

SYDNEY RADIO - SURVEY 3 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	3.9	3.9	0.0	1.3	1.1	0.2	0.1	0.2	-0.1	1.0	*	*	1.1	1.2	-0.1	3.8	4.3	-0.5	11.7	12.8	-1.1
2GB	11.4	11.6	-0.2	3.0	5.2	-2.2	0.7	2.0	-1.3	2.3	3.5	-1.2	6.8	8.9	-2.1	17.2	15.5	1.7	26.8	25.1	1.7
TalkingLifestyle954	3.5	4.6	-1.1	0.5	0.9	-0.4	0.1	0.7	-0.6	0.4	0.7	-0.3	3.6	5.6	-2.0	4.8	6.7	-1.9	7.3	8.3	-1.0
SKY Sports Radio	1.3	1.1	0.2	1.1	1.0	0.1	*	*	*	0.5	0.5	0.0	1.2	1.3	-0.1	2.7	2.4	0.3	1.8	1.0	0.8
104.1 2DAY FM	3.8	4.6	-0.8	6.6	10.2	-3.6	7.3	11.5	-4.2	8.1	8.5	-0.4	2.7	2.8	-0.1	2.4	2.6	-0.2	0.3	0.4	-0.1
KIIS1065	8.4	7.8	0.6	18.6	16.5	2.1	14.7	12.8	1.9	13.1	11.8	1.3	8.1	8.3	-0.2	7.3	5.7	1.6	0.6	0.5	0.1
104.9 TRIPLE M	5.4	4.8	0.6	5.8	6.1	-0.3	4.1	4.2	-0.1	8.7	6.8	1.9	7.7	8.7	-1.0	4.9	2.6	2.3	0.1	0.1	0.0
NOVA96.9	7.6	7.5	0.1	21.6	21.4	0.2	18.2	13.8	4.4	11.5	9.8	1.7	8.0	8.7	-0.7	1.4	3.6	-2.2	0.4	0.5	-0.1
smoothfm 95.3	11.3	9.9	1.4	6.6	4.5	2.1	7.3	4.6	2.7	11.0	9.5	1.5	13.1	10.6	2.5	16.4	15.1	1.3	8.5	9.2	-0.7
WSFM	7.7	7.0	0.7	4.6	4.5	0.1	7.5	8.6	-1.1	5.4	5.1	0.3	11.2	10.4	0.8	10.3	10.0	0.3	4.8	2.9	1.9
ABC SYD	8.9	8.0	0.9	1.0	1.4	-0.4	3.2	0.7	2.5	2.7	3.9	-1.2	8.2	5.4	2.8	13.2	14.2	-1.0	16.6	14.9	1.7
2RN	1.8	2.0	-0.2	0.2	0.1	0.1	0.1	0.2	-0.1	0.3	0.3	0.0	1.9	2.8	-0.9	3.0	2.0	1.0	3.4	3.9	-0.5
ABC NEWS	1.9	1.8	0.1	0.3	0.5	-0.2	0.6	0.4	0.2	1.2	1.0	0.2	2.5	1.8	0.7	1.5	1.5	0.0	2.8	3.7	-0.9
2JJJ	5.7	5.9	-0.2	4.4	4.3	0.1	12.4	15.8	-3.4	12.3	13.6	-1.3	5.8	4.3	1.5	1.2	1.2	0.0	0.8	0.6	0.2
ABCFM	2.2	2.5	-0.3	0.3	0.9	-0.6	0.4	1.2	-0.8	1.0	1.4	-0.4	1.0	1.4	-0.4	2.2	2.5	-0.3	5.9	5.6	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-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	3.6	3.7	-0.1	3.8	3.7	0.1	4.6	4.6	0.0	3.3	3.5	-0.2	2.8	3.2	-0.4	3.4	3.2	0.2	4.5	4.7	-0.2
2GB	12.1	12.4	-0.3	13.8	13.5	0.3	14.2	15.3	-1.1	10.2	11.1	-0.9	8.8	9.5	-0.7	12.8	12.3	0.5	9.1	9.1	0.0
TalkingLifestyle954	2.8	3.6	-0.8	4.7	5.2	-0.5	2.2	3.3	-1.1	1.8	2.7	-0.9	1.4	2.1	-0.7	2.7	3.8	-1.1	5.8	7.9	-2.1
SKY Sports Radio	1.0	0.8	0.2	1.3	1.3	0.0	0.7	0.6	0.1	1.2	0.8	0.4	0.6	0.6	0.0	0.7	0.6	0.1	2.5	2.0	0.5
104.1 2DAY FM	3.9	4.7	-0.8	3.1	4.1	-1.0	3.7	4.0	-0.3	4.0	4.9	-0.9	4.8	5.9	-1.1	4.4	5.1	-0.7	3.8	4.5	-0.7
KIIS1065	8.9	8.2	0.7	9.7	9.3	0.4	8.4	7.1	1.3	9.6	8.2	1.4	8.6	8.7	-0.1	6.0	6.2	-0.2	7.1	6.4	0.7
104.9 TRIPLE M	5.7	5.1	0.6	5.7	5.8	-0.1	5.0	4.6	0.4	5.5	5.2	0.3	5.7	5.1	0.6	7.2	4.0	3.2	4.4	3.9	0.5
NOVA96.9	7.5	7.7	-0.2	6.9	7.3	-0.4	5.6	5.4	0.2	7.0	7.8	-0.8	10.5	10.1	0.4	8.7	8.4	0.3	7.8	7.1	0.7
smoothfm 95.3	11.0	9.7	1.3	8.9	7.3	1.6	11.2	10.5	0.7	12.3	10.8	1.5	12.4	10.6	1.8	11.5	11.5	0.0	12.4	10.6	1.8
WSFM	7.9	7.0	0.9	7.1	6.7	0.4	10.0	7.9	2.1	9.6	7.9	1.7	6.3	6.5	-0.2	5.1	5.3	-0.2	7.0	6.8	0.2
ABC SYD	9.4	8.5	0.9	10.6	9.6	1.0	8.7	7.7	1.0	7.8	7.8	0.0	9.3	7.3	2.0	11.1	10.1	1.0	7.6	6.5	1.1
2RN	1.8	1.9	-0.1	2.7	2.8	-0.1	1.4	1.7	-0.3	1.1	0.9	0.2	1.9	1.8	0.1	1.9	2.3	-0.4	1.8	2.3	-0.5
ABC NEWS	1.9	1.7	0.2	2.9	2.3	0.6	1.5	1.7	-0.2	1.2	1.3	-0.1	1.4	1.0	0.4	2.0	1.8	0.2	1.8	2.1	-0.3
2JJJ	5.8	6.1	-0.3	5.3	5.5	-0.2	5.6	6.1	-0.5	6.4	6.8	-0.4	7.0	7.0	0.0	4.6	4.6	0.0	5.4	5.5	-0.1
ABCFM	2.0	2.2	-0.2	1.7	2.2	-0.5	2.2	2.1	0.1	2.0	2.1	-0.1	2.2	2.6	-0.4	2.6	2.5	0.1	2.8	3.2	-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	20	20	0	*	*	*	*	*	*	1	*	*	1	2	-1	3	4	-1	14	15	-1
2GB	59	60	-1	1	2	-1	*	1	*	3	4	-1	9	12	-3	15	13	2	31	29	2
TalkingLifestyle954	18	24	-6	*	*	*	*	*	*	*	1	*	5	7	-2	4	6	-2	9	10	-1
SKY Sports Radio	7	6	1	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0	2	1	1
104.1 2DAY FM	20	24	-4	2	3	-1	3	5	-2	9	10	-1	4	4	0	2	2	0	*	1	*
KIIS1065	44	40	4	6	5	1	6	5	1	14	13	1	11	11	0	6	5	1	1	1	0
104.9 TRIPLE M	28	25	3	2	2	0	2	2	0	10	8	2	11	11	0	4	2	2	*	*	*
NOVA96.9	39	39	0	7	7	0	7	6	1	13	11	2	11	12	-1	1	3	-2	1	1	0
smoothfm 95.3	59	52	7	2	1	1	3	2	1	12	11	1	18	14	4	14	13	1	10	11	-1
WSFM	40	36	4	1	1	0	3	3	0	6	6	0	15	14	1	9	8	1	6	3	3
ABC SYD	46	41	5	*	*	*	1	*	*	3	4	-1	11	7	4	11	12	-1	19	17	2
2RN	9	10	-1	*	*	*	*	*	*	*	*	*	3	4	-1	3	2	1	4	5	-1
ABC NEWS	10	9	1	*	*	*	*	*	*	1	1	0	3	2	1	1	1	0	3	4	-1
2JJJ	30	31	-1	1	1	0	5	6	-1	14	16	-2	8	6	2	1	1	0	1	1	0
ABCFM	11	13	-2	*	*	*	*	*	*	1	2	-1	1	2	-1	2	2	0	7	6	1
Total	520	518	2	30	33	-3	40	40	0	110	114	-4	137	132	5	84	83	1	117	116	1

Average 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 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	+/-
2CH 1170	20	20	0	33	33	0	31	30	1	20	20	0	17	19	-2	7	7	0	20	21	-1
2GB	67	69	-2	120	118	2	97	100	-3	61	64	-3	52	57	-5	26	25	1	39	40	-1
TalkingLifestyle954	15	20	-5	41	46	-5	15	22	-7	11	16	-5	8	13	-5	5	8	-3	25	35	-10
SKY Sports Radio	5	5	0	11	11	0	4	4	0	7	5	2	3	4	-1	1	1	0	11	9	2
104.1 2DAY FM	21	26	-5	27	36	-9	25	26	-1	24	28	-4	28	36	-8	9	11	-2	16	20	-4
KIIS1065	49	45	4	85	81	4	57	47	10	58	47	11	51	52	-1	12	13	-1	31	28	3
104.9 TRIPLE M	31	28	3	50	51	-1	34	30	4	33	30	3	33	31	2	14	8	6	19	17	2
NOVA96.9	41	42	-1	61	64	-3	38	35	3	42	45	-3	62	61	1	17	17	0	34	31	3
smoothfm 95.3	61	54	7	77	64	13	76	69	7	74	63	11	73	64	9	23	24	-1	54	46	8
WSFM	44	39	5	62	59	3	68	51	17	58	46	12	37	39	-2	10	11	-1	30	30	0
ABC SYD	52	47	5	92	84	8	59	51	8	47	45	2	55	44	11	22	21	1	33	29	4
2RN	10	11	-1	23	25	-2	9	11	-2	6	5	1	11	11	0	4	5	-1	8	10	-2
ABC NEWS	10	9	1	25	20	5	10	11	-1	7	8	-1	8	6	2	4	4	0	8	9	-1
2JJJ	32	34	-2	46	48	-2	38	40	-2	38	39	-1	41	42	-1	9	10	-1	23	24	-1
ABCFM	11	12	-1	15	19	-4	15	14	1	12	12	0	13	15	-2	5	5	0	12	14	-2
Total	555	551	4	873	878	-5	683	655	28	602	580	22	589	601	-12	199	207	-8	431	436	-5



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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	241	254	-13	7	9	-2	4	8	-4	12	6	6	29	30	-1	45	51	-6	145	150	-5
2GB	592	606	-14	33	37	-4	20	19	1	55	62	-7	127	154	-27	132	109	23	225	226	-1
TalkingLifestyle954	227	279	-52	6	12	-6	2	7	-5	16	24	-8	46	57	-11	54	60	-6	101	119	-18
SKY Sports Radio	94	107	-13	5	8	-3	2	3	-1	11	18	-7	27	31	-4	22	25	-3	27	21	6
104.1 2DAY FM	629	688	-59	84	109	-25	111	135	-24	238	238	0	140	144	-4	40	32	8	17	30	-13
KIIS1065	873	890	-17	178	169	9	136	149	-13	287	286	1	203	213	-10	56	59	-3	14	15	-1
104.9 TRIPLE M	542	524	18	61	62	-1	64	58	6	202	172	30	156	176	-20	49	49	0	9	7	2
NOVA96.9	1006	1005	1	185	184	1	204	195	9	334	324	10	221	221	0	41	59	-18	20	22	-2
smoothfm 95.3	953	876	77	66	68	-2	75	69	6	229	217	12	272	231	41	176	167	9	134	124	10
WSFM	647	678	-31	49	55	-6	46	56	-10	133	148	-15	224	236	-12	107	114	-7	88	68	20
ABC SYD	608	586	22	20	27	-7	27	18	9	88	86	2	153	151	2	133	138	-5	187	166	21
2RN	173	202	-29	4	6	-2	2	4	-2	21	26	-5	44	68	-24	40	36	4	63	63	0
ABC NEWS	277	263	14	7	9	-2	14	16	-2	62	50	12	74	54	20	46	46	0	75	88	-13
2JJJ	620	613	7	48	60	-12	116	122	-6	282	263	19	136	129	7	28	28	0	10	12	-2
ABCFM	230	271	-41	11	24	-13	9	16	-7	44	65	-21	36	44	-8	51	49	2	78	74	4
Total	4133	4130	3	427	426	1	458	454	4	1079	1082	-3	967	968	-1	541	545	-4	661	656	5

Cumulative 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	206	216	-10	121	128	-7	118	114	4	117	112	5	92	99	-7	70	69	1	165	181	-16						
2GB	551	563	-12	396	409	-13	314	338	-24	295	298	-3	284	293	-9	191	192	-1	379	392	-13						
TalkingLifestyle954	166	197	-31	127	155	-28	59	83	-24	70	75	-5	50	64	-14	53	74	-21	172	218	-46						
SKY Sports Radio	65	80	-15	43	55	-12	16	20	-4	32	25	7	19	16	3	17	18	-1	72	64	8						
104.1 2DAY FM	532	572	-40	252	298	-46	196	185	11	254	254	0	260	289	-29	122	166	-44	361	392	-31						
KIIS1065	817	818	-1	562	520	42	347	295	52	423	375	48	446	433	13	244	241	3	527	513	14						
104.9 TRIPLE M	481	469	12	283	278	5	193	179	14	196	195	1	249	256	-7	151	128	23	310	317	-7						
NOVA96.9	908	929	-21	528	544	-16	317	306	11	449	469	-20	490	512	-22	299	285	14	589	588	1						
smoothfm 95.3	827	762	65	477	409	68	369	328	41	448	395	53	479	448	31	241	247	-6	662	589	73						
WSFM	568	604	-36	362	390	-28	284	242	42	308	281	27	276	295	-19	166	181	-15	417	443	-26						
ABC SYD	573	558	15	404	382	22	304	254	50	274	274	0	316	282	34	201	220	-19	377	350	27						
2RN	149	178	-29	102	106	-4	68	79	-11	58	60	-2	70	72	-2	41	63	-22	113	128	-15						
ABC NEWS	249	231	18	161	139	22	83	81	2	66	59	7	77	58	19	71	64	7	156	169	-13						
2JJJ	535	526	9	279	284	-5	206	207	-1	271	274	-3	326	320	6	165	156	9	387	377	10						
ABCFM	202	231	-29	95	113	-18	91	95	-4	97	99	-2	113	99	14	62	62	0	145	177	-32						
Total	4003	3999	4	3247	3320	-73	2450	2384	66	2725	2645	80	2855	2852	3	1814	1827	-13	3442	3451	-9						