



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						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	15	12	3	2	*	*	1	*	*	4	4	0	3	2	1	3	2	1	2	3	-1
Chemist Warehouse Remix	6	4	2	2	*	*	*	*	*	1	2	-1	1	1	0	1	*	*	1	1	0
Coles Radio	26	23	3	3	2	1	6	5	1	4	4	0	7	8	-1	4	3	1	2	1	1
DANCE HITS	11	11	0	4	3	1	*	*	*	5	6	-1	3	2	1	*	*	*	*	*	*
EASY 80s HITS	10	9	1	2	1	1	1	*	*	*	1	*	4	4	0	1	1	0	2	3	-1
Edge Digital	9	7	2	2	*	*	*	*	*	3	4	-1	1	2	-1	*	*	*	2	1	1
Mix 80s	18	20	-2	2	2	0	1	2	-1	4	4	0	8	7	1	2	4	-2	2	2	0
Mix 90s	15	15	0	3	4	-1	*	1	*	3	4	-1	5	3	2	3	4	-1	1	*	*
MMM 90s	13	10	3	*	*	*	1	*	*	3	4	-1	5	3	2	3	2	1	1	*	*
MMM CLASSIC ROCK	25	14	11	3	3	0	1	*	*	2	1	1	8	3	5	6	4	2	4	3	1
MMM HARD N HEAVY	5	2	3	*	*	*	*	*	*	1	*	*	2	1	1	1	*	*	2	1	1
MMM SOFT ROCK	8	3	5	*	*	*	*	*	*	*	*	*	3	1	2	2	1	1	3	2	1
NOVA Throwbacks	17	7	10	5	2	3	4	1	3	5	*	*	1	3	-2	*	*	*	1	*	*
OLDSKOOL 90s HITS	16	19	-3	2	4	-2	2	1	1	2	4	-2	7	5	2	2	2	0	1	3	-2
smooth	19	17	2	3	*	*	*	1	*	5	5	0	5	5	0	3	2	1	3	4	-1
smooth 90s	7	5	2	*	*	*	*	*	*	2	1	1	4	4	0	1	*	*	*	*	*
SOUNDCLLOUD RADIO	6	6	0	2	1	1	*	1	*	2	2	0	3	1	2	*	*	*	*	*	*
URBAN HITS	6	7	-1	2	1	1	1	2	-1	2	2	0	1	2	-1	*	*	*	*	*	*
triple j Unearthed	19	11	8	2	1	1	9	4	5	3	4	-1	4	1	3	1	1	0	*	*	*
ABC Country	14	13	1	2	1	1	2	1	1	1	1	0	2	4	-2	2	2	0	5	5	0
ABC Jazz	17	12	5	4	4	0	*	*	*	1	2	-1	2	1	1	3	2	1	8	4	4
ABC KIDS LISTEN	9	8	1	4	3	1	*	*	*	2	4	-2	2	1	1	*	*	*	1	*	*
ABC Sport	7	5	2	1	1	0	*	*	*	*	*	*	2	2	0	2	1	1	1	1	0
Double J	21	20	1	6	5	1	*	*	*	4	9	-5	6	4	2	3	1	2	2	2	0
Total Digital/Internet Only	242	210	32	28	23	5	31	19	12	47	55	-8	67	56	11	34	29	5	35	27	8

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	12	7	5	2	1	1	6	3	3	2	2	0	4	2	2	2	1	1	8	6	2
Chemist Warehouse Remix	4	3	1	1	*	*	1	*	*	2	1	1	*	1	*	2	2	0	2	2	0
Coles Radio	24	19	5	4	6	-2	10	7	3	12	9	3	4	4	0	5	4	1	10	11	-1
DANCE HITS	9	8	1	3	3	0	2	1	1	3	4	-1	5	4	1	3	3	0	8	7	1
EASY 80s HITS	5	7	-2	1	2	-1	1	2	-1	1	2	-1	4	5	-1	2	2	0	7	4	3
Edge Digital	7	4	3	1	*	*	1	1	0	1	1	0	3	3	0	4	2	2	2	3	-1
Mix 80s	15	14	1	6	5	1	7	7	0	9	7	2	7	5	2	2	4	-2	10	13	-3
Mix 90s	10	11	-1	1	4	-3	1	1	0	5	3	2	6	4	2	2	3	-1	7	6	1
MMM 90s	10	9	1	5	4	1	5	2	3	3	3	0	6	7	-1	1	2	-1	7	3	4
MMM CLASSIC ROCK	20	9	11	12	5	7	11	3	8	12	6	6	9	7	2	2	3	-1	13	10	3
MMM HARD N HEAVY	3	1	2	*	*	*	1	1	0	2	1	1	1	1	0	1	*	*	2	1	1
MMM SOFT ROCK	8	3	5	2	2	0	3	1	2	6	2	4	5	2	3	1	*	*	4	1	3
NOVA Throwbacks	13	6	7	4	1	3	5	2	3	8	3	5	5	2	3	1	*	*	9	3	6
OLDSKOOL 90s HITS	13	15	-2	3	4	-1	6	6	0	7	9	-2	8	6	2	*	*	*	9	7	2
smooth	13	14	-1	3	3	0	5	5	0	8	9	-1	8	8	0	4	3	1	18	14	4
smooth 90s	5	5	0	3	2	1	2	3	-1	1	2	-1	1	1	0	1	1	0	2	1	1
SOUNDCLLOUD RADIO	6	6	0	2	1	1	2	*	*	2	2	0	1	2	-1	2	2	0	2	2	0
URBAN HITS	4	5	-1	1	3	-2	2	4	-2	4	3	1	2	3	-1	*	*	*	3	3	0
triple j Unearthed	17	9	8	6	2	4	6	2	4	8	4	4	5	3	2	6	3	3	9	4	5
ABC Country	11	10	1	3	2	1	7	5	2	4	6	-2	3	4	-1	3	3	0	7	7	0
ABC Jazz	12	8	4	2	1	1	3	2	1	4	2	2	5	6	-1	6	4	2	12	9	3
ABC KIDS LISTEN	9	7	2	3	3	0	1	2	-1	2	2	0	4	2	2	3	3	0	5	6	-1
ABC Sport	3	2	1	1	*	*	*	*	*	*	1	*	1	1	0	1	*	*	5	3	2
Double J	18	16	2	9	7	2	7	7	0	11	6	5	7	6	1	6	5	1	11	9	2
Total Digital/Internet Only	206	177	29	86	69	17	108	81	27	121	101	20	108	96	12	63	59	4	159	132	27