



ADELAIDE 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	+/-
FIVEaa	10.0	8.3	1.7	5.9	5.3	0.6	0.7	0.1	0.6	3.5	2.1	1.4	6.6	4.2	2.4	10.0	7.3	2.7	20.4	19.0	1.4
CRUISE1323	10.1	9.9	0.2	3.0	3.1	-0.1	3.6	3.5	0.1	1.8	1.8	0.0	7.7	7.4	0.3	13.6	15.1	-1.5	18.7	17.3	1.4
MIX102.3	11.5	13.8	-2.3	12.8	14.8	-2.0	12.3	18.9	-6.6	10.0	9.6	0.4	15.8	20.3	-4.5	15.6	19.1	-3.5	6.3	7.0	-0.7
5MMM	8.6	9.0	-0.4	7.3	9.9	-2.6	12.0	13.4	-1.4	8.8	10.3	-1.5	11.6	12.2	-0.6	13.5	11.1	2.4	2.7	3.1	-0.4
NOVA91.9	9.9	9.7	0.2	26.7	22.1	4.6	18.9	21.4	-2.5	16.3	17.3	-1.0	9.9	10.1	-0.2	7.0	5.4	1.6	0.9	1.2	-0.3
SAFM	8.1	8.3	-0.2	18.7	18.2	0.5	7.4	6.5	0.9	16.3	15.6	0.7	7.2	7.9	-0.7	6.8	8.0	-1.2	2.0	1.9	0.1
ABC ADE	11.3	12.3	-1.0	2.1	4.5	-2.4	3.6	3.4	0.2	2.3	3.4	-1.1	7.6	5.7	1.9	10.6	13.5	-2.9	24.7	26.7	-2.0
5RN	1.8	2.6	-0.8	1.6	1.4	0.2	*	*	*	0.4	1.5	-1.1	0.7	1.6	-0.9	2.0	2.5	-0.5	3.9	5.0	-1.1
ABC NEWSRADIO	1.6	1.7	-0.1	0.6	0.8	-0.2	1.1	1.7	-0.6	0.5	1.9	-1.4	0.8	1.2	-0.4	2.5	2.1	0.4	2.6	1.8	0.8
5JJJ	5.4	5.3	0.1	5.6	4.3	1.3	16.1	7.8	8.3	10.8	10.6	0.2	5.6	8.7	-3.1	2.0	2.0	0.0	0.8	0.8	0.0
ABC CLASSIC	3.7	3.1	0.6	0.6	1.3	-0.7	0.8	0.5	0.3	2.5	1.7	0.8	1.3	0.9	0.4	2.4	1.9	0.5	8.6	7.6	1.0

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
FIVEaa	10.3	8.8	1.5	13.6	11.2	2.4	11.0	9.6	1.4	5.9	6.0	-0.1	8.2	7.1	1.1	17.7	11.6	6.1	9.0	6.7	2.3						
CRUISE1323	9.8	9.5	0.3	7.1	7.0	0.1	12.1	12.5	-0.4	11.7	10.6	1.1	7.9	8.5	-0.6	8.5	6.5	2.0	11.1	11.3	-0.2						
MIX102.3	11.7	13.8	-2.1	9.4	10.7	-1.3	12.7	14.7	-2.0	13.7	16.1	-2.4	11.2	13.6	-2.4	9.9	13.9	-4.0	10.7	13.9	-3.2						
5MMM	9.3	9.5	-0.2	10.1	9.5	0.6	9.8	9.5	0.3	10.4	10.6	-0.2	7.4	9.0	-1.6	4.7	6.1	-1.4	6.3	7.5	-1.2						
NOVA91.9	9.6	9.6	0.0	8.7	8.8	-0.1	7.8	8.2	-0.4	9.9	9.9	0.0	13.2	12.2	1.0	9.7	11.0	-1.3	10.8	9.9	0.9						
SAFM	8.1	8.2	-0.1	9.0	9.6	-0.6	6.7	6.1	0.6	8.8	8.2	0.6	8.4	9.8	-1.4	6.1	7.0	-0.9	8.1	8.4	-0.3						
ABC ADE	11.6	12.8	-1.2	15.8	17.9	-2.1	11.5	13.6	-2.1	8.7	9.5	-0.8	10.4	10.3	0.1	11.0	10.4	0.6	10.3	10.6	-0.3						
5RN	1.7	2.4	-0.7	2.8	3.4	-0.6	1.1	1.8	-0.7	0.9	1.9	-1.0	1.9	2.6	-0.7	2.2	2.9	-0.7	2.2	3.0	-0.8						
ABC NEWSRADIO	1.4	1.6	-0.2	2.3	2.5	-0.2	0.8	1.0	-0.2	0.8	0.7	0.1	1.3	1.9	-0.6	3.1	2.6	0.5	2.0	2.0	0.0						
5JJJ	5.6	5.5	0.1	5.8	5.1	0.7	5.3	5.1	0.2	5.9	5.7	0.2	5.8	6.1	-0.3	4.8	6.2	-1.4	4.9	4.6	0.3						
ABC CLASSIC	3.5	2.9	0.6	3.7	3.1	0.6	3.8	3.4	0.4	2.6	2.3	0.3	4.2	2.6	1.6	3.8	3.3	0.5	4.4	3.7	0.7						



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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	149	134	15	18	15	3	8	4	4	12	9	3	21	19	2	27	28	-1	62	59	3
CRUISE1323	193	194	-1	12	14	-2	13	9	4	16	13	3	25	26	-1	45	47	-2	82	85	-3
MIX102.3	306	332	-26	47	50	-3	31	37	-6	58	52	6	73	81	-8	53	61	-8	43	50	-7
5MMM	192	216	-24	24	30	-6	23	21	2	43	54	-11	48	57	-9	40	40	0	15	14	1
NOVA91.9	313	333	-20	65	62	3	57	58	-1	95	107	-12	62	66	-4	26	27	-1	9	13	-4
SAFM	237	242	-5	46	41	5	23	21	2	84	85	-1	52	57	-5	23	27	-4	10	11	-1
ABC ADE	198	223	-25	10	12	-2	7	7	0	16	25	-9	42	39	3	30	38	-8	92	103	-11
5RN	64	70	-6	4	5	-1	1	1	0	9	16	-7	12	9	3	10	12	-2	28	27	1
ABC NEWSRADIO	64	83	-19	5	7	-2	4	5	-1	6	19	-13	10	12	-2	12	13	-1	26	28	-2
5JJJ	162	152	10	19	15	4	34	27	7	59	59	0	33	32	1	12	12	0	5	6	-1
ABC CLASSIC	83	84	-1	4	6	-2	5	2	3	18	18	0	10	10	0	9	7	2	36	41	-5
Total	1102	1102	0	115	115	0	113	111	2	259	260	-1	236	237	-1	156	157	-1	224	222	2

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
FIVEaa	136	121	15	93	81	12	75	69	6	61	55	6	51	46	5	41	37	4	87	86	1						
CRUISE1323	172	168	4	88	86	2	95	100	-5	103	101	2	84	79	5	38	36	2	121	130	-9						
MIX102.3	278	293	-15	157	156	1	132	145	-13	160	175	-15	135	135	0	59	66	-7	173	203	-30						
5MMM	171	185	-14	106	102	4	85	90	-5	96	103	-7	90	101	-11	28	37	-9	110	122	-12						
NOVA91.9	281	295	-14	166	166	0	117	130	-13	158	169	-11	159	155	4	77	67	10	207	206	1						
SAFM	211	218	-7	123	132	-9	80	82	-2	118	125	-7	107	109	-2	50	45	5	133	142	-9						
ABC ADE	190	214	-24	136	150	-14	113	125	-12	102	115	-13	87	96	-9	50	51	-1	130	141	-11						
5RN	57	62	-5	35	36	-1	25	30	-5	24	26	-2	24	25	-1	14	15	-1	34	38	-4						
ABC NEWSRADIO	57	71	-14	34	40	-6	16	23	-7	22	27	-5	21	27	-6	16	21	-5	39	47	-8						
5JJJ	138	135	3	82	70	12	66	60	6	72	70	2	72	75	-3	34	33	1	95	81	14						
ABC CLASSIC	76	78	-2	38	37	1	42	43	-1	37	39	-2	39	31	8	28	20	8	55	50	5						
Total	1083	1077	6	845	842	3	741	739	2	794	800	-6	747	735	12	406	390	16	906	921	-15						



ADELAIDE RADIO - SURVEY 7 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	14	11	3	1	*	*	*	*	*	1	1	0	2	1	1	2	2	0	8	7	1
CRUISE1323	14	14	0	*	*	*	*	*	*	*	*	*	2	2	0	3	4	-1	7	7	0
MIX102.3	16	19	-3	1	1	0	1	2	-1	3	2	1	5	6	-1	4	5	-1	2	3	-1
5MMM	12	12	0	1	1	0	1	1	0	2	3	-1	3	4	-1	3	3	0	1	1	0
NOVA91.9	13	13	0	2	2	0	2	2	0	4	4	0	3	3	0	2	1	1	*	*	*
SAFM	11	11	0	2	2	0	1	1	0	4	4	0	2	2	0	2	2	0	1	1	0
ABC ADE	15	17	-2	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1	10	10	0
5RN	2	4	-2	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
5JJJ	7	7	0	1	*	*	2	1	1	3	3	0	2	3	-1	*	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	1	*	*	*	*	*	1	*	*	3	3	0
Total	136	137	-1	9	9	0	11	9	2	25	26	-1	29	30	-1	23	25	-2	39	39	0

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	15	13	2	27	22	5	24	21	3	11	11	0	11	10	1	7	5	2	10	8	2						
CRUISE1323	14	14	0	14	14	0	26	27	-1	22	20	2	11	12	-1	3	3	0	12	13	-1						
MIX102.3	17	20	-3	19	21	-2	28	32	-4	25	30	-5	16	19	-3	4	6	-2	12	16	-4						
5MMM	14	14	0	20	19	1	21	21	0	19	20	-1	10	13	-3	2	3	-1	7	8	-1						
NOVA91.9	14	14	0	17	18	-1	17	18	-1	18	19	-1	18	17	1	4	5	-1	12	11	1						
SAFM	12	12	0	18	19	-1	15	13	2	16	15	1	12	14	-2	2	3	-1	9	9	0						
ABC ADE	17	19	-2	32	36	-4	25	29	-4	16	18	-2	15	14	1	4	4	0	11	12	-1						
5RN	2	4	-2	6	7	-1	2	4	-2	2	3	-1	3	4	-1	1	1	0	2	3	-1						
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	1	1	0	2	3	-1	1	1	0	2	2	0						
5JJJ	8	8	0	12	10	2	11	11	0	11	11	0	8	8	0	2	3	-1	5	5	0						
ABC CLASSIC	5	4	1	7	6	1	8	7	1	5	4	1	6	4	2	2	1	1	5	4	1						
Total	147	147	0	200	200	0	217	217	0	185	188	-3	140	139	1	41	41	0	110	112	-2						