



SYDNEY RADIO - SURVEY 5 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	3.3	3.4	-0.1	0.1	*	*	*	*	*	*	1.0	*	0.4	0.6	-0.2	3.7	4.1	-0.4	10.6	10.2	0.4
2GB	12.6	11.9	0.7	1.6	0.8	0.8	0.4	0.9	-0.5	4.6	3.5	1.1	8.8	6.2	2.6	15.1	16.3	-1.2	27.9	29.6	-1.7
TalkingLifestyle954	3.4	2.9	0.5	1.4	0.3	1.1	0.4	0.3	0.1	0.2	0.2	0.0	2.0	1.4	0.6	3.7	5.0	-1.3	8.7	7.4	1.3
SKY Sports Radio	1.0	0.9	0.1	0.1	0.1	0.0	*	*	*	0.7	0.2	0.5	1.5	1.1	0.4	1.1	1.8	-0.7	1.0	1.5	-0.5
104.1 2DAY FM	4.7	4.5	0.2	7.4	6.4	1.0	11.9	9.8	2.1	9.6	10.2	-0.6	3.3	3.4	-0.1	2.5	1.7	0.8	0.3	0.3	0.0
KIIS1065	8.4	8.1	0.3	19.5	20.8	-1.3	7.6	10.6	-3.0	16.5	13.0	3.5	9.5	8.8	0.7	3.6	5.3	-1.7	1.1	0.7	0.4
104.9 TRIPLE M	6.3	6.3	0.0	5.6	4.8	0.8	6.4	5.1	1.3	7.5	8.4	-0.9	12.2	10.9	1.3	4.6	6.4	-1.8	0.5	0.3	0.2
NOVA96.9	7.9	8.0	-0.1	23.5	23.0	0.5	17.6	18.0	-0.4	13.7	14.3	-0.6	7.2	6.9	0.3	2.5	1.8	0.7	0.2	0.2	0.0
smoothfm 95.3	8.0	9.1	-1.1	3.9	6.4	-2.5	8.0	7.9	0.1	6.9	8.0	-1.1	9.0	11.0	-2.0	12.4	12.6	-0.2	6.2	6.9	-0.7
WSFM	9.3	8.6	0.7	5.7	4.0	1.7	10.8	6.8	4.0	7.1	6.7	0.4	13.5	12.3	1.2	13.7	13.8	-0.1	4.6	4.9	-0.3
ABC SYD	8.5	9.5	-1.0	2.7	1.6	1.1	1.5	4.1	-2.6	3.8	3.3	0.5	5.7	9.2	-3.5	13.9	10.6	3.3	15.6	18.3	-2.7
2RN	1.8	1.8	0.0	0.3	0.5	-0.2	*	0.1	*	0.5	0.3	0.2	1.2	1.9	-0.7	3.0	3.4	-0.4	3.5	3.1	0.4
ABC NEWS	1.2	1.6	-0.4	0.1	0.3	-0.2	0.7	0.8	-0.1	2.1	1.8	0.3	1.1	2.2	-1.1	0.9	1.0	-0.1	1.3	1.6	-0.3
2JJJ	6.4	5.9	0.5	6.6	5.3	1.3	13.3	13.2	0.1	10.9	9.7	1.2	8.3	8.3	0.0	3.4	1.7	1.7	0.5	0.2	0.3
ABCFM	3.2	3.0	0.2	1.1	0.6	0.5	0.5	0.1	0.4	1.2	1.3	-0.1	2.0	2.4	-0.4	4.4	3.1	1.3	6.7	6.8	-0.1

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	3.0	3.2	-0.2	3.1	3.4	-0.3	3.3	4.0	-0.7	3.3	3.0	0.3	1.8	1.9	-0.1	3.7	3.9	-0.2	4.4	4.1	0.3
2GB	13.8	12.8	1.0	14.9	13.9	1.0	15.7	15.6	0.1	12.1	12.2	-0.1	10.0	8.9	1.1	17.9	12.1	5.8	8.7	9.1	-0.4
TalkingLifestyle954	2.5	2.3	0.2	3.5	4.0	-0.5	3.0	2.3	0.7	1.5	1.3	0.2	1.5	0.8	0.7	2.6	1.9	0.7	6.5	5.1	1.4
SKY Sports Radio	0.8	0.7	0.1	1.4	1.3	0.1	0.6	0.6	0.0	0.4	0.6	-0.2	0.4	0.2	0.2	0.5	0.3	0.2	1.5	1.7	-0.2
104.1 2DAY FM	4.7	4.7	0.0	3.6	3.3	0.3	4.1	4.7	-0.6	5.3	5.6	-0.3	6.8	6.5	0.3	4.1	3.8	0.3	4.7	3.9	0.8
KIIS1065	9.0	8.6	0.4	10.0	10.0	0.0	8.2	7.6	0.6	9.5	8.8	0.7	10.1	8.9	1.2	4.2	5.1	-0.9	6.4	6.4	0.0
104.9 TRIPLE M	6.6	6.5	0.1	6.4	5.8	0.6	6.5	6.7	-0.2	6.6	6.0	0.6	7.4	6.6	0.8	6.8	9.4	-2.6	5.0	5.7	-0.7
NOVA96.9	7.9	8.0	-0.1	7.8	7.8	0.0	5.2	5.2	0.0	8.3	8.1	0.2	11.2	11.7	-0.5	7.0	8.1	-1.1	7.9	7.8	0.1
smoothfm 95.3	7.6	8.7	-1.1	6.3	7.6	-1.3	8.1	8.5	-0.4	8.9	9.5	-0.6	8.1	9.9	-1.8	6.4	8.6	-2.2	9.2	10.2	-1.0
WSFM	9.4	8.8	0.6	8.9	7.8	1.1	10.7	10.5	0.2	10.2	10.6	-0.4	8.8	6.8	2.0	6.7	6.8	-0.1	8.8	8.2	0.6
ABC SYD	8.8	9.7	-0.9	11.0	11.9	-0.9	8.0	8.6	-0.6	7.1	7.9	-0.8	8.2	9.2	-1.0	9.0	10.4	-1.4	7.6	8.6	-1.0
2RN	1.7	1.8	-0.1	2.7	2.5	0.2	1.1	1.3	-0.2	0.8	1.1	-0.3	1.6	2.4	-0.8	2.7	1.5	1.2	1.9	1.9	0.0
ABC NEWS	1.2	1.6	-0.4	2.3	2.9	-0.6	0.5	0.8	-0.3	0.5	0.6	-0.1	1.0	1.4	-0.4	2.0	2.2	-0.2	1.3	1.4	-0.1
2JJJ	6.7	6.1	0.6	5.9	5.1	0.8	7.5	6.7	0.8	7.4	6.5	0.9	7.5	7.4	0.1	4.0	4.4	-0.4	5.6	5.3	0.3
ABCFM	3.0	2.9	0.1	2.7	2.4	0.3	3.9	3.6	0.3	2.7	3.0	-0.3	3.0	2.6	0.4	2.6	2.9	-0.3	4.0	3.6	0.4



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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	17	17	0	*	*	*	*	*	*	*	1	*	*	1	*	3	3	0	14	12	2
2GB	65	61	4	*	*	*	*	*	*	5	4	1	11	8	3	12	12	0	37	36	1
TalkingLifestyle954	18	15	3	*	*	*	*	*	*	*	*	*	3	2	1	3	4	-1	11	9	2
SKY Sports Radio	5	5	0	*	*	*	*	*	*	1	*	*	2	1	1	1	1	0	1	2	-1
104.1 2DAY FM	24	23	1	2	2	0	5	4	1	11	11	0	4	4	0	2	1	1	*	*	*
KIIS1065	44	41	3	6	6	0	3	4	-1	18	14	4	12	12	0	3	4	-1	1	1	0
104.9 TRIPLE M	32	32	0	2	1	1	3	2	1	8	9	-1	16	14	2	4	5	-1	1	*	*
NOVA96.9	41	40	1	7	7	0	7	8	-1	15	15	0	9	9	0	2	1	1	*	*	*
smoothfm 95.3	41	46	-5	1	2	-1	3	3	0	8	9	-1	12	14	-2	10	9	1	8	8	0
WSFM	48	44	4	2	1	1	4	3	1	8	7	1	17	16	1	11	10	1	6	6	0
ABC SYD	44	48	-4	1	*	*	1	2	-1	4	4	0	7	12	-5	11	8	3	20	22	-2
2RN	9	9	0	*	*	*	*	*	*	1	*	*	1	2	-1	2	3	-1	5	4	1
ABC NEWS	6	8	-2	*	*	*	*	*	*	2	2	0	1	3	-2	1	1	0	2	2	0
2JJJ	33	30	3	2	2	0	5	6	-1	12	10	2	11	11	0	3	1	2	1	*	*
ABCFM	17	15	2	*	*	*	*	*	*	1	1	0	3	3	0	3	2	1	9	8	1
Total	518	508	10	30	30	0	40	42	-2	110	107	3	128	132	-4	79	75	4	131	121	10

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	17	0	27	29	-2	23	28	-5	21	18	3	11	11	0	7	7	0	18	17	1		
2GB	77	70	7	129	119	10	109	108	1	77	73	4	57	50	7	33	22	11	37	38	-1		
TalkingLifestyle954	14	13	1	30	35	-5	21	16	5	10	8	2	8	5	3	5	3	2	27	21	6		
SKY Sports Radio	4	4	0	13	11	2	5	4	1	3	3	0	3	1	2	1	*	*	6	7	-1		
104.1 2DAY FM	26	26	0	31	29	2	29	33	-4	33	33	0	39	37	2	8	7	1	20	16	4		
KIIS1065	50	47	3	87	86	1	57	52	5	60	53	7	57	51	6	8	9	-1	27	27	0		
104.9 TRIPLE M	37	36	1	55	50	5	45	47	-2	42	36	6	42	38	4	13	18	-5	21	24	-3		
NOVA96.9	44	44	0	67	67	0	36	36	0	52	48	4	64	66	-2	13	15	-2	33	32	1		
smoothfm 95.3	42	48	-6	55	65	-10	56	59	-3	57	57	0	46	56	-10	12	16	-4	39	42	-3		
WSFM	52	48	4	78	67	11	75	73	2	65	63	2	50	39	11	12	13	-1	37	34	3		
ABC SYD	49	53	-4	95	102	-7	56	60	-4	45	47	-2	47	52	-5	17	19	-2	32	36	-4		
2RN	10	10	0	23	22	1	8	9	-1	5	6	-1	9	13	-4	5	3	2	8	8	0		
ABC NEWS	7	9	-2	20	25	-5	4	6	-2	3	4	-1	5	8	-3	4	4	0	5	6	-1		
2JJJ	37	33	4	52	44	8	52	47	5	47	39	8	43	42	1	7	8	-1	24	22	2		
ABCFM	17	16	1	23	20	3	27	25	2	17	18	-1	17	15	2	5	5	0	17	15	2		
Total	557	545	12	869	856	13	696	692	4	634	595	39	570	565	5	185	186	-1	422	415	7		

EMBARGOED UNTIL 9:30AM AEST



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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	190	222	-32	3	2	1	2	2	0	1	10	-9	18	24	-6	40	50	-10	126	134	-8
2GB	561	556	5	16	16	0	4	15	-11	69	61	8	141	116	25	100	125	-25	232	223	9
TalkingLifestyle954	225	190	35	4	2	2	5	4	1	14	11	3	44	31	13	45	48	-3	113	94	19
SKY Sports Radio	80	74	6	3	3	0	2	2	0	15	3	12	23	25	-2	15	16	-1	22	26	-4
104.1 2DAY FM	672	638	34	110	93	17	131	124	7	248	238	10	123	131	-8	43	38	5	17	15	2
KIIS1065	890	852	38	168	178	-10	111	121	-10	353	290	63	206	199	7	41	48	-7	11	16	-5
104.9 TRIPLE M	566	545	21	62	57	5	57	67	-10	192	192	0	192	179	13	48	40	8	15	10	5
NOVA96.9	995	974	21	212	207	5	210	207	3	347	338	9	178	174	4	37	32	5	11	15	-4
smoothfm 95.3	809	854	-45	65	67	-2	87	68	19	196	210	-14	211	247	-36	133	136	-3	117	127	-10
WSFM	724	650	74	44	37	7	67	54	13	155	145	10	239	216	23	146	121	25	73	78	-5
ABC SYD	612	631	-19	21	24	-3	10	27	-17	101	93	8	151	176	-25	131	115	16	198	197	1
2RN	200	182	18	7	7	0	2	4	-2	28	15	13	55	50	5	41	43	-2	67	64	3
ABC NEWS	234	252	-18	5	6	-1	19	14	5	84	76	8	51	76	-25	29	29	0	46	51	-5
2JJJ	542	580	-38	52	49	3	100	109	-9	214	237	-23	119	142	-23	44	39	5	13	3	10
ABCFM	276	286	-10	15	12	3	9	8	1	39	43	-4	72	90	-18	44	42	2	97	92	5
Total	4137	4137	0	428	428	0	442	452	-10	1090	1089	1	980	970	10	540	538	2	657	660	-3

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	164	183	-19	98	113	-15	101	109	-8	111	113	-2	80	85	-5	56	56	0	144	161	-17
2GB	536	518	18	412	386	26	307	304	3	299	304	-5	277	273	4	214	183	31	346	370	-24
TalkingLifestyle954	145	145	0	93	93	0	68	56	12	54	65	-11	60	40	20	52	38	14	189	156	33
SKY Sports Radio	65	52	13	38	36	2	27	16	11	22	22	0	21	15	6	6	8	-2	53	52	1
104.1 2DAY FM	579	561	18	289	274	15	193	193	0	302	281	21	301	289	12	135	134	1	363	324	39
KIIS1065	787	773	14	533	552	-19	335	340	-5	412	408	4	416	448	-32	176	207	-31	512	516	-4
104.9 TRIPLE M	492	460	32	291	255	36	169	188	-19	202	195	7	277	233	44	139	153	-14	322	333	-11
NOVA96.9	886	873	13	535	537	-2	241	243	-2	457	436	21	501	493	8	220	266	-46	629	590	39
smoothfm 95.3	692	746	-54	388	432	-44	291	338	-47	350	383	-33	325	381	-56	185	208	-23	540	586	-46
WSFM	639	559	80	374	332	42	299	296	3	343	331	12	350	296	54	174	183	-9	465	441	24
ABC SYD	568	586	-18	400	437	-37	271	301	-30	310	304	6	279	298	-19	177	173	4	399	420	-21
2RN	176	158	18	123	104	19	54	61	-7	56	59	-3	79	84	-5	50	38	12	130	120	10
ABC NEWS	207	240	-33	143	170	-27	38	63	-25	52	55	-3	61	75	-14	46	57	-11	146	137	9
2JJJ	489	536	-47	303	314	-11	222	235	-13	242	265	-23	287	323	-36	129	165	-36	324	344	-20
ABCFM	231	245	-14	111	106	5	117	107	10	118	132	-14	117	126	-9	71	77	-6	182	165	17
Total	4006	3982	24	3228	3203	25	2330	2382	-52	2712	2713	-1	2835	2844	-9	1639	1747	-108	3441	3476	-35