



# SYDNEY RADIO - SURVEY 5 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	4.5	-0.3	1.3	0.7	0.6	0.2	0.2	0.0	0.1	0.3	-0.2	2.1	2.0	0.1	3.1	4.5	-1.4	12.2	12.7	-0.5
2GB	14.1	14.0	0.1	2.0	2.0	0.0	1.6	0.5	1.1	2.1	3.0	-0.9	8.1	10.7	-2.6	19.0	15.6	3.4	32.7	32.4	0.3
Macquarie Sports 954	0.6	0.8	-0.2	0.3	0.6	-0.3	0.6	0.2	0.4	0.5	0.7	-0.2	0.2	0.7	-0.5	1.2	1.5	-0.3	0.7	0.6	0.1
SKY Sports Radio	1.4	1.2	0.2	0.3	0.4	-0.1	0.4	0.4	0.0	0.2	0.6	-0.4	2.5	2.1	0.4	2.1	1.5	0.6	1.3	1.0	0.3
104.1 2DAY FM	4.2	4.9	-0.7	7.6	8.6	-1.0	6.7	8.8	-2.1	8.8	9.6	-0.8	5.1	5.4	-0.3	1.1	1.4	-0.3	0.3	0.7	-0.4
KIIS1065	7.0	8.4	-1.4	17.0	19.3	-2.3	9.4	17.6	-8.2	16.0	14.6	1.4	6.2	7.4	-1.2	2.4	5.4	-3.0	0.4	0.5	-0.1
104.9 TRIPLE M	5.4	5.6	-0.2	6.8	8.5	-1.7	3.5	5.1	-1.6	6.7	7.5	-0.8	9.5	8.3	1.2	5.6	6.5	-0.9	0.4	0.2	0.2
NOVA96.9	7.9	7.1	0.8	23.9	21.2	2.7	15.0	15.7	-0.7	14.3	12.5	1.8	7.7	6.1	1.6	2.2	2.4	-0.2	0.9	0.6	0.3
smoothfm 95.3	9.6	8.4	1.2	8.8	6.8	2.0	7.3	7.3	0.0	9.4	10.3	-0.9	10.9	7.3	3.6	13.9	12.0	1.9	6.5	6.3	0.2
WSFM	11.3	10.7	0.6	4.1	4.3	-0.2	18.5	7.6	10.9	8.2	7.6	0.6	16.4	16.1	0.3	14.9	19.2	-4.3	6.5	5.3	1.2
ABC SYD	7.8	8.2	-0.4	1.9	0.9	1.0	2.1	1.6	0.5	2.4	2.6	-0.2	6.1	6.4	-0.3	9.7	10.6	-0.9	15.7	16.7	-1.0
2RN	2.2	2.0	0.2	0.2	0.4	-0.2	*	*	*	0.3	0.3	0.0	1.5	1.4	0.1	4.1	2.9	1.2	4.0	4.6	-0.6
ABC NEWS	2.0	2.2	-0.2	0.5	0.6	-0.1	1.8	2.0	-0.2	2.0	2.4	-0.4	1.7	2.2	-0.5	2.2	1.9	0.3	2.7	2.6	0.1
2JJJ	4.8	5.2	-0.4	4.2	4.0	0.2	7.6	10.4	-2.8	8.2	9.3	-1.1	6.5	6.7	-0.2	3.8	1.9	1.9	0.4	0.8	-0.4
ABCFM	2.6	2.9	-0.3	1.0	1.0	0.0	0.8	0.7	0.1	0.8	1.0	-0.2	1.0	1.8	-0.8	1.8	1.7	0.1	6.8	7.2	-0.4

## 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	3.9	4.3	-0.4	3.3	3.8	-0.5	5.3	5.3	0.0	4.3	4.6	-0.3	3.7	3.4	0.3	2.6	4.3	-1.7	5.2	5.3	-0.1
2GB	14.3	14.5	-0.2	16.9	16.6	0.3	19.0	18.0	1.0	10.8	11.6	-0.8	9.1	10.2	-1.1	13.6	14.9	-1.3	13.5	12.5	1.0
Macquarie Sports 954	0.5	0.6	-0.1	0.6	0.7	-0.1	0.5	0.8	-0.3	0.5	0.5	0.0	0.5	0.5	0.0	0.5	0.7	-0.2	0.9	1.2	-0.3
SKY Sports Radio	1.1	0.9	0.2	1.6	1.2	0.4	1.1	1.0	0.1	1.0	0.9	0.1	0.7	0.4	0.3	0.3	0.7	-0.4	2.3	2.0	0.3
104.1 2DAY FM	4.2	5.2	-1.0	3.3	4.3	-1.0	3.7	4.3	-0.6	4.6	6.0	-1.4	6.5	7.4	-0.9	3.6	3.8	-0.2	4.3	4.2	0.1
KIIS1065	7.3	8.7	-1.4	9.3	11.0	-1.7	5.4	7.3	-1.9	6.9	8.0	-1.1	7.4	8.7	-1.3	5.4	5.4	0.0	6.3	7.4	-1.1
104.9 TRIPLE M	5.8	5.7	0.1	5.5	5.8	-0.3	5.5	4.6	0.9	6.7	5.6	1.1	6.7	7.8	-1.1	3.1	4.1	-1.0	4.0	5.1	-1.1
NOVA96.9	8.1	7.3	0.8	8.0	6.9	1.1	6.5	5.8	0.7	7.1	7.1	0.0	12.2	9.7	2.5	7.6	7.5	0.1	7.3	6.6	0.7
smoothfm 95.3	9.1	7.9	1.2	7.7	5.9	1.8	9.1	8.0	1.1	9.8	9.6	0.2	9.5	8.2	1.3	11.4	9.0	2.4	11.2	10.2	1.0
WSFM	11.6	10.6	1.0	10.3	9.6	0.7	13.2	12.6	0.6	14.5	13.1	1.4	9.9	8.3	1.6	7.3	7.6	-0.3	10.4	10.9	-0.5
ABC SYD	7.9	8.4	-0.5	9.1	9.5	-0.4	7.9	7.8	0.1	7.1	7.5	-0.4	6.8	8.5	-1.7	8.1	7.7	0.4	7.5	7.5	0.0
2RN	2.1	1.9	0.2	3.1	2.7	0.4	1.3	1.5	-0.2	1.3	1.3	0.0	2.0	1.8	0.2	2.5	2.0	0.5	2.4	2.5	-0.1
ABC NEWS	2.0	2.2	-0.2	3.0	3.3	-0.3	1.0	1.1	-0.1	1.0	1.1	-0.1	1.6	1.6	0.0	4.4	4.2	0.2	2.1	2.2	-0.1
2JJJ	4.9	5.4	-0.5	4.9	5.2	-0.3	4.5	5.0	-0.5	4.4	6.0	-1.6	6.4	6.2	0.2	4.4	4.0	0.4	4.3	4.5	-0.2
ABCFM	2.4	2.6	-0.2	2.0	2.1	-0.1	2.2	2.9	-0.7	2.5	2.7	-0.2	2.1	2.2	-0.1	4.0	4.1	-0.1	3.2	3.7	-0.5



# SYDNEY RADIO - SURVEY 5 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	234	275	-41	5	9	-4	3	3	0	17	25	-8	26	25	1	28	37	-9	155	176	-21
2GB	677	660	17	32	30	2	12	7	5	98	90	8	127	149	-22	132	126	6	276	257	19
Macquarie Sports 954	126	125	1	11	11	0	17	4	13	37	44	-7	13	20	-7	19	17	2	30	29	1
SKY Sports Radio	108	107	1	5	7	-2	13	9	4	15	31	-16	28	24	4	20	16	4	27	21	6
104.1 2DAY FM	696	761	-65	116	127	-11	93	119	-26	271	289	-18	146	155	-9	43	49	-6	27	23	4
KIIS1065	916	973	-57	182	172	10	106	148	-42	388	399	-11	178	179	-1	43	58	-15	19	16	3
104.9 TRIPLE M	557	548	9	99	96	3	55	53	2	154	167	-13	153	153	0	74	70	4	21	9	12
NOVA96.9	992	944	48	214	196	18	182	194	-12	340	337	3	201	168	33	31	37	-6	23	12	11
smoothfm 95.3	931	869	62	106	91	15	104	99	5	245	247	-2	212	174	38	134	134	0	130	124	6
WSFM	758	723	35	53	55	-2	65	51	14	161	162	-1	267	244	23	129	138	-9	84	73	11
ABC SYD	592	597	-5	13	16	-3	26	27	-1	87	109	-22	137	117	20	112	111	1	217	216	1
2RN	193	171	22	7	12	-5	*	*	*	29	22	7	45	38	7	38	31	7	73	68	5
ABC NEWS	347	364	-17	14	17	-3	25	24	1	118	126	-8	73	91	-18	47	48	-1	69	58	11
2JJB	536	556	-20	61	53	8	92	118	-26	207	209	-2	131	134	-3	34	30	4	12	11	1
ABCFM	259	301	-42	18	18	0	16	15	1	52	75	-23	44	54	-10	25	31	-6	104	107	-3
Total	4238	4240	-2	432	432	0	455	455	0	1136	1138	-2	977	981	-4	545	546	-1	694	689	5

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	198	236	-38	103	126	-23	114	119	-5	114	136	-22	105	119	-14	64	79	-15	177	201	-24
2GB	617	617	0	484	471	13	371	348	23	307	278	29	280	265	15	191	191	0	451	443	8
Macquarie Sports 954	107	103	4	45	59	-14	23	29	-6	44	32	12	38	31	7	29	36	-7	71	67	4
SKY Sports Radio	87	81	6	66	52	14	26	16	10	33	26	7	19	23	-4	2	18	-16	66	71	-5
104.1 2DAY FM	610	692	-82	306	347	-41	220	219	1	241	324	-83	291	348	-57	140	157	-17	355	371	-16
KIIS1065	844	899	-55	557	638	-81	298	337	-39	353	388	-35	402	429	-27	196	206	-10	517	548	-31
104.9 TRIPLE M	463	467	-4	325	316	9	165	181	-16	201	208	-7	268	284	-16	99	105	-6	293	307	-14
NOVA96.9	885	855	30	534	508	26	290	276	14	370	378	-8	530	479	51	246	236	10	585	598	-13
smoothfm 95.3	821	758	63	458	417	41	325	301	24	376	397	-21	422	401	21	239	207	32	610	583	27
WSFM	646	654	-8	418	437	-19	324	328	-4	396	370	26	397	353	44	161	167	-6	490	495	-5
ABC SYD	523	534	-11	336	356	-20	255	239	16	274	296	-22	277	293	-16	156	144	12	402	408	-6
2RN	176	155	21	125	116	9	78	74	4	71	60	11	76	78	-2	59	40	19	114	107	7
ABC NEWS	302	328	-26	214	248	-34	61	69	-8	95	91	4	99	98	1	77	101	-24	183	199	-16
2JJB	485	501	-16	291	309	-18	207	186	21	219	220	-1	270	270	0	142	128	14	302	304	-2
ABCFM	227	259	-32	110	138	-28	99	112	-13	109	136	-27	88	98	-10	84	83	1	138	180	-42
Total	4097	4124	-27	3394	3476	-82	2376	2385	-9	2648	2623	25	2909	2938	-29	1721	1702	19	3514	3520	-6



# SYDNEY RADIO - SURVEY 5 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	23	-2	*	*	*	*	*	*	*	*	*	2	2	0	3	4	-1	15	16	-1
2GB	70	71	-1	1	1	0	1	*	*	2	3	-1	9	13	-4	16	12	4	41	41	0
Macquarie Sports 954	3	4	-1	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0	1	1	0
SKY Sports Radio	7	6	1	*	*	*	*	*	*	*	1	*	3	3	0	2	1	1	2	1	1
104.1 2DAY FM	21	25	-4	2	2	0	2	3	-1	9	11	-2	6	7	-1	1	1	0	*	1	*
KIIS1065	35	42	-7	5	6	-1	3	6	-3	17	17	0	7	9	-2	2	4	-2	1	1	0
104.9 TRIPLE M	27	28	-1	2	2	0	1	2	-1	7	9	-2	11	10	1	5	5	0	1	*	*
NOVA96.9	39	36	3	7	6	1	5	5	0	15	14	1	9	7	2	2	2	0	1	1	0
smoothfm 95.3	48	42	6	3	2	1	2	3	-1	10	12	-2	13	9	4	12	9	3	8	8	0
WSFM	56	54	2	1	1	0	6	3	3	9	9	0	19	20	-1	13	15	-2	8	7	1
ABC SYD	39	41	-2	1	*	*	1	1	0	3	3	0	7	8	-1	8	8	0	20	21	-1
2RN	11	10	1	*	*	*	*	*	*	*	*	*	2	2	0	4	2	2	5	6	-1
ABC NEWS	10	11	-1	*	*	*	1	1	0	2	3	-1	2	3	-1	2	1	1	3	3	0
2JJJ	24	26	-2	1	1	0	3	4	-1	9	11	-2	8	8	0	3	1	2	*	1	*
ABC FM	13	14	-1	*	*	*	*	*	*	1	1	0	1	2	-1	2	1	1	9	9	0
Total	497	505	-8	30	29	1	34	35	-1	105	114	-9	116	121	-5	85	78	7	126	128	-2

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	23	-2	28	33	-5	36	35	1	24	27	-3	20	20	0	5	8	-3	21	22	-1
2GB	76	78	-2	144	145	-1	131	121	10	61	67	-6	50	58	-8	24	27	-3	55	51	4
Macquarie Sports 954	3	3	0	5	6	-1	3	5	-2	3	3	0	3	3	0	1	1	0	4	5	-1
SKY Sports Radio	6	5	1	14	11	3	8	7	1	6	5	1	4	2	2	*	1	*	9	8	1
104.1 2DAY FM	23	28	-5	28	38	-10	25	29	-4	26	34	-8	36	42	-6	6	7	-1	17	17	0
KIIS1065	39	47	-8	79	97	-18	37	49	-12	39	46	-7	41	50	-9	9	10	-1	26	31	-5
104.9 TRIPLE M	31	31	0	47	51	-4	38	31	7	38	32	6	37	45	-8	5	7	-2	16	21	-5
NOVA96.9	43	39	4	68	61	7	45	39	6	40	41	-1	67	55	12	13	14	-1	30	27	3
smoothfm 95.3	49	43	6	65	52	13	63	54	9	56	55	1	52	47	5	20	17	3	46	42	4
WSFM	62	57	5	88	84	4	92	85	7	82	75	7	55	47	8	13	14	-1	43	45	-2
ABC SYD	42	45	-3	77	84	-7	55	52	3	40	43	-3	38	49	-11	14	14	0	31	31	0
2RN	11	10	1	26	24	2	9	10	-1	8	7	1	11	10	1	4	4	0	10	10	0
ABC NEWS	11	12	-1	26	29	-3	7	8	-1	6	6	0	9	9	0	8	8	0	9	9	0
2JJJ	26	29	-3	42	45	-3	31	34	-3	25	35	-10	35	35	0	8	7	1	18	18	0
ABC FM	13	14	-1	17	19	-2	15	20	-5	14	15	-1	11	13	-2	7	7	0	13	15	-2
Total	532	542	-10	851	878	-27	692	674	18	566	577	-11	551	571	-20	174	183	-9	408	411	-3