



# SYDNEY RADIO - SURVEY 4 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	0.6	0.5	0.1	*	*	*	0.2	0.1	0.1	0.4	0.5	-0.1	0.4	0.2	0.2	0.1	*	*	1.4	1.4	0.0
2GB	11.8	11.7	0.1	5.0	5.5	-0.5	2.0	1.7	0.3	4.2	3.4	0.8	3.7	4.4	-0.7	12.5	12.1	0.4	28.9	29.8	-0.9
2UE 954	3.0	2.4	0.6	0.1	1.3	-1.2	*	0.3	*	0.4	0.2	0.2	1.6	0.7	0.9	2.1	4.5	-2.4	8.3	5.4	2.9
SKY Sports Radio	0.7	0.7	0.0	0.8	0.3	0.5	0.5	0.2	0.3	1.1	1.0	0.1	0.3	0.8	-0.5	0.2	0.4	-0.2	1.1	0.9	0.2
104.1 2DAY FM	3.3	3.5	-0.2	4.7	5.3	-0.6	4.7	4.5	0.2	5.4	5.5	-0.1	3.6	4.5	-0.9	3.7	3.2	0.5	0.4	0.4	0.0
KIIS1065	10.6	9.6	1.0	12.1	12.9	-0.8	15.5	15.7	-0.2	23.1	18.7	4.4	12.4	11.1	1.3	3.9	4.8	-0.9	0.9	0.7	0.2
104.9 TRIPLE M	5.0	4.9	0.1	5.1	6.5	-1.4	12.7	11.0	1.7	4.9	5.4	-0.5	6.8	7.3	-0.5	6.0	4.1	1.9	0.8	0.8	0.0
NOVA96.9	6.7	6.5	0.2	23.4	19.7	3.7	14.3	11.7	2.6	11.2	11.5	-0.3	6.3	5.3	1.0	2.0	2.3	-0.3	0.2	0.5	-0.3
smoothfm 95.3	10.0	10.8	-0.8	9.4	6.6	2.8	9.9	8.1	1.8	9.4	9.6	-0.2	10.0	14.0	-4.0	15.3	14.4	0.9	7.6	8.7	-1.1
WSFM	8.3	8.2	0.1	7.3	10.0	-2.7	4.3	8.2	-3.9	5.1	5.9	-0.8	10.6	10.7	-0.1	15.1	12.5	2.6	6.0	4.7	1.3
ABC SYD	9.6	10.1	-0.5	3.7	4.6	-0.9	2.4	2.7	-0.3	2.7	3.2	-0.5	9.0	7.4	1.6	12.0	13.5	-1.5	17.7	20.2	-2.5
2RN	2.1	1.7	0.4	0.1	0.5	-0.4	2.0	0.7	1.3	0.4	0.2	0.2	1.5	1.3	0.2	2.7	2.9	-0.2	4.3	3.4	0.9
ABC NEWSRADIO	1.6	1.8	-0.2	0.7	1.3	-0.6	0.7	0.5	0.2	1.1	1.4	-0.3	1.5	1.5	0.0	2.3	1.9	0.4	2.1	3.0	-0.9
2JJJ	6.3	7.1	-0.8	8.0	5.6	2.4	7.7	11.6	-3.9	13.3	14.0	-0.7	8.2	8.6	-0.4	1.9	4.5	-2.6	0.5	0.1	0.4
ABC CLASSIC	3.4	3.4	0.0	2.1	1.4	0.7	1.4	0.4	1.0	1.3	1.1	0.2	1.5	1.3	0.2	3.3	4.6	-1.3	7.6	8.1	-0.5

## 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	0.6	0.5	0.1	0.5	0.3	0.2	0.5	0.4	0.1	0.7	0.7	0.0	0.9	0.9	0.0	0.4	0.4	0.0	0.5	0.5	0.0
2GB	11.7	11.5	0.2	13.3	13.5	-0.2	13.7	14.2	-0.5	8.3	8.0	0.3	7.1	6.5	0.6	19.1	17.8	1.3	11.8	12.3	-0.5
2UE 954	2.9	2.5	0.4	2.1	1.7	0.4	3.1	2.3	0.8	4.5	3.7	0.8	2.1	1.9	0.2	2.6	3.0	-0.4	3.1	2.2	0.9
SKY Sports Radio	0.6	0.6	0.0	1.2	1.2	0.0	0.1	0.1	0.0	0.7	0.5	0.2	0.3	0.3	0.0	0.6	0.2	0.4	1.0	1.2	-0.2
104.1 2DAY FM	3.4	3.7	-0.3	3.3	3.3	0.0	3.0	3.5	-0.5	3.8	4.4	-0.6	4.1	4.3	-0.2	2.2	2.4	-0.2	3.0	3.0	0.0
KIIS1065	11.2	10.1	1.1	15.5	12.9	2.6	10.3	9.6	0.7	7.7	8.9	-1.2	11.4	10.2	1.2	7.3	5.8	1.5	8.7	8.0	0.7
104.9 TRIPLE M	5.2	5.4	-0.2	4.6	5.7	-1.1	4.5	5.3	-0.8	6.5	5.8	0.7	6.4	5.1	1.3	3.3	3.8	-0.5	4.2	3.4	0.8
NOVA96.9	6.7	6.4	0.3	6.4	6.7	-0.3	4.6	3.7	0.9	7.3	6.7	0.6	8.9	9.1	-0.2	6.8	6.0	0.8	6.6	6.8	-0.2
smoothfm 95.3	9.9	10.8	-0.9	7.3	7.9	-0.6	11.8	12.3	-0.5	12.5	12.8	-0.3	9.5	11.1	-1.6	8.2	10.6	-2.4	10.5	10.7	-0.2
WSFM	8.4	8.2	0.2	8.0	8.1	-0.1	9.3	9.4	-0.1	9.7	9.3	0.4	7.6	6.6	1.0	5.8	5.3	0.5	8.0	8.1	-0.1
ABC SYD	10.0	10.4	-0.4	11.9	13.1	-1.2	8.7	9.1	-0.4	8.3	8.1	0.2	9.7	9.8	-0.1	11.1	12.3	-1.2	8.3	9.1	-0.8
2RN	2.0	1.6	0.4	3.0	2.5	0.5	1.5	1.1	0.4	0.8	0.6	0.2	2.3	1.8	0.5	2.2	1.8	0.4	2.6	2.3	0.3
ABC NEWSRADIO	1.6	1.8	-0.2	2.1	3.0	-0.9	1.5	1.2	0.3	1.1	0.7	0.4	1.3	1.4	-0.1	1.6	2.9	-1.3	1.8	2.0	-0.2
2JJJ	6.5	7.3	-0.8	5.5	6.1	-0.6	7.2	8.3	-1.1	8.0	9.0	-1.0	6.9	7.5	-0.6	4.0	4.0	0.0	5.3	6.2	-0.9
ABC CLASSIC	3.1	3.0	0.1	2.6	2.7	-0.1	3.0	3.1	-0.1	2.9	2.6	0.3	3.6	3.4	0.2	4.2	3.4	0.8	4.4	5.0	-0.6



# SYDNEY RADIO - SURVEY 4 2021

## 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	48	42	6	3	*	*	6	2	4	7	8	-1	10	10	0	5	3	2	16	17	-1
2GB	577	621	-44	34	38	-4	10	19	-9	90	83	7	80	79	1	103	114	-11	260	287	-27
2UE 954	165	154	11	3	2	1	3	12	-9	10	4	6	26	11	15	23	39	-16	100	86	14
SKY Sports Radio	88	89	-1	20	13	7	7	4	3	26	32	-6	10	13	-3	6	9	-3	18	17	1
104.1 2DAY FM	589	679	-90	81	87	-6	76	106	-30	222	245	-23	142	164	-22	44	53	-9	25	24	1
KIIS1065	1049	1033	16	141	148	-7	158	139	19	440	424	16	228	226	2	57	76	-19	24	20	4
104.9 TRIPLE M	588	558	30	68	80	-12	71	60	11	215	200	15	142	136	6	70	57	13	23	24	-1
NOVA96.9	1061	1076	-15	212	210	2	195	187	8	414	420	-6	178	186	-8	47	50	-3	14	23	-9
smoothfm 95.3	956	1057	-101	98	103	-5	94	103	-9	264	272	-8	223	283	-60	151	146	5	126	150	-24
WSFM	728	765	-37	67	87	-20	45	70	-25	150	155	-5	218	215	3	151	150	1	96	87	9
ABC SYD	731	775	-44	48	42	6	34	39	-5	74	99	-25	187	175	12	136	131	5	251	289	-38
2RN	189	201	-12	8	4	4	7	13	-6	22	21	1	33	42	-9	36	34	2	83	86	-3
ABC NEWSRADIO	280	297	-17	9	15	-6	4	11	-7	52	51	1	70	77	-7	58	53	5	86	90	-4
2JJJ	663	606	57	74	60	14	97	112	-15	285	252	33	160	136	24	40	41	-1	8	4	4
ABC CLASSIC	295	262	33	22	18	4	12	12	0	66	58	8	56	48	8	31	33	-2	107	93	14
Total	4553	4545	8	470	462	8	491	500	-9	1265	1265	0	994	985	9	574	575	-1	759	759	0

## 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	38	40	-2	24	15	9	14	8	6	22	24	-2	23	26	-3	9	12	-3	25	13	12
2GB	530	572	-42	378	430	-52	323	337	-14	277	277	0	230	220	10	221	229	-8	393	422	-29
2UE 954	148	138	10	81	73	8	89	70	19	98	87	11	73	69	4	43	44	-1	106	90	16
SKY Sports Radio	76	71	5	34	30	4	6	14	-8	31	25	6	23	25	-2	10	10	0	35	40	-5
104.1 2DAY FM	519	612	-93	240	298	-58	159	234	-75	244	300	-56	244	275	-31	89	122	-33	290	334	-44
KIIS1065	991	951	40	675	639	36	417	387	30	398	441	-43	535	502	33	221	196	25	622	638	-16
104.9 TRIPLE M	510	488	22	283	312	-29	157	162	-5	204	232	-28	304	263	41	129	120	9	321	276	45
NOVA96.9	941	962	-21	484	525	-41	308	305	3	455	461	-6	480	488	-8	288	222	66	620	628	-8
smoothfm 95.3	858	930	-72	435	515	-80	416	425	-9	439	515	-76	409	442	-33	211	205	6	590	628	-38
WSFM	669	680	-11	406	399	7	309	324	-15	335	354	-19	331	316	15	138	155	-17	424	457	-33
ABC SYD	637	674	-37	452	449	3	297	311	-14	283	298	-15	318	320	-2	199	185	14	457	494	-37
2RN	153	158	-5	105	98	7	74	64	10	68	48	20	83	63	20	55	49	6	139	137	2
ABC NEWSRADIO	223	254	-31	138	172	-34	90	85	5	69	63	6	82	79	3	58	68	-10	160	195	-35
2JJJ	610	558	52	345	370	-25	273	272	1	308	282	26	339	320	19	141	120	21	364	357	7
ABC CLASSIC	267	234	33	136	120	16	90	111	-21	116	117	-1	128	108	20	92	69	23	188	186	2
Total	4368	4389	-21	3327	3407	-80	2608	2617	-9	2871	2874	-3	2972	2930	42	1720	1655	65	3652	3634	18



# SYDNEY RADIO - SURVEY 4 2021

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	3	0	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	2	2	0
2GB	57	59	-2	1	2	-1	1	1	0	4	4	0	4	5	-1	10	10	0	36	38	-2
2UE 954	14	12	2	*	*	*	*	*	*	*	*	*	2	1	1	2	4	-2	10	7	3
SKY Sports Radio	3	4	-1	*	*	*	*	*	*	1	1	0	*	1	*	*	*	*	1	1	0
104.1 2DAY FM	16	18	-2	1	2	-1	1	2	-1	6	6	0	4	5	-1	3	3	0	*	*	*
KIIS1065	51	49	2	4	4	0	5	6	-1	25	21	4	14	12	2	3	4	-1	1	1	0
104.9 TRIPLE M	24	25	-1	1	2	-1	4	4	0	5	6	-1	8	8	0	5	3	2	1	1	0
NOVA96.9	32	33	-1	7	7	0	5	5	0	12	13	-1	7	6	1	2	2	0	*	1	*
smoothfm 95.3	49	54	-5	3	2	1	3	3	0	10	11	-1	11	15	-4	12	12	0	10	11	-1
WSFM	40	41	-1	2	3	-1	1	3	-2	5	7	-2	12	12	0	12	10	2	8	6	2
ABC SYD	46	51	-5	1	2	-1	1	1	0	3	4	-1	10	8	2	9	11	-2	22	26	-4
2RN	10	9	1	*	*	*	1	*	*	*	*	*	2	1	1	2	2	0	5	4	1
ABC NEWSRADIO	8	9	-1	*	*	*	*	*	*	1	2	-1	2	2	0	2	2	0	3	4	-1
2JJJ	30	36	-6	2	2	0	2	5	-3	14	16	-2	9	9	0	1	4	-3	1	*	*
ABC CLASSIC	16	17	-1	1	*	*	*	*	*	1	1	0	2	1	1	3	4	-1	10	10	0
Total	484	505	-21	29	34	-5	32	39	-7	107	114	-7	112	109	3	77	81	-4	126	128	-2

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	3	0	4	3	1	3	3	0	4	4	0	5	5	0	1	1	0	2	2	0
2GB	61	63	-2	109	112	-3	92	103	-11	46	48	-2	37	36	1	34	31	3	47	50	-3
2UE 954	15	13	2	17	14	3	21	17	4	25	22	3	11	11	0	5	5	0	12	9	3
SKY Sports Radio	3	3	0	10	10	0	*	1	*	4	3	1	2	2	0	1	*	*	4	5	-1
104.1 2DAY FM	18	20	-2	27	28	-1	20	25	-5	21	27	-6	22	24	-2	4	4	0	12	12	0
KIIS1065	58	55	3	128	107	21	70	69	1	42	54	-12	60	57	3	13	10	3	34	32	2
104.9 TRIPLE M	27	29	-2	38	47	-9	31	39	-8	36	35	1	34	28	6	6	7	-1	17	14	3
NOVA96.9	35	35	0	53	56	-3	31	27	4	41	41	0	47	50	-3	12	11	1	26	28	-2
smoothfm 95.3	51	59	-8	60	66	-6	80	89	-9	69	78	-9	50	61	-11	15	19	-4	42	43	-1
WSFM	43	44	-1	66	67	-1	63	68	-5	54	57	-3	40	36	4	10	9	1	32	33	-1
ABC SYD	52	57	-5	98	109	-11	58	66	-8	46	49	-3	51	54	-3	20	22	-2	33	37	-4
2RN	10	9	1	24	21	3	10	8	2	5	4	1	12	10	2	4	3	1	10	9	1
ABC NEWSRADIO	8	10	-2	17	25	-8	10	8	2	6	4	2	7	8	-1	3	5	-2	7	8	-1
2JJJ	34	40	-6	45	51	-6	49	60	-11	44	55	-11	36	41	-5	7	7	0	21	25	-4
ABC CLASSIC	16	16	0	21	22	-1	20	23	-3	16	16	0	19	19	0	8	6	2	17	20	-3
Total	519	544	-25	822	832	-10	675	727	-52	554	607	-53	527	553	-26	181	176	5	396	407	-11