



ADELAIDE RADIO - SURVEY 5 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	10.3	12.3	-2.0	1.4	1.9	-0.5	7.1	5.8	1.3	2.0	3.2	-1.2	7.8	9.5	-1.7	8.6	13.0	-4.4	21.4	24.2	-2.8
CRUISE1323	9.9	10.6	-0.7	1.3	1.0	0.3	4.6	7.7	-3.1	2.1	2.4	-0.3	6.0	7.0	-1.0	17.1	20.4	-3.3	17.1	17.0	0.1
MIX102.3	13.9	13.2	0.7	20.2	19.1	1.1	15.6	19.7	-4.1	12.5	11.2	1.3	18.9	15.8	3.1	17.6	15.9	1.7	6.7	7.4	-0.7
5MMM	8.4	9.2	-0.8	12.0	11.1	0.9	7.2	8.8	-1.6	8.9	11.8	-2.9	12.7	13.8	-1.1	9.4	9.3	0.1	3.7	3.7	0.0
NOVA91.9	9.8	10.4	-0.6	23.6	29.0	-5.4	25.9	24.0	1.9	17.8	16.7	1.1	9.5	9.8	-0.3	3.2	3.9	-0.7	1.1	1.0	0.1
SAFM	7.8	7.9	-0.1	16.2	14.7	1.5	14.8	16.1	-1.3	15.5	14.7	0.8	6.3	7.5	-1.2	6.8	5.2	1.6	0.8	1.2	-0.4
ABC ADE	12.2	9.8	2.4	3.2	1.5	1.7	1.3	0.7	0.6	2.7	1.6	1.1	4.7	5.6	-0.9	13.9	10.5	3.4	28.0	22.4	5.6
5RN	2.2	1.5	0.7	0.2	0.1	0.1	0.5	0.5	0.0	1.1	0.2	0.9	1.8	1.1	0.7	3.0	1.7	1.3	3.8	3.2	0.6
ABC NEWSRADIO	1.4	1.3	0.1	0.6	1.0	-0.4	0.8	0.3	0.5	1.4	0.5	0.9	1.6	1.7	-0.1	1.5	2.4	-0.9	1.4	1.3	0.1
5JJJ	4.6	4.9	-0.3	2.1	5.6	-3.5	3.5	7.8	-4.3	12.0	11.6	0.4	8.0	6.8	1.2	1.8	1.6	0.2	0.1	0.2	-0.1
ABC CLASSIC	2.7	3.2	-0.5	1.3	0.2	1.1	0.3	0.2	0.1	1.2	0.9	0.3	0.6	1.4	-0.8	2.6	2.4	0.2	6.2	8.1	-1.9

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	10.4	12.1	-1.7	13.6	15.5	-1.9	11.2	13.6	-2.4	7.2	7.5	-0.3	7.9	10.1	-2.2	13.5	15.9	-2.4	9.8	12.9	-3.1						
CRUISE1323	9.2	10.0	-0.8	6.5	6.9	-0.4	12.0	11.5	0.5	10.9	12.9	-2.0	8.5	8.5	0.0	6.0	9.4	-3.4	12.2	12.7	-0.5						
MIX102.3	13.8	13.3	0.5	10.8	11.8	-1.0	14.2	13.9	0.3	16.3	15.5	0.8	14.2	13.8	0.4	12.9	9.3	3.6	14.3	12.6	1.7						
5MMM	8.7	9.8	-1.1	9.4	10.5	-1.1	9.3	11.4	-2.1	9.3	10.6	-1.3	7.6	7.3	0.3	5.6	6.3	-0.7	7.4	7.0	0.4						
NOVA91.9	10.1	10.6	-0.5	10.1	10.3	-0.2	8.1	8.1	0.0	10.0	10.6	-0.6	13.2	14.8	-1.6	9.8	10.2	-0.4	8.8	9.6	-0.8						
SAFM	8.0	8.2	-0.2	9.2	8.6	0.6	6.1	7.1	-1.0	8.3	8.8	-0.5	9.2	9.1	0.1	6.7	6.9	-0.2	7.1	6.9	0.2						
ABC ADE	12.7	9.9	2.8	16.2	12.4	3.8	14.1	10.5	3.6	9.9	7.6	2.3	10.7	8.0	2.7	11.6	11.9	-0.3	10.5	9.3	1.2						
5RN	2.1	1.4	0.7	3.1	2.1	1.0	1.5	1.0	0.5	1.6	0.8	0.8	2.2	1.3	0.9	3.0	2.0	1.0	2.5	1.9	0.6						
ABC NEWSRADIO	1.3	1.3	0.0	2.3	2.0	0.3	1.0	1.1	-0.1	0.5	0.6	-0.1	1.2	0.8	0.4	2.1	2.4	-0.3	1.5	1.4	0.1						
5JJJ	4.8	4.9	-0.1	4.5	5.4	-0.9	4.0	3.6	0.4	4.9	4.5	0.4	6.3	6.7	-0.4	4.8	4.7	0.1	4.0	5.1	-1.1						
ABC CLASSIC	2.5	2.9	-0.4	2.5	2.5	0.0	2.8	3.2	-0.4	2.3	3.1	-0.8	2.1	3.2	-1.1	2.9	2.7	0.2	3.3	4.1	-0.8						



ADELAIDE RADIO - SURVEY 5 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	136	151	-15	7	7	0	8	7	1	7	10	-3	28	33	-5	29	29	0	58	64	-6
CRUISE1323	188	197	-9	9	6	3	10	14	-4	18	18	0	25	29	-4	43	51	-8	84	79	5
MIX102.3	345	329	16	51	43	8	37	42	-5	66	70	-4	89	82	7	55	49	6	47	44	3
5MMM	218	215	3	26	21	5	18	18	0	55	61	-6	62	60	2	36	35	1	20	20	0
NOVA91.9	345	340	5	68	74	-6	66	68	-2	110	102	8	65	67	-2	24	23	1	13	7	6
SAFM	242	235	7	38	40	-2	34	34	0	81	78	3	52	51	1	26	21	5	11	11	0
ABC ADE	203	180	23	8	10	-2	5	5	0	18	12	6	33	35	-2	41	33	8	98	85	13
5RN	58	52	6	3	3	0	1	1	0	8	3	5	11	14	-3	13	8	5	22	24	-2
ABC NEWSRADIO	76	58	18	5	6	-1	3	1	2	13	7	6	15	16	-1	13	10	3	26	18	8
5JJJ	135	143	-8	11	13	-2	17	23	-6	63	70	-7	29	28	1	10	5	5	3	4	-1
ABC CLASSIC	72	62	10	6	5	1	3	3	0	10	7	3	8	13	-5	8	6	2	36	28	8
Total	1099	1099	0	114	113	1	113	111	2	256	260	-4	237	236	1	157	156	1	222	223	-1

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	124	137	-13	85	93	-8	71	80	-9	61	66	-5	58	72	-14	45	52	-7	102	116	-14					102	116	-14
CRUISE1323	163	175	-12	76	87	-11	98	105	-7	104	114	-10	77	86	-9	42	53	-11	136	137	-1					136	137	-1
MIX102.3	306	297	9	161	163	-2	160	157	3	180	176	4	143	151	-8	74	72	2	222	207	15					222	207	15
5MMM	189	187	2	102	107	-5	96	96	0	100	97	3	88	80	8	45	44	1	117	120	-3					117	120	-3
NOVA91.9	314	316	-2	178	180	-2	140	135	5	173	170	3	167	184	-17	66	87	-21	197	206	-9					197	206	-9
SAFM	218	215	3	136	126	10	96	96	0	121	112	9	110	111	-1	51	59	-8	145	133	12					145	133	12
ABC ADE	183	155	28	134	107	27	110	87	23	105	84	21	92	70	22	55	53	2	141	127	14					141	127	14
5RN	50	43	7	31	24	7	22	19	3	18	15	3	22	20	2	14	12	2	35	35	0					35	35	0
ABC NEWSRADIO	65	52	13	38	33	5	20	15	5	20	17	3	19	12	7	17	12	5	42	36	6					42	36	6
5JJJ	121	131	-10	60	76	-16	52	50	2	67	70	-3	76	79	-3	35	41	-6	74	85	-11					74	85	-11
ABC CLASSIC	64	56	8	31	30	1	35	31	4	31	30	1	25	26	-1	13	16	-3	45	44	1					45	44	1
Total	1072	1072	0	836	827	9	733	711	22	792	768	24	752	755	-3	412	445	-33	930	912	18					930	912	18



ADELAIDE RADIO - SURVEY 5 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	17	-3	*	*	*	1	1	0	1	1	0	2	3	-1	2	3	-1	9	10	-1
CRUISE1323	14	15	-1	*	*	*	*	1	*	1	1	0	2	2	0	4	4	0	7	7	0
MIX102.3	19	19	0	2	2	0	2	2	0	3	3	0	6	5	1	4	3	1	3	3	0
5MMM	12	13	-1	1	1	0	1	1	0	2	3	-1	4	4	0	2	2	0	1	2	-1
NOVA91.9	14	15	-1	3	3	0	3	3	0	4	4	0	3	3	0	1	1	0	*	*	*
SAFM	11	11	0	2	2	0	2	2	0	4	4	0	2	2	0	2	1	1	*	*	*
ABC ADE	17	14	3	*	*	*	*	*	*	1	*	*	1	2	-1	3	2	1	11	9	2
5RN	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	2	1	1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
5JJJ	6	7	-1	*	1	*	*	1	*	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	4	5	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	3	-1
Total	140	142	-2	11	11	0	10	12	-2	25	25	0	31	31	0	23	21	2	40	41	-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	16	19	-3	27	31	-4	24	30	-6	13	14	-1	12	15	-3	7	8	-1	11	15	-4						
CRUISE1323	14	15	-1	13	14	-1	26	25	1	20	24	-4	13	13	0	3	5	-2	14	14	0						
MIX102.3	21	20	1	22	24	-2	30	31	-1	31	29	2	21	21	0	6	5	1	16	14	2						
5MMM	13	15	-2	19	21	-2	20	25	-5	17	20	-3	11	11	0	3	3	0	8	8	0						
NOVA91.9	15	16	-1	20	21	-1	17	18	-1	19	20	-1	19	22	-3	5	5	0	10	11	-1						
SAFM	12	13	-1	19	17	2	13	16	-3	16	17	-1	13	14	-1	3	4	-1	8	8	0						
ABC ADE	19	15	4	33	25	8	30	23	7	19	14	5	16	12	4	6	6	0	12	11	1						
5RN	3	2	1	6	4	2	3	2	1	3	2	1	3	2	1	1	1	0	3	2	1						
ABC NEWSRADIO	2	2	0	5	4	1	2	2	0	1	1	0	2	1	1	1	1	0	2	2	0						
5JJJ	7	7	0	9	11	-2	9	8	1	9	9	0	9	10	-1	2	2	0	4	6	-2						
ABC CLASSIC	4	5	-1	5	5	0	6	7	-1	4	6	-2	3	5	-2	1	1	0	4	5	-1						
Total	150	153	-3	202	200	2	214	221	-7	187	188	-1	147	152	-5	49	53	-4	113	114	-1						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	11	12	-1	*	*	*	*	1	*	4	2	2	3	6	-3	1	*	*	2	3	-1
Chemist Warehouse Remix	4	4	0	1	1	0	*	*	*	1	*	*	2	2	0	*	*	*	*	*	*
Coles Radio	23	17	6	5	4	1	4	2	2	4	4	0	7	5	2	2	*	*	*	1	*
DANCE HITS	12	10	2	5	3	2	*	*	*	4	3	1	3	4	-1	*	*	*	*	*	*
EASY 80s HITS	12	13	-1	6	8	-2	*	1	*	1	*	*	2	3	-1	1	1	0	3	1	2
Edge Digital	4	1	3	*	*	*	*	*	*	4	1	3	*	*	*	1	*	*	*	*	*
Mix 80s	14	14	0	1	3	-2	2	1	1	2	3	-1	6	4	2	3	2	1	1	1	0
Mix 90s	16	12	4	4	4	0	1	*	*	5	5	0	3	3	0	3	2	1	*	*	*
MMM 90s	11	7	4	1	1	0	*	1	*	5	1	4	4	4	0	1	*	*	*	*	*
MMM CLASSIC ROCK	12	8	4	3	2	1	*	*	*	1	*	*	4	3	1	2	1	1	2	1	1
MMM HARD N HEAVY	3	6	-3	*	1	*	1	2	-1	*	*	*	3	3	0	*	1	*	*	*	*
MMM SOFT ROCK	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	1	2	-1
NOVA Throwbacks	5	6	-1	*	1	*	*	1	*	1	1	0	3	1	2	*	*	*	1	2	-1
OLDSKOOL 90s HITS	17	15	2	2	*	*	1	3	-2	7	8	-1	4	2	2	1	2	-1	1	*	*
smooth	12	10	2	*	*	*	1	1	0	3	1	2	3	5	-2	2	1	1	3	2	1
smooth 90s	6	6	0	1	2	-1	*	*	*	2	2	0	1	1	0	1	1	0	1	1	0
SOUNDCLOUD RADIO	7	4	3	1	*	*	3	1	2	4	3	1	*	*	*	*	*	*	*	*	*
URBAN HITS	11	8	3	3	2	1	2	1	1	5	5	0	1	*	*	*	*	*	*	*	*
triple j Unearthed	6	6	0	1	1	0	2	3	-1	2	2	0	*	1	*	1	*	*	*	*	*
ABC Country	8	4	4	*	1	*	1	*	*	*	*	*	1	*	*	2	*	*	4	3	1
ABC Jazz	13	14	-1	3	2	1	1	1	0	3	4	-1	*	1	*	3	2	1	3	4	-1
ABC KIDS LISTEN	11	13	-2	5	6	-1	*	*	*	3	4	-1	3	2	1	*	*	*	*	*	*
ABC Sport	7	9	-2	1	1	0	*	*	*	1	1	0	1	1	0	1	2	-1	4	4	0
Double J	18	16	2	3	3	0	1	2	-1	7	3	4	5	6	-1	1	1	0	1	1	0
Total Digital/Internet Only	206	176	30	30	29	1	19	15	4	53	44	9	51	45	6	27	18	9	27	25	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
BUDDHA HITS	6	10	-4	3	5	-2	3	5	-2	1	5	-4	3	3	0	1	2	-1	5	4	1
Chemist Warehouse Remix	3	4	-1	*	*	*	*	1	*	3	4	-1	2	1	1	1	*	*	2	1	1
Coles Radio	17	13	4	6	3	3	9	7	2	5	8	-3	8	6	2	5	2	3	10	6	4
DANCE HITS	10	7	3	5	3	2	3	2	1	3	3	0	4	5	-1	3	2	1	7	7	0
EASY 80s HITS	11	12	-1	6	9	-3	5	5	0	5	8	-3	7	7	0	2	3	-1	3	5	-2
Edge Digital	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	*	*	*	3	*	*
Mix 80s	11	12	-1	3	3	0	4	2	2	5	6	-1	6	9	-3	2	2	0	7	5	2
Mix 90s	12	9	3	6	5	1	2	2	0	3	2	1	5	4	1	2	1	1	8	6	2
MMM 90s	10	6	4	4	3	1	2	3	-1	5	4	1	7	4	3	1	*	*	4	4	0
MMM CLASSIC ROCK	9	6	3	3	1	2	4	3	1	5	3	2	6	3	3	5	3	2	10	5	5
MMM HARD N HEAVY	3	5	-2	1	1	0	1	1	0	2	3	-1	3	3	0	*	*	*	1	4	-3
MMM SOFT ROCK	3	3	0	3	3	0	3	3	0	3	3	0	2	3	-1	*	*	*	1	2	-1
NOVA Throwbacks	4	2	2	2	2	0	1	1	0	3	2	1	1	1	0	*	*	*	4	5	-1
OLDSKOOL 90s HITS	14	12	2	4	4	0	4	6	-2	7	5	2	4	4	0	2	5	-3	6	6	0
smooth	9	6	3	3	3	0	3	4	-1	6	4	2	5	4	1	1	2	-1	8	5	3
smooth 90s	6	6	0	3	3	0	3	2	1	4	4	0	3	3	0	1	*	*	3	4	-1
SOUNDCLOUD RADIO	7	4	3	1	1	0	1	*	*	4	3	1	4	3	1	3	2	1	3	2	1
URBAN HITS	11	8	3	5	1	4	5	2	3	4	4	0	5	2	3	1	2	-1	2	1	1
triple j Unearthed	5	5	0	1	*	*	1	1	0	1	3	-2	2	3	-1	3	2	1	1	3	-2
ABC Country	5	2	3	1	*	*	3	1	2	2	*	*	2	*	*	1	2	-1	5	3	2
ABC Jazz	10	11	-1	2	3	-1	4	3	1	3	2	1	6	3	3	3	6	-3	9	9	0
ABC KIDS LISTEN	10	12	-2	3	4	-1	4	2	2	3	3	0	2	4	-2	5	6	-1	8	8	0
ABC Sport	2	3	-1	1	*	*	*	1	*	1	1	0	1	3	-2	1	1	0	6	7	-1
Double J	15	14	1	5	5	0	9	7	2	7	7	0	9	5	4	5	5	0	10	7	3
Total Digital/Internet Only	173	151	22	74	63	11	80	71	9	91	79	12	101	80	21	61	53	8	130	106	24