



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 - DAB+ STATIONS ONLY - 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	+/-
2CH DAB+	74	91	-17	7	7	0	*	*	*	9	4	5	14	13	1	21	23	-2	24	43	-19
BUDDHA HITS	23	30	-7	13	13	0	*	*	*	2	6	-4	6	7	-1	*	3	*	1	1	0
Chemist Warehouse Remix	17	22	-5	10	10	0	*	4	*	1	2	-1	5	5	0	*	*	*	1	1	0
Coles Radio	105	117	-12	13	13	0	10	3	7	32	45	-13	40	42	-2	7	8	-1	3	6	-3
DANCE HITS	48	36	12	12	14	-2	10	12	-2	6	5	1	14	4	10	2	2	0	4	*	*
EASY 80s HITS	30	18	12	7	3	4	3	*	*	3	6	-3	11	6	5	1	2	-1	6	1	5
Edge Digital	73	77	-4	25	18	7	2	*	*	33	41	-8	11	12	-1	1	2	-1	1	4	-3
KIIS 90s	99	118	-19	31	34	-3	3	4	-1	42	49	-7	16	21	-5	*	4	*	7	6	1
MMM 90s	57	58	-1	12	9	3	3	*	*	18	15	3	16	28	-12	5	1	4	3	4	-1
MMM CLASSIC ROCK	76	47	29	21	11	10	8	*	*	8	4	4	18	20	-2	16	11	5	5	2	3
MMM COUNTRY	44	23	21	3	2	1	13	4	9	6	4	2	14	7	7	3	2	1	5	4	1
MMM HARD N HEAVY	25	27	-2	4	3	1	*	7	*	7	5	2	13	11	2	*	*	*	*	1	*
MMM SOFT ROCK	19	22	-3	10	9	1	*	*	*	*	6	*	7	6	1	1	1	0	1	*	*
NOVA 10s	47	40	7	21	6	15	5	4	1	13	20	-7	7	10	-3	1	*	*	1	*	*
NTS News Talk Sport	14	18	-4	4	2	2	3	7	-4	3	5	-2	3	3	0	*	*	*	1	*	*
OLDSKOOL 90s HITS	53	46	7	12	12	0	7	7	0	24	25	-1	6	*	*	*	2	*	5	*	*
SEN Track Digital	6	3	3	5	2	3	*	*	*	*	*	*	*	*	*	1	2	-1	*	*	*
SEN VIC	5	8	-3	*	*	*	*	*	*	*	2	*	2	2	0	1	2	-1	2	2	0
smooth relax	98	92	6	19	19	0	19	4	15	25	31	-6	18	24	-6	5	5	0	13	9	4
SOUNDCLOUD RADIO	42	44	-2	5	*	*	*	3	*	28	27	1	6	11	-5	2	2	0	1	1	0
URBAN HITS	28	17	11	11	4	7	3	*	*	10	11	-1	4	2	2	*	*	*	*	*	*
WSFM 80s	95	102	-7	17	18	-1	2	10	-8	17	16	1	31	31	0	20	20	0	8	7	1
triple j Unearthed	63	41	22	13	10	3	10	10	0	29	17	12	5	1	4	6	3	3	*	*	*
ABC Country	35	38	-3	3	3	0	5	14	-9	*	*	*	9	9	0	9	3	6	8	8	0
ABC Jazz	84	70	14	12	16	-4	8	*	*	22	28	-6	10	7	3	11	8	3	22	10	12
ABC KIDS LISTEN	61	65	-4	33	34	-1	2	3	-1	10	17	-7	9	8	1	*	*	*	5	2	3
ABC Sport	64	67	-3	6	7	-1	*	3	*	8	7	1	22	24	-2	17	12	5	11	14	-3
Double J	55	89	-34	11	12	-1	2	3	-1	16	36	-20	20	33	-13	4	1	3	2	5	-3
Total Digital/Internet Only	1019	1076	-57	167	170	-3	98	80	18	281	327	-46	247	256	-9	115	115	0	111	128	-17

EMBARGOED UNTIL 9:30AM (AEDT)



SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 7 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+	62	76	-14	29	34	-5	31	38	-7	37	43	-6	26	32	-6	12	22	-10	54	68	-14
BUDDHA HITS	15	19	-4	9	9	0	12	14	-2	4	8	-4	4	10	-6	*	3	*	10	15	-5
Chemist Warehouse Remix	16	20	-4	5	4	1	8	12	-4	*	2	*	7	2	5	*	2	*	8	7	1
Coles Radio	86	95	-9	20	33	-13	23	25	-2	28	25	3	37	41	-4	12	15	-3	53	55	-2
DANCE HITS	39	35	4	5	4	1	13	17	-4	11	12	-1	17	9	8	11	9	2	27	15	12
EASY 80s HITS	27	11	16	7	2	5	13	5	8	12	*	*	8	5	3	4	3	1	9	10	-1
Edge Digital	67	73	-6	17	15	2	26	34	-8	23	23	0	19	21	-2	14	12	2	18	21	-3
KIIS 90s	73	91	-18	31	35	-4	26	34	-8	23	27	-4	21	25	-4	5	8	-3	46	54	-8
MMM 90s	35	43	-8	11	12	-1	11	9	2	16	18	-2	11	16	-5	15	18	-3	31	24	7
MMM CLASSIC ROCK	50	33	17	16	8	8	16	9	7	21	12	9	16	13	3	13	5	8	45	26	19
MMM COUNTRY	27	22	5	7	5	2	14	8	6	13	17	-4	10	12	-2	5	1	4	27	14	13
MMM HARD N HEAVY	20	12	8	5	8	-3	8	8	0	13	8	5	13	5	8	8	2	6	20	22	-2
MMM SOFT ROCK	10	10	0	*	1	*	3	4	-1	6	5	1	6	4	2	3	4	-1	10	15	-5
NOVA 10s	39	38	1	10	14	-4	17	21	-4	15	11	4	14	7	7	9	5	4	19	19	0
NTS News Talk Sport	12	18	-6	9	7	2	2	3	-1	3	9	-6	*	7	*	*	*	*	2	1	1
OLDSKOOL 90s HITS	32	32	0	7	3	4	13	8	5	10	16	-6	17	19	-2	2	3	-1	32	24	8
SEN Track Digital	4	1	3	*	*	*	*	*	*	*	*	*	*	1	*	4	1	3	3	3	0
SEN VIC	5	8	-3	3	3	0	3	4	-1	5	5	0	2	2	0	2	2	0	1	4	-3
smooth relax	69	63	6	26	18	8	17	18	-1	24	19	5	16	16	0	23	13	10	55	52	3
SOUNDCLOUD RADIO	41	43	-2	7	12	-5	14	18	-4	25	22	3	21	20	1	5	10	-5	9	16	-7
URBAN HITS	22	9	13	7	*	*	3	2	1	*	5	*	21	2	19	11	2	9	11	8	3
WSFM 80s	70	66	4	21	15	6	32	33	-1	25	23	2	28	22	6	9	15	-6	48	68	-20
triple j Unearthed	39	23	16	9	8	1	8	4	4	16	8	8	17	4	13	3	4	-1	37	34	3
ABC Country	28	32	-4	8	2	6	8	7	1	8	13	-5	7	10	-3	4	6	-2	10	14	-4
ABC Jazz	73	61	12	18	15	3	30	16	14	35	28	7	25	31	-6	18	17	1	53	45	8
ABC KIDS LISTEN	51	51	0	25	20	5	10	20	-10	30	29	1	16	12	4	14	13	1	32	40	-8
ABC Sport	34	25	9	3	2	1	9	2	7	13	*	*	3	9	-6	16	20	-4	39	58	-19
Double J	46	75	-29	19	17	2	22	29	-7	17	34	-17	22	31	-9	17	23	-6	20	38	-18
Total Digital/Internet Only	825	866	-41	317	305	12	361	378	-17	407	421	-14	405	381	24	218	226	-8	652	703	-51