



## 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	0.4	0.4	0.0	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	14.2	14.8	-0.6	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	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	1.0	1.2	-0.2	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	3.7	3.5	0.2	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	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	4.7	5.4	-0.7	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	6.2	6.1	0.1	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	9.3	9.7	-0.4	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	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	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	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	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	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	3.1	2.4	0.7	4.9	3.2	1.7



**SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 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	63	0	4	5	-1	*	*	*	*	*	*	5	2	3	14	22	-8	40	33	7
BUDDHA HITS	17	17	0	*	3	*	3	*	*	10	8	2	6	5	1	2	3	-1	*	*	*
Chemist Warehouse Remix	14	12	2	3	5	-2	3	*	*	3	3	0	4	4	0	*	*	*	*	*	*
Coles Radio	61	48	13	5	12	-7	19	14	5	23	10	13	4	6	-2	5	3	2	5	2	3
DANCE HITS	31	26	5	14	9	5	*	*	*	10	9	1	6	6	0	2	2	0	*	*	*
EASY 80s HITS	34	31	3	12	12	0	*	*	*	17	14	3	2	*	*	2	2	0	2	4	-2
Edge Digital	103	73	30	11	11	0	26	15	11	45	41	4	15	4	11	5	2	3	*	*	*
KIIS 90s	65	67	-2	11	14	-3	6	4	2	21	23	-2	24	22	2	2	4	-2	*	*	*
Kinderling Kids	16	13	3	12	8	4	*	*	*	4	3	1	*	2	*	*	*	*	*	*	*
MMM 90s	17	18	-1	2	3	-1	*	*	*	7	8	-1	4	3	1	4	4	0	*	*	*
MMM CLASSIC ROCK	52	57	-5	12	16	-4	*	*	*	19	14	5	7	11	-4	9	9	0	5	6	-1
MMM COUNTRY	17	27	-10	2	5	-3	*	*	*	7	5	2	4	10	-6	3	5	-2	*	3	*
MMM HARD N HEAVY	32	21	11	6	5	1	3	*	*	16	11	5	4	3	1	2	2	0	*	*	*
MMM SOFT ROCK	24	14	10	4	4	0	3	*	*	10	2	8	3	5	-2	3	3	0	*	*	*
NOVA 10s	24	25	-1	9	11	-2	7	4	3	5	7	-2	3	3	0	*	*	*	1	1	0
NTS News Talk Sport	4	2	2	*	*	*	*	*	*	2	2	0	2	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	50	48	2	6	13	-7	5	4	1	21	16	5	19	12	7	*	2	*	*	*	*
SEN Track Digital	3	2	1	*	2	*	3	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SEN VIC	3	6	-3	*	5	*	3	*	*	*	*	*	*	*	*	*	1	*	*	*	*
smooth relax	51	50	1	7	12	-5	2	*	*	16	13	3	13	15	-2	5	5	0	8	5	3
SOUNDCLOUD RADIO	31	30	1	4	6	-2	9	10	-1	10	3	7	9	10	-1	*	*	*	*	*	*
URBAN HITS	38	16	22	21	11	10	6	*	*	6	2	4	5	2	3	*	*	*	*	*	*
WSFM 80s	54	46	8	4	6	-2	*	*	*	8	10	-2	25	20	5	11	8	3	5	2	3
triple j Uearthed	34	23	11	9	8	1	9	3	6	10	8	2	3	2	1	3	3	0	*	*	*
ABC Country	29	26	3	6	8	-2	3	6	-3	11	2	9	3	3	0	*	3	*	6	5	1
ABC Jazz	58	69	-11	12	12	0	*	8	*	12	18	-6	13	16	-3	5	1	4	16	14	2
ABC KIDS LISTEN	53	62	-9	17	28	-11	3	6	-3	27	21	6	1	2	-1	*	*	*	4	6	-2
ABC Sport	26	52	-26	4	2	2	3	10	-7	10	25	-15	6	8	-2	2	7	-5	1	*	*
Double J	62	73	-11	18	14	4	3	4	-1	27	25	2	10	19	-9	4	11	-7	1	1	0
Total Digital/Internet Only	769	744	25	123	112	11	74	79	-5	247	224	23	170	163	7	76	92	-16	79	75	4



**SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 2 2021**

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	+/-
2CH DAB+	56	48	8	22	17	5	33	28	5	24	31	-7	21	20	1	16	13	3	46	52	-6
BUDDHA HITS	17	16	1	6	8	-2	5	*	*	6	10	-4	13	9	4	5	5	0	7	9	-2
Chemist Warehouse Remix	7	9	-2	4	4	0	2	2	0	2	7	-5	5	2	3	2	2	0	9	5	4
Coles Radio	49	35	14	8	5	3	22	11	11	18	14	4	21	14	7	10	5	5	32	29	3
DANCE HITS	29	21	8	12	5	7	3	*	*	6	3	3	8	17	-9	14	11	3	14	19	-5
EASY 80s HITS	29	29	0	13	17	-4	13	18	-5	9	4	5	*	5	*	6	6	0	11	9	2
Edge Digital	91	59	32	39	23	16	21	10	11	33	30	3	41	37	4	26	14	12	57	38	19
KIIS 90s	54	53	1	29	32	-3	7	10	-3	24	20	4	20	25	-5	9	10	-1	29	33	-4
Kinderling Kids	13	10	3	4	3	1	7	5	2	*	*	*	4	5	-1	7	5	2	5	3	2
MMM 90s	14	13	1	6	2	4	6	2	4	7	*	*	3	3	0	2	6	-4	9	5	4
MMM CLASSIC ROCK	44	46	-2	16	15	1	17	21	-4	9	22	-13	15	27	-12	13	11	2	45	41	4
MMM COUNTRY	14	25	-11	8	12	-4	6	7	-1	10	10	0	10	17	-7	2	9	-7	11	18	-7
MMM HARD N HEAVY	24	18	6	11	9	2	16	14	2	13	14	-1	14	12	2	13	5	8	16	10	6
MMM SOFT ROCK	15	10	5	3	5	-2	3	2	1	6	2	4	*	3	*	3	1	2	12	8	4
NOVA 10s	18	20	-2	6	5	1	5	5	0	9	11	-2	7	10	-3	4	4	0	16	16	0
NTS News Talk Sport	4	2	2	2	2	0	2	2	0	2	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	35	35	0	7	12	-5	17	10	7	21	16	5	16	16	0	9	7	2	27	22	5
SEN Track Digital	3	2	1	3	*	*	*	*	*	*	*	*	*	2	*	*	*	*	3	*	*
SEN VIC	*	4	*	*	*	*	*	2	*	*	*	*	*	*	*	*	1	*	3	4	-1
smooth relax	28	33	-5	16	14	2	15	9	6	18	19	-1	8	12	-4	7	6	1	37	36	1
SOUNDCLOUD RADIO	29	28	1	16	9	7	16	12	4	12	10	2	11	17	-6	9	13	-4	20	22	-2
URBAN HITS	30	12	18	12	5	7	9	5	4	12	2	10	3	3	0	13	4	9	14	9	5
WSFM 80s	39	36	3	17	16	1	12	7	5	23	16	7	15	15	0	6	8	-2	32	27	5
triple j Unearthed	28	15	13	8	4	4	14	7	7	11	7	4	15	2	13	11	7	4	19	17	2
ABC Country	21	18	3	16	7	9	7	4	3	4	9	-5	10	14	-4	5	6	-1	18	15	3
ABC Jazz	54	63	-9	20	17	3	11	11	0	20	25	-5	26	43	-17	12	23	-11	31	34	-3
ABC KIDS LISTEN	49	51	-2	25	23	2	14	11	3	13	16	-3	12	15	-3	19	12	7	26	31	-5
ABC Sport	10	32	-22	2	*	*	5	15	-10	2	15	-13	2	13	-11	7	17	-10	22	38	-16
Double J	58	66	-8	20	19	1	18	22	-4	18	30	-12	24	31	-7	21	27	-6	30	31	-1
Total Digital/Internet Only	657	634	23	292	261	31	250	237	13	286	327	-41	307	362	-55	216	233	-17	512	501	11