



ADELAIDE 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	+/-
FIVEaa	9.8	11.0	-1.2	4.0	4.2	-0.2	0.1	0.1	0.0	1.6	1.3	0.3	9.2	10.5	-1.3	12.7	13.8	-1.1	18.7	20.5	-1.8
CRUISE1323	10.9	10.5	0.4	4.9	2.1	2.8	1.4	2.3	-0.9	2.3	2.1	0.2	8.3	5.6	2.7	14.8	18.1	-3.3	21.2	19.9	1.3
MIX102.3	11.7	13.4	-1.7	17.2	22.9	-5.7	12.9	11.8	1.1	10.0	14.8	-4.8	13.4	14.7	-1.3	18.0	16.7	1.3	6.2	7.5	-1.3
5MMM	9.6	8.8	0.8	4.4	3.9	0.5	7.1	8.9	-1.8	9.2	10.9	-1.7	17.3	14.4	2.9	10.4	10.3	0.1	4.6	3.1	1.5
NOVA91.9	9.8	10.8	-1.0	19.3	29.1	-9.8	22.3	26.5	-4.2	19.3	20.3	-1.0	8.3	9.0	-0.7	4.9	4.7	0.2	1.2	1.3	-0.1
SAFM	9.3	8.4	0.9	15.4	16.9	-1.5	17.9	19.9	-2.0	19.2	13.9	5.3	7.8	8.1	-0.3	5.8	6.1	-0.3	1.6	1.5	0.1
ABC ADE	11.2	9.8	1.4	4.8	1.5	3.3	1.4	1.1	0.3	1.8	1.5	0.3	6.5	4.8	1.7	13.1	12.6	0.5	25.4	21.7	3.7
5RN	2.0	2.4	-0.4	0.4	*	*	*	*	*	1.4	0.7	0.7	1.0	1.8	-0.8	2.0	1.9	0.1	4.1	5.3	-1.2
ABC NEWSRADIO	1.6	1.5	0.1	0.4	0.4	0.0	0.4	0.1	0.3	2.1	1.3	0.8	1.1	1.2	-0.1	1.6	1.0	0.6	2.4	2.9	-0.5
5JJJ	5.7	5.6	0.1	5.9	5.4	0.5	13.9	12.3	1.6	13.9	11.4	2.5	5.4	8.6	-3.2	1.6	1.6	0.0	0.1	0.1	0.0
ABC CLASSIC	2.6	2.7	-0.1	1.3	1.4	-0.1	0.1	0.5	-0.4	1.1	0.9	0.2	1.7	0.8	0.9	2.8	4.1	-1.3	5.2	5.6	-0.4

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
FIVEaa	10.1	11.4	-1.3	12.2	13.8	-1.6	11.3	13.1	-1.8	5.8	7.1	-1.3	9.2	9.4	-0.2	15.6	15.8	-0.2	8.8	9.9	-1.1						
CRUISE1323	10.0	9.5	0.5	7.8	6.8	1.0	11.2	10.4	0.8	10.9	11.2	-0.3	10.5	10.4	0.1	8.9	9.1	-0.2	13.9	13.7	0.2						
MIX102.3	11.3	12.8	-1.5	10.6	12.5	-1.9	11.9	13.4	-1.5	12.0	13.5	-1.5	11.0	13.0	-2.0	10.4	9.3	1.1	13.1	15.2	-2.1						
5MMM	10.1	9.4	0.7	10.6	9.5	1.1	10.7	9.9	0.8	11.0	10.3	0.7	9.2	8.9	0.3	5.5	5.8	-0.3	7.8	7.0	0.8						
NOVA91.9	9.8	11.0	-1.2	9.7	10.7	-1.0	7.5	8.7	-1.2	10.8	12.1	-1.3	12.4	13.4	-1.0	9.4	10.4	-1.0	9.5	10.0	-0.5						
SAFM	9.5	8.7	0.8	8.0	7.8	0.2	9.5	8.4	1.1	10.9	9.6	1.3	9.8	10.1	-0.3	8.8	6.9	1.9	8.8	7.4	1.4						
ABC ADE	11.5	10.1	1.4	15.9	14.8	1.1	11.8	10.0	1.8	8.8	7.4	1.4	7.7	6.3	1.4	12.7	10.7	2.0	10.1	8.7	1.4						
5RN	1.9	2.2	-0.3	3.6	3.4	0.2	1.5	1.4	0.1	0.8	1.4	-0.6	1.6	2.2	-0.6	2.2	3.1	-0.9	2.0	2.9	-0.9						
ABC NEWSRADIO	1.6	1.5	0.1	2.5	2.2	0.3	1.3	1.0	0.3	1.0	0.7	0.3	0.9	1.1	-0.2	3.4	4.1	-0.7	1.7	1.6	0.1						
5JJJ	5.9	5.8	0.1	4.6	4.7	-0.1	4.9	5.0	-0.1	6.7	6.2	0.5	8.7	7.6	1.1	5.1	6.6	-1.5	4.8	5.2	-0.4						
ABC CLASSIC	2.4	2.5	-0.1	2.6	2.4	0.2	2.2	2.5	-0.3	2.3	2.6	-0.3	2.3	2.4	-0.1	2.5	2.2	0.3	3.3	3.6	-0.3						



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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	156	152	4	20	14	6	3	3	0	13	9	4	29	29	0	28	32	-4	63	64	-1
CRUISE1323	198	197	1	21	13	8	3	5	-2	18	16	2	42	39	3	40	51	-11	72	73	-1
MIX102.3	324	336	-12	52	50	2	37	36	1	71	77	-6	79	86	-7	49	51	-2	36	37	-1
5MMM	213	222	-9	27	25	2	18	22	-4	51	51	0	63	66	-3	31	36	-5	22	22	0
NOVA91.9	310	325	-15	61	61	0	61	64	-3	100	96	4	59	68	-9	22	25	-3	8	11	-3
SAFM	276	261	15	46	43	3	47	47	0	90	80	10	53	52	1	27	27	0	12	12	0
ABC ADE	201	177	24	13	6	7	12	8	4	19	13	6	31	29	2	36	35	1	90	86	4
5RN	64	57	7	4	*	*	1	*	*	8	7	1	12	15	-3	11	8	3	28	27	1
ABC NEWSRADIO	73	60	13	6	6	0	3	1	2	14	11	3	15	12	3	14	9	5	22	20	2
5JJJ	159	163	-4	16	18	-2	34	35	-1	63	61	2	35	40	-5	10	9	1	1	2	-1
ABC CLASSIC	57	56	1	5	7	-2	3	4	-1	13	9	4	6	5	1	8	8	0	22	24	-2
Total	1100	1100	0	113	114	-1	113	115	-2	253	252	1	241	243	-2	161	160	1	218	216	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1158]

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	146	136	10	92	91	1	82	84	-2	59	62	-3	64	68	-4	52	47	5	95	105	-10						
CRUISE1323	186	178	8	95	83	12	111	102	9	119	112	7	97	92	5	33	30	3	129	131	-2						
MIX102.3	286	302	-16	149	182	-33	141	146	-5	157	175	-18	160	168	-8	64	70	-6	198	215	-17						
5MMM	197	203	-6	119	112	7	104	101	3	101	108	-7	109	117	-8	47	46	1	122	118	4						
NOVA91.9	286	298	-12	166	170	-4	130	130	0	169	175	-6	178	174	4	87	87	0	190	217	-27						
SAFM	240	237	3	135	142	-7	113	110	3	137	138	-1	125	137	-12	54	58	-4	152	143	9						
ABC ADE	190	169	21	136	122	14	112	103	9	106	96	10	88	76	12	63	43	20	130	116	14						
5RN	58	50	8	34	33	1	24	22	2	18	24	-6	24	22	2	14	15	-1	33	41	-8						
ABC NEWSRADIO	66	56	10	44	35	9	30	24	6	19	20	-1	20	19	1	19	16	3	39	35	4						
5JJJ	148	155	-7	78	81	-3	75	78	-3	92	85	7	94	94	0	54	48	6	86	92	-6						
ABC CLASSIC	53	47	6	26	27	-1	31	27	4	25	24	1	25	24	1	21	17	4	42	42	0						
Total	1082	1086	-4	845	845	0	753	738	15	810	797	13	788	782	6	443	408	35	895	900	-5						



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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	14	16	-2	*	*	*	*	*	*	*	*	*	*	*	3	4	-1	3	3	0	7	8	-1
CRUISE1323	16	15	1	1	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	8	8	0	
MIX102.3	17	19	-2	2	2	0	1	1	0	3	4	-1	5	5	0	4	4	0	2	3	-1		
5MMM	14	13	1	*	*	*	1	1	0	3	3	0	6	5	1	2	2	0	2	1	1		
NOVA91.9	14	15	-1	2	3	-1	2	3	-1	6	5	1	3	3	0	1	1	0	*	1	*		
SAFM	14	12	2	2	2	0	2	2	0	6	4	2	3	3	0	1	1	0	1	1	0		
ABC ADE	17	14	3	1	*	*	*	*	*	1	*	*	2	2	0	3	3	0	10	9	1		
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	2	0		
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	1	1	0		
5JJJ	8	8	0	1	1	0	1	1	0	4	3	1	2	3	-1	*	*	*	*	*	*		
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0		
Total	147	142	5	11	10	1	10	10	0	29	25	4	35	34	1	23	23	0	40	40	0		

Average Audience (000's) by Session, P10+ [Potential: 1158]

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	16	17	-1	26	29	-3	26	30	-4	11	13	-2	14	14	0	8	7	1	10	12	-2						
CRUISE1323	16	15	1	17	14	3	26	24	2	21	20	1	16	15	1	4	4	0	17	16	1						
MIX102.3	18	20	-2	23	27	-4	28	30	-2	23	25	-2	17	19	-2	5	4	1	16	18	-2						
5MMM	16	14	2	23	20	3	25	22	3	21	19	2	14	13	1	3	3	0	9	8	1						
NOVA91.9	16	17	-1	21	23	-2	18	20	-2	21	22	-1	19	20	-1	5	5	0	11	12	-1						
SAFM	15	13	2	17	17	0	22	19	3	21	18	3	15	15	0	4	3	1	10	9	1						
ABC ADE	18	15	3	35	32	3	28	23	5	17	13	4	12	9	3	6	5	1	12	10	2						
5RN	3	3	0	8	7	1	4	3	1	2	3	-1	2	3	-1	1	1	0	2	3	-1						
ABC NEWSRADIO	3	2	1	5	5	0	3	2	1	2	1	1	1	2	-1	2	2	0	2	2	0						
5JJJ	9	9	0	10	10	0	12	11	1	13	11	2	14	11	3	2	3	-1	6	6	0						
ABC CLASSIC	4	4	0	6	5	1	5	6	-1	4	5	-1	4	4	0	1	1	0	4	4	0						
Total	159	153	6	217	213	4	234	227	7	192	183	9	154	147	7	48	45	3	119	117	2						