



# SYDNEY RADIO - SURVEY 4 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	3.4	3.9	-0.5	*	1.3	*	*	0.1	*	1.0	1.0	0.0	0.6	1.1	-0.5	4.1	3.8	0.3	10.2	11.7	-1.5
2GB	11.9	11.4	0.5	0.8	3.0	-2.2	0.9	0.7	0.2	3.5	2.3	1.2	6.2	6.8	-0.6	16.3	17.2	-0.9	29.6	26.8	2.8
TalkingLifestyle954	2.9	3.5	-0.6	0.3	0.5	-0.2	0.3	0.1	0.2	0.2	0.4	-0.2	1.4	3.6	-2.2	5.0	4.8	0.2	7.4	7.3	0.1
SKY Sports Radio	0.9	1.3	-0.4	0.1	1.1	-1.0	*	*	*	0.2	0.5	-0.3	1.1	1.2	-0.1	1.8	2.7	-0.9	1.5	1.8	-0.3
104.1 2DAY FM	4.5	3.8	0.7	6.4	6.6	-0.2	9.8	7.3	2.5	10.2	8.1	2.1	3.4	2.7	0.7	1.7	2.4	-0.7	0.3	0.3	0.0
KIIS1065	8.1	8.4	-0.3	20.8	18.6	2.2	10.6	14.7	-4.1	13.0	13.1	-0.1	8.8	8.1	0.7	5.3	7.3	-2.0	0.7	0.6	0.1
104.9 TRIPLE M	6.3	5.4	0.9	4.8	5.8	-1.0	5.1	4.1	1.0	8.4	8.7	-0.3	10.9	7.7	3.2	6.4	4.9	1.5	0.3	0.1	0.2
NOVA96.9	8.0	7.6	0.4	23.0	21.6	1.4	18.0	18.2	-0.2	14.3	11.5	2.8	6.9	8.0	-1.1	1.8	1.4	0.4	0.2	0.4	-0.2
smoothfm 95.3	9.1	11.3	-2.2	6.4	6.6	-0.2	7.9	7.3	0.6	8.0	11.0	-3.0	11.0	13.1	-2.1	12.6	16.4	-3.8	6.9	8.5	-1.6
WSFM	8.6	7.7	0.9	4.0	4.6	-0.6	6.8	7.5	-0.7	6.7	5.4	1.3	12.3	11.2	1.1	13.8	10.3	3.5	4.9	4.8	0.1
ABC SYD	9.5	8.9	0.6	1.6	1.0	0.6	4.1	3.2	0.9	3.3	2.7	0.6	9.2	8.2	1.0	10.6	13.2	-2.6	18.3	16.6	1.7
2RN	1.8	1.8	0.0	0.5	0.2	0.3	0.1	0.1	0.0	0.3	0.3	0.0	1.9	1.9	0.0	3.4	3.0	0.4	3.1	3.4	-0.3
ABC NEWS	1.6	1.9	-0.3	0.3	0.3	0.0	0.8	0.6	0.2	1.8	1.2	0.6	2.2	2.5	-0.3	1.0	1.5	-0.5	1.6	2.8	-1.2
2JJJ	5.9	5.7	0.2	5.3	4.4	0.9	13.2	12.4	0.8	9.7	12.3	-2.6	8.3	5.8	2.5	1.7	1.2	0.5	0.2	0.8	-0.6
ABCFM	3.0	2.2	0.8	0.6	0.3	0.3	0.1	0.4	-0.3	1.3	1.0	0.3	2.4	1.0	1.4	3.1	2.2	0.9	6.8	5.9	0.9

## 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	3.2	3.6	-0.4	3.4	3.8	-0.4	4.0	4.6	-0.6	3.0	3.3	-0.3	1.9	2.8	-0.9	3.9	3.4	0.5	4.1	4.5	-0.4
2GB	12.8	12.1	0.7	13.9	13.8	0.1	15.6	14.2	1.4	12.2	10.2	2.0	8.9	8.8	0.1	12.1	12.8	-0.7	9.1	9.1	0.0
TalkingLifestyle954	2.3	2.8	-0.5	4.0	4.7	-0.7	2.3	2.2	0.1	1.3	1.8	-0.5	0.8	1.4	-0.6	1.9	2.7	-0.8	5.1	5.8	-0.7
SKY Sports Radio	0.7	1.0	-0.3	1.3	1.3	0.0	0.6	0.7	-0.1	0.6	1.2	-0.6	0.2	0.6	-0.4	0.3	0.7	-0.4	1.7	2.5	-0.8
104.1 2DAY FM	4.7	3.9	0.8	3.3	3.1	0.2	4.7	3.7	1.0	5.6	4.0	1.6	6.5	4.8	1.7	3.8	4.4	-0.6	3.9	3.8	0.1
KIIS1065	8.6	8.9	-0.3	10.0	9.7	0.3	7.6	8.4	-0.8	8.8	9.6	-0.8	8.9	8.6	0.3	5.1	6.0	-0.9	6.4	7.1	-0.7
104.9 TRIPLE M	6.5	5.7	0.8	5.8	5.7	0.1	6.7	5.0	1.7	6.0	5.5	0.5	6.6	5.7	0.9	9.4	7.2	2.2	5.7	4.4	1.3
NOVA96.9	8.0	7.5	0.5	7.8	6.9	0.9	5.2	5.6	-0.4	8.1	7.0	1.1	11.7	10.5	1.2	8.1	8.7	-0.6	7.8	7.8	0.0
smoothfm 95.3	8.7	11.0	-2.3	7.6	8.9	-1.3	8.5	11.2	-2.7	9.5	12.3	-2.8	9.9	12.4	-2.5	8.6	11.5	-2.9	10.2	12.4	-2.2
WSFM	8.8	7.9	0.9	7.8	7.1	0.7	10.5	10.0	0.5	10.6	9.6	1.0	6.8	6.3	0.5	6.8	5.1	1.7	8.2	7.0	1.2
ABC SYD	9.7	9.4	0.3	11.9	10.6	1.3	8.6	8.7	-0.1	7.9	7.8	0.1	9.2	9.3	-0.1	10.4	11.1	-0.7	8.6	7.6	1.0
2RN	1.8	1.8	0.0	2.5	2.7	-0.2	1.3	1.4	-0.1	1.1	1.1	0.0	2.4	1.9	0.5	1.5	1.9	-0.4	1.9	1.8	0.1
ABC NEWS	1.6	1.9	-0.3	2.9	2.9	0.0	0.8	1.5	-0.7	0.6	1.2	-0.6	1.4	1.4	0.0	2.2	2.0	0.2	1.4	1.8	-0.4
2JJJ	6.1	5.8	0.3	5.1	5.3	-0.2	6.7	5.6	1.1	6.5	6.4	0.1	7.4	7.0	0.4	4.4	4.6	-0.2	5.3	5.4	-0.1
ABCFM	2.9	2.0	0.9	2.4	1.7	0.7	3.6	2.2	1.4	3.0	2.0	1.0	2.6	2.2	0.4	2.9	2.6	0.3	3.6	2.8	0.8



# SYDNEY RADIO - SURVEY 4 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	17	20	-3	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0	12	14	-2
2GB	61	59	2	*	1	*	*	*	*	4	3	1	8	9	-1	12	15	-3	36	31	5
TalkingLifestyle954	15	18	-3	*	*	*	*	*	*	*	*	*	2	5	-3	4	4	0	9	9	0
SKY Sports Radio	5	7	-2	*	*	*	*	*	*	*	1	*	1	2	-1	1	2	-1	2	2	0
104.1 2DAY FM	23	20	3	2	2	0	4	3	1	11	9	2	4	4	0	1	2	-1	*	*	*
KIIS1065	41	44	-3	6	6	0	4	6	-2	14	14	0	12	11	1	4	6	-2	1	1	0
104.9 TRIPLE M	32	28	4	1	2	-1	2	2	0	9	10	-1	14	11	3	5	4	1	*	*	*
NOVA96.9	40	39	1	7	7	0	8	7	1	15	13	2	9	11	-2	1	1	0	*	1	*
smoothfm 95.3	46	59	-13	2	2	0	3	3	0	9	12	-3	14	18	-4	9	14	-5	8	10	-2
WSFM	44	40	4	1	1	0	3	3	0	7	6	1	16	15	1	10	9	1	6	6	0
ABC SYD	48	46	2	*	*	*	2	1	1	4	3	1	12	11	1	8	11	-3	22	19	3
2RN	9	9	0	*	*	*	*	*	*	*	*	*	2	3	-1	3	3	0	4	4	0
ABC NEWS	8	10	-2	*	*	*	*	*	*	2	1	1	3	3	0	1	1	0	2	3	-1
2JJJ	30	30	0	2	1	1	6	5	1	10	14	-4	11	8	3	1	1	0	*	1	*
ABCFM	15	11	4	*	*	*	*	*	*	1	1	0	3	1	2	2	2	0	8	7	1
<b>Total</b>	<b>508</b>	<b>520</b>	<b>-12</b>	<b>30</b>	<b>30</b>	<b>0</b>	<b>42</b>	<b>40</b>	<b>2</b>	<b>107</b>	<b>110</b>	<b>-3</b>	<b>132</b>	<b>137</b>	<b>-5</b>	<b>75</b>	<b>84</b>	<b>-9</b>	<b>121</b>	<b>117</b>	<b>4</b>

## 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 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CH 1170	17	20	-3	29	33	-4	28	31	-3	18	20	-2	11	17	-6	7	7	0	17	20	-3		
2GB	70	67	3	119	120	-1	108	97	11	73	61	12	50	52	-2	22	26	-4	38	39	-1		
TalkingLifestyle954	13	15	-2	35	41	-6	16	15	1	8	11	-3	5	8	-3	3	5	-2	21	25	-4		
SKY Sports Radio	4	5	-1	11	11	0	4	4	0	3	7	-4	1	3	-2	*	1	*	7	11	-4		
104.1 2DAY FM	26	21	5	29	27	2	33	25	8	33	24	9	37	28	9	7	9	-2	16	16	0		
KIIS1065	47	49	-2	86	85	1	52	57	-5	53	58	-5	51	51	0	9	12	-3	27	31	-4		
104.9 TRIPLE M	36	31	5	50	50	0	47	34	13	36	33	3	38	33	5	18	14	4	24	19	5		
NOVA96.9	44	41	3	67	61	6	36	38	-2	48	42	6	66	62	4	15	17	-2	32	34	-2		
smoothfm 95.3	48	61	-13	65	77	-12	59	76	-17	57	74	-17	56	73	-17	16	23	-7	42	54	-12		
WSFM	48	44	4	67	62	5	73	68	5	63	58	5	39	37	2	13	10	3	34	30	4		
ABC SYD	53	52	1	102	92	10	60	59	1	47	47	0	52	55	-3	19	22	-3	36	33	3		
2RN	10	10	0	22	23	-1	9	9	0	6	6	0	13	11	2	3	4	-1	8	8	0		
ABC NEWS	9	10	-1	25	25	0	6	10	-4	4	7	-3	8	8	0	4	4	0	6	8	-2		
2JJJ	33	32	1	44	46	-2	47	38	9	39	38	1	42	41	1	8	9	-1	22	23	-1		
ABCFM	16	11	5	20	15	5	25	15	10	18	12	6	15	13	2	5	5	0	15	12	3		
<b>Total</b>	<b>545</b>	<b>555</b>	<b>-10</b>	<b>856</b>	<b>873</b>	<b>-17</b>	<b>692</b>	<b>683</b>	<b>9</b>	<b>595</b>	<b>602</b>	<b>-7</b>	<b>565</b>	<b>589</b>	<b>-24</b>	<b>186</b>	<b>199</b>	<b>-13</b>	<b>415</b>	<b>431</b>	<b>-16</b>		

# EMBARGOED UNTIL 9:30AM AEST



## SYDNEY RADIO - SURVEY 4 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	222	241	-19	2	7	-5	2	4	-2	10	12	-2	24	29	-5	50	45	5	134	145	-11
2GB	556	592	-36	16	33	-17	15	20	-5	61	55	6	116	127	-11	125	132	-7	223	225	-2
TalkingLifestyle954	190	227	-37	2	6	-4	4	2	2	11	16	-5	31	46	-15	48	54	-6	94	101	-7
SKY Sports Radio	74	94	-20	3	5	-2	2	2	0	3	11	-8	25	27	-2	16	22	-6	26	27	-1
104.1 2DAY FM	638	629	9	93	84	9	124	111	13	238	238	0	131	140	-9	38	40	-2	15	17	-2
KIIS1065	852	873	-21	178	178	0	121	136	-15	290	287	3	199	203	-4	48	56	-8	16	14	2
104.9 TRIPLE M	545	542	3	57	61	-4	67	64	3	192	202	-10	179	156	23	40	49	-9	10	9	1
NOVA96.9	974	1006	-32	207	185	22	207	204	3	338	334	4	174	221	-47	32	41	-9	15	20	-5
smoothfm 95.3	854	953	-99	67	66	1	68	75	-7	210	229	-19	247	272	-25	136	176	-40	127	134	-7
WSFM	650	647	3	37	49	-12	54	46	8	145	133	12	216	224	-8	121	107	14	78	88	-10
ABC SYD	631	608	23	24	20	4	27	27	0	93	88	5	176	153	23	115	133	-18	197	187	10
2RN	182	173	9	7	4	3	4	2	2	15	21	-6	50	44	6	43	40	3	64	63	1
ABC NEWS	252	277	-25	6	7	-1	14	14	0	76	62	14	76	74	2	29	46	-17	51	75	-24
2JJJ	580	620	-40	49	48	1	109	116	-7	237	282	-45	142	136	6	39	28	11	3	10	-7
ABCFM	286	230	56	12	11	1	8	9	-1	43	44	-1	90	36	54	42	51	-9	92	78	14
Total	4137	4133	4	428	427	1	452	458	-6	1089	1079	10	970	967	3	538	541	-3	660	661	-1

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

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	183	206	-23	113	121	-8	109	118	-9	113	117	-4	85	92	-7	56	70	-14	161	165	-4
2GB	518	551	-33	386	396	-10	304	314	-10	304	295	9	273	284	-11	183	191	-8	370	379	-9
TalkingLifestyle954	145	166	-21	93	127	-34	56	59	-3	65	70	-5	40	50	-10	38	53	-15	156	172	-16
SKY Sports Radio	52	65	-13	36	43	-7	16	16	0	22	32	-10	15	19	-4	8	17	-9	52	72	-20
104.1 2DAY FM	561	532	29	274	252	22	193	196	-3	281	254	27	289	260	29	134	122	12	324	361	-37
KIIS1065	773	817	-44	552	562	-10	340	347	-7	408	423	-15	448	446	2	207	244	-37	516	527	-11
104.9 TRIPLE M	460	481	-21	255	283	-28	188	193	-5	195	196	-1	233	249	-16	153	151	2	333	310	23
NOVA96.9	873	908	-35	537	528	9	243	317	-74	436	449	-13	493	490	3	266	299	-33	590	589	1
smoothfm 95.3	746	827	-81	432	477	-45	338	369	-31	383	448	-65	381	479	-98	208	241	-33	586	662	-76
WSFM	559	568	-9	332	362	-30	296	284	12	331	308	23	296	276	20	183	166	17	441	417	24
ABC SYD	586	573	13	437	404	33	301	304	-3	304	274	30	298	316	-18	173	201	-28	420	377	43
2RN	158	149	9	104	102	2	61	68	-7	59	58	1	84	70	14	38	41	-3	120	113	7
ABC NEWS	240	249	-9	170	161	9	63	83	-20	55	66	-11	75	77	-2	57	71	-14	137	156	-19
2JJJ	536	535	1	314	279	35	235	206	29	265	271	-6	323	326	-3	165	165	0	344	387	-43
ABCFM	245	202	43	106	95	11	107	91	16	132	97	35	126	113	13	77	62	15	165	145	20
Total	3982	4003	-21	3203	3247	-44	2382	2450	-68	2713	2725	-12	2844	2855	-11	1747	1814	-67	3476	3442	34