	8	23	27	-4	73	81	-8	118	116	2	95	96	-1	244	250	-6
TalkingLifestyle954	249	229	20	14	5	9	16	10	6	21	25	-4	41	38	3	53	52	1	105	100	5
SKY Sports Radio	85	88	-3	2	2	0	5	7	-2	21	18	3	22	21	1	9	18	-9	27	21	6
104.1 2DAY FM	611	639	-28	90	103	-13	116	136	-20	235	219	16	122	138	-16	33	31	2	14	13	1
KIIS1065	958	971	-13	167	180	-13	139	152	-13	315	343	-28	250	218	32	69	66	3	17	12	5
104.9 TRIPLE M	550	515	35	69	58	11	56	54	2	195	186	9	177	160	17	41	47	-6	11	11	0
NOVA96.9	919	941	-22	172	182	-10	182	177	5	370	358	12	158	179	-21	25	32	-7	12	13	-1
smoothfm 95.3	847	862	-15	79	83	-4	77	73	4	217	186	31	195	214	-19	150	177	-27	129	129	0
WSFM	747	753	-6	61	75	-14	39	58	-19	140	120	20	273	259	14	163	154	9	72	87	-15
ABC SYD	575	575	0	31	32	-1	17	22	-5	81	79	2	143	147	-4	132	139	-7	171	157	14
2RN	173	163	10	9	4	5	7	6	1	18	22	-4	54	41	13	28	27	1	56	62	-6
ABC NEWS	238	252	-14	10	6	4	14	22	-8	65	61	4	70	65	5	39	51	-12	41	47	-6
2JJJ	570	520	50	56	55	1	106	94	12	240	218	22	132	122	10	27	25	2	9	6	3
ABCFM	227	244	-17	13	13	0	12	19	-7	48	50	-2	45	49	-4	21	35	-14	88	79	9
Total	4133	4129	4	429	429	0	448	451	-3	1082	1080	2	970	966	4	545	545	0	658	660	-2

## Cumulative Audience (000's) by Session, P10+ [Potential: 4360]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH 1170	201	190	11	119	109	10	120	107	13	121	119	2	100	84	16	52	59	-7	167	181	-14
2GB	554	547	7	394	398	-4	321	331	-10	275	287	-12	261	252	9	193	207	-14	318	346	-28
TalkingLifestyle954	164	169	-5	117	129	-12	57	76	-19	72	70	2	65	52	13	35	45	-10	200	185	15
SKY Sports Radio	51	58	-7	38	43	-5	8	16	-8	9	14	-5	16	20	-4	9	6	3	58	64	-6
104.1 2DAY FM	555	564	-9	277	268	9	207	229	-22	264	259	5	291	292	-1	137	121	16	310	341	-31
KIIS1065	856	858	-2	596	574	22	362	336	26	400	394	6	451	457	-6	245	228	17	575	578	-3
104.9 TRIPLE M	505	468	37	332	284	48	199	173	26	252	231	21	233	204	29	112	91	21	268	261	7
NOVA96.9	861	859	2	513	495	18	329	336	-7	431	440	-9	474	469	5	244	244	0	559	588	-29
smoothfm 95.3	730	746	-16	419	423	-4	334	334	0	374	392	-18	370	402	-32	240	225	15	547	542	5
WSFM	654	665	-11	422	440	-18	359	327	32	375	376	-1	360	341	19	176	164	12	503	512	-9
ABC SYD	521	524	-3	349	359	-10	248	263	-15	254	277	-23	296	266	30	131	142	-11	343	372	-29
2RN	155	152	3	100	103	-3	73	72	1	61	66	-5	73	89	-16	36	47	-11	112	117	-5
ABC NEWS	203	216	-13	139	147	-8	67	82	-15	43	59	-16	67	94	-27	50	59	-9	118	158	-40
2JJJ	505	451	54	274	256	18	214	188	26	237	206	31	283	282	1	132	137	-5	342	314	28
ABCFM	203	222	-19	112	115	-3	80	99	-19	99	111	-12	106	118	-12	67	79	-12	160	148	12
Total	4007	4008	-1	3269	3265	4	2518	2433	85	2619	2620	-1	2825	2831	-6	1683	1701	-18	3375	3391	-16