



SYDNEY RADIO - SURVEY 1 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	na	*	0.2	na	*	0.1	na	*	0.4	na	*	0.4	na	*	0.7	na	*	0.5	na	*
2GB	14.4	13.8	0.6	3.7	3.8	-0.1	6.5	3.6	2.9	3.1	3.8	-0.7	8.2	6.1	2.1	18.0	13.8	4.2	31.1	33.6	-2.5
2UE 954	2.3	1.2	1.1	0.4	0.2	0.2	0.3	1.7	-1.4	0.8	0.5	0.3	1.1	1.0	0.1	1.6	3.0	-1.4	5.8	1.2	4.6
SKY Sports Radio	0.8	0.9	-0.1	0.4	0.7	-0.3	0.1	0.6	-0.5	0.3	0.5	-0.2	0.3	1.0	-0.7	0.8	2.0	-1.2	1.9	0.6	1.3
104.1 2DAY FM	4.2	4.0	0.2	10.1	6.7	3.4	5.5	6.2	-0.7	6.1	5.7	0.4	5.9	6.3	-0.4	2.3	1.9	0.4	0.5	0.6	-0.1
KIIS1065	7.9	9.7	-1.8	14.7	21.3	-6.6	11.3	17.1	-5.8	15.6	20.0	-4.4	8.3	7.7	0.6	4.6	6.2	-1.6	1.1	0.2	0.9
104.9 TRIPLE M	6.1	6.1	0.0	9.9	5.5	4.4	10.8	4.5	6.3	7.6	5.7	1.9	8.8	12.0	-3.2	5.2	9.0	-3.8	1.0	0.3	0.7
NOVA96.9	6.4	6.8	-0.4	19.5	15.1	4.4	17.9	16.0	1.9	11.6	11.4	0.2	5.2	7.8	-2.6	1.8	2.5	-0.7	0.3	0.4	-0.1
smoothfm 95.3	9.4	9.9	-0.5	8.6	11.0	-2.4	8.8	10.3	-1.5	9.7	8.2	1.5	12.1	11.3	0.8	6.0	12.6	-6.6	9.0	7.9	1.1
WSFM	6.6	7.1	-0.5	6.2	5.0	1.2	5.6	5.2	0.4	2.6	4.4	-1.8	11.1	12.6	-1.5	12.0	9.4	2.6	2.5	4.4	-1.9
ABC SYD	12.2	8.5	3.7	2.5	3.7	-1.2	3.3	1.9	1.4	4.5	3.1	1.4	9.4	4.8	4.6	17.7	14.2	3.5	21.8	15.6	6.2
2RN	2.9	2.6	0.3	0.5	1.2	-0.7	1.2	*	*	1.1	1.2	-0.1	2.0	2.6	-0.6	2.7	3.4	-0.7	6.2	4.3	1.9
ABC NEWSRADIO	2.1	2.1	0.0	1.9	1.2	0.7	0.9	1.6	-0.7	1.7	1.5	0.2	2.7	1.8	0.9	3.3	2.8	0.5	1.4	2.8	-1.4
2JJJ	5.7	4.7	1.0	4.4	3.4	1.0	11.9	8.0	3.9	14.4	11.6	2.8	4.6	4.6	0.0	3.6	1.3	2.3	0.3	0.6	-0.3
ABC CLASSIC	2.9	3.8	-0.9	1.2	1.4	-0.2	1.1	2.0	-0.9	1.5	4.2	-2.7	2.5	2.4	0.1	1.8	3.5	-1.7	5.8	5.8	0.0

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
SEN 1170	0.4	na	*	0.2	na	*	0.4	na	*	0.5	na	*	0.5	na	*	0.9	na	*	0.4	na	*
2GB	14.3	13.9	0.4	18.1	17.1	1.0	16.1	17.1	-1.0	10.1	9.4	0.7	8.0	8.1	-0.1	20.2	17.3	2.9	14.8	13.8	1.0
2UE 954	2.1	1.3	0.8	1.7	1.1	0.6	2.3	1.8	0.5	2.6	1.5	1.1	2.3	1.1	1.2	1.8	1.1	0.7	2.7	1.0	1.7
SKY Sports Radio	0.7	0.8	-0.1	0.9	1.4	-0.5	0.3	0.5	-0.2	0.7	0.6	0.1	0.8	0.3	0.5	0.8	0.9	-0.1	1.2	1.2	0.0
104.1 2DAY FM	4.4	4.2	0.2	4.4	4.2	0.2	4.2	3.4	0.8	5.4	4.7	0.7	4.3	5.1	-0.8	2.1	3.0	-0.9	3.5	3.4	0.1
KIIS1065	8.0	10.1	-2.1	9.8	11.3	-1.5	7.0	9.9	-2.9	6.7	9.4	-2.7	8.5	10.2	-1.7	7.3	8.3	-1.0	7.3	8.2	-0.9
104.9 TRIPLE M	6.4	6.4	0.0	6.4	5.6	0.8	6.9	7.0	-0.1	7.6	7.3	0.3	5.9	6.7	-0.8	2.7	4.1	-1.4	5.4	5.2	0.2
NOVA96.9	6.5	7.0	-0.5	6.5	7.3	-0.8	5.2	4.9	0.3	6.4	7.2	-0.8	8.9	9.4	-0.5	5.5	6.0	-0.5	6.1	6.4	-0.3
smoothfm 95.3	9.3	9.9	-0.6	7.3	7.9	-0.6	10.2	10.4	-0.2	10.3	11.5	-1.2	8.9	10.8	-1.9	11.5	9.1	2.4	9.7	9.8	-0.1
WSFM	6.8	6.8	0.0	5.7	7.4	-1.7	6.7	6.8	-0.1	8.7	6.9	1.8	6.5	7.1	-0.6	5.7	4.1	1.6	6.2	8.1	-1.9
ABC SYD	12.8	8.8	4.0	12.7	10.5	2.2	13.2	9.1	4.1	12.2	7.5	4.7	13.3	7.8	5.5	13.0	7.4	5.6	10.3	7.6	2.7
2RN	2.9	2.3	0.6	4.5	3.0	1.5	2.2	1.5	0.7	1.5	1.6	-0.1	2.8	2.3	0.5	3.5	4.0	-0.5	2.9	3.6	-0.7
ABC NEWSRADIO	2.1	2.0	0.1	2.9	2.7	0.2	1.7	1.2	0.5	1.6	1.2	0.4	1.8	1.4	0.4	2.3	4.6	-2.3	2.1	2.5	-0.4
2JJJ	5.4	4.6	0.8	4.8	3.7	1.1	5.2	4.0	1.2	5.3	5.6	-0.3	6.9	6.1	0.8	5.0	3.9	1.1	6.7	4.8	1.9
ABC CLASSIC	2.8	3.7	-0.9	2.2	3.7	-1.5	3.4	3.4	0.0	3.2	3.4	-0.2	2.7	3.2	-0.5	2.4	5.9	-3.5	3.2	4.1	-0.9



SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	+/-
2CH DAB+	63	101	-38	5	8	-3	*	11	*	*	8	*	2	2	0	22	18	4	33	54	-21
BUDDHA HITS	17	26	-9	3	6	-3	*	3	*	8	2	6	5	9	-4	3	7	-4	*	*	*
Chemist Warehouse Remix	12	13	-1	5	6	-1	*	*	*	3	3	0	4	4	0	*	*	*	*	*	*
Coles Radio	48	68	-20	12	11	1	14	7	7	10	28	-18	6	21	-15	3	1	2	2	*	*
DANCE HITS	26	23	3	9	9	0	*	*	*	9	5	4	6	9	-3	2	*	*	*	*	*
EASY 80s HITS	31	26	5	12	22	-10	*	*	*	14	*	*	*	2	*	2	2	0	4	*	*
Edge Digital	73	77	-4	11	12	-1	15	16	-1	41	26	15	4	20	-16	2	3	-1	*	*	*
KIIS 90s	67	54	13	14	18	-4	4	2	2	23	10	13	22	20	2	4	3	1	*	*	*
Kinderling Kids	13	14	-1	8	12	-4	*	*	*	3	*	*	2	2	0	*	*	*	*	*	*
MMM 90s	18	21	-3	3	2	1	*	2	*	8	12	-4	3	5	-2	4	*	*	*	*	*
MMM CLASSIC ROCK	57	34	23	16	10	6	*	3	*	14	8	6	11	11	0	9	1	8	6	*	*
MMM COUNTRY	27	34	-7	5	2	3	*	*	*	5	19	-14	10	9	1	5	4	1	3	*	*
MMM HARD N HEAVY	21	19	2	5	4	1	*	5	*	11	*	*	3	9	-6	2	*	*	*	*	*
MMM SOFT ROCK	14	9	5	4	*	*	*	*	*	2	*	*	5	8	-3	3	*	*	*	2	*
NOVA 10s	25	na	*	11	na	*	4	na	*	7	na	*	3	na	*	*	na	*	1	na	*
NTS News Talk Sport	2	2	0	*	2	*	*	*	*	2	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	48	44	4	13	7	6	4	4	0	16	19	-3	12	12	0	2	1	1	*	*	*
SEN Track Digital	2	2	0	2	*	*	*	*	*	2	*	*	*	*	*	*	*	*	*	*	*
SEN VIC	6	*	*	5	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*
smooth relax	50	30	20	12	8	4	*	*	*	13	11	2	15	5	10	5	1	4	5	5	0
SOUNDCLOUD RADIO	30	na	*	6	na	*	10	na	*	3	na	*	10	na	*	*	na	*	*	na	*
URBAN HITS	16	31	-15	11	11	0	*	5	*	2	13	-11	2	2	0	*	*	*	*	*	*
WSFM 80s	46	54	-8	6	10	-4	*	8	*	10	9	1	20	19	1	8	7	1	2	1	1
triple j Unearthed	23	41	-18	8	11	-3	3	5	-2	8	18	-10	2	*	*	3	4	-1	*	2	*
ABC Country	26	27	-1	8	5	3	6	3	3	2	7	-5	3	6	-3	3	*	*	5	6	-1
ABC Jazz	69	59	10	12	5	7	8	6	2	18	15	3	16	8	8	1	14	-13	14	12	2
ABC KIDS LISTEN	62	25	37	28	12	16	6	4	2	21	4	17	2	4	-2	*	*	*	6	*	*
ABC Sport	52	30	22	2	8	-6	10	*	*	25	11	14	8	*	*	7	7	0	*	4	*
Double J	73	90	-17	14	19	-5	4	5	-1	25	34	-9	19	22	-3	11	6	5	1	3	-2
Total Digital/Internet Only	744	691	53	112	107	5	79	63	16	224	202	22	163	167	-4	92	72	20	75	80	-5

Please note: Nova 10s & Soundcloud Radio commenced broadcasting from Jan 17. Hit Buddha, Hit Dance, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Dance Hits, Easy 80s Hits, Oldskool 90s Hits & Urban Hits and ABC Grandstand changed to ABC Sport.



SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 1 2021

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

Station	Mon-Fri 5:30am-12mn			Breakfast			Morning			Afternoon			Drive			Evening			Weekend			
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
2CH DAB+	48	85	-37	17	34	-17	28	31	-3	31	52	-21	20	33	-13	13	25	-12	52	59	-7	
BUDDHA HITS	16	18	-2	8	8	0	*	10	*	10	8	2	9	5	4	5	*	*	9	9	0	
Chemist Warehouse Remix	9	8	1	4	*	*	2	2	0	7	2	5	2	*	*	2	6	-4	5	9	-4	
Coles Radio	35	55	-20	5	21	-16	11	16	-5	14	23	-9	14	20	-6	5	10	-5	29	25	4	
DANCE HITS	21	23	-2	5	3	2	*	8	*	3	13	-10	17	9	8	11	2	9	19	8	11	
EASY 80s HITS	29	19	10	17	5	12	18	4	14	4	2	2	5	8	-3	6	9	-3	9	11	-2	
Edge Digital	59	76	-17	23	40	-17	10	24	-14	30	36	-6	37	36	1	14	12	2	38	39	-1	
KIIS 90s	53	42	11	32	18	14	10	13	-3	20	15	5	25	11	14	10	8	2	33	26	7	
Kinderling Kids	10	12	-2	3	7	-4	5	*	*	*	2	*	5	2	3	5	3	2	3	5	-2	
MMM 90s	13	21	-8	2	15	-13	2	12	-10	*	9	*	3	13	-10	6	*	*	5	11	-6	
MMM CLASSIC ROCK	46	23	23	15	13	2	21	13	8	22	12	10	27	15	12	11	5	6	41	20	21	
MMM COUNTRY	25	29	-4	12	13	-1	7	9	-2	10	14	-4	17	14	3	9	6	3	18	20	-2	
MMM HARD N HEAVY	18	11	7	9	1	8	14	5	9	14	4	10	12	5	7	5	1	4	10	15	-5	
MMM SOFT ROCK	10	5	5	5	3	2	2	*	*	2	1	1	3	1	2	1	1	0	8	4	4	
NOVA 10s	20	na	*	5	na	*	5	na	*	11	na	*	10	na	*	4	na	*	16	na	*	
NTS News Talk Sport	2	*	*	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	2	*
OLDSKOOL 90s HITS	35	33	2	12	15	-3	10	15	-5	16	12	4	16	22	-6	7	7	0	22	23	-1	
SEN Track Digital	2	*	*	*	*	*	*	*	*	*	*	*	2	*	*	*	*	*	*	*	2	*
SEN VIC	4	*	*	*	*	*	2	*	*	*	*	*	*	*	*	1	*	*	4	*	*	
smooth relax	33	22	11	14	9	5	9	6	3	19	10	9	12	9	3	6	*	*	36	12	24	
SOUNDCLOUD RADIO	28	na	*	9	na	*	12	na	*	10	na	*	17	na	*	13	na	*	22	na	*	
URBAN HITS	12	24	-12	5	14	-9	5	10	-5	2	12	-10	3	12	-9	4	5	-1	9	26	-17	
WSFM 80s	36	46	-10	16	20	-4	7	18	-11	16	30	-14	15	26	-11	8	16	-8	27	31	-4	
triple j Unearthed	15	35	-20	4	16	-12	7	9	-2	7	14	-7	2	13	-11	7	14	-7	17	24	-7	
ABC Country	18	25	-7	7	5	2	4	3	1	9	16	-7	14	7	7	6	2	4	15	14	1	
ABC Jazz	63	33	30	17	6	11	11	11	0	25	12	13	43	16	27	23	10	13	34	41	-7	
ABC KIDS LISTEN	51	20	31	23	13	10	11	5	6	16	4	12	15	7	8	12	3	9	31	13	18	
ABC Sport	32	14	18	*	*	*	15	*	*	15	7	8	13	5	8	17	4	13	38	16	22	
Double J	66	75	-9	19	23	-4	22	36	-14	30	39	-9	31	20	11	27	23	4	31	37	-6	
Total Digital/Internet Only	634	580	54	261	270	-9	237	222	15	327	305	22	362	287	75	233	159	74	501	430	71	

Please note: Nova 10s & Soundcloud Radio commenced broadcasting from Jan 17. Hit Buddha, Hit Dance, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Dance Hits, Easy 80s Hits, Oldskool 90s Hits & Urban Hits and ABC Grandstand changed to ABC Sport.