



SYDNEY RADIO - SURVEY 8 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	0.5	0.0	0.6	0.4	0.2	0.2	0.3	-0.1	0.2	0.7	-0.5	1.2	1.1	0.1	0.8	0.5	0.3	0.1	0.1	0.0
2GB	14.5	15.7	-1.2	2.8	2.7	0.1	3.8	2.3	1.5	6.2	9.4	-3.2	7.7	9.3	-1.6	16.0	19.3	-3.3	31.5	29.4	2.1
2UE 954	2.6	2.5	0.1	1.0	0.9	0.1	0.1	0.3	-0.2	0.4	0.8	-0.4	0.2	0.7	-0.5	2.8	2.4	0.4	7.3	6.2	1.1
SKY Sports Radio	1.2	1.3	-0.1	0.7	1.4	-0.7	1.2	0.1	1.1	1.1	1.0	0.1	0.7	1.1	-0.4	0.8	1.5	-0.7	2.2	1.9	0.3
104.1 2DAY FM	3.8	3.5	0.3	9.3	7.6	1.7	7.0	7.0	0.0	6.7	7.4	-0.7	4.4	3.7	0.7	1.2	1.6	-0.4	0.4	0.5	-0.1
KIIS1065	8.3	8.0	0.3	18.3	19.6	-1.3	8.2	14.0	-5.8	15.0	16.0	-1.0	9.7	10.3	-0.6	5.9	2.3	3.6	0.8	0.5	0.3
104.9 TRIPLE M	4.9	5.4	-0.5	5.2	8.9	-3.7	4.5	5.8	-1.3	5.5	6.4	-0.9	8.6	9.7	-1.1	6.1	4.2	1.9	0.4	0.4	0.0
NOVA96.9	6.8	5.4	1.4	12.5	12.1	0.4	18.9	20.4	-1.5	12.1	10.6	1.5	6.7	4.5	2.2	3.4	2.3	1.1	0.7	0.3	0.4
smoothfm 95.3	7.9	7.9	0.0	9.5	7.5	2.0	8.9	5.9	3.0	8.9	8.9	0.0	8.9	7.8	1.1	9.3	9.2	0.1	4.9	7.0	-2.1
WSFM	8.8	8.1	0.7	7.5	7.2	0.3	8.2	9.3	-1.1	6.0	3.5	2.5	10.1	10.5	-0.4	15.9	14.2	1.7	5.6	5.0	0.6
ABC SYD	9.4	12.3	-2.9	6.0	5.3	0.7	2.5	2.8	-0.3	3.0	4.3	-1.3	5.9	7.9	-2.0	12.4	15.9	-3.5	18.1	22.6	-4.5
2RN	2.2	2.6	-0.4	0.7	0.9	-0.2	0.4	0.8	-0.4	0.5	0.9	-0.4	1.7	2.6	-0.9	3.0	3.7	-0.7	4.2	3.8	0.4
ABC NEWSRADIO	2.0	1.7	0.3	1.7	1.0	0.7	0.7	0.6	0.1	1.2	1.1	0.1	2.8	2.1	0.7	2.0	2.0	0.0	2.2	2.0	0.2
2JJJ	6.2	4.3	1.9	3.4	3.2	0.2	13.5	12.5	1.0	15.8	12.0	3.8	5.2	3.9	1.3	3.1	1.6	1.5	1.0	0.6	0.4
ABC CLASSIC	3.5	4.0	-0.5	1.3	1.1	0.2	0.2	2.1	-1.9	0.8	1.6	-0.8	2.3	2.2	0.1	2.3	3.3	-1.0	8.8	8.8	0.0

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	0.2	0.4	-0.2	0.4	0.5	-0.1	1.0	0.9	0.1	0.8	0.5	0.3	0.6	0.8	-0.2	0.3	0.4	-0.1						
2GB	14.6	15.8	-1.2	18.5	19.8	-1.3	18.4	18.3	0.1	10.8	11.4	-0.6	6.4	7.4	-1.0	17.4	22.8	-5.4	14.4	15.7	-1.3						
2UE 954	2.4	2.5	-0.1	2.0	2.3	-0.3	3.0	2.5	0.5	2.9	2.9	0.0	2.1	2.7	-0.6	1.2	1.9	-0.7	3.3	2.6	0.7						
SKY Sports Radio	1.0	1.2	-0.2	0.9	2.2	-1.3	0.6	0.6	0.0	0.9	0.7	0.2	1.4	1.0	0.4	1.4	1.5	-0.1	2.0	1.9	0.1						
104.1 2DAY FM	3.7	3.6	0.1	2.7	2.9	-0.2	4.0	4.0	0.0	4.7	4.4	0.3	4.1	3.6	0.5	2.7	1.6	1.1	3.8	3.5	0.3						
KIIS1065	8.4	8.4	0.0	10.8	10.7	0.1	7.2	8.5	-1.3	7.3	7.3	0.0	8.9	8.2	0.7	6.7	5.0	1.7	7.7	6.8	0.9						
104.9 TRIPLE M	5.1	5.5	-0.4	4.6	4.6	0.0	4.8	5.1	-0.3	5.8	6.2	-0.4	6.2	6.8	-0.6	3.9	4.7	-0.8	4.2	5.0	-0.8						
NOVA96.9	7.0	5.4	1.6	6.9	4.7	2.2	6.5	5.2	1.3	7.9	6.1	1.8	7.0	6.8	0.2	5.2	3.5	1.7	6.1	5.5	0.6						
smoothfm 95.3	7.7	7.7	0.0	5.4	4.9	0.5	6.8	7.1	-0.3	9.3	9.9	-0.6	9.0	9.5	-0.5	10.8	9.2	1.6	8.6	8.3	0.3						
WSFM	8.9	8.5	0.4	9.1	7.9	1.2	10.1	8.7	1.4	9.9	10.2	-0.3	7.3	8.1	-0.8	5.0	5.5	-0.5	8.2	7.0	1.2						
ABC SYD	9.9	12.7	-2.8	13.2	15.9	-2.7	8.9	12.3	-3.4	7.2	10.8	-3.6	9.7	12.2	-2.5	10.2	10.2	0.0	7.9	11.1	-3.2						
2RN	2.1	2.4	-0.3	4.3	4.1	0.2	0.9	1.4	-0.5	0.7	1.4	-0.7	2.1	2.6	-0.5	2.5	2.3	0.2	2.5	3.3	-0.8						
ABC NEWSRADIO	1.9	1.7	0.2	2.8	2.6	0.2	1.8	1.7	0.1	1.2	0.6	0.6	1.7	1.4	0.3	2.3	2.2	0.1	2.1	1.9	0.2						
2JJJ	6.5	4.5	2.0	4.9	3.5	1.4	6.8	4.6	2.2	7.6	5.2	2.4	8.1	5.8	2.3	4.5	2.9	1.6	5.3	3.8	1.5						
ABC CLASSIC	3.4	4.0	-0.6	2.6	4.0	-1.4	3.5	3.8	-0.3	3.3	3.4	-0.1	4.4	4.5	-0.1	4.1	4.9	-0.8	4.0	4.3	-0.3						



SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	74	-11	9	7	2	*	*	*	8	9	-1	9	14	-5	9	21	-12	27	24	3
Australia Today	33	na	*	6	na	*	6	na	*	11	na	*	5	na	*	2	na	*	4	na	*
BUDDHA HITS	25	23	2	9	13	-4	*	*	*	5	2	3	6	6	0	4	*	*	*	1	*
Chemist Warehouse Remix	11	17	-6	7	10	-3	*	*	*	4	1	3	*	5	*	*	*	*	*	1	*
Coles Radio	67	105	-38	9	13	-4	8	10	-2	20	32	-12	17	40	-23	11	7	4	3	3	0
DANCE HITS	28	48	-20	8	12	-4	*	10	*	6	6	0	10	14	-4	*	2	*	4	4	0
EASY 80s HITS	35	30	5	6	7	-1	3	3	0	7	3	4	14	11	3	1	1	0	3	6	-3
Edge Digital	92	73	19	26	25	1	14	2	12	36	33	3	13	11	2	2	1	1	2	1	1
Elf Radio	14	na	*	8	na	*	*	na	*	2	na	*	3	na	*	2	na	*	*	na	*
KIIS 90s	81	99	-18	25	31	-6	3	3	0	39	42	-3	8	16	-8	1	*	*	4	7	-3
MMM 90s	44	57	-13	9	12	-3	3	3	0	12	18	-6	13	16	-3	6	5	1	2	3	-1
MMM CLASSIC ROCK	81	76	5	18	21	-3	7	8	-1	15	8	7	25	18	7	12	16	-4	5	5	0
MMM COUNTRY	47	44	3	8	3	5	9	13	-4	5	6	-1	18	14	4	4	3	1	2	5	-3
MMM HARD N HEAVY	34	25	9	11	4	7	*	*	*	7	7	0	15	13	2	*	*	*	*	*	*
MMM SOFT ROCK	22	19	3	6	10	-4	*	*	*	*	*	*	9	7	2	4	1	3	3	1	2
MTV Sounds	16	na	*	6	na	*	6	na	*	3	na	*	*	na	*	2	na	*	*	na	*
NOVA 10s	51	47	4	28	21	7	4	5	-1	12	13	-1	5	7	-2	1	1	0	1	1	0
NTS News Talk Sport	8	14	-6	2	4	-2	3	3	0	*	3	*	1	3	-2	*	*	*	1	1	0
OLDSKOOL 90s HITS	42	53	-11	7	12	-5	2	7	-5	18	24	-6	12	6	6	*	*	*	4	5	-1
SEN Track Digital	8	6	2	8	5	3	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*
SEN VIC	3	5	-2	2	*	*	*	*	*	*	*	*	2	2	0	*	1	*	*	2	*
smooth relax	74	98	-24	11	19	-8	17	19	-2	15	25	-10	12	18	-6	7	5	2	12	13	-1
SOUNDCLOUD RADIO	42	42	0	7	5	2	4	*	*	20	28	-8	7	6	1	2	2	0	1	1	0
TikTok Trending	72	na	*	27	na	*	18	na	*	20	na	*	6	na	*	*	na	*	*	na	*
URBAN HITS	32	28	4	15	11	4	3	3	0	11	10	1	2	4	-2	*	*	*	*	*	*
WSFM 80s	61	95	-34	10	17	-7	*	2	*	11	17	-6	16	31	-15	13	20	-7	12	8	4
triple j Unearthed	64	63	1	8	13	-5	13	10	3	24	29	-5	9	5	4	9	6	3	*	*	*
ABC Country	36	35	1	3	3	0	3	5	-2	3	*	*	3	9	-6	15	9	6	10	8	2
ABC Jazz	80	84	-4	13	12	1	9	8	1	13	22	-9	18	10	8	9	11	-2	17	22	-5
ABC KIDS LISTEN	49	61	-12	27	33	-6	2	2	0	8	10	-2	8	9	-1	*	*	*	3	5	-2
ABC Sport	49	64	-15	10	6	4	*	*	*	5	8	-3	14	22	-8	15	17	-2	6	11	-5
Double J	56	55	1	11	11	0	2	2	0	9	16	-7	29	20	9	4	4	0	1	2	-1
Total Digital/Internet Only	959	1019	-60	151	167	-16	96	98	-2	251	281	-30	244	247	-3	112	115	-3	105	111	-6

Please note: Australia Today, Elf Radio, MTV Sounds & TikTok Trending commenced broadcasting from Sept 26.

EMBARGOED UNTIL 9:30AM (AEDT)



SYDNEY RADIO - DAB+ STATIONS ONLY - SURVEY 8 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+	48	62	-14	23	29	-6	16	31	-15	23	37	-14	21	26	-5	18	12	6	35	54	-19
Australia Today	22	na	*	14	na	*	7	na	*	3	na	*	11	na	*	8	na	*	11	na	*
BUDDHA HITS	19	15	4	11	9	2	18	12	6	11	4	7	6	4	2	*	*	*	6	10	-4
Chemist Warehouse Remix	8	16	-8	2	5	-3	3	8	-5	3	*	*	8	7	1	*	*	*	7	8	-1
Coles Radio	51	86	-35	6	20	-14	15	23	-8	17	28	-11	26	37	-11	7	12	-5	29	53	-24
DANCE HITS	20	39	-19	7	5	2	6	13	-7	6	11	-5	12	17	-5	5	11	-6	20	27	-7
EASY 80s HITS	32	27	5	11	7	4	15	13	2	22	12	10	15	8	7	*	4	*	11	9	2
Edge Digital	85	67	18	31	17	14	24	26	-2	34	23	11	36	19	17	24	14	10	40	18	22
Elf Radio	10	na	*	*	na	*	3	na	*	2	na	*	3	na	*	2	na	*	6	na	*
KIIS 90s	63	73	-10	23	31	-8	13	26	-13	27	23	4	20	21	-1	6	5	1	33	46	-13
MMM 90s	22	35	-13	12	11	1	10	11	-1	10	16	-6	12	11	1	3	15	-12	30	31	-1
MMM CLASSIC ROCK	55	50	5	19	16	3	20	16	4	23	21	2	15	16	-1	17	13	4	36	45	-9
MMM COUNTRY	26	27	-1	10	7	3	14	14	0	7	13	-6	10	10	0	9	5	4	30	27	3
MMM HARD N HEAVY	26	20	6	8	5	3	3	8	-5	12	13	-1	18	13	5	16	8	8	26	20	6
MMM SOFT ROCK	15	10	5	3	*	*	4	3	1	4	6	-2	8	6	2	6	3	3	12	10	2
MTV Sounds	9	na	*	3	na	*	6	na	*	7	na	*	2	na	*	*	na	*	7	na	*
NOVA 10s	39	39	0	13	10	3	17	17	0	11	15	-4	15	14	1	11	9	2	16	19	-3
NTS News Talk Sport	5	12	-7	4	9	-5	*	2	*	1	3	-2	*	*	*	*	*	*	2	2	0
OLDSKOOL 90s HITS	27	32	-5	5	7	-2	16	13	3	12	10	2	8	17	-9	2	2	0	23	32	-9
SEN Track Digital	8	4	4	3	*	*	*	*	*	*	*	*	*	*	*	5	4	1	*	3	*
SEN VIC	2	5	-3	2	3	-1	2	3	-1	2	5	-3	*	2	*	*	2	*	2	1	1
smooth relax	53	69	-16	17	26	-9	15	17	-2	26	24	2	15	16	-1	16	23	-7	38	55	-17
SOUNDCLOUD RADIO	39	41	-2	14	7	7	14	14	0	17	25	-8	22	21	1	12	5	7	18	9	9
TikTok Trending	54	na	*	18	na	*	18	na	*	28	na	*	36	na	*	12	na	*	48	na	*
URBAN HITS	22	22	0	7	7	0	4	3	1	1	*	*	20	21	-1	9	11	-2	16	11	5
WSFM 80s	53	70	-17	18	21	-3	19	32	-13	22	25	-3	20	28	-8	3	9	-6	25	48	-23
triple j Unearthed	49	39	10	14	9	5	8	8	0	15	16	-1	20	17	3	7	3	4	24	37	-13
ABC Country	26	28	-2	11	8	3	13	8	5	6	8	-2	10	7	3	5	4	1	15	10	5
ABC Jazz	67	73	-6	11	18	-7	21	30	-9	20	35	-15	22	25	-3	27	18	9	40	53	-13
ABC KIDS LISTEN	41	51	-10	21	25	-4	6	10	-4	21	30	-9	17	16	1	9	14	-5	23	32	-9
ABC Sport	34	34	0	3	3	0	8	9	-1	18	13	5	4	3	1	15	16	-1	21	39	-18
Double J	48	46	2	12	19	-7	24	22	2	29	17	12	23	22	1	10	17	-7	19	20	-1
Total Digital/Internet Only	790	825	-35	309	317	-8	327	361	-34	400	407	-7	428	405	23	230	218	12	579	652	-73

Please note: Australia Today, Elf Radio, MTV Sounds & TikTok Trending commenced broadcasting from Sept 26.