



ADELAIDE RADIO - SURVEY 2 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	11.3	8.1	3.2	2.6	2.3	0.3	0.6	0.3	0.3	2.6	2.8	-0.2	5.5	4.0	1.5	13.7	14.3	-0.6	23.6	16.3	7.3
CRUISE1323	11.1	10.6	0.5	1.1	0.9	0.2	5.4	4.1	1.3	4.6	3.3	1.3	7.0	7.4	-0.4	15.4	17.8	-2.4	19.3	19.4	-0.1
MIX102.3	11.9	12.6	-0.7	14.5	14.5	0.0	10.1	11.7	-1.6	7.3	8.4	-1.1	15.8	18.4	-2.6	17.9	16.3	1.6	7.8	7.3	0.5
5MMM	8.4	7.2	1.2	7.9	6.2	1.7	5.3	4.1	1.2	6.3	5.0	1.3	14.8	12.6	2.2	10.9	8.0	2.9	4.0	4.6	-0.6
NOVA91.9	10.2	11.0	-0.8	31.3	33.5	-2.2	23.6	24.0	-0.4	17.1	17.6	-0.5	10.2	7.6	2.6	5.2	4.6	0.6	0.9	2.2	-1.3
HIT 107	8.1	8.9	-0.8	14.6	15.6	-1.0	21.6	19.4	2.2	18.8	20.0	-1.2	5.5	7.0	-1.5	6.6	2.1	4.5	0.4	1.4	-1.0
ABC ADE	11.3	10.2	1.1	1.9	2.7	-0.8	3.2	0.8	2.4	2.7	1.5	1.2	7.5	6.8	0.7	9.8	11.3	-1.5	24.0	24.6	-0.6
5RN	2.3	3.2	-0.9	0.1	0.1	0.0	1.1	1.1	0.0	1.3	1.5	-0.2	3.6	4.4	-0.8	2.8	4.2	-1.4	2.5	4.2	-1.7
ABC NEWS	2.1	1.5	0.6	0.5	0.3	0.2	1.1	0.3	0.8	0.9	0.8	0.1	1.7	1.8	-0.1	2.3	2.3	0.0	3.5	2.2	1.3
5JJJ	8.0	7.9	0.1	9.7	12.3	-2.6	15.7	16.5	-0.8	18.7	13.7	5.0	12.1	10.8	1.3	1.7	2.2	-0.5	0.3	0.4	-0.1
ABC CLASSIC	2.6	3.1	-0.5	0.3	0.3	0.0	0.7	0.7	0.0	0.6	1.0	-0.4	1.5	1.3	0.2	2.0	2.1	-0.1	5.9	8.5	-2.6

Share Movement (%) by Session, P10+

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	11.5	8.1	3.4	13.9	10.5	3.4	11.9	8.6	3.3	7.3	4.4	2.9	9.0	6.6	2.4	20.9	12.7	8.2	10.4	8.0	2.4
CRUISE1323	10.3	9.8	0.5	8.4	7.9	0.5	11.4	11.2	0.2	12.1	11.7	0.4	9.7	9.4	0.3	8.9	7.8	1.1	13.7	12.8	0.9
MIX102.3	11.9	12.8	-0.9	10.6	11.6	-1.0	12.8	13.5	-0.7	12.8	13.7	-0.9	12.1	12.6	-0.5	10.5	12.3	-1.8	11.6	12.1	-0.5
5MMM	8.8	7.4	1.4	8.9	6.6	2.3	10.0	8.3	1.7	10.4	9.1	1.3	6.9	6.9	0.0	3.7	4.4	-0.7	7.0	6.6	0.4
NOVA91.9	10.3	11.4	-1.1	9.7	9.9	-0.2	8.6	9.6	-1.0	9.7	11.4	-1.7	15.0	16.0	-1.0	10.9	12.3	-1.4	9.6	9.7	-0.1
HIT 107	8.5	9.3	-0.8	7.4	8.4	-1.0	7.9	8.5	-0.6	11.1	11.4	-0.3	9.0	9.5	-0.5	4.8	8.4	-3.6	6.8	7.4	-0.6
ABC ADE	11.5	10.3	1.2	16.7	15.5	1.2	11.3	10.1	1.2	7.9	6.5	1.4	8.5	7.6	0.9	12.9	11.1	1.8	10.7	9.8	0.9
5RN	2.3	3.3	-1.0	2.6	5.1	-2.5	2.0	3.0	-1.0	2.2	2.2	0.0	2.3	3.0	-0.7	2.6	2.5	0.1	2.4	2.8	-0.4
ABC NEWS	2.0	1.4	0.6	3.3	2.6	0.7	1.1	0.6	0.5	1.2	0.7	0.5	1.5	1.3	0.2	4.0	2.2	1.8	2.2	2.0	0.2
5JJJ	8.1	7.7	0.4	7.4	7.1	0.3	8.0	8.3	-0.3	8.5	8.5	0.0	10.8	8.2	2.6	4.9	4.5	0.4	7.6	8.7	-1.1
ABC CLASSIC	2.4	2.8	-0.4	2.3	3.0	-0.7	2.6	3.1	-0.5	2.0	2.4	-0.4	2.4	2.7	-0.3	3.3	2.1	1.2	3.5	4.0	-0.5



ADELAIDE RADIO - SURVEY 2 2020

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	147	140	7	9	8	1	3	4	-1	10	8	2	25	27	-2	30	35	-5	69	58	11
CRUISE1323	179	195	-16	8	10	-2	7	6	1	16	14	2	30	38	-8	41	52	-11	77	75	2
MIX102.3	322	320	2	40	40	0	32	32	0	64	72	-8	90	95	-5	56	48	8	40	34	6
5MMM	191	191	0	24	28	-4	19	13	6	40	44	-4	59	59	0	34	31	3	14	17	-3
NOVA91.9	326	341	-15	60	65	-5	66	63	3	108	124	-16	66	58	8	19	21	-2	7	10	-3
HIT 107	228	252	-24	37	45	-8	40	46	-6	93	98	-5	37	45	-8	16	12	4	5	7	-2
ABC ADE	199	193	6	8	13	-5	11	5	6	25	23	2	40	40	0	34	36	-2	81	77	4
5RN	56	64	-8	2	2	0	3	1	2	7	9	-2	15	16	-1	12	16	-4	17	21	-4
ABC NEWS	80	65	15	5	3	2	6	2	4	10	9	1	19	15	4	13	14	-1	27	22	5
5JJJ	203	206	-3	26	28	-2	44	48	-4	75	75	0	45	41	4	10	10	0	4	4	0
ABC CLASSIC	66	66	0	3	2	1	4	4	0	6	7	-1	14	12	2	9	9	0	31	31	0
Total	1096	1098	-2	111	113	-2	118	119	-1	250	250	0	240	243	-3	159	159	0	218	215	3

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

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	140	131	9	98	82	16	77	63	14	69	53	16	72	59	13	52	42	10	105	92	13
CRUISE1323	156	173	-17	87	96	-9	96	102	-6	106	112	-6	89	100	-11	47	48	-1	135	129	6
MIX102.3	289	295	-6	164	173	-9	143	140	3	170	166	4	154	157	-3	75	88	-13	197	197	0
5MMM	167	164	3	104	93	11	71	72	-1	96	91	5	81	75	6	40	47	-7	99	103	-4
NOVA91.9	313	322	-9	188	192	-4	137	137	0	163	164	-1	189	194	-5	94	104	-10	207	216	-9
HIT 107	210	230	-20	124	136	-12	84	98	-14	131	125	6	117	113	4	50	73	-23	134	150	-16
ABC ADE	188	184	4	132	140	-8	97	94	3	95	86	9	80	71	9	63	59	4	127	126	1
5RN	48	60	-12	29	43	-14	17	31	-14	22	28	-6	20	26	-6	12	14	-2	34	35	-1
ABC NEWS	73	60	13	48	38	10	25	18	7	24	19	5	25	19	6	23	16	7	48	38	10
5JJJ	185	183	2	114	97	17	85	80	5	94	103	-9	111	95	16	48	50	-2	127	129	-2
ABC CLASSIC	58	59	-1	33	30	3	35	35	0	31	33	-2	26	28	-2	20	18	2	48	51	-3
Total	1071	1076	-5	861	853	8	722	718	4	785	792	-7	774	767	7	458	492	-34	925	926	-1



ADELAIDE RADIO - SURVEY 2 2020

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	16	11	5	*	*	*	*	*	*	1	1	0	2	1	1	3	3	0	10	5	5
CRUISE1323	16	14	2	*	*	*	1	*	*	1	1	0	2	2	0	4	4	0	8	7	1
MIX102.3	17	17	0	2	2	0	1	1	0	2	2	0	5	6	-1	4	4	0	3	2	1
5MMM	12	10	2	1	1	0	1	*	*	1	1	0	5	4	1	3	2	1	2	2	0
NOVA91.9	15	15	0	3	4	-1	2	3	-1	4	4	0	3	2	1	1	1	0	*	1	*
HIT 107	12	12	0	2	2	0	2	2	0	4	5	-1	2	2	0	2	*	*	*	*	*
ABC ADE	16	14	2	*	*	*	*	*	*	1	*	*	3	2	1	2	3	-1	10	8	2
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
5JJJ	12	11	1	1	1	0	2	2	0	4	3	1	4	4	0	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	3	3	0
Total	145	135	10	11	11	0	10	12	-2	24	24	0	33	33	0	24	22	2	43	34	9

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

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	18	12	6	30	21	9	27	17	10	14	7	7	13	9	4	10	6	4	13	9	4
CRUISE1323	16	14	2	18	16	2	25	23	2	23	19	4	14	13	1	4	4	0	17	15	2
MIX102.3	19	18	1	23	24	-1	29	27	2	24	23	1	18	18	0	5	6	-1	14	14	0
5MMM	14	11	3	19	13	6	22	17	5	20	15	5	10	10	0	2	2	0	8	8	0
NOVA91.9	16	16	0	21	20	1	19	19	0	18	19	-1	22	23	-1	5	6	-1	12	11	1
HIT 107	13	13	0	16	17	-1	18	17	1	21	19	2	13	13	0	2	4	-2	8	8	0
ABC ADE	18	15	3	36	31	5	25	20	5	15	11	4	13	11	2	6	5	1	13	11	2
5RN	4	5	-1	6	10	-4	5	6	-1	4	4	0	3	4	-1	1	1	0	3	3	0
ABC NEWS	3	2	1	7	5	2	3	1	2	2	1	1	2	2	0	2	1	1	3	2	1
5JJJ	13	11	2	16	14	2	18	17	1	16	14	2	16	12	4	2	2	0	9	10	-1
ABC CLASSIC	4	4	0	5	6	-1	6	6	0	4	4	0	4	4	0	2	1	1	4	5	-1
Total	155	143	12	215	202	13	224	201	23	189	166	23	149	142	7	49	49	0	120	114	6



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2020

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	+/-
Chemist Warehouse Remix	3	5	-2	1	*	*	*	*	*	1	2	-1	1	2	-1	1	1	0	*	*	*
Coles Radio	21	18	3	3	2	1	5	3	2	4	3	1	3	5	-2	3	3	0	4	4	0
Edge Digital	5	3	2	3	2	1	1	1	0	2	1	1	*	*	*	*	*	*	*	*	*
HIT BUDDHA	17	15	2	3	4	-1	1	1	0	4	2	2	4	4	0	2	4	-2	2	1	1
HIT DANCE	7	11	-4	1	2	-1	1	3	-2	2	3	-1	3	4	-1	*	*	*	*	*	*
HIT EASY	7	2	5	1	*	*	*	*	*	2	1	1	2	*	*	1	1	0	1	*	*
HIT OLDSKOOL	20	20	0	3	*	*	3	5	-2	7	8	-1	5	5	0	1	2	-1	2	1	1
HIT URBAN	5	7	-2	1	1	0	1	2	-1	1	2	-1	1	2	-1	*	*	*	*	*	*
Kinderling Kids	4	6	-2	1	1	0	*	*	*	1	3	-2	2	1	1	*	*	*	*	1	*
Mix 80s	18	16	2	2	1	1	2	3	-1	2	*	*	9	10	-1	3	1	2	*	*	*
Mix 90s	16	15	1	3	1	2	1	1	0	6	6	0	6	8	-2	*	*	*	1	*	*
MMM CLASSIC ROCK	9	10	-1	2	3	-1	1	*	*	1	1	0	4	2	2	1	3	-2	*	1	*
MMM COUNTRY	1	8	-7	*	1	*	1	*	*	*	1	*	*	5	*	*	*	*	1	1	0
MMM GREATEST HITS	12	10	2	1	2	-1	1	*	*	4	5	-1	2	2	0	1	*	*	3	1	2
MMM SOFT ROCK	6	1	5	*	*	*	*	*	*	1	*	*	4	*	*	1	1	0	*	*	*
Smooth	16	15	1	1	*	*	2	2	0	1	1	0	4	4	0	4	5	-1	4	3	1
smooth Chill	6	7	-1	1	*	*	*	1	*	2	2	0	2	2	0	*	1	*	1	*	*
triple j Unearthed	12	14	-2	2	5	-3	1	2	-1	6	2	4	2	1	1	1	3	-2	*	*	*
ABC Country	8	5	3	1	1	0	*	*	*	1	1	0	*	1	*	*	1	*	6	2	4
ABC Grandstand	4	8	-4	1	1	0	*	*	*	*	*	*	*	1	*	1	2	-1	3	4	-1
ABC Jazz	10	12	-2	1	1	0	2	1	1	*	1	*	2	4	-2	2	2	0	4	2	2
ABC KIDS LISTEN	7	10	-3	2	3	-1	*	*	*	4	4	0	1	2	-1	*	*	*	*	1	*
Double J	26	26	0	6	6	0	*	*	*	9	8	1	9	9	0	1	2	-1	*	1	*
Total Digital/Internet Only	184	191	-7	24	23	1	18	17	1	52	54	-2	44	48	-4	22	26	-4	24	22	2

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

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Chemist Warehouse Remix	2	4	-2	*	*	*	*	*	*	1	4	-3	*	2	*	*	2	*	1	3	-2
Coles Radio	18	17	1	5	4	1	7	6	1	9	7	2	7	5	2	1	2	-1	9	6	3
Edge Digital	5	1	4	2	1	1	2	1	1	1	1	0	2	1	1	1	1	0	1	2	-1
HIT BUDDHA	12	12	0	3	3	0	7	6	1	5	4	1	6	5	1	4	5	-1	8	7	1
HIT DANCE	4	6	-2	2	2	0	1	1	0	2	2	0	3	3	0	*	2	*	5	7	-2
HIT EASY	6	2	4	3	1	2	2	1	1	2	1	1	2	1	1	1	1	0	3	1	2
HIT OLDSKOOL	15	15	0	7	5	2	6	8	-2	3	7	-4	8	7	1	4	5	-1	13	11	2
HIT URBAN	3	6	-3	2	1	1	2	2	0	2	2	0	2	3	-1	2	2	0	2	2	0
Kinderling Kids	3	6	-3	2	1	1	1	1	0	1	3	-2	1	2	-1	*	2	*	3	4	-1
Mix 80s	15	13	2	7	5	2	5	5	0	8	9	-1	8	6	2	4	2	2	10	8	2
Mix 90s	13	12	1	5	4	1	4	2	2	8	6	2	6	7	-1	3	2	1	9	7	2
MMM CLASSIC ROCK	7	9	-2	5	4	1	5	4	1	4	6	-2	3	4	-1	1	4	-3	4	7	-3
MMM COUNTRY	1	6	-5	*	4	*	1	5	-4	1	4	-3	*	3	*	*	3	*	1	5	-4
MMM GREATEST HITS	10	7	3	3	3	0	6	2	4	6	6	0	3	2	1	1	1	0	4	5	-1
MMM SOFT ROCK	4	*	*	3	*	*	2	*	*	2	*	*	1	*	*	1	*	*	3	1	2
Smooth	13	12	1	2	5	-3	6	5	1	6	6	0	5	5	0	5	6	-1	10	8	2
smooth Chill	4	5	-1	1	2	-1	2	3	-1	1	3	-2	2	4	-2	3	2	1	5	6	-1
triple j Unearthed	11	11	0	3	2	1	3	3	0	2	3	-1	7	6	1	4	5	-1	4	7	-3
ABC Country	7	5	2	1	3	-2	*	2	*	5	2	3	3	2	1	1	3	-2	4	4	0
ABC Grandstand	1	3	-2	*	1	*	1	1	0	1	2	-1	*	1	*	1	1	0	3	5	-2
ABC Jazz	7	7	0	3	3	0	3	3	0	2	2	0	2	3	-1	3	2	1	7	6	1
ABC KIDS LISTEN	6	7	-1	2	3	-1	1	2	-1	2	5	-3	3	3	0	*	*	*	5	5	0
Double J	20	20	0	8	9	-1	8	8	0	10	7	3	8	11	-3	6	9	-3	13	13	0
Total Digital/Internet Only	151	156	-5	63	66	-3	72	72	0	74	86	-12	80	82	-2	44	60	-16	110	115	-5