



SYDNEY RADIO - SURVEY 3 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	0.5	0.4	0.1	*	*	*	0.1	*	*	0.5	0.4	0.1	0.2	0.5	-0.3	*	0.6	*	1.4	0.5	0.9
2GB	11.7	13.4	-1.7	5.5	4.0	1.5	1.7	4.5	-2.8	3.4	4.4	-1.0	4.4	6.7	-2.3	12.1	15.7	-3.6	29.8	29.7	0.1
2UE 954	2.4	2.3	0.1	1.3	1.7	-0.4	0.3	0.3	0.0	0.2	0.6	-0.4	0.7	1.3	-0.6	4.5	3.5	1.0	5.4	4.3	1.1
SKY Sports Radio	0.7	0.5	0.2	0.3	0.2	0.1	0.2	0.2	0.0	1.0	0.4	0.6	0.8	0.9	-0.1	0.4	0.7	-0.3	0.9	0.3	0.6
104.1 2DAY FM	3.5	3.9	-0.4	5.3	7.3	-2.0	4.5	6.0	-1.5	5.5	6.1	-0.6	4.5	5.8	-1.3	3.2	2.1	1.1	0.4	0.3	0.1
KIIS1065	9.6	8.9	0.7	12.9	15.7	-2.8	15.7	13.7	2.0	18.7	16.4	2.3	11.1	11.2	-0.1	4.8	4.7	0.1	0.7	0.5	0.2
104.9 TRIPLE M	4.9	5.9	-1.0	6.5	5.8	0.7	11.0	11.0	0.0	5.4	6.1	-0.7	7.3	9.5	-2.2	4.1	6.2	-2.1	0.8	0.9	-0.1
NOVA96.9	6.5	6.2	0.3	19.7	18.1	1.6	11.7	11.7	0.0	11.5	12.0	-0.5	5.3	5.2	0.1	2.3	2.3	0.0	0.5	0.4	0.1
smoothfm 95.3	10.8	9.3	1.5	6.6	8.7	-2.1	8.1	8.8	-0.7	9.6	9.8	-0.2	14.0	10.0	4.0	14.4	9.2	5.2	8.7	8.7	0.0
WSFM	8.2	8.3	-0.1	10.0	8.3	1.7	8.2	8.0	0.2	5.9	5.8	0.1	10.7	12.4	-1.7	12.5	14.3	-1.8	4.7	3.3	1.4
ABC SYD	10.1	11.8	-1.7	4.6	3.7	0.9	2.7	2.6	0.1	3.2	3.8	-0.6	7.4	7.2	0.2	13.5	17.0	-3.5	20.2	23.6	-3.4
2RN	1.7	2.2	-0.5	0.5	0.6	-0.1	0.7	1.2	-0.5	0.2	0.1	0.1	1.3	1.9	-0.6	2.9	2.5	0.4	3.4	4.5	-1.1
ABC NEWSRADIO	1.8	2.0	-0.2	1.3	1.2	0.1	0.5	0.6	-0.1	1.4	1.8	-0.4	1.5	1.7	-0.2	1.9	3.1	-1.2	3.0	2.4	0.6
2JJJ	7.1	5.5	1.6	5.6	3.8	1.8	11.6	12.5	-0.9	14.0	12.6	1.4	8.6	4.3	4.3	4.5	4.7	-0.2	0.1	0.1	0.0
ABC CLASSIC	3.4	3.5	-0.1	1.4	1.3	0.1	0.4	0.4	0.0	1.1	1.8	-0.7	1.3	1.5	-0.2	4.6	2.9	1.7	8.1	8.4	-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	+/-
SEN 1170	0.5	0.4	0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.7	0.5	0.2	0.9	0.5	0.4	0.4	0.8	-0.4	0.5	0.4	0.1
2GB	11.5	13.1	-1.6	13.5	15.5	-2.0	14.2	15.5	-1.3	8.0	10.0	-2.0	6.5	7.0	-0.5	17.8	19.0	-1.2	12.3	14.2	-1.9
2UE 954	2.5	2.2	0.3	1.7	1.6	0.1	2.3	2.2	0.1	3.7	3.2	0.5	1.9	2.1	-0.2	3.0	2.3	0.7	2.2	2.3	-0.1
SKY Sports Radio	0.6	0.4	0.2	1.2	0.8	0.4	0.1	0.2	-0.1	0.5	0.1	0.4	0.3	0.3	0.0	0.2	0.2	0.0	1.2	1.0	0.2
104.1 2DAY FM	3.7	4.0	-0.3	3.3	3.8	-0.5	3.5	3.7	-0.2	4.4	5.2	-0.8	4.3	4.0	0.3	2.4	2.1	0.3	3.0	3.7	-0.7
KIIS1065	10.1	9.3	0.8	12.9	10.9	2.0	9.6	8.0	1.6	8.9	8.4	0.5	10.2	10.0	0.2	5.8	7.7	-1.9	8.0	7.8	0.2
104.9 TRIPLE M	5.4	6.2	-0.8	5.7	6.7	-1.0	5.3	6.9	-1.6	5.8	6.7	-0.9	5.1	5.7	-0.6	3.8	2.8	1.0	3.4	4.7	-1.3
NOVA96.9	6.4	6.2	0.2	6.7	6.9	-0.2	3.7	3.5	0.2	6.7	5.6	1.1	9.1	9.7	-0.6	6.0	5.5	0.5	6.8	6.2	0.6
smoothfm 95.3	10.8	9.3	1.5	7.9	7.5	0.4	12.3	9.8	2.5	12.8	10.0	2.8	11.1	9.8	1.3	10.6	11.3	-0.7	10.7	9.3	1.4
WSFM	8.2	8.5	-0.3	8.1	7.7	0.4	9.4	9.1	0.3	9.3	10.4	-1.1	6.6	7.3	-0.7	5.3	6.7	-1.4	8.1	7.8	0.3
ABC SYD	10.4	12.3	-1.9	13.1	13.2	-0.1	9.1	12.5	-3.4	8.1	11.3	-3.2	9.8	12.2	-2.4	12.3	11.7	0.6	9.1	10.2	-1.1
2RN	1.6	2.0	-0.4	2.5	3.2	-0.7	1.1	1.7	-0.6	0.6	0.9	-0.3	1.8	1.9	-0.1	1.8	2.4	-0.6	2.3	2.6	-0.3
ABC NEWSRADIO	1.8	2.0	-0.2	3.0	3.0	0.0	1.2	1.5	-0.3	0.7	0.9	-0.2	1.4	1.4	0.0	2.9	3.2	-0.3	2.0	2.2	-0.2
2JJJ	7.3	5.7	1.6	6.1	4.9	1.2	8.3	6.0	2.3	9.0	5.9	3.1	7.5	6.9	0.6	4.0	4.3	-0.3	6.2	5.2	1.0
ABC CLASSIC	3.0	3.1	-0.1	2.7	2.8	-0.1	3.1	3.3	-0.2	2.6	3.2	-0.6	3.4	3.2	0.2	3.4	3.1	0.3	5.0	4.9	0.1



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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	42	47	-5	*	*	*	2	*	*	8	12	-4	10	16	-6	3	8	-5	17	11	6
2GB	621	647	-26	38	31	7	19	29	-10	83	93	-10	79	98	-19	114	120	-6	287	275	12
2UE 954	154	154	0	2	3	-1	12	8	4	4	10	-6	11	22	-11	39	35	4	86	76	10
SKY Sports Radio	89	77	12	13	7	6	4	10	-6	32	18	14	13	19	-6	9	13	-4	17	10	7
104.1 2DAY FM	679	721	-42	87	100	-13	106	128	-22	245	258	-13	164	167	-3	53	49	4	24	20	4
KIIS1065	1033	1063	-30	148	172	-24	139	128	11	424	444	-20	226	238	-12	76	63	13	20	17	3
104.9 TRIPLE M	558	542	16	80	84	-4	60	54	6	200	160	40	136	145	-9	57	82	-25	24	16	8
NOVA96.9	1076	1082	-6	210	191	19	187	193	-6	420	442	-22	186	174	12	50	65	-15	23	16	7
smoothfm 95.3	1057	1120	-63	103	125	-22	103	105	-2	272	330	-58	283	260	23	146	134	12	150	166	-16
WSFM	765	775	-10	87	87	0	70	72	-2	155	140	15	215	239	-24	150	157	-7	87	79	8
ABC SYD	775	770	5	42	34	8	39	34	5	99	111	-12	175	162	13	131	139	-8	289	289	0
2RN	201	213	-12	4	8	-4	13	15	-2	21	18	3	42	50	-8	34	35	-1	86	88	-2
ABC NEWSRADIO	297	301	-4	15	15	0	11	17	-6	51	70	-19	77	73	4	53	51	2	90	75	15
2JJJ	606	565	41	60	50	10	112	116	-4	252	282	-30	136	81	55	41	29	12	4	6	-2
ABC CLASSIC	262	284	-22	18	33	-15	12	13	-1	58	62	-4	48	44	4	33	31	2	93	100	-7
Total	4545	4531	14	462	461	1	500	489	11	1265	1264	1	985	989	-4	575	573	2	759	756	3

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

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	+/-
SEN 1170	40	47	-7	15	14	1	8	11	-3	24	21	3	26	24	2	12	17	-5	13	21	-8
2GB	572	592	-20	430	466	-36	337	338	-1	277	302	-25	220	241	-21	229	249	-20	422	445	-23
2UE 954	138	136	2	73	72	1	70	68	2	87	93	-6	69	61	8	44	45	-1	90	93	-3
SKY Sports Radio	71	60	11	30	29	1	14	18	-4	25	10	15	25	20	5	10	15	-5	40	42	-2
104.1 2DAY FM	612	626	-14	298	319	-21	234	234	0	300	305	-5	275	280	-5	122	114	8	334	405	-71
KIIS1065	951	970	-19	639	622	17	387	346	41	441	444	-3	502	495	7	196	237	-41	638	599	39
104.9 TRIPLE M	488	494	-6	312	294	18	162	177	-15	232	248	-16	263	248	15	120	94	26	276	250	26
NOVA96.9	962	962	0	525	539	-14	305	284	21	461	416	45	488	534	-46	222	218	4	628	605	23
smoothfm 95.3	930	972	-42	515	540	-25	425	388	37	515	517	-2	442	469	-27	205	283	-78	628	666	-38
WSFM	680	658	22	399	390	9	324	303	21	354	378	-24	316	322	-6	155	181	-26	457	455	2
ABC SYD	674	700	-26	449	480	-31	311	353	-42	298	366	-68	320	364	-44	185	197	-12	494	489	5
2RN	158	183	-25	98	113	-15	64	81	-17	48	56	-8	63	78	-15	49	45	4	137	131	6
ABC NEWSRADIO	254	268	-14	172	179	-7	85	96	-11	63	77	-14	79	69	10	68	70	-2	195	189	6
2JJJ	558	506	52	370	339	31	272	232	40	282	228	54	320	296	24	120	129	-9	357	356	1
ABC CLASSIC	234	234	0	120	122	-2	111	101	10	117	127	-10	108	120	-12	69	57	12	186	215	-29
Total	4389	4369	20	3407	3515	-108	2617	2520	97	2874	2791	83	2930	2931	-1	1655	1701	-46	3634	3605	29



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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	3	2	1	*	*	*	*	*	*	1	*	*	*	1	*	*	*	*	2	1	1
2GB	59	68	-9	2	1	1	1	2	-1	4	5	-1	5	8	-3	10	13	-3	38	40	-2
2UE 954	12	11	1	*	1	*	*	*	*	*	1	*	1	2	-1	4	3	1	7	6	1
SKY Sports Radio	4	3	1	*	*	*	*	*	*	1	*	*	1	1	0	*	1	*	1	*	*
104.1 2DAY FM	18	20	-2	2	2	0	2	2	0	6	6	0	5	7	-2	3	2	1	*	*	*
KIIS1065	49	45	4	4	5	-1	6	5	1	21	17	4	12	13	-1	4	4	0	1	1	0
104.9 TRIPLE M	25	30	-5	2	2	0	4	4	0	6	6	0	8	11	-3	3	5	-2	1	1	0
NOVA96.9	33	32	1	7	6	1	5	5	0	13	13	0	6	6	0	2	2	0	1	*	*
smoothfm 95.3	54	47	7	2	3	-1	3	3	0	11	10	1	15	11	4	12	7	5	11	12	-1
WSFM	41	42	-1	3	3	0	3	3	0	7	6	1	12	14	-2	10	12	-2	6	4	2
ABC SYD	51	60	-9	2	1	1	1	1	0	4	4	0	8	8	0	11	14	-3	26	32	-6
2RN	9	11	-2	*	*	*	*	*	*	*	*	*	1	2	-1	2	2	0	4	6	-2
ABC NEWSRADIO	9	10	-1	*	*	*	*	*	*	2	2	0	2	2	0	2	3	-1	4	3	1
2JJJ	36	28	8	2	1	1	5	5	0	16	13	3	9	5	4	4	4	0	*	*	*
ABC CLASSIC	17	18	-1	*	*	*	*	*	*	1	2	-1	1	2	-1	4	2	2	10	11	-1
Total	505	508	-3	34	34	0	39	39	0	114	105	9	109	115	-6	81	81	0	128	134	-6

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

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	+/-
SEN 1170	3	2	1	3	2	1	3	3	0	4	3	1	5	3	2	1	1	0	2	2	0
2GB	63	72	-9	112	134	-22	103	111	-8	48	59	-11	36	39	-3	31	35	-4	50	58	-8
2UE 954	13	12	1	14	14	0	17	16	1	22	19	3	11	12	-1	5	4	1	9	9	0
SKY Sports Radio	3	2	1	10	7	3	1	1	0	3	*	*	2	2	0	*	*	*	5	4	1
104.1 2DAY FM	20	22	-2	28	33	-5	25	26	-1	27	31	-4	24	22	2	4	4	0	12	15	-3
KIIS1065	55	51	4	107	94	13	69	57	12	54	50	4	57	56	1	10	14	-4	32	32	0
104.9 TRIPLE M	29	34	-5	47	58	-11	39	49	-10	35	40	-5	28	32	-4	7	5	2	14	19	-5
NOVA96.9	35	34	1	56	59	-3	27	25	2	41	33	8	50	54	-4	11	10	1	28	25	3
smoothfm 95.3	59	51	8	66	65	1	89	70	19	78	59	19	61	54	7	19	21	-2	43	38	5
WSFM	44	46	-2	67	67	0	68	65	3	57	62	-5	36	41	-5	9	12	-3	33	32	1
ABC SYD	57	67	-10	109	114	-5	66	89	-23	49	67	-18	54	68	-14	22	21	1	37	42	-5
2RN	9	11	-2	21	28	-7	8	12	-4	4	5	-1	10	11	-1	3	4	-1	9	10	-1
ABC NEWSRADIO	10	11	-1	25	26	-1	8	11	-3	4	6	-2	8	8	0	5	6	-1	8	9	-1
2JJJ	40	31	9	51	43	8	60	43	17	55	35	20	41	38	3	7	8	-1	25	21	4
ABC CLASSIC	16	17	-1	22	24	-2	23	23	0	16	19	-3	19	18	1	6	6	0	20	20	0
Total	544	547	-3	832	863	-31	727	714	13	607	593	14	553	557	-4	176	182	-6	407	410	-3