



ADELAIDE RADIO - SURVEY 1 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	9.8	0.2	2.2	4.0	-1.8	1.2	0.1	1.1	2.5	1.6	0.9	5.8	9.2	-3.4	12.0	12.7	-0.7	21.4	18.7	2.7
CRUISE1323	10.8	10.9	-0.1	1.1	4.9	-3.8	1.9	1.4	0.5	3.1	2.3	0.8	6.9	8.3	-1.4	17.8	14.8	3.0	19.9	21.2	-1.3
MIX102.3	13.0	11.7	1.3	19.7	17.2	2.5	12.9	12.9	0.0	11.8	10.0	1.8	15.5	13.4	2.1	16.5	18.0	-1.5	8.4	6.2	2.2
5MMM	8.2	9.6	-1.4	9.8	4.4	5.4	11.2	7.1	4.1	5.7	9.2	-3.5	14.4	17.3	-2.9	10.0	10.4	-0.4	3.1	4.6	-1.5
NOVA91.9	9.8	9.8	0.0	31.4	19.3	12.1	28.7	22.3	6.4	15.6	19.3	-3.7	8.1	8.3	-0.2	3.0	4.9	-1.9	1.1	1.2	-0.1
SAFM	9.0	9.3	-0.3	14.9	15.4	-0.5	12.1	17.9	-5.8	17.9	19.2	-1.3	10.5	7.8	2.7	6.4	5.8	0.6	0.5	1.6	-1.1
ABC ADE	10.8	11.2	-0.4	3.5	4.8	-1.3	1.0	1.4	-0.4	3.3	1.8	1.5	6.7	6.5	0.2	11.5	13.1	-1.6	23.1	25.4	-2.3
5RN	1.8	2.0	-0.2	0.1	0.4	-0.3	*	*	*	0.2	1.4	-1.2	1.2	1.0	0.2	2.8	2.0	0.8	3.8	4.1	-0.3
ABC NEWSRADIO	1.9	1.6	0.3	0.2	0.4	-0.2	0.1	0.4	-0.3	1.3	2.1	-0.8	1.5	1.1	0.4	2.5	1.6	0.9	3.1	2.4	0.7
5JJJ	6.6	5.7	0.9	6.0	5.9	0.1	17.2	13.9	3.3	13.5	13.9	-0.4	8.2	5.4	2.8	2.3	1.6	0.7	0.4	0.1	0.3
ABC CLASSIC	3.2	2.6	0.6	0.2	1.3	-1.1	0.5	0.1	0.4	1.2	1.1	0.1	0.8	1.7	-0.9	2.5	2.8	-0.3	8.3	5.2	3.1

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	10.1	0.2	14.8	12.2	2.6	10.5	11.3	-0.8	5.9	5.8	0.1	8.9	9.2	-0.3	13.2	15.6	-2.4	8.8	8.8	0.0	8.8	8.8	0.0	12.8	13.9	-1.1
CRUISE1323	10.1	10.0	0.1	8.8	7.8	1.0	12.2	11.2	1.0	10.8	10.9	-0.1	9.3	10.5	-1.2	7.8	8.9	-1.1	12.8	13.9	-1.1	12.8	13.9	-1.1	13.2	13.1	0.1
MIX102.3	13.0	11.3	1.7	10.9	10.6	0.3	14.0	11.9	2.1	14.0	12.0	2.0	13.2	11.0	2.2	12.4	10.4	2.0	13.2	13.1	0.1	13.2	13.1	0.1	13.2	13.1	0.1
5MMM	8.8	10.1	-1.3	8.1	10.6	-2.5	9.5	10.7	-1.2	10.4	11.0	-0.6	7.9	9.2	-1.3	5.6	5.5	0.1	6.3	7.8	-1.5	6.3	7.8	-1.5	6.3	7.8	-1.5
NOVA91.9	9.8	9.8	0.0	7.9	9.7	-1.8	8.0	7.5	0.5	11.1	10.8	0.3	13.3	12.4	0.9	10.4	9.4	1.0	9.8	9.5	0.3	9.8	9.5	0.3	9.8	9.5	0.3
SAFM	9.5	9.5	0.0	9.6	8.0	1.6	7.7	9.5	-1.8	10.3	10.9	-0.6	10.4	9.8	0.6	10.0	8.8	1.2	7.4	8.8	-1.4	7.4	8.8	-1.4	7.4	8.8	-1.4
ABC ADE	11.0	11.5	-0.5	15.2	15.9	-0.7	11.0	11.8	-0.8	8.5	8.8	-0.3	8.0	7.7	0.3	11.3	12.7	-1.4	10.2	10.1	0.1	10.2	10.1	0.1	10.2	10.1	0.1
5RN	1.8	1.9	-0.1	2.2	3.6	-1.4	1.4	1.5	-0.1	1.3	0.8	0.5	2.2	1.6	0.6	2.6	2.2	0.4	1.8	2.0	-0.2	1.8	2.0	-0.2	1.8	2.0	-0.2
ABC NEWSRADIO	1.7	1.6	0.1	2.6	2.5	0.1	1.3	1.3	0.0	0.7	1.0	-0.3	1.0	0.9	0.1	4.5	3.4	1.1	2.5	1.7	0.8	2.5	1.7	0.8	2.5	1.7	0.8
5JJJ	6.2	5.9	0.3	5.6	4.6	1.0	5.6	4.9	0.7	7.2	6.7	0.5	7.2	8.7	-1.5	4.3	5.1	-0.8	7.9	4.8	3.1	7.9	4.8	3.1	7.9	4.8	3.1
ABC CLASSIC	3.2	2.4	0.8	3.2	2.6	0.6	3.8	2.2	1.6	2.6	2.3	0.3	2.8	2.3	0.5	3.5	2.5	1.0	3.3	3.3	0.0	3.3	3.3	0.0	3.3	3.3	0.0



ADELAIDE RADIO - SURVEY 1 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	160	156	4	9	20	-11	6	3	3	16	13	3	27	29	-2	36	28	8	65	63	2
CRUISE1323	206	198	8	10	21	-11	4	3	1	20	18	2	33	42	-9	48	40	8	90	72	18
MIX102.3	317	324	-7	47	52	-5	26	37	-11	62	71	-9	84	79	5	53	49	4	45	36	9
5MMM	215	213	2	24	27	-3	21	18	3	49	51	-2	70	63	7	33	31	2	18	22	-4
NOVA91.9	306	310	-4	65	61	4	63	61	2	98	100	-2	53	59	-6	16	22	-6	10	8	2
SAFM	247	276	-29	32	46	-14	30	47	-17	89	90	-1	64	53	11	21	27	-6	10	12	-2
ABC ADE	197	201	-4	10	13	-3	4	12	-8	14	19	-5	41	31	10	37	36	1	91	90	1
5RN	50	64	-14	2	4	-2	*	1	*	3	8	-5	8	12	-4	13	11	2	23	28	-5
ABC NEWSRADIO	71	73	-2	3	6	-3	1	3	-2	14	14	0	16	15	1	11	14	-3	26	22	4
5JJJ	171	159	12	17	16	1	37	34	3	66	63	3	36	35	1	11	10	1	5	1	4
ABC CLASSIC	69	57	12	4	5	-1	2	3	-1	12	13	-1	11	6	5	10	8	2	29	22	7
Total	1101	1100	1	112	113	-1	113	113	0	257	253	4	238	241	-3	157	161	-4	225	218	7

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

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	153	146	7	104	92	12	86	82	4	68	59	9	75	64	11	45	52	-7	102	95	7
CRUISE1323	181	186	-5	99	95	4	114	111	3	111	119	-8	90	97	-7	52	33	19	142	129	13
MIX102.3	283	286	-3	162	149	13	145	141	4	174	157	17	146	160	-14	74	64	10	199	198	1
5MMM	192	197	-5	97	119	-22	89	104	-15	101	101	0	102	109	-7	44	47	-3	119	122	-3
NOVA91.9	281	286	-5	144	166	-22	121	130	-9	155	169	-14	162	178	-16	83	87	-4	192	190	2
SAFM	222	240	-18	126	135	-9	104	113	-9	125	137	-12	118	125	-7	59	54	5	144	152	-8
ABC ADE	178	190	-12	131	136	-5	101	112	-11	101	106	-5	92	88	4	54	63	-9	134	130	4
5RN	47	58	-11	23	34	-11	21	24	-3	23	18	5	21	24	-3	11	14	-3	30	33	-3
ABC NEWSRADIO	60	66	-6	36	44	-8	20	30	-10	17	19	-2	19	20	-1	20	19	1	47	39	8
5JJJ	151	148	3	79	78	1	63	75	-12	89	92	-3	101	94	7	41	54	-13	110	86	24
ABC CLASSIC	62	53	9	36	26	10	32	31	1	32	25	7	28	25	3	18	21	-3	41	42	-1
Total	1071	1082	-11	831	845	-14	739	753	-14	789	810	-21	768	788	-20	463	443	20	929	895	34



ADELAIDE RADIO - SURVEY 1 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	14	0	*	*	*	*	*	*	1	*	*	2	3	-1	3	3	0	9	7	2
CRUISE1323	15	16	-1	*	1	*	*	*	*	1	1	0	2	3	-1	4	3	1	8	8	0
MIX102.3	19	17	2	2	2	0	1	1	0	3	3	0	5	5	0	4	4	0	3	2	1
5MMM	12	14	-2	1	*	*	1	1	0	2	3	-1	5	6	-1	2	2	0	1	2	-1
NOVA91.9	14	14	0	3	2	1	3	2	1	5	6	-1	3	3	0	1	1	0	*	*	*
SAFM	13	14	-1	2	2	0	1	2	-1	5	6	-1	3	3	0	1	1	0	*	1	*
ABC ADE	15	17	-2	*	1	*	*	*	*	1	1	0	2	2	0	3	3	0	9	10	-1
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	1	*	*	*	*	1	*	*	1	1	0
5J JJ	9	8	1	1	1	0	2	1	1	4	4	0	3	2	1	1	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	2	1
Total	142	147	-5	10	11	-1	9	10	-1	29	29	0	32	35	-3	22	23	-1	40	40	0

Average Audience (000's) by Session, P10+ [Potential: 1161]

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	16	16	0	31	26	5	23	26	-3	11	11	0	13	14	-1	6	8	-2	11	10	1
CRUISE1323	15	16	-1	18	17	1	27	26	1	20	21	-1	14	16	-2	4	4	0	15	17	-2
MIX102.3	20	18	2	23	23	0	31	28	3	26	23	3	19	17	2	6	5	1	16	16	0
5MMM	13	16	-3	17	23	-6	21	25	-4	19	21	-2	11	14	-3	3	3	0	8	9	-1
NOVA91.9	15	16	-1	17	21	-4	18	18	0	21	21	0	19	19	0	5	5	0	12	11	1
SAFM	14	15	-1	20	17	3	17	22	-5	19	21	-2	15	15	0	5	4	1	9	10	-1
ABC ADE	17	18	-1	32	35	-3	24	28	-4	16	17	-1	12	12	0	5	6	-1	12	12	0
5RN	3	3	0	5	8	-3	3	4	-1	2	2	0	3	2	1	1	1	0	2	2	0
ABC NEWSRADIO	3	3	0	5	5	0	3	3	0	1	2	-1	1	1	0	2	2	0	3	2	1
5J JJ	9	9	0	12	10	2	12	12	0	13	13	0	10	14	-4	2	2	0	9	6	3
ABC CLASSIC	5	4	1	7	6	1	8	5	3	5	4	1	4	4	0	2	1	1	4	4	0
Total	151	159	-8	209	217	-8	221	234	-13	186	192	-6	145	154	-9	45	48	-3	120	119	1

EMBARGOED UNTIL 9:30AM (AEDT)



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	21	14	7	4	*	*	*	1	*	4	8	-4	2	2	0	5	2	3	5	1	4
Chemist Warehouse Remix	1	8	-7	*	4	*	*	2	*	1	*	*	1	1	0	*	1	*	*	*	*
Coles Radio	20	20	0	1	2	-1	6	3	3	6	5	1	3	8	-5	3	*	*	1	2	-1
DANCE HITS	9	3	6	2	*	*	2	*	*	4	1	3	1	2	-1	*	*	*	*	*	*
EASY 80s HITS	9	11	-2	2	2	0	*	*	*	*	3	*	4	4	0	2	2	0	*	1	*
Edge Digital	6	2	4	2	1	1	1	*	*	3	1	2	*	*	*	*	*	*	*	*	*
Kinderling Kids	6	3	3	3	2	1	*	*	*	2	1	1	*	*	*	*	*	*	1	*	*
Mix 80s	17	14	3	1	1	0	1	1	0	2	1	1	9	8	1	2	1	1	2	2	0
Mix 90s	17	13	4	2	4	-2	2	*	*	6	2	4	4	4	0	*	*	*	3	2	1
MMM 90s	9	9	0	3	2	1	1	1	0	2	1	1	2	4	-2	1	*	*	*	1	*
MMM CLASSIC ROCK	19	18	1	2	7	-5	*	1	*	4	1	3	5	3	2	4	3	1	4	3	1
MMM HARD N HEAVY	8	4	4	2	1	1	*	*	*	2	*	*	3	2	1	*	1	*	*	*	*
MMM SOFT ROCK	11	10	1	2	*	*	*	2	*	3	*	*	2	6	-4	2	*	*	2	2	0
NOVA Throwbacks	4	na	*	1	na	*	*	na	*	1	na	*	2	na	*	*	na	*	*	na	*
OLDSKOOL 90s HITS	16	10	6	5	*	*	1	*	*	7	7	0	2	3	-1	1	*	*	*	*	*
smooth	15	17	-2	*	4	*	1	1	0	1	1	0	6	5	1	5	4	1	2	2	0
smooth 90s	3	na	*	1	na	*	*	na	*	2	na	*	*	na	*	*	na	*	1	na	*
SOUNDCLOUD RADIO	10	na	*	3	na	*	3	na	*	2	na	*	1	na	*	1	na	*	*	na	*
URBAN HITS	9	1	8	1	*	*	4	*	*	2	*	*	2	*	*	*	*	*	*	*	*
triple j Unearthed	5	7	-2	1	4	-3	*	*	*	2	2	0	1	1	0	1	1	0	*	*	*
ABC Country	6	8	-2	*	*	*	*	*	*	*	3	*	1	2	-1	2	1	1	4	3	1
ABC Jazz	18	12	6	2	3	-1	1	*	*	3	1	2	3	2	1	4	1	3	5	5	0
ABC KIDS LISTEN	11	9	2	6	5	1	3	*	*	2	1	1	*	1	*	*	1	*	*	1	*
ABC Sport	5	5	0	1	*	*	1	*	*	1	1	0	1	2	-1	2	1	1	*	2	*
Double J	17	21	-4	*	6	*	*	*	*	6	5	1	11	5	6	1	3	-2	1	2	-1
Total Digital/Internet Only	204	174	30	28	28	0	20	11	9	48	38	10	55	54	1	32	20	12	21	23	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

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	+/-
BUDDHA HITS	19	12	7	6	6	0	8	9	-1	9	8	1	7	4	3	4	1	3	11	5	6
Chemist Warehouse Remix	1	7	-6	*	1	*	*	4	*	*	2	*	1	2	-1	*	5	*	1	3	-2
Coles Radio	16	19	-3	10	6	4	8	9	-1	6	7	-1	7	7	0	3	5	-2	12	10	2
DANCE HITS	6	3	3	1	1	0	1	3	-2	3	1	2	3	1	2	*	1	*	4	2	2
EASY 80s HITS	7	9	-2	4	4	0	3	4	-1	4	3	1	5	3	2	2	2	0	5	6	-1
Edge Digital	5	2	3	2	1	1	2	*	*	2	2	0	2	1	1	2	*	*	2	1	1
Kinderling Kids	5	2	3	2	1	1	2	1	1	2	1	1	2	*	*	3	*	*	3	2	1
Mix 80s	14	10	4	6	5	1	11	2	9	7	4	3	7	5	2	2	2	0	9	9	0
Mix 90s	12	11	1	6	4	2	5	1	4	2	4	-2	2	5	-3	1	1	0	9	5	4
MMM 90s	5	8	-3	1	*	*	1	5	-4	3	3	0	3	4	-1	1	1	0	6	3	3
MMM CLASSIC ROCK	17	16	1	8	6	2	10	6	4	7	5	2	9	10	-1	5	7	-2	9	7	2
MMM HARD N HEAVY	7	4	3	4	*	*	3	1	2	4	1	3	5	1	4	4	4	0	6	3	3
MMM SOFT ROCK	8	10	-2	4	5	-1	5	7	-2	5	7	-2	2	8	-6	2	3	-1	5	4	1
NOVA Throwbacks	3	na	*	2	na	*	2	na	*	2	na	*	*	na	*	*	na	*	1	na	*
OLDSKOOL 90s HITS	12	9	3	5	2	3	7	2	5	7	5	2	9	6	3	4	2	2	5	2	3
smooth	14	15	-1	8	3	5	10	5	5	14	9	5	10	9	1	2	8	-6	10	8	2
smooth 90s	3	na	*	1	na	*	*	na	*	1	na	*	1	na	*	3	na	*	2	na	*
SOUNDCLOUD RADIO	8	na	*	3	na	*	3	na	*	4	na	*	5	na	*	5	na	*	4	na	*
URBAN HITS	6	1	5	4	*	*	2	*	*	3	*	*	3	*	*	1	*	*	6	*	*
triple j Unearthed	4	7	-3	1	2	-1	*	1	*	1	1	0	2	2	0	1	2	-1	3	2	1
ABC Country	4	6	-2	1	2	-1	4	5	-1	3	4	-1	2	3	-1	1	2	-1	5	4	1
ABC Jazz	15	11	4	5	1	4	6	3	3	3	3	0	5	5	0	6	5	1	12	7	5
ABC KIDS LISTEN	8	6	2	5	2	3	2	1	1	2	3	-1	1	4	-3	4	1	3	8	7	1
ABC Sport	5	2	3	1	*	*	2	1	1	3	1	2	3	1	2	2	1	1	3	4	-1
Double J	14	20	-6	6	5	1	9	10	-1	9	8	1	6	9	-3	3	6	-3	9	10	-1
Total Digital/Internet Only	173	148	25	85	57	28	94	80	14	103	80	23	88	84	4	56	58	-2	128	101	27

Please note: Nova Throwbacks, smooth 90s & Soundcloud Radio commenced broadcasting from Jan 17.

Hit Buddha, Hit Dance, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Dance Hits, Easy 80s Hits, Oldskool 90s Hits & Urban Hits and ABC Grandstand changed to ABC Sport.

Survey Period: Sun Jan 17 to Sat Feb 27.

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.