



## 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
2JJB	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	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
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						
2JJB	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						



## SYDNEY RADIO - 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	+/-
2GB	651	647	4	40	44	-4	21	23	-2	108	84	24	92	105	-13	120	138	-18	270	253	17
2UE 954	124	110	14	6	10	-4	17	17	0	15	13	2	18	15	3	27	15	12	42	40	2
SKY Sports Radio	107	95	12	25	14	11	10	11	-1	9	9	0	20	15	5	32	22	10	11	23	-12
104.1 2DAY FM	657	661	-4	107	95	12	98	100	-2	240	255	-15	156	151	5	35	31	4	21	28	-7
KIIS1065	1095	1048	47	190	161	29	173	156	17	440	436	4	220	222	-2	60	51	9	12	23	-11
104.9 TRIPLE M	576	511	65	76	78	-2	64	66	-2	160	128	32	188	155	33	71	70	1	18	16	2
NOVA96.9	969	933	36	185	177	8	154	153	1	355	348	7	213	190	23	42	52	-10	20	14	6
smoothfm 95.3	1098	1084	14	104	143	-39	119	109	10	284	250	34	275	257	18	156	162	-6	159	164	-5
WSFM	786	789	-3	55	77	-22	68	43	25	166	151	15	267	288	-21	139	138	1	91	92	-1
ABC SYD	609	599	10	60	38	22	18	32	-14	68	59	9	106	128	-22	139	114	25	218	227	-9
2RN	200	181	19	9	4	5	3	3	0	19	15	4	48	41	7	50	46	4	71	71	0
ABC NEWSRADIO	319	275	44	25	21	4	13	11	2	80	60	20	57	65	-8	52	36	16	93	82	11
2JJJ	544	581	-37	58	34	24	90	110	-20	262	291	-29	89	104	-15	30	29	1	15	13	2
ABC CLASSIC	303	287	16	36	15	21	15	4	11	67	83	-16	66	64	2	37	41	-4	82	82	0
Total	4473	4473	0	460	462	-2	475	473	2	1240	1234	6	988	991	-3	565	564	1	746	748	-2

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

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	608	586	22	463	445	18	389	356	33	273	297	-24	254	252	2	220	204	16	443	431	12
2UE 954	108	98	10	48	40	8	46	23	23	59	48	11	48	43	5	24	17	7	60	54	6
SKY Sports Radio	88	74	14	44	43	1	28	18	10	37	26	11	23	16	7	16	3	13	70	55	15
104.1 2DAY FM	585	580	5	301	281	20	155	183	-28	256	276	-20	278	271	7	116	131	-15	317	317	0
KIIS1065	981	929	52	604	585	19	448	413	35	431	400	31	452	452	0	229	220	9	596	587	9
104.9 TRIPLE M	516	459	57	285	232	53	218	188	30	262	244	18	271	224	47	143	115	28	333	267	66
NOVA96.9	886	841	45	488	473	15	283	288	-5	405	376	29	480	385	95	223	177	46	571	515	56
smoothfm 95.3	965	965	0	491	505	-14	427	468	-41	506	528	-22	486	494	-8	226	209	17	659	633	26
WSFM	664	670	-6	366	379	-13	303	302	1	331	349	-18	316	351	-35	140	170	-30	478	490	-12
ABC SYD	538	534	4	377	381	-4	251	228	23	303	272	31	284	277	7	149	169	-20	410	392	18
2RN	165	147	18	95	81	14	72	63	9	83	68	15	81	73	8	65	55	10	143	134	9
ABC NEWSRADIO	278	248	30	176	158	18	101	98	3	111	86	25	86	65	21	90	57	33	211	170	41
2JJJ	494	515	-21	242	279	-37	205	257	-52	237	252	-15	267	265	2	129	137	-8	330	366	-36
ABC CLASSIC	275	266	9	156	147	9	123	125	-2	140	141	-1	107	121	-14	87	75	12	196	193	3
Total	4344	4332	12	3388	3361	27	2517	2518	-1	2831	2772	59	2825	2906	-81	1692	1639	53	3571	3517	54



## SYDNEY RADIO - SURVEY 8 2020

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	67	68	-1	1	2	-1	1	1	0	4	4	0	7	10	-3	10	11	-1	44	39	5
2UE 954	6	3	3	*	*	*	1	*	*	*	*	*	1	*	*	2	1	1	2	2	0
SKY Sports Radio	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	1	1	0
104.1 2DAY FM	19	17	2	2	2	0	2	1	1	6	5	1	7	6	1	1	1	0	1	1	0
KIIS1065	47	43	4	7	5	2	6	4	2	20	20	0	9	10	-1	5	3	2	*	1	*
104.9 TRIPLE M	30	27	3	2	3	-1	2	2	0	6	5	1	13	10	3	7	7	0	*	*	*
NOVA96.9	33	30	3	5	6	-1	6	4	2	12	9	3	9	8	1	2	2	0	1	*	*
smoothfm 95.3	48	53	-5	4	5	-1	4	5	-1	8	7	1	12	15	-3	10	10	0	10	12	-2
WSFM	35	40	-5	2	4	-2	2	1	1	4	5	-1	14	16	-2	7	8	-1	6	7	-1
ABC SYD	41	41	0	1	1	0	1	1	0	3	2	1	5	8	-3	11	8	3	20	21	-1
2RN	13	12	1	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	6	6	0
ABC NEWSRADIO	10	9	1	*	*	*	1	*	*	2	1	1	2	2	0	2	1	1	4	4	0
2JJJ	23	26	-3	1	1	0	3	4	-1	12	14	-2	5	5	0	1	1	0	1	*	*
ABC CLASSIC	18	22	-4	*	2	*	1	*	*	4	4	0	3	4	-1	3	3	0	8	9	-1
Total	485	495	-10	33	37	-4	35	28	7	102	103	-1	110	117	-7	76	77	-1	130	132	-2

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

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	72	73	-1	139	134	5	120	121	-1	53	61	-8	42	45	-3	29	29	0	55	56	-1
2UE 954	7	4	3	9	3	6	12	5	7	9	5	4	6	5	1	2	1	1	4	3	1
SKY Sports Radio	4	3	1	11	8	3	4	2	2	4	3	1	2	2	0	2	*	*	5	3	2
104.1 2DAY FM	22	19	3	34	29	5	24	23	1	27	26	1	26	20	6	5	5	0	13	12	1
KIIS1065	53	48	5	92	89	3	70	60	10	53	46	7	53	53	0	14	12	2	33	31	2
104.9 TRIPLE M	33	30	3	45	45	0	49	40	9	42	38	4	35	33	2	7	6	1	21	18	3
NOVA96.9	36	32	4	60	55	5	34	33	1	41	33	8	49	41	8	10	9	1	25	26	-1
smoothfm 95.3	51	58	-7	64	70	-6	73	86	-13	65	79	-14	56	60	-4	15	14	1	39	41	-2
WSFM	35	42	-7	61	69	-8	48	59	-11	39	51	-12	37	38	-1	7	10	-3	32	35	-3
ABC SYD	46	45	1	86	88	-2	64	53	11	42	41	1	41	39	2	12	16	-4	30	32	-2
2RN	12	12	0	24	25	-1	10	10	0	9	8	1	12	12	0	7	6	1	14	14	0
ABC NEWSRADIO	10	9	1	22	19	3	8	10	-2	7	7	0	7	6	1	8	6	2	10	9	1
2JJJ	24	28	-4	30	36	-6	28	34	-6	32	35	-3	32	36	-4	7	7	0	19	21	-2
ABC CLASSIC	19	23	-4	30	36	-6	24	31	-7	19	23	-4	17	22	-5	10	10	0	16	20	-4
Total	519	530	-11	813	831	-18	704	701	3	566	585	-19	520	531	-11	166	170	-4	400	408	-8