



ADELAIDE RADIO - SURVEY 1 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	8.1	10.9	-2.8	2.3	2.0	0.3	0.3	0.7	-0.4	2.8	2.4	0.4	4.0	6.6	-2.6	14.3	8.5	5.8	16.3	27.6	-11.3
CRUISE1323	10.6	9.6	1.0	0.9	1.9	-1.0	4.1	4.2	-0.1	3.3	1.3	2.0	7.4	5.9	1.5	17.8	16.7	1.1	19.4	17.9	1.5
MIX102.3	12.6	13.6	-1.0	14.5	19.5	-5.0	11.7	17.5	-5.8	8.4	10.7	-2.3	18.4	17.2	1.2	16.3	19.9	-3.6	7.3	5.5	1.8
5MMM	7.2	8.6	-1.4	6.2	8.2	-2.0	4.1	9.0	-4.9	5.0	11.8	-6.8	12.6	12.1	0.5	8.0	8.5	-0.5	4.6	3.1	1.5
NOVA91.9	11.0	11.0	0.0	33.5	25.9	7.6	24.0	20.8	3.2	17.6	19.6	-2.0	7.6	12.5	-4.9	4.6	4.7	-0.1	2.2	0.8	1.4
HIT 107	8.9	9.3	-0.4	15.6	18.0	-2.4	19.4	16.5	2.9	20.0	19.3	0.7	7.0	9.0	-2.0	2.1	5.5	-3.4	1.4	0.6	0.8
ABC ADE	10.2	9.0	1.2	2.7	1.6	1.1	0.8	0.7	0.1	1.5	1.3	0.2	6.8	4.9	1.9	11.3	12.2	-0.9	24.6	20.6	4.0
5RN	3.2	2.1	1.1	0.1	0.2	-0.1	1.1	0.3	0.8	1.5	0.3	1.2	4.4	1.0	3.4	4.2	3.6	0.6	4.2	4.3	-0.1
ABC NEWS	1.5	1.4	0.1	0.3	0.6	-0.3	0.3	0.5	-0.2	0.8	0.7	0.1	1.8	2.4	-0.6	2.3	1.2	1.1	2.2	1.7	0.5
5JJJ	7.9	5.9	2.0	12.3	7.9	4.4	16.5	12.1	4.4	13.7	11.4	2.3	10.8	8.2	2.6	2.2	1.7	0.5	0.4	0.3	0.1
ABC CLASSIC	3.1	2.9	0.2	0.3	1.1	-0.8	0.7	0.3	0.4	1.0	2.0	-1.0	1.3	2.1	-0.8	2.1	1.5	0.6	8.5	6.5	2.0

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	8.1	10.9	-2.8	10.5	14.2	-3.7	8.6	12.1	-3.5	4.4	5.4	-1.0	6.6	9.2	-2.6	12.7	16.4	-3.7	8.0	10.9	-2.9						
CRUISE1323	9.8	9.3	0.5	7.9	7.8	0.1	11.2	10.4	0.8	11.7	10.8	0.9	9.4	8.5	0.9	7.8	8.1	-0.3	12.8	10.7	2.1						
MIX102.3	12.8	13.6	-0.8	11.6	12.1	-0.5	13.5	13.1	0.4	13.7	14.9	-1.2	12.6	15.2	-2.6	12.3	12.9	-0.6	12.1	13.7	-1.6						
5MMM	7.4	9.2	-1.8	6.6	8.7	-2.1	8.3	10.4	-2.1	9.1	12.0	-2.9	6.9	6.6	0.3	4.4	3.9	0.5	6.6	6.6	0.0						
NOVA91.9	11.4	10.9	0.5	9.9	10.1	-0.2	9.6	8.3	1.3	11.4	11.5	-0.1	16.0	15.7	0.3	12.3	10.5	1.8	9.7	11.0	-1.3						
HIT 107	9.3	9.4	-0.1	8.4	8.5	-0.1	8.5	9.0	-0.5	11.4	10.8	0.6	9.5	10.2	-0.7	8.4	7.4	1.0	7.4	8.9	-1.5						
ABC ADE	10.3	8.8	1.5	15.5	12.7	2.8	10.1	9.0	1.1	6.5	5.6	0.9	7.6	5.5	2.1	11.1	11.6	-0.5	9.8	9.7	0.1						
5RN	3.3	2.0	1.3	5.1	2.5	2.6	3.0	1.2	1.8	2.2	1.3	0.9	3.0	2.8	0.2	2.5	2.9	-0.4	2.8	2.4	0.4						
ABC NEWS	1.4	1.4	0.0	2.6	2.4	0.2	0.6	0.9	-0.3	0.7	0.9	-0.2	1.3	1.2	0.1	2.2	1.9	0.3	2.0	1.4	0.6						
5JJJ	7.7	6.4	1.3	7.1	6.3	0.8	8.3	6.4	1.9	8.5	7.2	1.3	8.2	6.9	1.3	4.5	3.5	1.0	8.7	4.1	4.6						
ABC CLASSIC	2.8	2.7	0.1	3.0	2.8	0.2	3.1	2.9	0.2	2.4	1.5	0.9	2.7	2.6	0.1	2.1	5.1	-3.0	4.0	3.7	0.3						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	5	2	3	*	1	*	*	*	*	2	*	*	2	1	1	1	*	*	*	*	*	*
Coles Radio	18	23	-5	2	5	-3	3	3	0	3	9	-6	5	4	1	3	1	2	4	1	3	
Edge Digital	3	6	-3	2	1	1	1	*	*	1	3	-2	*	2	*	*	1	*	*	*	*	
HIT BUDDHA	15	10	5	4	2	2	1	1	0	2	1	1	4	3	1	4	2	2	1	*	*	
HIT DANCE	11	na	*	2	na	*	3	na	*	3	na	*	4	na	*	*	na	*	*	na	*	
HIT EASY	2	8	-6	*	3	*	*	*	*	1	1	0	*	*	*	1	3	-2	*	1	*	
HIT OLDSKOOL	20	22	-2	*	3	*	5	2	3	8	10	-2	5	5	0	2	2	0	1	1	0	
HIT URBAN	7	7	0	1	2	-1	2	2	0	2	3	-1	2	1	1	*	*	*	*	*	*	
Kinderling Kids	6	3	3	1	2	-1	*	*	*	3	*	*	1	1	0	*	*	*	1	*	*	
Mix 80s	16	16	0	1	3	-2	3	1	2	*	1	*	10	7	3	1	4	-3	*	2	*	
Mix 90s	15	24	-9	1	8	-7	1	1	0	6	7	-1	8	6	2	*	1	*	*	*	*	
MMM CLASSIC ROCK	10	11	-1	3	1	2	*	1	*	1	1	0	2	5	-3	3	3	0	1	*	*	
MMM COUNTRY	8	1	7	1	1	0	*	*	*	1	*	*	5	*	*	*	*	*	1	*	*	
MMM GREATEST HITS	10	17	-7	2	2	0	*	2	*	5	4	1	2	6	-4	*	3	*	1	1	0	
MMM SOFT ROCK	1	3	-2	*	1	*	*	1	*	*	1	*	*	*	*	1	1	0	*	*	*	
Smooth	15	21	-6	*	3	*	2	*	*	1	4	-3	4	6	-2	5	2	3	3	5	-2	
smooth Chill	7	na	*	*	na	*	1	na	*	2	na	*	2	na	*	1	na	*	*	na	*	
triple j Unearthed	14	12	2	5	2	3	2	4	-2	2	4	-2	1	*	*	3	2	1	*	*	*	
ABC Country	5	7	-2	1	1	0	*	*	*	1	1	0	1	*	*	1	2	-1	2	2	0	
ABC Grandstand	8	6	2	1	*	*	*	*	*	*	2	*	1	3	-2	2	*	*	4	1	3	
ABC Jazz	12	14	-2	1	2	-1	1	1	0	1	3	-2	4	1	3	2	3	-1	2	4	-2	
ABC KIDS LISTEN	10	8	2	3	4	-1	*	*	*	4	4	0	2	1	1	*	*	*	1	*	*	
Double J	26	19	7	6	1	5	*	*	*	8	9	-1	9	9	0	2	1	1	1	*	*	
Total Digital/Internet Only	191	180	11	23	23	0	17	13	4	54	53	1	48	51	-3	26	24	2	22	16	6	

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	4	1	3	*	1	*	*	1	*	4	*	*	2	*	*	2	*	*	3	2	1
Coles Radio	17	21	-4	4	7	-3	6	11	-5	7	8	-1	5	7	-2	2	5	-3	6	11	-5
Edge Digital	1	4	-3	1	3	-2	1	1	0	1	*	*	1	1	0	1	2	-1	2	3	-1
HIT BUDDHA	12	9	3	3	5	-2	6	3	3	4	5	-1	5	3	2	5	*	*	7	6	1
HIT DANCE	6	na	*	2	na	*	1	na	*	2	na	*	3	na	*	2	na	*	7	na	*
HIT EASY	2	6	-4	1	2	-1	1	2	-1	1	4	-3	1	4	-3	1	*	*	1	5	-4
HIT OLDSKOOL	15	21	-6	5	10	-5	8	7	1	7	10	-3	7	9	-2	5	9	-4	11	12	-1
HIT URBAN	6	7	-1	1	5	-4	2	4	-2	2	3	-1	3	4	-1	2	2	0	2	5	-3
Kinderling Kids	6	3	3	1	2	-1	1	*	*	3	*	*	2	3	-1	2	1	1	4	2	2
Mix 80s	13	15	-2	5	6	-1	5	7	-2	9	8	1	6	5	1	2	5	-3	8	8	0
Mix 90s	12	19	-7	4	8	-4	2	9	-7	6	8	-2	7	7	0	2	2	0	7	10	-3
MMM CLASSIC ROCK	9	11	-2	4	2	2	4	5	-1	6	7	-1	4	4	0	4	1	3	7	4	3
MMM COUNTRY	6	1	5	4	1	3	5	*	*	4	*	*	3	1	2	3	*	*	5	1	4
MMM GREATEST HITS	7	15	-8	3	7	-4	2	8	-6	6	9	-3	2	7	-5	1	2	-1	5	10	-5
MMM SOFT ROCK	*	3	*	*	1	*	*	*	*	*	*	*	*	1	*	*	2	*	1	1	0
Smooth	12	18	-6	5	7	-2	5	7	-2	6	8	-2	5	9	-4	6	9	-3	8	14	-6
smooth Chill	5	na	*	2	na	*	3	na	*	3	na	*	4	na	*	2	na	*	6	na	*
triple j Unearthed	11	10	1	2	5	-3	3	4	-1	3	4	-1	6	4	2	5	3	2	7	5	2
ABC Country	5	5	0	3	1	2	2	1	1	2	4	-2	2	2	0	3	2	1	4	4	0
ABC Grandstand	3	4	-1	1	*	*	1	2	-1	2	2	0	1	1	0	1	2	-1	5	4	1
ABC Jazz	7	11	-4	3	4	-1	3	4	-1	2	6	-4	3	4	-1	2	3	-1	6	8	-2
ABC KIDS LISTEN	7	6	1	3	4	-1	2	2	0	5	3	2	3	2	1	*	1	*	5	6	-1
Double J	20	13	7	9	5	4	8	6	2	7	9	-2	11	6	5	9	1	8	13	12	1
Total Digital/Internet Only	156	158	-2	66	70	-4	72	74	-2	86	85	1	82	77	5	60	49	11	115	110	5

Please note: MMM AUSSIE relaunched as MMM SOFT ROCK, HIT DANCE & smooth Chill commenced broadcasting on Jan 19.