



ADELAIDE RADIO - SURVEY 2 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	9.7	10.0	-0.3	1.7	2.2	-0.5	0.9	1.2	-0.3	1.7	2.5	-0.8	5.8	5.8	0.0	10.0	12.0	-2.0	22.4	21.4	1.0
CRUISE1323	11.2	10.8	0.4	1.3	1.1	0.2	3.3	1.9	1.4	3.2	3.1	0.1	7.7	6.9	0.8	19.0	17.8	1.2	19.7	19.9	-0.2
MIX102.3	13.5	13.0	0.5	13.1	19.7	-6.6	14.6	12.9	1.7	14.7	11.8	2.9	16.3	15.5	0.8	15.7	16.5	-0.8	9.2	8.4	0.8
5MMM	9.3	8.2	1.1	12.6	9.8	2.8	12.5	11.2	1.3	8.1	5.7	2.4	14.6	14.4	0.2	11.2	10.0	1.2	3.3	3.1	0.2
NOVA91.9	10.9	9.8	1.1	35.0	31.4	3.6	22.5	28.7	-6.2	15.7	15.6	0.1	10.7	8.1	2.6	4.4	3.0	1.4	2.2	1.1	1.1
SAFM	8.6	9.0	-0.4	10.0	14.9	-4.9	15.9	12.1	3.8	16.2	17.9	-1.7	10.0	10.5	-0.5	7.8	6.4	1.4	0.6	0.5	0.1
ABC ADE	10.5	10.8	-0.3	3.3	3.5	-0.2	1.2	1.0	0.2	5.0	3.3	1.7	5.3	6.7	-1.4	11.4	11.5	-0.1	22.0	23.1	-1.1
5RN	1.7	1.8	-0.1	0.1	0.1	0.0	0.5	*	*	0.2	0.2	0.0	1.0	1.2	-0.2	3.1	2.8	0.3	3.2	3.8	-0.6
ABC NEWSRADIO	1.5	1.9	-0.4	0.5	0.2	0.3	0.5	0.1	0.4	0.9	1.3	-0.4	1.6	1.5	0.1	2.6	2.5	0.1	1.8	3.1	-1.3
5JJJ	4.8	6.6	-1.8	5.4	6.0	-0.6	9.6	17.2	-7.6	8.8	13.5	-4.7	7.3	8.2	-0.9	2.1	2.3	-0.2	0.3	0.4	-0.1
ABC CLASSIC	2.9	3.2	-0.3	0.3	0.2	0.1	1.2	0.5	0.7	2.3	1.2	1.1	1.5	0.8	0.7	1.0	2.5	-1.5	6.5	8.3	-1.8

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	10.1	10.3	-0.2	13.5	14.8	-1.3	10.6	10.5	0.1	6.0	5.9	0.1	8.7	8.9	-0.2	12.5	13.2	-0.7	8.5	8.8	-0.3							
CRUISE1323	10.4	10.1	0.3	8.7	8.8	-0.1	12.9	12.2	0.7	10.9	10.8	0.1	10.3	9.3	1.0	7.6	7.8	-0.2	13.8	12.8	1.0							
MIX102.3	13.7	13.0	0.7	12.0	10.9	1.1	14.6	14.0	0.6	15.6	14.0	1.6	13.0	13.2	-0.2	11.9	12.4	-0.5	13.0	13.2	-0.2							
5MMM	9.9	8.8	1.1	9.1	8.1	1.0	10.6	9.5	1.1	11.9	10.4	1.5	8.2	7.9	0.3	7.3	5.6	1.7	7.3	6.3	1.0							
NOVA91.9	10.7	9.8	0.9	9.8	7.9	1.9	8.2	8.0	0.2	11.3	11.1	0.2	14.4	13.3	1.1	11.8	10.4	1.4	11.6	9.8	1.8							
SAFM	9.0	9.5	-0.5	8.6	9.6	-1.0	7.8	7.7	0.1	10.0	10.3	-0.3	9.6	10.4	-0.8	8.8	10.0	-1.2	7.6	7.4	0.2							
ABC ADE	10.9	11.0	-0.1	15.4	15.2	0.2	11.4	11.0	0.4	7.7	8.5	-0.8	7.4	8.0	-0.6	11.7	11.3	0.4	9.2	10.2	-1.0							
5RN	1.7	1.8	-0.1	2.3	2.2	0.1	1.1	1.4	-0.3	1.0	1.3	-0.3	2.2	2.2	0.0	2.8	2.6	0.2	1.6	1.8	-0.2							
ABC NEWSRADIO	1.4	1.7	-0.3	1.9	2.6	-0.7	1.2	1.3	-0.1	0.6	0.7	-0.1	1.0	1.0	0.0	2.8	4.5	-1.7	1.9	2.5	-0.6							
5JJJ	4.7	6.2	-1.5	3.9	5.6	-1.7	4.4	5.6	-1.2	5.8	7.2	-1.4	5.6	7.2	-1.6	2.9	4.3	-1.4	5.3	7.9	-2.6							
ABC CLASSIC	2.7	3.2	-0.5	2.7	3.2	-0.5	2.9	3.8	-0.9	1.8	2.6	-0.8	2.8	2.8	0.0	4.2	3.5	0.7	3.6	3.3	0.3							



ADELAIDE RADIO - SURVEY 2 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	163	160	3	10	9	1	5	6	-1	15	16	-1	26	27	-1	32	36	-4	75	65	10
CRUISE1323	209	206	3	10	10	0	7	4	3	20	20	0	29	33	-4	49	48	1	94	90	4
MIX102.3	315	317	-2	42	47	-5	27	26	1	64	62	2	86	84	2	51	53	-2	46	45	1
5MMM	224	215	9	30	24	6	26	21	5	53	49	4	65	70	-5	32	33	-1	18	18	0
NOVA91.9	328	306	22	66	65	1	59	63	-4	111	98	13	64	53	11	16	16	0	12	10	2
SAFM	252	247	5	32	32	0	35	30	5	89	89	0	58	64	-6	25	21	4	12	10	2
ABC ADE	186	197	-11	11	10	1	2	4	-2	15	14	1	35	41	-6	39	37	2	84	91	-7
5RN	53	50	3	3	2	1	1	*	*	5	3	2	10	8	2	14	13	1	19	23	-4
ABC NEWSRADIO	70	71	-1	5	3	2	5	1	4	10	14	-4	15	16	-1	12	11	1	22	26	-4
5JJJ	150	171	-21	16	17	-1	33	37	-4	59	66	-7	31	36	-5	7	11	-4	4	5	-1
ABC CLASSIC	67	69	-2	7	4	3	3	2	1	13	12	1	14	11	3	7	10	-3	23	29	-6
Total	1100	1101	-1	111	112	-1	112	113	-1	259	257	2	237	238	-1	157	157	0	223	225	-2

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	153	0	100	104	-4	89	86	3	65	68	-3	80	75	5	44	45	-1	107	102	5
CRUISE1323	181	181	0	94	99	-5	120	114	6	121	111	10	97	90	7	50	52	-2	150	142	8
MIX102.3	284	283	1	171	162	9	144	145	-1	173	174	-1	147	146	1	77	74	3	199	199	0
5MMM	200	192	8	105	97	8	89	89	0	115	101	14	102	102	0	53	44	9	119	119	0
NOVA91.9	298	281	17	167	144	23	132	121	11	172	155	17	177	162	15	99	83	16	213	192	21
SAFM	223	222	1	124	126	-2	96	104	-8	121	125	-4	111	118	-7	65	59	6	144	144	0
ABC ADE	174	178	-4	132	131	1	101	101	0	90	101	-11	85	92	-7	56	54	2	125	134	-9
5RN	48	47	1	25	23	2	17	21	-4	20	23	-3	23	21	2	16	11	5	27	30	-3
ABC NEWSRADIO	59	60	-1	36	36	0	25	20	5	14	17	-3	18	19	-1	15	20	-5	46	47	-1
5JJJ	141	151	-10	67	79	-12	62	63	-1	81	89	-8	89	101	-12	33	41	-8	89	110	-21
ABC CLASSIC	61	62	-1	36	36	0	31	32	-1	33	32	1	29	28	1	15	18	-3	41	41	0
Total	1084	1071	13	842	831	11	740	739	1	793	789	4	792	768	24	490	463	27	929	929	0



ADELAIDE RADIO - SURVEY 2 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	2	0	2	3	-1	9	9	0
CRUISE1323	16	15	1	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	8	8	0
MIX102.3	20	19	1	1	2	-1	2	1	1	4	3	1	5	5	0	4	4	0	4	3	1
5MMM	14	12	2	1	1	0	1	1	0	2	2	0	5	5	0	3	2	1	1	1	0
NOVA91.9	16	14	2	4	3	1	2	3	-1	5	5	0	3	3	0	1	1	0	1	*	*
SAFM	13	13	0	1	2	-1	2	1	1	5	5	0	3	3	0	2	1	1	*	*	*
ABC ADE	15	15	0	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	9	0
5RN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
5JJJ	7	9	-2	1	1	0	1	2	-1	3	4	-1	2	3	-1	*	1	*	*	*	*
ABC CLASSIC	4	5	-1	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	3	3	0
Total	147	142	5	11	10	1	11	9	2	29	29	0	32	32	0	23	22	1	42	40	2

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	30	31	-1	23	23	0	11	11	0	14	13	1	7	6	1	10	11	-1
CRUISE1323	16	15	1	19	18	1	28	27	1	20	20	0	16	14	2	4	4	0	17	15	2
MIX102.3	22	20	2	27	23	4	32	31	1	29	26	3	20	19	1	6	6	0	16	16	0
5MMM	16	13	3	20	17	3	23	21	2	22	19	3	13	11	2	4	3	1	9	8	1
NOVA91.9	17	15	2	22	17	5	18	18	0	21	21	0	23	19	4	6	5	1	14	12	2
SAFM	14	14	0	19	20	-1	17	17	0	19	19	0	15	15	0	5	5	0	9	9	0
ABC ADE	17	17	0	34	32	2	25	24	1	15	16	-1	12	12	0	6	5	1	11	12	-1
5RN	3	3	0	5	5	0	2	3	-1	2	2	0	3	3	0	1	1	0	2	2	0
ABC NEWSRADIO	2	3	-1	4	5	-1	3	3	0	1	1	0	2	1	1	1	2	-1	2	3	-1
5JJJ	7	9	-2	9	12	-3	10	12	-2	11	13	-2	9	10	-1	2	2	0	6	9	-3
ABC CLASSIC	4	5	-1	6	7	-1	6	8	-2	3	5	-2	4	4	0	2	2	0	4	4	0
Total	158	151	7	221	209	12	220	221	-1	188	186	2	156	145	11	53	45	8	121	120	1



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	18	21	-3	5	4	1	1	*	*	5	4	1	2	2	0	3	5	-2	2	5	-3
Chemist Warehouse Remix	4	1	3	2	*	*	*	*	*	1	1	0	1	1	0	*	*	*	*	*	*
Coles Radio	20	20	0	3	1	2	6	6	0	4	6	-2	4	3	1	3	3	0	1	1	0
DANCE HITS	11	9	2	3	2	1	3	2	1	3	4	-1	2	1	1	*	*	*	*	*	*
EASY 80s HITS	9	9	0	2	2	0	*	*	*	1	*	*	4	4	0	2	2	0	*	*	*
Edge Digital	5	6	-1	2	2	0	*	1	*	3	3	0	*	*	*	*	*	*	*	*	*
Kinderling Kids	8	6	2	5	3	2	*	*	*	2	2	0	*	*	*	*	*	*	1	1	0
Mix 80s	17	17	0	2	1	1	1	1	0	1	2	-1	8	9	-1	3	2	1	2	2	0
Mix 90s	20	17	3	4	2	2	2	2	0	6	6	0	5	4	1	*	*	*	3	3	0
MMM 90s	12	9	3	5	3	2	*	1	*	2	2	0	3	2	1	1	1	0	*	*	*
MMM CLASSIC ROCK	23	19	4	4	2	2	*	*	*	6	4	2	5	5	0	4	4	0	4	4	0
MMM HARD N HEAVY	9	8	1	4	2	2	*	*	*	2	2	0	2	3	-1	1	*	*	*	*	*
MMM SOFT ROCK	11	11	0	2	2	0	1	*	*	2	3	-1	3	2	1	1	2	-1	2	2	0
NOVA Throwbacks	5	4	1	2	1	1	*	*	*	1	1	0	1	2	-1	*	*	*	1	*	*
OLDSKOOL 90s HITS	19	16	3	7	5	2	*	1	*	7	7	0	3	2	1	1	1	0	*	*	*
smooth	15	15	0	1	*	*	*	1	*	2	1	1	4	6	-2	5	5	0	3	2	1
smooth 90s	5	3	2	1	1	0	*	*	*	1	2	-1	1	*	*	1	*	*	1	1	0
SOUNDCLOUD RADIO	9	10	-1	5	3	2	*	3	*	3	2	1	1	1	0	*	1	*	*	*	*
URBAN HITS	6	9	-3	1	1	0	1	4	-3	2	2	0	3	2	1	*	*	*	*	*	*
triple j Uneathed	8	5	3	3	1	2	*	*	*	3	2	1	1	1	0	1	1	0	*	*	*
ABC Country	6	6	0	1	*	*	*	*	*	*	*	*	1	1	0	2	2	0	2	4	-2
ABC Jazz	19	18	1	3	2	1	1	1	0	4	3	1	4	3	1	3	4	-1	4	5	-1
ABC KIDS LISTEN	14	11	3	9	6	3	*	3	*	4	2	2	*	*	*	*	*	*	*	*	*
ABC Sport	6	5	1	2	1	1	1	1	0	1	1	0	*	1	*	1	2	-1	1	*	*
Double J	14	17	-3	2	*	*	*	*	*	4	6	-2	7	11	-4	*	1	*	1	1	0
Total Digital/Internet Only	193	204	-11	29	28	1	14	20	-6	50	48	2	46	55	-9	31	32	-1	22	21	1

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	15	19	-4	5	6	-1	5	8	-3	7	9	-2	7	7	0	2	4	-2	11	11	0
Chemist Warehouse Remix	2	1	1	*	*	*	*	*	*	1	*	*	1	1	0	2	*	*	2	1	1
Coles Radio	17	16	1	9	10	-1	8	8	0	5	6	-1	6	7	-1	4	3	1	11	12	-1
DANCE HITS	8	6	2	2	1	1	1	1	0	4	3	1	3	3	0	1	*	*	5	4	1
EASY 80s HITS	8	7	1	4	4	0	3	3	0	5	4	1	5	5	0	1	2	-1	3	5	-2
Edge Digital	4	5	-1	3	2	1	1	2	-1	2	2	0	2	2	0	1	2	-1	1	2	-1
Kinderling Kids	6	5	1	3	2	1	2	2	0	3	2	1	4	2	2	3	3	0	4	3	1
Mix 80s	14	14	0	6	6	0	10	11	-1	7	7	0	8	7	1	6	2	4	10	9	1
Mix 90s	15	12	3	7	6	1	7	5	2	8	2	6	4	2	2	2	1	1	9	9	0
MMM 90s	7	5	2	2	1	1	1	1	0	3	3	0	4	3	1	3	1	2	8	6	2
MMM CLASSIC ROCK	21	17	4	12	8	4	11	10	1	9	7	2	11	9	2	8	5	3	12	9	3
MMM HARD N HEAVY	9	7	2	4	4	0	3	3	0	3	4	-1	6	5	1	4	4	0	7	6	1
MMM SOFT ROCK	10	8	2	5	4	1	4	5	-1	6	5	1	4	2	2	3	2	1	5	5	0
NOVA Throwbacks	3	3	0	*	2	*	2	2	0	1	2	-1	1	*	*	*	*	*	2	1	1
OLDSKOOL 90s HITS	15	12	3	6	5	1	7	7	0	7	7	0	9	9	0	7	4	3	7	5	2
smooth	13	14	-1	7	8	-1	8	10	-2	12	14	-2	10	10	0	4	2	2	8	10	-2
smooth 90s	5	3	2	1	1	0	1	*	*	3	1	2	3	1	2	2	3	-1	2	2	0
SOUNDCLOUD RADIO	9	8	1	5	3	2	3	3	0	4	4	0	6	5	1	6	5	1	2	4	-2
URBAN HITS	4	6	-2	2	4	-2	2	2	0	3	3	0	2	3	-1	1	1	0	4	6	-2
triple j Uneathed	6	4	2	2	1	1	*	*	*	1	1	0	2	2	0	2	1	1	5	3	2
ABC Country	5	4	1	3	1	2	3	4	-1	2	3	-1	2	2	0	2	1	1	3	5	-2
ABC Jazz	16	15	1	4	5	-1	2	6	-4	3	3	0	6	5	1	8	6	2	12	12	0
ABC KIDS LISTEN	10	8	2	5	5	0	4	2	2	2	2	0	3	1	2	5	4	1	13	8	5
ABC Sport	3	5	-2	1	1	0	1	2	-1	1	3	-2	1	3	-2	1	2	-1	5	3	2
Double J	12	14	-2	5	6	-1	7	9	-2	6	9	-3	4	6	-2	4	3	1	6	9	-3
Total Digital/Internet Only	166	173	-7	85	85	0	83	94	-11	98	103	-5	92	88	4	62	56	6	119	128	-9