



SYDNEY RADIO - SURVEY 2 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	0.4	0.0	*	0.2	*	*	0.1	*	0.4	0.4	0.0	0.5	0.4	0.1	0.6	0.7	-0.1	0.5	0.5	0.0
2GB	13.4	14.4	-1.0	4.0	3.7	0.3	4.5	6.5	-2.0	4.4	3.1	1.3	6.7	8.2	-1.5	15.7	18.0	-2.3	29.7	31.1	-1.4
2UE 954	2.3	2.3	0.0	1.7	0.4	1.3	0.3	0.3	0.0	0.6	0.8	-0.2	1.3	1.1	0.2	3.5	1.6	1.9	4.3	5.8	-1.5
SKY Sports Radio	0.5	0.8	-0.3	0.2	0.4	-0.2	0.2	0.1	0.1	0.4	0.3	0.1	0.9	0.3	0.6	0.7	0.8	-0.1	0.3	1.9	-1.6
104.1 2DAY FM	3.9	4.2	-0.3	7.3	10.1	-2.8	6.0	5.5	0.5	6.1	6.1	0.0	5.8	5.9	-0.1	2.1	2.3	-0.2	0.3	0.5	-0.2
KIIS1065	8.9	7.9	1.0	15.7	14.7	1.0	13.7	11.3	2.4	16.4	15.6	0.8	11.2	8.3	2.9	4.7	4.6	0.1	0.5	1.1	-0.6
104.9 TRIPLE M	5.9	6.1	-0.2	5.8	9.9	-4.1	11.0	10.8	0.2	6.1	7.6	-1.5	9.5	8.8	0.7	6.2	5.2	1.0	0.9	1.0	-0.1
NOVA96.9	6.2	6.4	-0.2	18.1	19.5	-1.4	11.7	17.9	-6.2	12.0	11.6	0.4	5.2	5.2	0.0	2.3	1.8	0.5	0.4	0.3	0.1
smoothfm 95.3	9.3	9.4	-0.1	8.7	8.6	0.1	8.8	8.8	0.0	9.8	9.7	0.1	10.0	12.1	-2.1	9.2	6.0	3.2	8.7	9.0	-0.3
WSFM	8.3	6.6	1.7	8.3	6.2	2.1	8.0	5.6	2.4	5.8	2.6	3.2	12.4	11.1	1.3	14.3	12.0	2.3	3.3	2.5	0.8
ABC SYD	11.8	12.2	-0.4	3.7	2.5	1.2	2.6	3.3	-0.7	3.8	4.5	-0.7	7.2	9.4	-2.2	17.0	17.7	-0.7	23.6	21.8	1.8
2RN	2.2	2.9	-0.7	0.6	0.5	0.1	1.2	1.2	0.0	0.1	1.1	-1.0	1.9	2.0	-0.1	2.5	2.7	-0.2	4.5	6.2	-1.7
ABC NEWSRADIO	2.0	2.1	-0.1	1.2	1.9	-0.7	0.6	0.9	-0.3	1.8	1.7	0.1	1.7	2.7	-1.0	3.1	3.3	-0.2	2.4	1.4	1.0
2JJJ	5.5	5.7	-0.2	3.8	4.4	-0.6	12.5	11.9	0.6	12.6	14.4	-1.8	4.3	4.6	-0.3	4.7	3.6	1.1	0.1	0.3	-0.2
ABC CLASSIC	3.5	2.9	0.6	1.3	1.2	0.1	0.4	1.1	-0.7	1.8	1.5	0.3	1.5	2.5	-1.0	2.9	1.8	1.1	8.4	5.8	2.6

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
SEN 1170	0.4	0.4	0.0	0.3	0.2	0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.5	0.5	0.0	0.8	0.9	-0.1	0.4	0.4	0.0						
2GB	13.1	14.3	-1.2	15.5	18.1	-2.6	15.5	16.1	-0.6	10.0	10.1	-0.1	7.0	8.0	-1.0	19.0	20.2	-1.2	14.2	14.8	-0.6						
2UE 954	2.2	2.1	0.1	1.6	1.7	-0.1	2.2	2.3	-0.1	3.2	2.6	0.6	2.1	2.3	-0.2	2.3	1.8	0.5	2.3	2.7	-0.4						
SKY Sports Radio	0.4	0.7	-0.3	0.8	0.9	-0.1	0.2	0.3	-0.1	0.1	0.7	-0.6	0.3	0.8	-0.5	0.2	0.8	-0.6	1.0	1.2	-0.2						
104.1 2DAY FM	4.0	4.4	-0.4	3.8	4.4	-0.6	3.7	4.2	-0.5	5.2	5.4	-0.2	4.0	4.3	-0.3	2.1	2.1	0.0	3.7	3.5	0.2						
KIIS1065	9.3	8.0	1.3	10.9	9.8	1.1	8.0	7.0	1.0	8.4	6.7	1.7	10.0	8.5	1.5	7.7	7.3	0.4	7.8	7.3	0.5						
104.9 TRIPLE M	6.2	6.4	-0.2	6.7	6.4	0.3	6.9	6.9	0.0	6.7	7.6	-0.9	5.7	5.9	-0.2	2.8	2.7	0.1	4.7	5.4	-0.7						
NOVA96.9	6.2	6.5	-0.3	6.9	6.5	0.4	3.5	5.2	-1.7	5.6	6.4	-0.8	9.7	8.9	0.8	5.5	5.5	0.0	6.2	6.1	0.1						
smoothfm 95.3	9.3	9.3	0.0	7.5	7.3	0.2	9.8	10.2	-0.4	10.0	10.3	-0.3	9.8	8.9	0.9	11.3	11.5	-0.2	9.3	9.7	-0.4						
WSFM	8.5	6.8	1.7	7.7	5.7	2.0	9.1	6.7	2.4	10.4	8.7	1.7	7.3	6.5	0.8	6.7	5.7	1.0	7.8	6.2	1.6						
ABC SYD	12.3	12.8	-0.5	13.2	12.7	0.5	12.5	13.2	-0.7	11.3	12.2	-0.9	12.2	13.3	-1.1	11.7	13.0	-1.3	10.2	10.3	-0.1						
2RN	2.0	2.9	-0.9	3.2	4.5	-1.3	1.7	2.2	-0.5	0.9	1.5	-0.6	1.9	2.8	-0.9	2.4	3.5	-1.1	2.6	2.9	-0.3						
ABC NEWSRADIO	2.0	2.1	-0.1	3.0	2.9	0.1	1.5	1.7	-0.2	0.9	1.6	-0.7	1.4	1.8	-0.4	3.2	2.3	0.9	2.2	2.1	0.1						
2JJJ	5.7	5.4	0.3	4.9	4.8	0.1	6.0	5.2	0.8	5.9	5.3	0.6	6.9	6.9	0.0	4.3	5.0	-0.7	5.2	6.7	-1.5						
ABC CLASSIC	3.1	2.8	0.3	2.8	2.2	0.6	3.3	3.4	-0.1	3.2	3.2	0.0	3.2	2.7	0.5	3.1	2.4	0.7	4.9	3.2	1.7						



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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	47	53	-6	*	8	*	*	4	*	12	13	-1	16	9	7	8	9	-1	11	9	2
2GB	647	662	-15	31	35	-4	29	37	-8	93	80	13	98	110	-12	120	126	-6	275	274	1
2UE 954	154	164	-10	3	10	-7	8	3	5	10	15	-5	22	16	6	35	20	15	76	101	-25
SKY Sports Radio	77	83	-6	7	15	-8	10	13	-3	18	10	8	19	14	5	13	16	-3	10	15	-5
104.1 2DAY FM	721	664	57	100	132	-32	128	99	29	258	224	34	167	146	21	49	42	7	20	20	0
KIIS1065	1063	1058	5	172	152	20	128	144	-16	444	457	-13	238	213	25	63	53	10	17	38	-21
104.9 TRIPLE M	542	591	-49	84	101	-17	54	70	-16	160	160	0	145	166	-21	82	81	1	16	13	3
NOVA96.9	1082	1044	38	191	194	-3	193	213	-20	442	410	32	174	170	4	65	46	19	16	11	5
smoothfm 95.3	1120	1102	18	125	112	13	105	108	-3	330	345	-15	260	243	17	134	121	13	166	173	-7
WSFM	775	721	54	87	92	-5	72	68	4	140	126	14	239	228	11	157	125	32	79	82	-3
ABC SYD	770	744	26	34	46	-12	34	28	6	111	108	3	162	166	-4	139	146	-7	289	249	40
2RN	213	235	-22	8	14	-6	15	6	9	18	40	-22	50	48	2	35	39	-4	88	88	0
ABC NEWSRADIO	301	312	-11	15	19	-4	17	19	-2	70	76	-6	73	85	-12	51	51	0	75	63	12
2JJJ	565	619	-54	50	61	-11	116	114	2	282	302	-20	81	98	-17	29	30	-1	6	14	-8
ABC CLASSIC	284	279	5	33	28	5	13	20	-7	62	59	3	44	59	-15	31	28	3	100	84	16
Total	4531	4526	5	461	464	-3	489	491	-2	1264	1257	7	989	994	-5	573	571	2	756	750	6

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	47	0	14	14	0	11	11	0	21	21	0	24	19	5	17	16	1	21	27	-6
2GB	592	613	-21	466	469	-3	338	354	-16	302	285	17	241	246	-5	249	233	16	445	445	0
2UE 954	136	150	-14	72	82	-10	68	79	-11	93	97	-4	61	73	-12	45	48	-3	93	110	-17
SKY Sports Radio	60	67	-7	29	35	-6	18	15	3	10	23	-13	20	15	5	15	11	4	42	52	-10
104.1 2DAY FM	626	586	40	319	288	31	234	227	7	305	277	28	280	268	12	114	107	7	405	385	20
KIIS1065	970	978	-8	622	562	60	346	358	-12	444	412	32	495	516	-21	237	242	-5	599	582	17
104.9 TRIPLE M	494	520	-26	294	288	6	177	211	-34	248	257	-9	248	265	-17	94	104	-10	250	297	-47
NOVA96.9	962	923	39	539	484	55	284	352	-68	416	410	6	534	529	5	218	247	-29	605	616	-11
smoothfm 95.3	972	962	10	540	497	43	388	410	-22	517	464	53	469	452	17	283	292	-9	666	684	-18
WSFM	658	613	45	390	324	66	303	279	24	378	348	30	322	291	31	181	158	23	455	427	28
ABC SYD	700	688	12	480	465	15	353	351	2	366	425	-59	364	391	-27	197	229	-32	489	474	15
2RN	183	206	-23	113	139	-26	81	93	-12	56	85	-29	78	112	-34	45	60	-15	131	141	-10
ABC NEWSRADIO	268	280	-12	179	183	-4	96	100	-4	77	101	-24	69	100	-31	70	58	12	189	202	-13
2JJJ	506	527	-21	339	303	36	232	244	-12	228	236	-8	296	311	-15	129	164	-35	356	394	-38
ABC CLASSIC	234	233	1	122	120	2	101	109	-8	127	128	-1	120	114	6	57	58	-1	215	213	2
Total	4369	4345	24	3515	3322	193	2520	2630	-110	2791	2821	-30	2931	2992	-61	1701	1779	-78	3605	3691	-86



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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	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0
2GB	68	74	-6	1	1	0	2	2	0	5	3	2	8	11	-3	13	15	-2	40	42	-2
2UE 954	11	12	-1	1	*	*	*	*	*	1	1	0	2	1	1	3	1	2	6	8	-2
SKY Sports Radio	3	4	-1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	*	3	*
104.1 2DAY FM	20	21	-1	2	3	-1	2	2	0	6	6	0	7	8	-1	2	2	0	*	1	*
KIIS1065	45	40	5	5	5	0	5	4	1	17	16	1	13	11	2	4	4	0	1	1	0
104.9 TRIPLE M	30	32	-2	2	3	-1	4	4	0	6	8	-2	11	11	0	5	4	1	1	1	0
NOVA96.9	32	33	-1	6	6	0	5	6	-1	13	12	1	6	7	-1	2	1	1	*	*	*
smoothfm 95.3	47	48	-1	3	3	0	3	3	0	10	10	0	11	16	-5	7	5	2	12	12	0
WSFM	42	34	8	3	2	1	3	2	1	6	3	3	14	14	0	12	10	2	4	3	1
ABC SYD	60	62	-2	1	1	0	1	1	0	4	5	-1	8	12	-4	14	14	0	32	29	3
2RN	11	15	-4	*	*	*	*	*	*	*	1	*	2	3	-1	2	2	0	6	8	-2
ABC NEWSRADIO	10	11	-1	*	1	*	*	*	*	2	2	0	2	4	-2	3	3	0	3	2	1
2JXX	28	29	-1	1	1	0	5	4	1	13	14	-1	5	6	-1	4	3	1	*	*	*
ABC CLASSIC	18	15	3	*	*	*	*	*	*	2	2	0	2	3	-1	2	1	1	11	8	3
Total	508	512	-4	34	31	3	39	36	3	105	100	5	115	129	-14	81	81	0	134	135	-1

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	2	0	2	2	0	3	3	0	3	3	0	3	3	0	1	2	-1	2	2	0
2GB	72	78	-6	134	152	-18	111	115	-4	59	61	-2	39	44	-5	35	37	-2	58	64	-6
2UE 954	12	12	0	14	14	0	16	16	0	19	16	3	12	13	-1	4	3	1	9	12	-3
SKY Sports Radio	2	4	-2	7	7	0	1	2	-1	*	4	*	2	4	-2	*	1	*	4	5	-1
104.1 2DAY FM	22	24	-2	33	37	-4	26	30	-4	31	33	-2	22	24	-2	4	4	0	15	15	0
KIIS1065	51	44	7	94	82	12	57	50	7	50	40	10	56	47	9	14	13	1	32	31	1
104.9 TRIPLE M	34	35	-1	58	54	4	49	49	0	40	46	-6	32	33	-1	5	5	0	19	23	-4
NOVA96.9	34	35	-1	59	54	5	25	37	-12	33	39	-6	54	49	5	10	10	0	25	26	-1
smoothfm 95.3	51	50	1	65	61	4	70	73	-3	59	62	-3	54	49	5	21	21	0	38	42	-4
WSFM	46	37	9	67	47	20	65	48	17	62	53	9	41	36	5	12	10	2	32	27	5
ABC SYD	67	70	-3	114	106	8	89	94	-5	67	74	-7	68	74	-6	21	24	-3	42	44	-2
2RN	11	16	-5	28	37	-9	12	16	-4	5	9	-4	11	15	-4	4	6	-2	10	13	-3
ABC NEWSRADIO	11	11	0	26	24	2	11	12	-1	6	10	-4	8	10	-2	6	4	2	9	9	0
2JXX	31	29	2	43	40	3	43	38	5	35	32	3	38	38	0	8	9	-1	21	29	-8
ABC CLASSIC	17	15	2	24	19	5	23	24	-1	19	19	0	18	15	3	6	4	2	20	14	6
Total	547	545	2	863	836	27	714	715	-1	593	607	-14	557	554	3	182	183	-1	410	431	-21