



## SYDNEY RADIO - SURVEY 8 2020

### 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	+/-
2GB	13.8	13.7	0.1	3.8	5.8	-2.0	3.6	3.5	0.1	3.8	4.2	-0.4	6.1	8.8	-2.7	13.8	14.2	-0.4	33.6	29.7	3.9
2UE 954	1.2	0.7	0.5	0.2	0.3	-0.1	1.7	0.9	0.8	0.5	0.2	0.3	1.0	0.2	0.8	3.0	0.9	2.1	1.2	1.4	-0.2
SKY Sports Radio	0.9	0.6	0.3	0.7	0.3	0.4	0.6	0.8	-0.2	0.5	0.2	0.3	1.0	0.6	0.4	2.0	1.0	1.0	0.6	0.6	0.0
104.1 2DAY FM	4.0	3.4	0.6	6.7	6.0	0.7	6.2	5.0	1.2	5.7	5.3	0.4	6.3	5.2	1.1	1.9	0.9	1.0	0.6	0.9	-0.3
KIIS1065	9.7	8.7	1.0	21.3	14.0	7.3	17.1	14.3	2.8	20.0	19.0	1.0	7.7	8.8	-1.1	6.2	4.4	1.8	0.2	0.5	-0.3
104.9 TRIPLE M	6.1	5.4	0.7	5.5	7.1	-1.6	4.5	6.6	-2.1	5.7	4.8	0.9	12.0	8.2	3.8	9.0	9.4	-0.4	0.3	0.4	-0.1
NOVA96.9	6.8	6.1	0.7	15.1	16.0	-0.9	16.0	15.8	0.2	11.4	8.7	2.7	7.8	6.7	1.1	2.5	3.2	-0.7	0.4	0.3	0.1
smoothfm 95.3	9.9	10.8	-0.9	11.0	13.0	-2.0	10.3	16.5	-6.2	8.2	6.7	1.5	11.3	12.4	-1.1	12.6	13.0	-0.4	7.9	9.3	-1.4
WSFM	7.1	8.1	-1.0	5.0	10.4	-5.4	5.2	3.1	2.1	4.4	4.8	-0.4	12.6	13.2	-0.6	9.4	10.8	-1.4	4.4	5.1	-0.7
ABC SYD	8.5	8.3	0.2	3.7	2.3	1.4	1.9	4.4	-2.5	3.1	1.9	1.2	4.8	6.7	-1.9	14.2	10.1	4.1	15.6	16.0	-0.4
2RN	2.6	2.5	0.1	1.2	0.9	0.3	*	0.1	*	1.2	1.1	0.1	2.6	1.3	1.3	3.4	4.6	-1.2	4.3	4.3	0.0
ABC NEWSRADIO	2.1	1.8	0.3	1.2	0.6	0.6	1.6	0.3	1.3	1.5	1.4	0.1	1.8	1.9	-0.1	2.8	1.8	1.0	2.8	2.8	0.0
2JJJ	4.7	5.2	-0.5	3.4	2.6	0.8	8.0	13.3	-5.3	11.6	13.9	-2.3	4.6	4.6	0.0	1.3	1.1	0.2	0.6	0.3	0.3
ABC CLASSIC	3.8	4.5	-0.7	1.4	4.5	-3.1	2.0	0.3	1.7	4.2	4.0	0.2	2.4	3.3	-0.9	3.5	4.0	-0.5	5.8	7.0	-1.2

### 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	+/-
2GB	13.9	13.8	0.1	17.1	16.1	1.0	17.1	17.2	-0.1	9.4	10.3	-0.9	8.1	8.4	-0.3	17.3	16.9	0.4	13.8	13.6	0.2
2UE 954	1.3	0.7	0.6	1.1	0.4	0.7	1.8	0.7	1.1	1.5	0.9	0.6	1.1	0.9	0.2	1.1	0.6	0.5	1.0	0.7	0.3
SKY Sports Radio	0.8	0.5	0.3	1.4	1.0	0.4	0.5	0.3	0.2	0.6	0.5	0.1	0.3	0.4	-0.1	0.9	*	*	1.2	0.7	0.5
104.1 2DAY FM	4.2	3.6	0.6	4.2	3.5	0.7	3.4	3.2	0.2	4.7	4.5	0.2	5.1	3.8	1.3	3.0	2.6	0.4	3.4	2.8	0.6
KIIS1065	10.1	9.1	1.0	11.3	10.7	0.6	9.9	8.5	1.4	9.4	7.8	1.6	10.2	10.1	0.1	8.3	6.8	1.5	8.2	7.5	0.7
104.9 TRIPLE M	6.4	5.7	0.7	5.6	5.4	0.2	7.0	5.7	1.3	7.3	6.4	0.9	6.7	6.2	0.5	4.1	3.5	0.6	5.2	4.5	0.7
NOVA96.9	7.0	6.0	1.0	7.3	6.7	0.6	4.9	4.7	0.2	7.2	5.6	1.6	9.4	7.6	1.8	6.0	5.2	0.8	6.4	6.3	0.1
smoothfm 95.3	9.9	10.9	-1.0	7.9	8.5	-0.6	10.4	12.3	-1.9	11.5	13.5	-2.0	10.8	11.3	-0.5	9.1	8.4	0.7	9.8	10.1	-0.3
WSFM	6.8	8.0	-1.2	7.4	8.3	-0.9	6.8	8.4	-1.6	6.9	8.7	-1.8	7.1	7.1	0.0	4.1	5.6	-1.5	8.1	8.6	-0.5
ABC SYD	8.8	8.4	0.4	10.5	10.6	-0.1	9.1	7.5	1.6	7.5	7.0	0.5	7.8	7.4	0.4	7.4	9.4	-2.0	7.6	7.8	-0.2
2RN	2.3	2.2	0.1	3.0	3.0	0.0	1.5	1.4	0.1	1.6	1.4	0.2	2.3	2.3	0.0	4.0	3.7	0.3	3.6	3.4	0.2
ABC NEWSRADIO	2.0	1.8	0.2	2.7	2.3	0.4	1.2	1.4	-0.2	1.2	1.1	0.1	1.4	1.2	0.2	4.6	3.8	0.8	2.5	2.1	0.4
2JJJ	4.6	5.2	-0.6	3.7	4.3	-0.6	4.0	4.8	-0.8	5.6	6.0	-0.4	6.1	6.7	-0.6	3.9	4.3	-0.4	4.8	5.1	-0.3
ABC CLASSIC	3.7	4.4	-0.7	3.7	4.3	-0.6	3.4	4.4	-1.0	3.4	3.9	-0.5	3.2	4.2	-1.0	5.9	6.1	-0.2	4.1	4.9	-0.8

# EMBARGOED UNTIL 9:30AM (AEDT)



## SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 8 2020

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	+/-	
2CH DAB+	101	na	*	8	na	*	11	na	*	8	na	*	2	na	*	18	na	*	54	na	*	
Chemist Warehouse Remix	13	7	6	6	2	4	*	*	*	3	3	0	4	2	2	*	*	*	*	*	*	
Coles Radio	68	80	-12	11	7	4	7	12	-5	28	38	-10	21	19	2	1	3	-2	*	*	*	
Edge Digital	77	79	-2	12	12	0	16	11	5	26	36	-10	20	16	4	3	4	-1	*	*	*	
HIT BUDDHA	26	30	-4	6	4	2	3	*	*	2	7	-5	9	11	-2	7	9	-2	*	*	*	
HIT DANCE	23	24	-1	9	5	4	*	*	*	5	12	-7	9	7	2	*	*	*	*	*	*	
HIT EASY	26	18	8	22	12	10	*	*	*	*	6	*	2	*	*	2	*	*	*	*	*	
HIT OLDSKOOL	44	30	14	7	2	5	4	3	1	19	11	8	12	14	-2	1	*	*	*	*	*	
HIT URBAN	31	23	8	11	8	3	5	*	*	13	15	-2	2	*	*	*	*	*	*	*	*	
KIIS 90s	54	57	-3	18	13	5	2	5	-3	10	22	-12	20	15	5	3	2	1	*	2	*	
Kinderling Kids	14	12	2	12	4	8	2	*	*	*	3	*	2	3	-1	*	*	*	*	2	*	
MMM 90s	21	25	-4	2	7	-5	2	2	0	12	14	-2	5	2	3	*	*	*	*	*	*	
MMM CLASSIC ROCK	34	29	5	10	6	4	3	3	0	8	5	3	11	9	2	1	6	-5	*	*	*	
MMM COUNTRY	34	31	3	2	4	-2	*	*	*	19	20	-1	9	4	5	4	4	0	*	*	*	
MMM HARD N HEAVY	19	19	0	4	4	0	5	6	-1	*	*	*	9	10	-1	*	*	*	*	*	*	
MMM SOFT ROCK	9	13	-4	*	*	*	*	*	*	2	*	*	8	10	-2	*	*	*	*	2	2	0
NTS News Talk Sport	2	9	-7	2	6	-4	*	3	*	*	*	*	*	*	*	*	*	*	*	*	*	
SEN Track Digital	2	3	-1	*	*	*	*	*	*	2	3	-1	*	*	*	*	*	*	*	*	*	
SEN VIC	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	
smooth relax	30	32	-2	8	2	6	*	*	*	11	15	-4	5	3	2	1	6	-5	5	6	-1	
WSFM 80s	54	64	-10	10	9	1	8	8	0	9	13	-4	19	24	-5	7	9	-2	1	1	0	
triple j Unearthed	41	36	5	11	3	8	5	5	0	18	25	-7	*	*	*	4	*	*	2	3	-1	
ABC Country	27	32	-5	5	6	-1	3	3	0	7	8	-1	6	9	-3	*	*	*	6	6	0	
ABC Grandstand	30	35	-5	8	4	4	*	*	*	11	14	-3	*	5	*	7	9	-2	4	3	1	
ABC Jazz	59	73	-14	5	*	*	6	3	3	15	31	-16	8	11	-3	14	11	3	12	17	-5	
ABC KIDS LISTEN	25	20	5	12	4	8	4	3	1	4	7	-3	4	5	-1	*	*	*	*	*	*	
Double J	90	91	-1	19	8	11	5	6	-1	34	47	-13	22	25	-3	6	3	3	3	2	1	
Total Digital/Internet Only	691	650	41	107	65	42	63	52	11	202	269	-67	167	163	4	72	60	12	80	41	39	

### Cumulative Audience (000's) by Session, P10+ [Potential: 4719]

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	+/-
2CH DAB+	85	na	*	34	na	*	31	na	*	52	na	*	33	na	*	25	na	*	59	na	*
Chemist Warehouse Remix	8	5	3	*	*	*	2	2	0	2	*	*	*	*	*	6	3	3	9	5	4
Coles Radio	55	53	2	21	12	9	16	16	0	23	19	4	20	26	-6	10	12	-2	25	45	-20
Edge Digital	76	75	1	40	30	10	24	31	-7	36	28	8	36	46	-10	12	10	2	39	34	5
HIT BUDDHA	18	24	-6	8	8	0	10	2	8	8	4	4	5	9	-4	*	7	*	9	22	-13
HIT DANCE	23	24	-1	3	5	-2	8	8	0	13	7	6	9	13	-4	2	5	-3	8	9	-1
HIT EASY	19	13	6	5	6	-1	4	3	1	2	5	-3	8	6	2	9	3	6	11	10	1
HIT OLDSKOOL	33	30	3	15	15	0	15	10	5	12	8	4	22	24	-2	7	8	-1	23	14	9
HIT URBAN	24	16	8	14	7	7	10	4	6	12	8	4	12	8	4	5	5	0	26	20	6
KIIS 90s	42	51	-9	18	27	-9	13	25	-12	15	13	2	11	20	-9	8	4	4	26	30	-4
Kinderling Kids	12	8	4	7	1	6	*	1	*	2	5	-3	2	6	-4	3	3	0	5	8	-3
MMM 90s	21	22	-1	15	20	-5	12	11	1	9	14	-5	13	13	0	*	*	*	11	19	-8
MMM CLASSIC ROCK	23	26	-3	13	12	1	13	17	-4	12	9	3	15	18	-3	5	7	-2	20	13	7
MMM COUNTRY	29	29	0	13	13	0	9	14	-5	14	20	-6	14	11	3	6	5	1	20	19	1
MMM HARD N HEAVY	11	13	-2	1	7	-6	5	9	-4	4	10	-6	5	3	2	1	2	-1	15	14	1
MMM SOFT ROCK	5	7	-2	3	2	1	*	2	*	1	5	-4	1	5	-4	1	2	-1	4	8	-4
NTS News Talk Sport	*	5	*	*	3	*	*	3	*	*	*	*	*	3	*	*	*	*	2	6	-4
SEN Track Digital	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	-1
SEN VIC	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*	*	na	*
smooth relax	22	23	-1	9	11	-2	6	10	-4	10	5	5	9	3	6	*	3	*	12	17	-5
WSFM 80s	46	51	-5	20	22	-2	18	21	-3	30	30	0	26	22	4	16	11	5	31	32	-1
triple j Unearthed	35	27	8	16	3	13	9	13	-4	14	14	0	13	9	4	14	13	1	24	22	2
ABC Country	25	28	-3	5	13	-8	3	2	1	16	18	-2	7	7	0	2	4	-2	14	14	0
ABC Grandstand	14	17	-3	*	*	*	*	*	*	7	10	-3	5	5	0	4	4	0	16	22	-6
ABC Jazz	33	59	-26	6	21	-15	11	12	-1	12	15	-3	16	29	-13	10	15	-5	41	37	4
ABC KIDS LISTEN	20	17	3	13	9	4	5	6	-1	4	4	0	7	6	1	3	6	-3	13	14	-1
Double J	75	83	-8	23	27	-4	36	43	-7	39	54	-15	20	32	-12	23	15	8	37	37	0
Total Digital/Internet Only	580	568	12	270	244	26	222	211	11	305	251	54	287	305	-18	159	146	13	430	403	27

Please note: SEN VIC commenced broadcasting from Sept 20 & 2CH DAB+ does not include any listening to the AM broadcast.