



# SYDNEY RADIO - SURVEY 3 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	4.2	3.4	0.8	0.5	*	*	0.1	*	*	0.4	0.2	0.2	2.8	2.2	0.6	3.1	4.4	-1.3	11.8	9.0	2.8
2GB	12.7	11.5	1.2	3.0	7.1	-4.1	2.9	2.9	0.0	3.4	3.5	-0.1	9.7	5.6	4.1	11.6	15.4	-3.8	30.5	26.4	4.1
MACQUARIE SPORT 954	1.9	3.5	-1.6	1.4	1.6	-0.2	0.2	0.2	0.0	0.6	0.7	-0.1	1.4	1.9	-0.5	1.8	4.2	-2.4	4.5	9.2	-4.7
SKY Sports Radio	0.7	0.8	-0.1	0.2	*	*	*	0.2	*	1.4	0.7	0.7	1.0	1.5	-0.5	0.5	0.8	-0.3	0.2	0.7	-0.5
104.1 2DAY FM	5.6	5.2	0.4	8.1	6.2	1.9	13.8	12.9	0.9	9.8	9.5	0.3	5.3	5.2	0.1	2.1	1.4	0.7	0.9	0.7	0.2
KIIS1065	8.8	9.5	-0.7	21.3	21.4	-0.1	14.9	13.9	1.0	13.7	15.8	-2.1	8.3	9.7	-1.4	7.8	5.9	1.9	0.3	0.8	-0.5
104.9 TRIPLE M	6.1	5.9	0.2	9.7	8.7	1.0	6.2	4.5	1.7	8.2	8.1	0.1	8.6	8.8	-0.2	6.6	5.8	0.8	0.5	0.7	-0.2
NOVA96.9	6.7	6.9	-0.2	16.7	14.6	2.1	17.1	16.6	0.5	9.0	10.5	-1.5	8.1	7.7	0.4	2.0	2.3	-0.3	0.2	0.3	-0.1
smoothfm 95.3	8.7	8.5	0.2	5.5	5.3	0.2	6.4	6.0	0.4	10.5	8.9	1.6	10.1	10.8	-0.7	11.2	10.1	1.1	5.6	6.3	-0.7
WSFM	9.7	8.4	1.3	4.2	5.2	-1.0	5.5	9.1	-3.6	6.2	7.5	-1.3	15.1	10.9	4.2	17.9	10.2	7.7	5.1	6.0	-0.9
ABC SYD	8.6	8.4	0.2	1.1	1.8	-0.7	1.8	1.9	-0.1	2.2	1.0	1.2	5.1	5.2	-0.1	16.0	15.5	0.5	17.3	17.8	-0.5
2RN	1.9	1.8	0.1	0.2	*	*	*	*	*	0.3	0.4	-0.1	1.1	1.1	0.0	1.7	2.5	-0.8	5.2	4.8	0.4
ABC NEWS	1.9	1.5	0.4	1.2	0.8	0.4	1.9	2.1	-0.2	1.7	0.9	0.8	2.0	1.7	0.3	1.8	1.6	0.2	2.3	1.9	0.4
2JJJ	4.6	5.3	-0.7	3.9	4.6	-0.7	10.3	12.3	-2.0	10.3	10.7	-0.4	4.3	6.2	-1.9	0.6	1.1	-0.5	0.6	*	*
ABC FM	2.6	3.0	-0.4	0.7	1.2	-0.5	0.5	0.6	-0.1	1.3	1.6	-0.3	1.4	2.1	-0.7	2.9	4.5	-1.6	6.0	5.7	0.3

Share Movement (%) by Session, P10+

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	3.8	3.0	0.8	3.3	2.5	0.8	4.5	4.2	0.3	4.3	2.9	1.4	3.1	2.6	0.5	4.3	2.9	1.4	5.3	4.6	0.7
2GB	12.9	11.8	1.1	15.3	14.3	1.0	15.0	13.3	1.7	10.0	9.1	0.9	9.5	8.0	1.5	15.0	14.2	0.8	11.9	10.2	1.7
MACQUARIE SPORT 954	1.7	3.0	-1.3	2.5	4.4	-1.9	1.6	2.6	-1.0	1.1	2.2	-1.1	1.4	2.0	-0.6	1.7	2.6	-0.9	2.6	5.4	-2.8
SKY Sports Radio	0.6	0.7	-0.1	1.0	1.4	-0.4	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.5	-0.1	1.3	0.9	0.4	0.9	1.1	-0.2
104.1 2DAY FM	5.9	5.4	0.5	4.9	4.4	0.5	5.7	5.9	-0.2	7.0	6.4	0.6	6.8	5.5	1.3	4.7	4.5	0.2	4.6	4.5	0.1
KIIS1065	9.3	9.9	-0.6	11.9	12.3	-0.4	7.3	8.1	-0.8	8.3	8.6	-0.3	9.9	11.0	-1.1	6.3	7.6	-1.3	7.1	8.1	-1.0
104.9 TRIPLE M	6.2	6.3	-0.1	6.5	6.5	0.0	5.3	6.3	-1.0	6.3	7.0	-0.7	7.3	5.9	1.4	4.9	4.1	0.8	5.9	4.9	1.0
NOVA96.9	6.8	6.9	-0.1	6.4	6.9	-0.5	5.0	5.0	0.0	6.4	6.6	-0.2	9.7	10.2	-0.5	7.4	6.3	1.1	6.4	6.8	-0.4
smoothfm 95.3	8.3	8.2	0.1	5.8	6.6	-0.8	9.5	9.2	0.3	10.1	9.2	0.9	8.6	8.8	-0.2	8.6	8.4	0.2	9.9	9.2	0.7
WSFM	10.0	8.5	1.5	9.4	8.1	1.3	12.4	8.8	3.6	11.8	9.1	2.7	7.4	8.3	-0.9	6.9	8.2	-1.3	9.0	7.9	1.1
ABC SYD	8.8	8.6	0.2	9.9	9.7	0.2	7.8	7.9	-0.1	8.0	7.4	0.6	9.3	8.9	0.4	8.9	9.1	-0.2	7.8	7.8	0.0
2RN	1.7	1.8	-0.1	2.7	2.2	0.5	1.3	1.3	0.0	1.0	1.6	-0.6	1.2	1.5	-0.3	2.0	3.0	-1.0	2.4	1.8	0.6
ABC NEWS	1.8	1.4	0.4	2.8	1.9	0.9	1.2	1.0	0.2	0.8	1.0	-0.2	1.5	1.5	0.0	3.1	1.9	1.2	2.2	1.9	0.3
2JJJ	4.7	5.5	-0.8	4.2	4.3	-0.1	4.7	6.6	-1.9	5.6	6.3	-0.7	5.0	6.0	-1.0	3.1	3.9	-0.8	4.4	4.6	-0.2
ABC FM	2.2	2.6	-0.4	1.6	2.4	-0.8	2.8	2.9	-0.1	2.3	2.7	-0.4	2.1	2.3	-0.2	3.2	3.4	-0.2	3.7	4.4	-0.7

Please note: TalkingLifestyle954 changed to MACQUARIE SPORT 954 effective 4th April 2018.



# SYDNEY RADIO - SURVEY 3 2018

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	287	239	48	7	*	*	3	*	*	33	25	8	29	24	5	46	44	2	169	145	24
2GB	658	623	35	34	27	7	19	31	-12	82	93	-11	150	115	35	120	115	5	252	241	11
MACQUARIE SPORT 954	231	304	-73	20	24	-4	7	10	-3	46	36	10	40	48	-8	32	52	-20	85	134	-49
SKY Sports Radio	102	93	9	9	4	5	*	2	*	42	24	18	27	29	-2	9	15	-6	15	18	-3
104.1 2DAY FM	807	757	50	117	98	19	137	131	6	302	287	15	164	160	4	56	45	11	32	37	-5
KIIS1065	958	951	7	181	178	3	149	138	11	370	348	22	175	207	-32	69	65	4	14	17	-3
104.9 TRIPLE M	613	587	26	85	71	14	66	57	9	191	180	11	184	202	-18	68	57	11	18	20	-2
NOVA96.9	946	983	-37	197	184	13	190	198	-8	299	333	-34	210	210	0	42	43	-1	8	15	-7
smoothfm 95.3	896	935	-39	87	83	4	88	84	4	260	275	-15	200	221	-21	139	141	-2	121	131	-10
WSFM	723	760	-37	47	63	-16	45	55	-10	144	159	-15	260	253	7	144	127	17	82	103	-21
ABC SYD	605	596	9	25	26	-1	25	23	2	109	69	40	113	115	-2	114	131	-17	219	231	-12
2RN	155	161	-6	8	1	7	*	*	*	17	17	0	34	33	1	29	35	-6	67	75	-8
ABC NEWS	336	290	46	16	12	4	22	27	-5	102	78	24	86	69	17	44	43	1	66	62	4
2JJJ	489	498	-9	48	52	-4	116	106	10	192	190	2	113	128	-15	12	19	-7	8	3	5
ABC FM	309	272	37	13	19	-6	8	8	0	85	72	13	56	48	8	46	41	5	101	84	17
Total	4242	4238	4	433	435	-2	451	458	-7	1135	1127	8	984	980	4	548	551	-3	691	687	4

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	249	190	59	141	114	27	133	120	13	138	110	28	118	81	37	74	58	16	214	187	27
2GB	606	556	50	454	422	32	295	269	26	243	224	19	283	277	6	212	198	14	450	404	46
MACQUARIE SPORT 954	185	229	-44	121	162	-41	66	85	-19	62	93	-31	77	95	-18	55	58	-3	122	197	-75
SKY Sports Radio	76	70	6	41	48	-7	8	14	-6	20	15	5	18	18	0	32	19	13	61	59	2
104.1 2DAY FM	711	653	58	369	362	7	243	249	-6	344	313	31	374	313	61	157	139	18	424	400	24
KIIS1065	902	891	11	627	652	-25	341	328	13	399	392	7	419	448	-29	218	247	-29	487	542	-55
104.9 TRIPLE M	519	496	23	311	281	30	203	201	2	245	243	2	284	255	29	126	111	15	350	343	7
NOVA96.9	869	869	0	501	511	-10	288	277	11	373	340	33	502	502	0	257	244	13	546	575	-29
smoothfm 95.3	787	830	-43	412	453	-41	349	385	-36	409	390	19	414	403	11	210	242	-32	568	580	-12
WSFM	659	696	-37	453	425	28	345	328	17	350	353	-3	315	335	-20	188	211	-23	463	463	0
ABC SYD	551	547	4	391	376	15	238	254	-16	318	293	25	311	299	12	157	169	-12	400	386	14
2RN	136	146	-10	103	102	1	52	65	-13	46	60	-14	48	52	-4	30	38	-8	101	107	-6
ABC NEWS	290	233	57	218	171	47	83	61	22	76	77	-1	77	56	21	92	53	39	198	183	15
2JJJ	439	456	-17	254	251	3	161	199	-38	191	205	-14	248	258	-10	111	128	-17	293	292	1
ABC FM	261	241	20	130	123	7	102	95	7	129	113	16	94	96	-2	85	82	3	189	172	17
Total	4146	4112	34	3428	3375	53	2451	2468	-17	2662	2678	-16	2949	2921	28	1783	1770	13	3490	3521	-31

Please note: TalkingLifestyle954 changed to MACQUARIE SPORT 954 effective 4th April 2018.



# SYDNEY RADIO - SURVEY 3 2018

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	18	3	*	*	*	*	*	*	*	*	*	4	3	1	2	4	-2	15	11	4
2GB	65	60	5	1	3	-2	1	1	0	4	4	0	12	7	5	9	13	-4	38	32	6
MACQUARIE SPORT 954	10	18	-8	*	1	*	*	*	*	1	1	0	2	2	0	1	4	-3	6	11	-5
SKY Sports Radio	4	4	0	*	*	*	*	*	*	2	1	1	1	2	-1	*	1	*	*	1	*
104.1 2DAY FM	29	27	2	3	2	1	6	5	1	11	11	0	7	6	1	2	1	1	1	1	0
KIIS1065	45	50	-5	7	8	-1	6	6	0	15	18	-3	10	12	-2	6	5	1	*	1	*
104.9 TRIPLE M	31	31	0	3	3	0	3	2	1	9	9	0	11	11	0	5	5	0	1	1	0
NOVA96.9	34	36	-2	5	5	0	7	7	0	10	12	-2	10	10	0	2	2	0	*	*	*
smoothfm 95.3	44	44	0	2	2	0	3	2	1	12	10	2	13	13	0	9	9	0	7	8	-1
WSFM	50	44	6	1	2	-1	2	4	-2	7	9	-2	19	13	6	14	9	5	6	7	-1
ABC SYD	44	44	0	*	1	*	1	1	0	2	1	1	6	6	0	13	13	0	22	22	0
2RN	10	10	0	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	6	6	0
ABC NEWS	10	8	2	*	*	*	1	1	0	2	1	1	2	2	0	1	1	0	3	2	1
2JJJ	24	28	-4	1	2	-1	4	5	-1	11	12	-1	5	8	-3	*	1	*	1	*	*
ABC FM	13	16	-3	*	*	*	*	*	*	1	2	-1	2	3	-1	2	4	-2	7	7	0
<b>Total</b>	<b>512</b>	<b>522</b>	<b>-10</b>	<b>31</b>	<b>37</b>	<b>-6</b>	<b>42</b>	<b>40</b>	<b>2</b>	<b>111</b>	<b>116</b>	<b>-5</b>	<b>124</b>	<b>123</b>	<b>1</b>	<b>79</b>	<b>85</b>	<b>-6</b>	<b>124</b>	<b>121</b>	<b>3</b>

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	21	17	4	29	22	7	31	29	2	26	18	8	18	15	3	8	6	2	22	20	2
2GB	71	66	5	133	129	4	102	92	10	59	55	4	56	47	9	28	27	1	50	44	6
MACQUARIE SPORT 954	9	17	-8	22	40	-18	11	18	-7	7	14	-7	8	12	-4	3	5	-2	11	23	-12
SKY Sports Radio	4	4	0	9	12	-3	1	2	-1	3	2	1	3	3	0	2	2	0	4	5	-1
104.1 2DAY FM	32	30	2	43	40	3	39	41	-2	42	39	3	40	32	8	9	8	1	19	19	0
KIIS1065	51	56	-5	104	111	-7	50	56	-6	50	52	-2	58	64	-6	12	14	-2	30	35	-5
104.9 TRIPLE M	34	35	-1	57	59	-2	36	43	-7	37	43	-6	43	34	9	9	8	1	24	21	3
NOVA96.9	37	39	-2	56	62	-6	34	34	0	38	40	-2	57	59	-2	14	12	2	26	29	-3
smoothfm 95.3	46	46	0	51	59	-8	65	63	2	60	56	4	50	51	-1	16	16	0	41	39	2
WSFM	55	48	7	82	73	9	84	61	23	70	55	15	43	48	-5	13	16	-3	37	34	3
ABC SYD	49	48	1	87	87	0	53	55	-2	48	45	3	55	52	3	17	17	0	32	33	-1
2RN	9	10	-1	24	20	4	9	9	0	6	10	-4	7	9	-2	4	6	-2	10	8	2
ABC NEWS	10	8	2	24	17	7	8	7	1	5	6	-1	9	8	1	6	4	2	9	8	1
2JJJ	26	31	-5	37	39	-2	32	46	-14	33	38	-5	30	35	-5	6	7	-1	18	20	-2
ABC FM	12	15	-3	14	22	-8	19	20	-1	14	16	-2	12	13	-1	6	6	0	15	19	-4
<b>Total</b>	<b>551</b>	<b>560</b>	<b>-9</b>	<b>874</b>	<b>902</b>	<b>-28</b>	<b>681</b>	<b>692</b>	<b>-11</b>	<b>594</b>	<b>607</b>	<b>-13</b>	<b>589</b>	<b>581</b>	<b>8</b>	<b>188</b>	<b>190</b>	<b>-2</b>	<b>416</b>	<b>429</b>	<b>-13</b>

Please note: TalkingLifestyle954 changed to MACQUARIE SPORT 954 effective 4th April 2018.