



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 - 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 | | | 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 |
| 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 |