



SYDNEY RADIO - SURVEY 7 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	+/-
1170 SEN Sports	0.5	0.7	-0.2	0.4	0.3	0.1	0.3	0.3	0.0	0.7	0.6	0.1	1.1	1.5	-0.4	0.5	0.5	0.0	0.1	0.3	-0.2
2GB	15.7	16.4	-0.7	2.7	2.5	0.2	2.3	2.5	-0.2	9.4	7.3	2.1	9.3	9.9	-0.6	19.3	24.1	-4.8	29.4	28.6	0.8
2UE 954	2.5	2.7	-0.2	0.9	0.1	0.8	0.3	0.4	-0.1	0.8	0.5	0.3	0.7	0.8	-0.1	2.4	2.7	-0.3	6.2	6.7	-0.5
SKY Sports Radio	1.3	1.4	-0.1	1.4	2.4	-1.0	0.1	0.4	-0.3	1.0	0.7	0.3	1.1	1.1	0.0	1.5	1.5	0.0	1.9	1.8	0.1
104.1 2DAY FM	3.5	3.4	0.1	7.6	5.9	1.7	7.0	4.3	2.7	7.4	7.4	0.0	3.7	4.3	-0.6	1.6	1.5	0.1	0.5	0.5	0.0
KIIS1065	8.0	8.0	0.0	19.6	18.8	0.8	14.0	20.6	-6.6	16.0	17.0	-1.0	10.3	9.0	1.3	2.3	1.2	1.1	0.5	0.9	-0.4
104.9 TRIPLE M	5.4	4.7	0.7	8.9	11.1	-2.2	5.8	6.9	-1.1	6.4	5.3	1.1	9.7	7.4	2.3	4.2	4.2	0.0	0.4	0.2	0.2
NOVA96.9	5.4	4.7	0.7	12.1	14.1	-2.0	20.4	13.4	7.0	10.6	8.9	1.7	4.5	4.9	-0.4	2.3	1.3	1.0	0.3	0.1	0.2
smoothfm 95.3	7.9	8.0	-0.1	7.5	7.8	-0.3	5.9	9.7	-3.8	8.9	7.2	1.7	7.8	6.9	0.9	9.2	10.4	-1.2	7.0	7.6	-0.6
WSFM	8.1	7.6	0.5	7.2	5.4	1.8	9.3	7.5	1.8	3.5	4.6	-1.1	10.5	11.1	-0.6	14.2	12.6	1.6	5.0	4.1	0.9
ABC SYD	12.3	13.0	-0.7	5.3	4.3	1.0	2.8	2.8	0.0	4.3	3.3	1.0	7.9	9.1	-1.2	15.9	15.8	0.1	22.6	24.0	-1.4
2RN	2.6	3.2	-0.6	0.9	1.0	-0.1	0.8	0.9	-0.1	0.9	1.4	-0.5	2.6	3.0	-0.4	3.7	3.6	0.1	3.8	5.2	-1.4
ABC NEWSRADIO	1.7	1.9	-0.2	1.0	1.7	-0.7	0.6	0.9	-0.3	1.1	1.3	-0.2	2.1	2.1	0.0	2.0	1.7	0.3	2.0	2.6	-0.6
2JJJ	4.3	4.6	-0.3	3.2	3.3	-0.1	12.5	9.9	2.6	12.0	13.6	-1.6	3.9	5.1	-1.2	1.6	1.3	0.3	0.6	0.3	0.3
ABC CLASSIC	4.0	3.8	0.2	1.1	1.2	-0.1	2.1	3.3	-1.2	1.6	2.9	-1.3	2.2	2.1	0.1	3.3	2.8	0.5	8.8	7.1	1.7

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
1170 SEN Sports	0.6	0.6	0.0	0.4	0.4	0.0	0.5	0.7	-0.2	0.9	0.9	0.0	0.5	0.4	0.1	0.8	0.6	0.2	0.4	0.7	-0.3						
2GB	15.8	16.3	-0.5	19.8	18.8	1.0	18.3	20.0	-1.7	11.4	11.6	-0.2	7.4	8.4	-1.0	22.8	25.7	-2.9	15.7	16.9	-1.2						
2UE 954	2.5	2.6	-0.1	2.3	2.2	0.1	2.5	2.7	-0.2	2.9	3.4	-0.5	2.7	2.6	0.1	1.9	1.3	0.6	2.6	3.0	-0.4						
SKY Sports Radio	1.2	1.3	-0.1	2.2	2.7	-0.5	0.6	0.7	-0.1	0.7	0.9	-0.2	1.0	1.0	0.0	1.5	1.1	0.4	1.9	1.5	0.4						
104.1 2DAY FM	3.6	3.6	0.0	2.9	2.9	0.0	4.0	3.9	0.1	4.4	4.5	-0.1	3.6	3.0	0.6	1.6	2.6	-1.0	3.5	2.8	0.7						
KIIS1065	8.4	8.3	0.1	10.7	10.8	-0.1	8.5	9.1	-0.6	7.3	6.7	0.6	8.2	7.4	0.8	5.0	4.8	0.2	6.8	7.0	-0.2						
104.9 TRIPLE M	5.5	4.8	0.7	4.6	4.6	0.0	5.1	4.1	1.0	6.2	5.1	1.1	6.8	6.1	0.7	4.7	4.1	0.6	5.0	4.4	0.6						
NOVA96.9	5.4	4.8	0.6	4.7	4.0	0.7	5.2	4.3	0.9	6.1	5.2	0.9	6.8	7.2	-0.4	3.5	3.9	-0.4	5.5	4.5	1.0						
smoothfm 95.3	7.7	7.7	0.0	4.9	4.5	0.4	7.1	7.6	-0.5	9.9	10.1	-0.2	9.5	9.2	0.3	9.2	8.2	1.0	8.3	8.8	-0.5						
WSFM	8.5	7.9	0.6	7.9	8.8	-0.9	8.7	7.9	0.8	10.2	8.2	2.0	8.1	7.5	0.6	5.5	4.5	1.0	7.0	6.6	0.4						
ABC SYD	12.7	13.3	-0.6	15.9	15.7	0.2	12.3	12.6	-0.3	10.8	12.7	-1.9	12.2	12.8	-0.6	10.2	11.0	-0.8	11.1	11.8	-0.7						
2RN	2.4	3.0	-0.6	4.1	4.6	-0.5	1.4	2.2	-0.8	1.4	1.9	-0.5	2.6	3.0	-0.4	2.3	4.3	-2.0	3.3	3.7	-0.4						
ABC NEWSRADIO	1.7	1.9	-0.2	2.6	2.8	-0.2	1.7	1.9	-0.2	0.6	1.0	-0.4	1.4	1.4	0.0	2.2	2.3	-0.1	1.9	2.2	-0.3						
2JJJ	4.5	4.8	-0.3	3.5	4.0	-0.5	4.6	4.2	0.4	5.2	6.2	-1.0	5.8	6.2	-0.4	2.9	2.6	0.3	3.8	3.9	-0.1						
ABC CLASSIC	4.0	3.7	0.3	4.0	4.3	-0.3	3.8	3.2	0.6	3.4	2.9	0.5	4.5	4.6	-0.1	4.9	4.3	0.6	4.3	4.1	0.2						



SYDNEY RADIO - SURVEY 7 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	+/-
1170 SEN Sports	79	112	-33	13	14	-1	10	19	-9	21	25	-4	15	20	-5	12	22	-10	8	12	-4
2GB	772	818	-46	37	49	-12	28	33	-5	116	125	-9	162	156	6	129	161	-32	300	295	5
2UE 954	223	212	11	23	7	16	9	5	4	19	28	-9	22	25	-3	47	40	7	103	106	-3
SKY Sports Radio	172	212	-40	42	56	-14	2	12	-10	37	33	4	24	32	-8	32	36	-4	34	44	-10
104.1 2DAY FM	634	658	-24	105	123	-18	65	71	-6	244	255	-11	141	141	0	50	38	12	30	29	1
KIIS1065	1067	1080	-13	224	224	0	147	189	-42	402	387	15	226	200	26	41	38	3	27	44	-17
104.9 TRIPLE M	562	569	-7	113	126	-13	53	57	-4	159	141	18	164	165	-1	57	56	1	16	23	-7
NOVA96.9	980	976	4	179	204	-25	165	154	11	379	373	6	188	185	3	51	42	9	16	17	-1
smoothfm 95.3	935	972	-37	125	142	-17	78	105	-27	272	246	26	199	195	4	129	139	-10	131	144	-13
WSFM	764	801	-37	111	113	-2	68	57	11	120	140	-20	196	227	-31	164	160	4	103	105	-2
ABC SYD	799	813	-14	69	69	0	55	49	6	87	101	-14	160	169	-9	145	144	1	283	280	3
2RN	226	270	-44	16	12	4	4	12	-8	35	47	-12	50	60	-10	43	41	2	78	97	-19
ABC NEWSRADIO	347	414	-67	30	48	-18	14	25	-11	72	104	-32	90	85	5	49	52	-3	92	101	-9
2JJJ	554	581	-27	66	84	-18	97	93	4	247	259	-12	109	119	-10	22	13	9	13	13	0
ABC CLASSIC	369	411	-42	27	33	-6	34	47	-13	51	84	-33	87	82	5	51	46	5	119	119	0
Total	4519	4524	-5	464	471	-7	474	453	21	1253	1263	-10	995	996	-1	574	572	2	759	769	-10

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

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
1170 SEN Sports	63	82	-19	35	35	0	26	37	-11	26	34	-8	15	17	-2	11	11	0	30	48	-18	30	48	-18	511	554	-43
2GB	721	750	-29	516	475	41	444	497	-53	319	340	-21	257	257	0	236	251	-15	511	554	-43	511	554	-43	511	554	-43
2UE 954	185	170	15	84	82	2	95	85	10	89	93	-4	69	77	-8	47	34	13	133	141	-8	133	141	-8	133	141	-8
SKY Sports Radio	130	163	-33	60	89	-29	44	38	6	34	37	-3	27	38	-11	26	26	0	102	104	-2	102	104	-2	102	104	-2
104.1 2DAY FM	534	550	-16	211	207	4	262	260	2	236	230	6	192	173	19	81	83	-2	304	302	2	304	302	2	304	302	2
KIIS1065	976	984	-8	517	483	34	455	467	-12	418	397	21	386	375	11	181	184	-3	589	624	-35	589	624	-35	589	624	-35
104.9 TRIPLE M	459	471	-12	209	199	10	209	187	22	232	226	6	226	196	30	94	92	2	336	331	5	336	331	5	336	331	5
NOVA96.9	838	831	7	347	350	-3	288	332	-44	398	418	-20	404	372	32	155	158	-3	539	525	14	539	525	14	539	525	14
smoothfm 95.3	807	838	-31	344	343	1	376	421	-45	414	433	-19	372	358	14	187	149	38	594	588	6	594	588	6	594	588	6
WSFM	661	659	2	326	332	-6	371	370	1	382	350	32	276	264	12	110	90	20	441	465	-24	441	465	-24	441	465	-24
ABC SYD	710	702	8	459	451	8	405	404	1	382	416	-34	311	282	29	155	136	19	511	566	-55	511	566	-55	511	566	-55
2RN	194	234	-40	111	140	-29	88	116	-28	75	84	-9	76	78	-2	56	69	-13	159	176	-17	159	176	-17	159	176	-17
ABC NEWSRADIO	298	344	-46	166	167	-1	125	138	-13	72	100	-28	61	64	-3	66	73	-7	192	232	-40	192	232	-40	192	232	-40
2JJJ	481	505	-24	221	222	-1	211	209	2	253	279	-26	248	228	20	106	97	9	311	297	14	311	297	14	311	297	14
ABC CLASSIC	327	327	0	158	156	2	155	168	-13	133	128	5	124	115	9	96	83	13	207	235	-28	207	235	-28	207	235	-28
Total	4305	4324	-19	3061	3004	57	2881	2998	-117	2841	2861	-20	2630	2560	70	1434	1343	91	3698	3732	-34	3698	3732	-34	3698	3732	-34



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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	+/-
1170 SEN Sports	3	3	0	*	*	*	*	*	*	1	*	*	1	2	-1	*	*	*	*	*	*
2GB	82	86	-4	1	1	0	1	1	0	8	7	1	12	12	0	17	22	-5	43	44	-1
2UE 954	13	14	-1	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0	9	10	-1
SKY Sports Radio	7	7	0	1	1	0	*	*	*	1	1	0	1	1	0	1	1	0	3	3	0
104.1 2DAY FM	18	18	0	3	2	1	2	1	1	6	7	-1	5	5	0	1	1	0	1	1	0
KIIS1065	42	42	0	8	8	0	4	5	-1	14	15	-1	14	11	3	2	1	1	1	1	0
104.9 TRIPLE M	28	24	4	4	5	-1	2	2	0	5	5	0	13	9	4	4	4	0	1	*	*
NOVA96.9	28	25	3	5	6	-1	6	3	3	9	8	1	6	6	0	2	1	1	*	*	*
smoothfm 95.3	41	42	-1	3	3	0	2	2	0	8	6	2	10	9	1	8	9	-1	10	12	-2
WSFM	42	40	2	3	2	1	3	2	1	3	4	-1	14	14	0	13	11	2	7	6	1
ABC SYD	64	68	-4	2	2	0	1	1	0	4	3	1	10	11	-1	14	14	0	33	37	-4
2RN	14	17	-3	*	*	*	*	*	*	1	1	0	4	4	0	3	3	0	6	8	-2
ABC NEWSRADIO	9	10	-1	*	1	*	*	*	*	1	1	0	3	3	0	2	2	0	3	4	-1
2JJJ	22	24	-2	1	1	0	4	2	2	10	12	-2	5	6	-1	1	1	0	1	1	0
ABC CLASSIC	21	20	1	*	*	*	1	1	0	1	3	-2	3	3	0	3	3	0	13	11	2
Total	521	523	-2	40	42	-2	29	24	5	85	90	-5	133	124	9	89	90	-1	145	153	-8

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
1170 SEN Sports	3	3	0	3	3	0	4	7	-3	6	6	0	3	2	1	1	1	0	2	3	-1
2GB	87	90	-3	153	146	7	158	177	-19	74	77	-3	36	39	-3	39	41	-2	70	75	-5
2UE 954	14	15	-1	18	17	1	21	24	-3	19	22	-3	13	12	1	3	2	1	12	13	-1
SKY Sports Radio	7	7	0	17	21	-4	6	6	0	5	6	-1	5	4	1	3	2	1	8	7	1
104.1 2DAY FM	20	20	0	22	22	0	34	35	-1	29	30	-1	18	14	4	3	4	-1	15	12	3
KIIS1065	47	46	1	83	84	-1	73	80	-7	47	45	2	40	35	5	9	8	1	30	31	-1
104.9 TRIPLE M	30	26	4	36	36	0	44	36	8	40	34	6	33	29	4	8	6	2	22	19	3
NOVA96.9	30	27	3	37	31	6	44	38	6	39	35	4	33	34	-1	6	6	0	24	20	4
smoothfm 95.3	43	43	0	38	35	3	61	67	-6	64	67	-3	46	43	3	16	13	3	37	39	-2
WSFM	47	44	3	61	68	-7	75	70	5	66	55	11	39	35	4	10	7	3	31	29	2
ABC SYD	70	74	-4	123	122	1	106	111	-5	70	85	-15	59	60	-1	18	17	1	50	52	-2
2RN	13	17	-4	32	36	-4	12	19	-7	9	12	-3	13	14	-1	4	7	-3	15	16	-1
ABC NEWSRADIO	9	10	-1	20	21	-1	15	17	-2	4	7	-3	7	7	0	4	4	0	9	10	-1
2JJJ	25	27	-2	27	31	-4	39	37	2	34	41	-7	28	29	-1	5	4	1	17	17	0
ABC CLASSIC	22	21	1	31	34	-3	33	28	5	22	19	3	22	22	0	8	7	1	19	18	1
Total	551	554	-3	773	778	-5	863	885	-22	648	669	-21	485	469	16	172	158	14	444	445	-1