



SYDNEY RADIO - SURVEY 1 2021

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	+/-
SEN 1170	0.4	na	*	0.2	na	*	0.1	na	*	0.4	na	*	0.4	na	*	0.7	na	*	0.5	na	*
2GB	14.4	13.8	0.6	3.7	3.8	-0.1	6.5	3.6	2.9	3.1	3.8	-0.7	8.2	6.1	2.1	18.0	13.8	4.2	31.1	33.6	-2.5
2UE 954	2.3	1.2	1.1	0.4	0.2	0.2	0.3	1.7	-1.4	0.8	0.5	0.3	1.1	1.0	0.1	1.6	3.0	-1.4	5.8	1.2	4.6
SKY Sports Radio	0.8	0.9	-0.1	0.4	0.7	-0.3	0.1	0.6	-0.5	0.3	0.5	-0.2	0.3	1.0	-0.7	0.8	2.0	-1.2	1.9	0.6	1.3
104.1 2DAY FM	4.2	4.0	0.2	10.1	6.7	3.4	5.5	6.2	-0.7	6.1	5.7	0.4	5.9	6.3	-0.4	2.3	1.9	0.4	0.5	0.6	-0.1
KIIS1065	7.9	9.7	-1.8	14.7	21.3	-6.6	11.3	17.1	-5.8	15.6	20.0	-4.4	8.3	7.7	0.6	4.6	6.2	-1.6	1.1	0.2	0.9
104.9 TRIPLE M	6.1	6.1	0.0	9.9	5.5	4.4	10.8	4.5	6.3	7.6	5.7	1.9	8.8	12.0	-3.2	5.2	9.0	-3.8	1.0	0.3	0.7
NOVA96.9	6.4	6.8	-0.4	19.5	15.1	4.4	17.9	16.0	1.9	11.6	11.4	0.2	5.2	7.8	-2.6	1.8	2.5	-0.7	0.3	0.4	-0.1
smoothfm 95.3	9.4	9.9	-0.5	8.6	11.0	-2.4	8.8	10.3	-1.5	9.7	8.2	1.5	12.1	11.3	0.8	6.0	12.6	-6.6	9.0	7.9	1.1
WSFM	6.6	7.1	-0.5	6.2	5.0	1.2	5.6	5.2	0.4	2.6	4.4	-1.8	11.1	12.6	-1.5	12.0	9.4	2.6	2.5	4.4	-1.9
ABC SYD	12.2	8.5	3.7	2.5	3.7	-1.2	3.3	1.9	1.4	4.5	3.1	1.4	9.4	4.8	4.6	17.7	14.2	3.5	21.8	15.6	6.2
2RN	2.9	2.6	0.3	0.5	1.2	-0.7	1.2	*	*	1.1	1.2	-0.1	2.0	2.6	-0.6	2.7	3.4	-0.7	6.2	4.3	1.9
ABC NEWSRADIO	2.1	2.1	0.0	1.9	1.2	0.7	0.9	1.6	-0.7	1.7	1.5	0.2	2.7	1.8	0.9	3.3	2.8	0.5	1.4	2.8	-1.4
2JJJ	5.7	4.7	1.0	4.4	3.4	1.0	11.9	8.0	3.9	14.4	11.6	2.8	4.6	4.6	0.0	3.6	1.3	2.3	0.3	0.6	-0.3
ABC CLASSIC	2.9	3.8	-0.9	1.2	1.4	-0.2	1.1	2.0	-0.9	1.5	4.2	-2.7	2.5	2.4	0.1	1.8	3.5	-1.7	5.8	5.8	0.0

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
SEN 1170	0.4	na	*	0.2	na	*	0.4	na	*	0.5	na	*	0.5	na	*	0.9	na	*	0.4	na	*
2GB	14.3	13.9	0.4	18.1	17.1	1.0	16.1	17.1	-1.0	10.1	9.4	0.7	8.0	8.1	-0.1	20.2	17.3	2.9	14.8	13.8	1.0
2UE 954	2.1	1.3	0.8	1.7	1.1	0.6	2.3	1.8	0.5	2.6	1.5	1.1	2.3	1.1	1.2	1.8	1.1	0.7	2.7	1.0	1.7
SKY Sports Radio	0.7	0.8	-0.1	0.9	1.4	-0.5	0.3	0.5	-0.2	0.7	0.6	0.1	0.8	0.3	0.5	0.8	0.9	-0.1	1.2	1.2	0.0
104.1 2DAY FM	4.4	4.2	0.2	4.4	4.2	0.2	4.2	3.4	0.8	5.4	4.7	0.7	4.3	5.1	-0.8	2.1	3.0	-0.9	3.5	3.4	0.1
KIIS1065	8.0	10.1	-2.1	9.8	11.3	-1.5	7.0	9.9	-2.9	6.7	9.4	-2.7	8.5	10.2	-1.7	7.3	8.3	-1.0	7.3	8.2	-0.9
104.9 TRIPLE M	6.4	6.4	0.0	6.4	5.6	0.8	6.9	7.0	-0.1	7.6	7.3	0.3	5.9	6.7	-0.8	2.7	4.1	-1.4	5.4	5.2	0.2
NOVA96.9	6.5	7.0	-0.5	6.5	7.3	-0.8	5.2	4.9	0.3	6.4	7.2	-0.8	8.9	9.4	-0.5	5.5	6.0	-0.5	6.1	6.4	-0.3
smoothfm 95.3	9.3	9.9	-0.6	7.3	7.9	-0.6	10.2	10.4	-0.2	10.3	11.5	-1.2	8.9	10.8	-1.9	11.5	9.1	2.4	9.7	9.8	-0.1
WSFM	6.8	6.8	0.0	5.7	7.4	-1.7	6.7	6.8	-0.1	8.7	6.9	1.8	6.5	7.1	-0.6	5.7	4.1	1.6	6.2	8.1	-1.9
ABC SYD	12.8	8.8	4.0	12.7	10.5	2.2	13.2	9.1	4.1	12.2	7.5	4.7	13.3	7.8	5.5	13.0	7.4	5.6	10.3	7.6	2.7
2RN	2.9	2.3	0.6	4.5	3.0	1.5	2.2	1.5	0.7	1.5	1.6	-0.1	2.8	2.3	0.5	3.5	4.0	-0.5	2.9	3.6	-0.7
ABC NEWSRADIO	2.1	2.0	0.1	2.9	2.7	0.2	1.7	1.2	0.5	1.6	1.2	0.4	1.8	1.4	0.4	2.3	4.6	-2.3	2.1	2.5	-0.4
2JJJ	5.4	4.6	0.8	4.8	3.7	1.1	5.2	4.0	1.2	5.3	5.6	-0.3	6.9	6.1	0.8	5.0	3.9	1.1	6.7	4.8	1.9
ABC CLASSIC	2.8	3.7	-0.9	2.2	3.7	-1.5	3.4	3.4	0.0	3.2	3.4	-0.2	2.7	3.2	-0.5	2.4	5.9	-3.5	3.2	4.1	-0.9



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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	+/-
SEN 1170	53	na	*	8	na	*	4	na	*	13	na	*	9	na	*	9	na	*	9	na	*
2GB	662	651	11	35	40	-5	37	21	16	80	108	-28	110	92	18	126	120	6	274	270	4
2UE 954	164	124	40	10	6	4	3	17	-14	15	15	0	16	18	-2	20	27	-7	101	42	59
SKY Sports Radio	83	107	-24	15	25	-10	13	10	3	10	9	1	14	20	-6	16	32	-16	15	11	4
104.1 2DAY FM	664	657	7	132	107	25	99	98	1	224	240	-16	146	156	-10	42	35	7	20	21	-1
KIIS1065	1058	1095	-37	152	190	-38	144	173	-29	457	440	17	213	220	-7	53	60	-7	38	12	26
104.9 TRIPLE M	591	576	15	101	76	25	70	64	6	160	160	0	166	188	-22	81	71	10	13	18	-5
NOVA96.9	1044	969	75	194	185	9	213	154	59	410	355	55	170	213	-43	46	42	4	11	20	-9
smoothfm 95.3	1102	1098	4	112	104	8	108	119	-11	345	284	61	243	275	-32	121	156	-35	173	159	14
WSFM	721	786	-65	92	55	37	68	68	0	126	166	-40	228	267	-39	125	139	-14	82	91	-9
ABC SYD	744	609	135	46	60	-14	28	18	10	108	68	40	166	106	60	146	139	7	249	218	31
2RN	235	200	35	14	9	5	6	3	3	40	19	21	48	48	0	39	50	-11	88	71	17
ABC NEWSRADIO	312	319	-7	19	25	-6	19	13	6	76	80	-4	85	57	28	51	52	-1	63	93	-30
2JJB	619	544	75	61	58	3	114	90	24	302	262	40	98	89	9	30	30	0	14	15	-1
ABC CLASSIC	279	303	-24	28	36	-8	20	15	5	59	67	-8	59	66	-7	28	37	-9	84	82	2
Total	4526	4473	53	464	460	4	491	475	16	1257	1240	17	994	988	6	571	565	6	750	746	4

Cumulative Audience (000's) by Session, P10+ [Potential: 4793]

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	+/-
SEN 1170	47	na	*	14	na	*	11	na	*	21	na	*	19	na	*	16	na	*	27	na	*
2GB	613	608	5	469	463	6	354	389	-35	285	273	12	246	254	-8	233	220	13	445	443	2
2UE 954	150	108	42	82	48	34	79	46	33	97	59	38	73	48	25	48	24	24	110	60	50
SKY Sports Radio	67	88	-21	35	44	-9	15	28	-13	23	37	-14	15	23	-8	11	16	-5	52	70	-18
104.1 2DAY FM	586	585	1	288	301	-13	227	155	72	277	256	21	268	278	-10	107	116	-9	385	317	68
KIIS1065	978	981	-3	562	604	-42	358	448	-90	412	431	-19	516	452	64	242	229	13	582	596	-14
104.9 TRIPLE M	520	516	4	288	285	3	211	218	-7	257	262	-5	265	271	-6	104	143	-39	297	333	-36
NOVA96.9	923	886	37	484	488	-4	352	283	69	410	405	5	529	480	49	247	223	24	616	571	45
smoothfm 95.3	962	965	-3	497	491	6	410	427	-17	464	506	-42	452	486	-34	292	226	66	684	659	25
WSFM	613	664	-51	324	366	-42	279	303	-24	348	331	17	291	316	-25	158	140	18	427	478	-51
ABC SYD	688	538	150	465	377	88	351	251	100	425	303	122	391	284	107	229	149	80	474	410	64
2RN	206	165	41	139	95	44	93	72	21	85	83	2	112	81	31	60	65	-5	141	143	-2
ABC NEWSRADIO	280	278	2	183	176	7	100	101	-1	101	111	-10	100	86	14	58	90	-32	202	211	-9
2JJB	527	494	33	303	242	61	244	205	39	236	237	-1	311	267	44	164	129	35	394	330	64
ABC CLASSIC	233	275	-42	120	156	-36	109	123	-14	128	140	-12	114	107	7	58	87	-29	213	196	17
Total	4345	4344	1	3322	3388	-66	2630	2517	113	2821	2831	-10	2992	2825	167	1779	1692	87	3691	3571	120



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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	+/-
SEN 1170	2	na	*	*	na	*	*	na	*	*	na	*	*	na	*	1	na	*	1	na	*
2GB	74	67	7	1	1	0	2	1	1	3	4	-1	11	7	4	15	10	5	42	44	-2
2UE 954	12	6	6	*	*	*	*	1	*	1	*	*	1	1	0	1	2	-1	8	2	6
SKY Sports Radio	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	1	2	-1	3	1	2
104.1 2DAY FM	21	19	2	3	2	1	2	2	0	6	6	0	8	7	1	2	1	1	1	1	0
KIIS1065	40	47	-7	5	7	-2	4	6	-2	16	20	-4	11	9	2	4	5	-1	1	*	*
104.9 TRIPLE M	32	30	2	3	2	1	4	2	2	8	6	2	11	13	-2	4	7	-3	1	*	*
NOVA96.9	33	33	0	6	5	1	6	6	0	12	12	0	7	9	-2	1	2	-1	*	1	*
smoothfm 95.3	48	48	0	3	4	-1	3	4	-1	10	8	2	16	12	4	5	10	-5	12	10	2
WSFM	34	35	-1	2	2	0	2	2	0	3	4	-1	14	14	0	10	7	3	3	6	-3
ABC SYD	62	41	21	1	1	0	1	1	0	5	3	2	12	5	7	14	11	3	29	20	9
2RN	15	13	2	*	*	*	*	*	*	1	1	0	3	3	0	2	3	-1	8	6	2
ABC NEWSRADIO	11	10	1	1	*	*	*	1	*	2	2	0	4	2	2	3	2	1	2	4	-2
2JXX	29	23	6	1	1	0	4	3	1	14	12	2	6	5	1	3	1	2	*	1	*
ABC CLASSIC	15	18	-3	*	*	*	*	1	*	2	4	-2	3	3	0	1	3	-2	8	8	0
Total	512	485	27	31	33	-2	36	35	1	100	102	-2	129	110	19	81	76	5	135	130	5

Average Audience (000's) by Session, P10+ [Potential: 4793]

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	+/-
SEN 1170	2	na	*	2	na	*	3	na	*	3	na	*	3	na	*	2	na	*	2	na	*
2GB	78	72	6	152	139	13	115	120	-5	61	53	8	44	42	2	37	29	8	64	55	9
2UE 954	12	7	5	14	9	5	16	12	4	16	9	7	13	6	7	3	2	1	12	4	8
SKY Sports Radio	4	4	0	7	11	-4	2	4	-2	4	4	0	4	2	2	1	2	-1	5	5	0
104.1 2DAY FM	24	22	2	37	34	3	30	24	6	33	27	6	24	26	-2	4	5	-1	15	13	2
KIIS1065	44	53	-9	82	92	-10	50	70	-20	40	53	-13	47	53	-6	13	14	-1	31	33	-2
104.9 TRIPLE M	35	33	2	54	45	9	49	49	0	46	42	4	33	35	-2	5	7	-2	23	21	2
NOVA96.9	35	36	-1	54	60	-6	37	34	3	39	41	-2	49	49	0	10	10	0	26	25	1
smoothfm 95.3	50	51	-1	61	64	-3	73	73	0	62	65	-3	49	56	-7	21	15	6	42	39	3
WSFM	37	35	2	47	61	-14	48	48	0	53	39	14	36	37	-1	10	7	3	27	32	-5
ABC SYD	70	46	24	106	86	20	94	64	30	74	42	32	74	41	33	24	12	12	44	30	14
2RN	16	12	4	37	24	13	16	10	6	9	9	0	15	12	3	6	7	-1	13	14	-1
ABC NEWSRADIO	11	10	1	24	22	2	12	8	4	10	7	3	10	7	3	4	8	-4	9	10	-1
2JXX	29	24	5	40	30	10	38	28	10	32	32	0	38	32	6	9	7	2	29	19	10
ABC CLASSIC	15	19	-4	19	30	-11	24	24	0	19	19	0	15	17	-2	4	10	-6	14	16	-2
Total	545	519	26	836	813	23	715	704	11	607	566	41	554	520	34	183	166	17	431	400	31