



# SYDNEY RADIO - SURVEY 7 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	4.2	3.2	1.0	2.8	3.1	-0.3	1.9	*	*	0.3	0.2	0.1	1.2	0.3	0.9	4.6	3.0	1.6	11.2	9.7	1.5
2GB	11.8	12.6	-0.8	1.2	1.3	-0.1	4.5	4.0	0.5	2.3	3.8	-1.5	7.5	8.4	-0.9	12.1	14.9	-2.8	29.5	28.0	1.5
TalkingLifestyle954	3.3	3.7	-0.4	0.3	1.2	-0.9	0.4	0.1	0.3	0.8	0.7	0.1	1.9	2.9	-1.0	3.9	3.7	0.2	8.2	8.6	-0.4
SKY Sports Radio	1.1	1.2	-0.1	*	*	*	0.5	0.3	0.2	0.6	0.6	0.0	1.6	2.5	-0.9	0.8	1.1	-0.3	1.7	1.1	0.6
104.1 2DAY FM	3.8	4.0	-0.2	6.2	6.6	-0.4	11.2	12.3	-1.1	5.9	6.5	-0.6	3.9	3.5	0.4	2.0	2.7	-0.7	0.2	0.2	0.0
KIIS1065	9.5	8.6	0.9	20.3	22.2	-1.9	10.8	8.6	2.2	15.1	16.5	-1.4	11.1	9.8	1.3	8.2	3.7	4.5	0.6	0.7	-0.1
104.9 TRIPLE M	5.5	5.8	-0.3	4.1	5.4	-1.3	6.3	7.9	-1.6	12.2	12.0	0.2	7.0	7.4	-0.4	2.9	3.0	-0.1	0.2	0.3	-0.1
NOVA96.9	7.6	7.2	0.4	18.8	21.1	-2.3	16.6	16.7	-0.1	14.3	12.0	2.3	7.5	7.3	0.2	1.4	2.0	-0.6	0.5	0.3	0.2
smoothfm 95.3	9.2	8.7	0.5	7.7	5.7	2.0	5.6	5.9	-0.3	8.5	6.9	1.6	9.5	9.4	0.1	15.0	15.3	-0.3	6.7	6.9	-0.2
WSFM	9.4	9.8	-0.4	8.2	7.9	0.3	5.4	9.8	-4.4	6.5	7.3	-0.8	14.8	14.9	-0.1	13.7	13.0	0.7	4.9	5.3	-0.4
ABC SYD	8.7	8.3	0.4	3.8	3.6	0.2	0.7	0.4	0.3	3.4	3.5	-0.1	7.1	6.0	1.1	14.5	14.6	-0.1	14.3	13.9	0.4
2RN	2.2	2.2	0.0	0.6	0.8	-0.2	0.3	*	*	1.0	0.9	0.1	1.8	1.2	0.6	2.1	2.8	-0.7	4.8	4.8	0.0
ABC NEWS	1.8	1.5	0.3	0.4	*	*	0.9	1.1	-0.2	2.2	2.1	0.1	1.7	0.9	0.8	2.3	1.9	0.4	2.0	1.6	0.4
2JJJ	5.0	6.0	-1.0	5.1	3.2	1.9	12.0	13.8	-1.8	11.9	12.6	-0.7	4.8	6.5	-1.7	1.0	2.4	-1.4	0.2	0.6	-0.4
ABCFM	3.1	3.4	-0.3	0.7	1.3	-0.6	1.1	0.9	0.2	1.1	0.8	0.3	3.0	2.4	0.6	2.3	4.1	-1.8	7.0	7.5	-0.5

## Share Movement (%) by Session, P10+

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	3.8	2.8	1.0	2.8	2.3	0.5	4.7	3.0	1.7	4.3	3.2	1.1	3.0	2.3	0.7	5.0	3.7	1.3	5.5	4.6	0.9						
2GB	13.2	14.0	-0.8	13.8	15.3	-1.5	15.9	15.9	0.0	11.1	11.3	-0.2	9.7	10.4	-0.7	16.6	19.1	-2.5	7.7	8.3	-0.6						
TalkingLifestyle954	2.3	2.6	-0.3	3.8	3.7	0.1	1.8	2.7	-0.9	1.4	1.4	0.0	1.3	1.6	-0.3	2.2	3.4	-1.2	6.7	7.4	-0.7						
SKY Sports Radio	0.9	1.0	-0.1	1.8	1.9	-0.1	0.7	0.8	-0.1	0.3	0.6	-0.3	0.4	0.8	-0.4	0.3	0.5	-0.2	1.6	1.7	-0.1						
104.1 2DAY FM	3.8	4.0	-0.2	2.9	3.3	-0.4	3.6	3.6	0.0	4.6	4.4	0.2	5.0	5.2	-0.2	2.9	3.5	-0.6	3.7	4.2	-0.5						
KIIS1065	9.8	9.0	0.8	11.1	10.3	0.8	9.1	8.4	0.7	8.8	8.7	0.1	10.6	9.8	0.8	7.8	5.1	2.7	8.5	7.5	1.0						
104.9 TRIPLE M	5.8	6.4	-0.6	7.0	7.0	0.0	5.1	5.5	-0.4	6.1	6.5	-0.4	5.6	7.1	-1.5	3.7	4.3	-0.6	4.2	4.0	0.2						
NOVA96.9	7.7	7.0	0.7	7.4	6.6	0.8	5.9	4.9	1.0	7.5	6.8	0.7	9.9	9.7	0.2	8.5	8.4	0.1	7.3	7.8	-0.5						
smoothfm 95.3	9.0	8.3	0.7	7.0	6.4	0.6	10.0	9.9	0.1	10.8	10.3	0.5	9.2	7.8	1.4	8.8	6.6	2.2	9.6	10.0	-0.4						
WSFM	9.5	10.0	-0.5	10.7	10.3	0.4	9.3	10.9	-1.6	11.0	11.2	-0.2	7.6	8.7	-1.1	5.4	6.1	-0.7	9.0	9.0	0.0						
ABC SYD	9.0	8.6	0.4	10.2	10.0	0.2	8.7	8.3	0.4	8.7	7.6	1.1	8.0	7.7	0.3	8.1	8.8	-0.7	7.8	7.5	0.3						
2RN	2.2	2.2	0.0	2.8	3.0	-0.2	1.7	1.5	0.2	1.5	1.4	0.1	2.4	2.1	0.3	2.2	3.3	-1.1	2.3	2.2	0.1						
ABC NEWS	1.8	1.4	0.4	2.3	1.9	0.4	1.5	1.0	0.5	1.0	0.8	0.2	1.8	1.4	0.4	2.3	2.3	0.0	1.9	1.7	0.2						
2JJJ	5.2	6.2	-1.0	3.6	5.3	-1.7	5.7	6.7	-1.0	6.3	7.3	-1.0	6.2	6.7	-0.5	4.7	4.5	0.2	4.6	5.1	-0.5						
ABCFM	3.0	3.4	-0.4	2.5	3.2	-0.7	3.2	3.6	-0.4	3.0	3.1	-0.1	3.4	3.9	-0.5	3.8	3.5	0.3	3.4	3.6	-0.2						



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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	21	17	4	1	1	0	1	*	*	*	*	*	*	1	*	*	4	3	1	14	13	1
2GB	61	66	-5	*	*	*	2	1	1	2	4	-2	9	10	-1	11	13	-2	36	36	0	
TalkingLifestyle954	17	19	-2	*	*	*	*	*	*	1	1	0	2	4	-2	4	3	1	10	11	-1	
SKY Sports Radio	5	6	-1	*	*	*	*	*	*	1	1	0	2	3	-1	1	1	0	2	1	1	
104.1 2DAY FM	19	21	-2	2	2	0	4	4	0	6	7	-1	5	4	1	2	2	0	*	*	*	
KIIS1065	49	45	4	7	7	0	4	3	1	16	19	-3	13	12	1	8	3	5	1	1	0	
104.9 TRIPLE M	28	30	-2	1	2	-1	2	3	-1	13	13	0	8	9	-1	3	3	0	*	*	*	
NOVA96.9	39	38	1	7	7	0	6	6	0	15	14	1	9	9	0	1	2	-1	1	*	*	
smoothfm 95.3	47	46	1	3	2	1	2	2	0	9	8	1	11	12	-1	14	13	1	8	9	-1	
WSFM	48	51	-3	3	3	0	2	4	-2	7	8	-1	17	19	-2	13	11	2	6	7	-1	
ABC SYD	44	44	0	1	1	0	*	*	*	4	4	0	8	7	1	13	13	0	18	18	0	
2RN	11	11	0	*	*	*	*	*	*	1	1	0	2	1	1	2	2	0	6	6	0	
ABC NEWS	9	8	1	*	*	*	*	*	*	2	2	0	2	1	1	2	2	0	2	2	0	
2JJJ	26	31	-5	2	1	1	5	5	0	13	14	-1	6	8	-2	1	2	-1	*	1	*	
ABCFM	16	18	-2	*	*	*	*	*	*	1	1	0	4	3	1	2	4	-2	9	10	-1	
Total	512	523	-11	35	32	3	38	36	2	106	112	-6	118	124	-6	91	88	3	123	130	-7	

## 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 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CH 1170	20	16	4	25	20	5	32	21	11	25	21	4	17	13	4	9	7	2	24	20	4						
2GB	72	78	-6	121	134	-13	110	111	-1	64	73	-9	56	59	-3	30	35	-5	33	36	-3						
TalkingLifestyle954	12	14	-2	33	33	0	13	19	-6	8	9	-1	8	9	-1	4	6	-2	29	32	-3						
SKY Sports Radio	5	6	-1	16	17	-1	5	6	-1	2	4	-2	2	4	-2	1	1	0	7	7	0						
104.1 2DAY FM	21	22	-1	25	29	-4	25	25	0	26	28	-2	29	29	0	5	6	-1	16	18	-2						
KIIS1065	53	50	3	97	90	7	63	59	4	51	56	-5	61	56	5	14	9	5	37	32	5						
104.9 TRIPLE M	32	36	-4	61	61	0	35	39	-4	35	42	-7	32	40	-8	7	8	-1	18	17	1						
NOVA96.9	42	39	3	65	58	7	41	34	7	43	44	-1	58	55	3	15	15	0	32	34	-2						
smoothfm 95.3	49	47	2	61	56	5	69	70	-1	62	66	-4	53	45	8	16	12	4	41	43	-2						
WSFM	52	56	-4	94	90	4	64	77	-13	63	72	-9	44	50	-6	10	11	-1	39	39	0						
ABC SYD	49	48	1	89	87	2	60	58	2	50	49	1	46	44	2	15	16	-1	33	32	1						
2RN	12	12	0	25	26	-1	12	11	1	9	9	0	14	12	2	4	6	-2	10	10	0						
ABC NEWS	10	8	2	20	17	3	10	7	3	6	5	1	11	8	3	4	4	0	8	7	1						
2JJJ	28	35	-7	31	46	-15	39	47	-8	36	47	-11	36	38	-2	9	8	1	20	22	-2						
ABCFM	17	19	-2	22	28	-6	22	26	-4	18	20	-2	20	22	-2	7	6	1	15	15	0						
Total	545	560	-15	873	876	-3	689	701	-12	578	645	-67	579	569	10	181	182	-1	429	431	-2						



# SYDNEY RADIO - SURVEY 7 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	224	182	42	3	6	-3	6	2	4	15	7	8	27	21	6	42	29	13	131	118	13
2GB	584	579	5	14	14	0	27	18	9	81	88	-7	116	121	-5	96	104	-8	250	234	16
TalkingLifestyle954	229	256	-27	5	5	0	10	6	4	25	26	-1	38	51	-13	52	54	-2	100	114	-14
SKY Sports Radio	88	88	0	2	*	*	7	5	2	18	18	0	21	26	-5	18	20	-2	21	19	2
104.1 2DAY FM	639	658	-19	103	111	-8	136	130	6	219	222	-3	138	136	2	31	41	-10	13	18	-5
KIIS1065	971	967	4	180	192	-12	152	144	8	343	384	-41	218	196	22	66	45	21	12	5	7
104.9 TRIPLE M	515	559	-44	58	59	-1	54	58	-4	186	218	-32	160	152	8	47	55	-8	11	17	-6
NOVA96.9	941	949	-8	182	202	-20	177	185	-8	358	321	37	179	196	-17	32	36	-4	13	8	5
smoothfm 95.3	862	842	20	83	72	11	73	84	-11	186	180	6	214	216	-2	177	159	18	129	132	-3
WSFM	753	790	-37	75	62	13	58	67	-9	120	150	-30	259	263	-4	154	160	-6	87	88	-1
ABC SYD	575	572	3	32	27	5	22	14	8	79	84	-5	147	125	22	139	141	-2	157	182	-25
2RN	163	181	-18	4	5	-1	6	3	3	22	31	-9	41	37	4	27	38	-11	62	66	-4
ABC NEWS	252	238	14	6	6	0	22	20	2	61	66	-5	65	44	21	51	53	-2	47	50	-3
2JJJ	520	515	5	55	37	18	94	101	-7	218	224	-6	122	109	13	25	32	-7	6	13	-7
ABCFM	244	262	-18	13	19	-6	19	19	0	50	45	5	49	43	6	35	49	-14	79	87	-8
Total	4129	4134	-5	429	429	0	451	443	8	1080	1087	-7	966	973	-7	545	545	0	660	657	3

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

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CH 1170	190	153	37	109	80	29	107	88	19	119	103	16	84	70	14	59	55	4	181	143	38
2GB	547	546	1	398	411	-13	331	315	16	287	295	-8	252	260	-8	207	219	-12	346	342	4
TalkingLifestyle954	169	168	1	129	126	3	76	82	-6	70	58	12	52	63	-11	45	59	-14	185	205	-20
SKY Sports Radio	58	70	-12	43	40	3	16	32	-16	14	24	-10	20	26	-6	6	6	0	64	65	-1
104.1 2DAY FM	564	571	-7	268	276	-8	229	228	1	259	277	-18	292	272	20	121	105	16	341	361	-20
KIIS1065	858	869	-11	574	580	-6	336	344	-8	394	417	-23	457	408	49	228	189	39	578	538	40
104.9 TRIPLE M	468	501	-33	284	306	-22	173	172	1	231	224	7	204	269	-65	91	114	-23	261	288	-27
NOVA96.9	859	838	21	495	469	26	336	285	51	440	430	10	469	469	0	244	222	22	588	609	-21
smoothfm 95.3	746	718	28	423	383	40	334	328	6	392	393	-1	402	337	65	225	180	45	542	543	-1
WSFM	665	708	-43	440	444	-4	327	339	-12	376	388	-12	341	364	-23	164	169	-5	512	489	23
ABC SYD	524	532	-8	359	367	-8	263	269	-6	277	294	-17	266	268	-2	142	160	-18	372	384	-12
2RN	152	168	-16	103	121	-18	72	61	11	66	70	-4	89	82	7	47	58	-11	117	121	-4
ABC NEWS	216	197	19	147	127	20	82	53	29	59	53	6	94	77	17	59	58	1	158	163	-5
2JJJ	451	449	2	256	276	-20	188	192	-4	206	211	-5	282	261	21	137	128	9	314	322	-8
ABCFM	222	237	-15	115	135	-20	99	115	-16	111	114	-3	118	133	-15	79	79	0	148	167	-19
Total	4008	4016	-8	3265	3253	12	2433	2366	67	2620	2677	-57	2831	2791	40	1701	1593	108	3391	3390	1