



ADELAIDE RADIO - SURVEY 6 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	+/-
FIVEaa	8.3	10.3	-2.0	5.3	1.4	3.9	0.1	7.1	-7.0	2.1	2.0	0.1	4.2	7.8	-3.6	7.3	8.6	-1.3	19.0	21.4	-2.4
CRUISE1323	9.9	9.9	0.0	3.1	1.3	1.8	3.5	4.6	-1.1	1.8	2.1	-0.3	7.4	6.0	1.4	15.1	17.1	-2.0	17.3	17.1	0.2
MIX102.3	13.8	13.9	-0.1	14.8	20.2	-5.4	18.9	15.6	3.3	9.6	12.5	-2.9	20.3	18.9	1.4	19.1	17.6	1.5	7.0	6.7	0.3
5MMM	9.0	8.4	0.6	9.9	12.0	-2.1	13.4	7.2	6.2	10.3	8.9	1.4	12.2	12.7	-0.5	11.1	9.4	1.7	3.1	3.7	-0.6
NOVA91.9	9.7	9.8	-0.1	22.1	23.6	-1.5	21.4	25.9	-4.5	17.3	17.8	-0.5	10.1	9.5	0.6	5.4	3.2	2.2	1.2	1.1	0.1
SAFM	8.3	7.8	0.5	18.2	16.2	2.0	6.5	14.8	-8.3	15.6	15.5	0.1	7.9	6.3	1.6	8.0	6.8	1.2	1.9	0.8	1.1
ABC ADE	12.3	12.2	0.1	4.5	3.2	1.3	3.4	1.3	2.1	3.4	2.7	0.7	5.7	4.7	1.0	13.5	13.9	-0.4	26.7	28.0	-1.3
5RN	2.6	2.2	0.4	1.4	0.2	1.2	*	0.5	*	1.5	1.1	0.4	1.6	1.8	-0.2	2.5	3.0	-0.5	5.0	3.8	1.2
ABC NEWSRADIO	1.7	1.4	0.3	0.8	0.6	0.2	1.7	0.8	0.9	1.9	1.4	0.5	1.2	1.6	-0.4	2.1	1.5	0.6	1.8	1.4	0.4
5JJJ	5.3	4.6	0.7	4.3	2.1	2.2	7.8	3.5	4.3	10.6	12.0	-1.4	8.7	8.0	0.7	2.0	1.8	0.2	0.8	0.1	0.7
ABC CLASSIC	3.1	2.7	0.4	1.3	1.3	0.0	0.5	0.3	0.2	1.7	1.2	0.5	0.9	0.6	0.3	1.9	2.6	-0.7	7.6	6.2	1.4

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	8.8	10.4	-1.6	11.2	13.6	-2.4	9.6	11.2	-1.6	6.0	7.2	-1.2	7.1	7.9	-0.8	11.6	13.5	-1.9	6.7	9.8	-3.1
CRUISE1323	9.5	9.2	0.3	7.0	6.5	0.5	12.5	12.0	0.5	10.6	10.9	-0.3	8.5	8.5	0.0	6.5	6.0	0.5	11.3	12.2	-0.9
MIX102.3	13.8	13.8	0.0	10.7	10.8	-0.1	14.7	14.2	0.5	16.1	16.3	-0.2	13.6	14.2	-0.6	13.9	12.9	1.0	13.9	14.3	-0.4
5MMM	9.5	8.7	0.8	9.5	9.4	0.1	9.5	9.3	0.2	10.6	9.3	1.3	9.0	7.6	1.4	6.1	5.6	0.5	7.5	7.4	0.1
NOVA91.9	9.6	10.1	-0.5	8.8	10.1	-1.3	8.2	8.1	0.1	9.9	10.0	-0.1	12.2	13.2	-1.0	11.0	9.8	1.2	9.9	8.8	1.1
SAFM	8.2	8.0	0.2	9.6	9.2	0.4	6.1	6.1	0.0	8.2	8.3	-0.1	9.8	9.2	0.6	7.0	6.7	0.3	8.4	7.1	1.3
ABC ADE	12.8	12.7	0.1	17.9	16.2	1.7	13.6	14.1	-0.5	9.5	9.9	-0.4	10.3	10.7	-0.4	10.4	11.6	-1.2	10.6	10.5	0.1
5RN	2.4	2.1	0.3	3.4	3.1	0.3	1.8	1.5	0.3	1.9	1.6	0.3	2.6	2.2	0.4	2.9	3.0	-0.1	3.0	2.5	0.5
ABC NEWSRADIO	1.6	1.3	0.3	2.5	2.3	0.2	1.0	1.0	0.0	0.7	0.5	0.2	1.9	1.2	0.7	2.6	2.1	0.5	2.0	1.5	0.5
5JJJ	5.5	4.8	0.7	5.1	4.5	0.6	5.1	4.0	1.1	5.7	4.9	0.8	6.1	6.3	-0.2	6.2	4.8	1.4	4.6	4.0	0.6
ABC CLASSIC	2.9	2.5	0.4	3.1	2.5	0.6	3.4	2.8	0.6	2.3	2.3	0.0	2.6	2.1	0.5	3.3	2.9	0.4	3.7	3.3	0.4



ADELAIDE RADIO - SURVEY 6 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	+/-
FIVEaa	134	136	-2	15	7	8	4	8	-4	9	7	2	19	28	-9	28	29	-1	59	58	1
CRUISE1323	194	188	6	14	9	5	9	10	-1	13	18	-5	26	25	1	47	43	4	85	84	1
MIX102.3	332	345	-13	50	51	-1	37	37	0	52	66	-14	81	89	-8	61	55	6	50	47	3
5MMM	216	218	-2	30	26	4	21	18	3	54	55	-1	57	62	-5	40	36	4	14	20	-6
NOVA91.9	333	345	-12	62	68	-6	58	66	-8	107	110	-3	66	65	1	27	24	3	13	13	0
SAFM	242	242	0	41	38	3	21	34	-13	85	81	4	57	52	5	27	26	1	11	11	0
ABC ADE	223	203	20	12	8	4	7	5	2	25	18	7	39	33	6	38	41	-3	103	98	5
5RN	70	58	12	5	3	2	1	1	0	16	8	8	9	11	-2	12	13	-1	27	22	5
ABC NEWSRADIO	83	76	7	7	5	2	5	3	2	19	13	6	12	15	-3	13	13	0	28	26	2
5JJJ	152	135	17	15	11	4	27	17	10	59	63	-4	32	29	3	12	10	2	6	3	3
ABC CLASSIC	84	72	12	6	6	0	2	3	-1	18	10	8	10	8	2	7	8	-1	41	36	5
Total	1102	1099	3	115	114	1	111	113	-2	260	256	4	237	237	0	157	157	0	222	222	0

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

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	+/-
FIVEaa	121	124	-3	81	85	-4	69	71	-2	55	61	-6	46	58	-12	37	45	-8	86	102	-16
CRUISE1323	168	163	5	86	76	10	100	98	2	101	104	-3	79	77	2	36	42	-6	130	136	-6
MIX102.3	293	306	-13	156	161	-5	145	160	-15	175	180	-5	135	143	-8	66	74	-8	203	222	-19
5MMM	185	189	-4	102	102	0	90	96	-6	103	100	3	101	88	13	37	45	-8	122	117	5
NOVA91.9	295	314	-19	166	178	-12	130	140	-10	169	173	-4	155	167	-12	67	66	1	206	197	9
SAFM	218	218	0	132	136	-4	82	96	-14	125	121	4	109	110	-1	45	51	-6	142	145	-3
ABC ADE	214	183	31	150	134	16	125	110	15	115	105	10	96	92	4	51	55	-4	141	141	0
5RN	62	50	12	36	31	5	30	22	8	26	18	8	25	22	3	15	14	1	38	35	3
ABC NEWSRADIO	71	65	6	40	38	2	23	20	3	27	20	7	27	19	8	21	17	4	47	42	5
5JJJ	135	121	14	70	60	10	60	52	8	70	67	3	75	76	-1	33	35	-2	81	74	7
ABC CLASSIC	78	64	14	37	31	6	43	35	8	39	31	8	31	25	6	20	13	7	50	45	5
Total	1077	1072	5	842	836	6	739	733	6	800	792	8	735	752	-17	390	412	-22	921	930	-9



ADELAIDE RADIO - SURVEY 6 2021

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	+/-
FIVEaa	11	14	-3	*	*	*	*	1	*	1	1	0	1	2	-1	2	2	0	7	9	-2
CRUISE1323	14	14	0	*	*	*	*	*	*	*	1	*	2	2	0	4	4	0	7	7	0
MIX102.3	19	19	0	1	2	-1	2	2	0	2	3	-1	6	6	0	5	4	1	3	3	0
5MMM	12	12	0	1	1	0	1	1	0	3	2	1	4	4	0	3	2	1	1	1	0
NOVA91.9	13	14	-1	2	3	-1	2	3	-1	4	4	0	3	3	0	1	1	0	*	*	*
SAFM	11	11	0	2	2	0	1	2	-1	4	4	0	2	2	0	2	2	0	1	*	*
ABC ADE	17	17	0	*	*	*	*	*	*	1	1	0	2	1	1	3	3	0	10	11	-1
5RN	4	3	1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
5JJJ	7	6	1	*	*	*	1	*	*	3	3	0	3	2	1	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	3	2	1
Total	137	140	-3	9	11	-2	9	10	-1	26	25	1	30	31	-1	25	23	2	39	40	-1

Average Audience (000's) by Session, P10+ [Potential: 1161]

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
FIVEaa	13	16	-3	22	27	-5	21	24	-3	11	13	-2	10	12	-2	5	7	-2	8	11	-3						
CRUISE1323	14	14	0	14	13	1	27	26	1	20	20	0	12	13	-1	3	3	0	13	14	-1						
MIX102.3	20	21	-1	21	22	-1	32	30	2	30	31	-1	19	21	-2	6	6	0	16	16	0						
5MMM	14	13	1	19	19	0	21	20	1	20	17	3	13	11	2	3	3	0	8	8	0						
NOVA91.9	14	15	-1	18	20	-2	18	17	1	19	19	0	17	19	-2	5	5	0	11	10	1						
SAFM	12	12	0	19	19	0	13	13	0	15	16	-1	14	13	1	3	3	0	9	8	1						
ABC ADE	19	19	0	36	33	3	29	30	-1	18	19	-1	14	16	-2	4	6	-2	12	12	0						
5RN	4	3	1	7	6	1	4	3	1	3	3	0	4	3	1	1	1	0	3	3	0						
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	1	1	0	3	2	1	1	1	0	2	2	0						
5JJJ	8	7	1	10	9	1	11	9	2	11	9	2	8	9	-1	3	2	1	5	4	1						
ABC CLASSIC	4	4	0	6	5	1	7	6	1	4	4	0	4	3	1	1	1	0	4	4	0						
Total	147	150	-3	200	202	-2	217	214	3	188	187	1	139	147	-8	41	49	-8	112	113	-1						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	+/-
BUDDHA HITS	12	11	1	*	*	*	*	*	*	4	4	0	2	3	-1	2	1	1	3	2	1
Chemist Warehouse Remix	4	4	0	*	1	*	*	*	*	2	1	1	1	2	-1	*	*	*	1	*	*
Coles Radio	23	23	0	2	5	-3	5	4	1	4	4	0	8	7	1	3	2	1	1	*	*
DANCE HITS	11	12	-1	3	5	-2	*	*	*	6	4	2	2	3	-1	*	*	*	*	*	*
EASY 80s HITS	9	12	-3	1	6	-5	*	*	*	1	1	0	4	2	2	1	1	0	3	3	0
Edge Digital	7	4	3	*	*	*	*	*	*	4	4	0	2	*	*	*	1	*	*	1	*
Mix 80s	20	14	6	2	1	1	2	2	0	4	2	2	7	6	1	4	3	1	2	1	1
Mix 90s	15	16	-1	4	4	0	1	1	0	4	5	-1	3	3	0	4	3	1	*	*	*
MMM 90s	10	11	-1	*	1	*	*	*	*	4	5	-1	3	4	-1	2	1	1	*	*	*
MMM CLASSIC ROCK	14	12	2	3	3	0	*	*	*	1	1	0	3	4	-1	4	2	2	3	2	1
MMM HARD N HEAVY	2	3	-1	*	*	*	*	1	*	*	*	*	1	3	-2	*	*	*	1	*	*
MMM SOFT ROCK	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	1	*	*	2	1	1
NOVA Throwbacks	7	5	2	2	*	*	1	*	*	3	3	0	*	*	*	*	*	*	*	1	*
OLDSKOOL 90s HITS	19	17	2	4	2	2	1	1	0	4	7	-3	5	4	1	2	1	1	3	1	2
smooth	17	12	5	*	*	*	1	1	0	5	3	2	5	3	2	2	2	0	4	3	1
smooth 90s	5	6	-1	*	1	*	*	*	*	1	2	-1	4	1	3	*	1	*	*	1	*
SOUNDCLOUD RADIO	6	7	-1	1	1	0	1	3	-2	2	4	-2	1	*	*	*	*	*	*	*	*
URBAN HITS	7	11	-4	1	3	-2	2	2	0	2	5	-3	2	1	1	*	*	*	*	*	*
triple j Unearthed	11	6	5	1	1	0	4	2	2	4	2	2	1	*	*	1	1	0	*	*	*
ABC Country	13	8	5	1	*	*	1	1	0	1	*	*	4	1	3	2	2	0	5	4	1
ABC Jazz	12	13	-1	4	3	1	*	1	*	2	3	-1	1	*	*	2	3	-1	4	3	1
ABC KIDS LISTEN	8	11	-3	3	5	-2	*	*	*	4	3	1	1	3	-2	*	*	*	*	*	*
ABC Sport	5	7	-2	1	1	0	*	*	*	*	1	*	2	1	1	1	1	0	1	4	-3
Double J	20	18	2	5	3	2	*	1	*	9	7	2	4	5	-1	1	1	0	2	1	1
Total Digital/Internet Only	210	206	4	23	30	-7	19	19	0	55	53	2	56	51	5	29	27	2	27	27	0

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

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
BUDDHA HITS	7	6	1	1	3	-2	3	3	0	2	1	1	2	3	-1	1	1	0	6	5	1
Chemist Warehouse Remix	3	3	0	*	*	*	*	*	*	1	3	-2	1	2	-1	2	1	1	2	2	0
Coles Radio	19	17	2	6	6	0	7	9	-2	9	5	4	4	8	-4	4	5	-1	11	10	1
DANCE HITS	8	10	-2	3	5	-2	1	3	-2	4	3	1	4	4	0	3	3	0	7	7	0
EASY 80s HITS	7	11	-4	2	6	-4	2	5	-3	2	5	-3	5	7	-2	2	2	0	4	3	1
Edge Digital	4	1	3	*	1	*	1	1	0	1	1	0	3	1	2	2	*	*	3	3	0
Mix 80s	14	11	3	5	3	2	7	4	3	7	5	2	5	6	-1	4	2	2	13	7	6
Mix 90s	11	12	-1	4	6	-2	1	2	-1	3	3	0	4	5	-1	3	2	1	6	8	-2
MMM 90s	9	10	-1	4	4	0	2	2	0	3	5	-2	7	7	0	2	1	1	3	4	-1
MMM CLASSIC ROCK	9	9	0	5	3	2	3	4	-1	6	5	1	7	6	1	3	5	-2	10	10	0
MMM HARD N HEAVY	1	3	-2	*	1	*	1	1	0	1	2	-1	1	3	-2	*	*	*	1	1	0
MMM SOFT ROCK	3	3	0	2	3	-1	1	3	-2	2	3	-1	2	2	0	*	*	*	1	1	0
NOVA Throwbacks	6	4	2	1	2	-1	2	1	1	3	3	0	2	1	1	*	*	*	3	4	-1
OLDSKOOL 90s HITS	15	14	1	4	4	0	6	4	2	9	7	2	6	4	2	3	2	*	7	6	1
smooth	14	9	5	3	3	0	5	3	2	9	6	3	8	5	3	3	1	2	14	8	6
smooth 90s	5	6	-1	2	3	-1	3	3	0	2	4	-2	1	3	-2	1	1	0	1	3	-2
SOUNDCLOUD RADIO	6	7	-1	1	1	0	*	1	*	2	4	-2	2	4	-2	2	3	-1	2	3	-1
URBAN HITS	5	11	-6	3	5	-2	4	5	-1	3	4	-1	3	5	-2	*	1	*	3	2	1
triple j Unearthed	9	5	4	2	1	1	2	1	1	4	1	3	3	2	1	3	3	0	4	1	3
ABC Country	10	5	5	2	1	1	5	3	2	6	2	4	4	2	2	3	1	2	7	5	2
ABC Jazz	8	10	-2	1	2	-1	2	4	-2	2	3	-1	6	6	0	4	3	1	9	9	0
ABC KIDS LISTEN	7	10	-3	3	3	0	2	4	-2	2	3	-1	2	2	0	3	5	-2	6	8	-2
ABC Sport	2	2	0	*	1	*	*	*	*	1	1	0	1	1	0	*	1	*	3	6	-3
Double J	16	15	1	7	5	2	7	9	-2	6	7	-1	6	9	-3	5	5	0	9	10	-1
Total Digital/Internet Only	177	173	4	69	74	-5	81	80	1	101	91	10	96	101	-5	59	61	-2	132	130	2