



ADELAIDE RADIO - SURVEY 8 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	9.8	11.0	-1.2	4.0	4.2	-0.2	0.1	0.1	0.0	1.6	1.3	0.3	9.2	10.5	-1.3	12.7	13.8	-1.1	18.7	20.5	-1.8
CRUISE1323	10.9	10.5	0.4	4.9	2.1	2.8	1.4	2.3	-0.9	2.3	2.1	0.2	8.3	5.6	2.7	14.8	18.1	-3.3	21.2	19.9	1.3
MIX102.3	11.7	13.4	-1.7	17.2	22.9	-5.7	12.9	11.8	1.1	10.0	14.8	-4.8	13.4	14.7	-1.3	18.0	16.7	1.3	6.2	7.5	-1.3
5MMM	9.6	8.8	0.8	4.4	3.9	0.5	7.1	8.9	-1.8	9.2	10.9	-1.7	17.3	14.4	2.9	10.4	10.3	0.1	4.6	3.1	1.5
NOVA91.9	9.8	10.8	-1.0	19.3	29.1	-9.8	22.3	26.5	-4.2	19.3	20.3	-1.0	8.3	9.0	-0.7	4.9	4.7	0.2	1.2	1.3	-0.1
SAFM	9.3	8.4	0.9	15.4	16.9	-1.5	17.9	19.9	-2.0	19.2	13.9	5.3	7.8	8.1	-0.3	5.8	6.1	-0.3	1.6	1.5	0.1
ABC ADE	11.2	9.8	1.4	4.8	1.5	3.3	1.4	1.1	0.3	1.8	1.5	0.3	6.5	4.8	1.7	13.1	12.6	0.5	25.4	21.7	3.7
5RN	2.0	2.4	-0.4	0.4	*	*	*	*	*	1.4	0.7	0.7	1.0	1.8	-0.8	2.0	1.9	0.1	4.1	5.3	-1.2
ABC NEWSRADIO	1.6	1.5	0.1	0.4	0.4	0.0	0.4	0.1	0.3	2.1	1.3	0.8	1.1	1.2	-0.1	1.6	1.0	0.6	2.4	2.9	-0.5
5JJJ	5.7	5.6	0.1	5.9	5.4	0.5	13.9	12.3	1.6	13.9	11.4	2.5	5.4	8.6	-3.2	1.6	1.6	0.0	0.1	0.1	0.0
ABC CLASSIC	2.6	2.7	-0.1	1.3	1.4	-0.1	0.1	0.5	-0.4	1.1	0.9	0.2	1.7	0.8	0.9	2.8	4.1	-1.3	5.2	5.6	-0.4

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	11.4	-1.3	12.2	13.8	-1.6	11.3	13.1	-1.8	5.8	7.1	-1.3	9.2	9.4	-0.2	15.6	15.8	-0.2	8.8	9.9	-1.1						
CRUISE1323	10.0	9.5	0.5	7.8	6.8	1.0	11.2	10.4	0.8	10.9	11.2	-0.3	10.5	10.4	0.1	8.9	9.1	-0.2	13.9	13.7	0.2						
MIX102.3	11.3	12.8	-1.5	10.6	12.5	-1.9	11.9	13.4	-1.5	12.0	13.5	-1.5	11.0	13.0	-2.0	10.4	9.3	1.1	13.1	15.2	-2.1						
5MMM	10.1	9.4	0.7	10.6	9.5	1.1	10.7	9.9	0.8	11.0	10.3	0.7	9.2	8.9	0.3	5.5	5.8	-0.3	7.8	7.0	0.8						
NOVA91.9	9.8	11.0	-1.2	9.7	10.7	-1.0	7.5	8.7	-1.2	10.8	12.1	-1.3	12.4	13.4	-1.0	9.4	10.4	-1.0	9.5	10.0	-0.5						
SAFM	9.5	8.7	0.8	8.0	7.8	0.2	9.5	8.4	1.1	10.9	9.6	1.3	9.8	10.1	-0.3	8.8	6.9	1.9	8.8	7.4	1.4						
ABC ADE	11.5	10.1	1.4	15.9	14.8	1.1	11.8	10.0	1.8	8.8	7.4	1.4	7.7	6.3	1.4	12.7	10.7	2.0	10.1	8.7	1.4						
5RN	1.9	2.2	-0.3	3.6	3.4	0.2	1.5	1.4	0.1	0.8	1.4	-0.6	1.6	2.2	-0.6	2.2	3.1	-0.9	2.0	2.9	-0.9						
ABC NEWSRADIO	1.6	1.5	0.1	2.5	2.2	0.3	1.3	1.0	0.3	1.0	0.7	0.3	0.9	1.1	-0.2	3.4	4.1	-0.7	1.7	1.6	0.1						
5JJJ	5.9	5.8	0.1	4.6	4.7	-0.1	4.9	5.0	-0.1	6.7	6.2	0.5	8.7	7.6	1.1	5.1	6.6	-1.5	4.8	5.2	-0.4						
ABC CLASSIC	2.4	2.5	-0.1	2.6	2.4	0.2	2.2	2.5	-0.3	2.3	2.6	-0.3	2.3	2.4	-0.1	2.5	2.2	0.3	3.3	3.6	-0.3						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	8	6	2	4	2	2	2	1	1	*	*	*	1	2	-1	1	1	0	*	*	*
Coles Radio	20	25	-5	2	1	1	3	3	0	5	7	-2	8	9	-1	*	2	*	2	2	0
Edge Digital	2	2	0	1	*	*	*	*	*	1	2	-1	*	*	*	*	*	*	*	*	*
HIT BUDDHA	14	11	3	*	1	*	1	1	0	8	4	4	2	2	0	2	2	0	1	1	0
HIT DANCE	3	2	1	*	*	*	*	1	*	1	*	*	2	1	1	*	*	*	*	*	*
HIT EASY	11	9	2	2	*	*	*	*	*	3	3	0	4	4	0	2	2	0	1	*	*
HIT OLDSKOOL	10	7	3	*	*	*	*	*	*	7	6	1	3	1	2	*	*	*	*	*	*
HIT URBAN	1	1	0	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
Kinderling Kids	3	4	-1	2	3	-1	*	1	*	1	1	0	*	*	*	*	*	*	*	*	*
Mix 80s	14	13	1	1	*	*	1	1	0	1	1	0	8	9	-1	1	1	0	2	1	1
Mix 90s	13	11	2	4	2	2	*	*	*	2	2	0	4	3	1	*	1	*	2	2	0
MMM 90s	9	4	5	2	*	*	1	*	*	1	*	*	4	3	1	*	*	*	1	1	0
MMM CLASSIC ROCK	18	8	10	7	4	3	1	*	*	1	1	0	3	1	2	3	2	1	3	1	2
MMM HARD N HEAVY	4	2	2	1	1	0	*	*	*	*	*	*	2	1	1	1	1	0	*	*	*
MMM SOFT ROCK	10	4	6	*	1	*	2	*	*	*	*	*	6	1	5	*	*	*	2	2	0
smooth	17	16	1	4	2	2	1	1	0	1	2	-1	5	4	1	4	4	0	2	3	-1
smooth Chill	9	5	4	1	1	0	*	*	*	1	1	0	4	2	2	1	1	0	2	*	*
triple j Unearthed	7	6	1	4	2	2	*	1	*	2	1	1	1	2	-1	1	*	*	*	*	*
ABC Country	8	4	4	*	*	*	*	*	*	3	2	1	2	*	*	1	*	*	3	2	1
ABC Grandstand	5	5	0	*	1	*	*	*	*	1	1	0	2	*	*	1	1	0	2	2	0
ABC Jazz	12	9	3	3	1	2	*	*	*	1	1	0	2	2	0	1	1	0	5	4	1
ABC KIDS LISTEN	9	9	0	5	3	2	*	*	*	1	3	-2	1	2	-1	1	*	*	1	1	0
Double J	21	12	9	6	2	4	*	*	*	5	3	2	5	5	0	3	*	*	2	2	0
Total Digital/Internet Only	174	146	28	28	19	9	11	10	1	38	36	2	54	46	8	20	18	2	23	17	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	7	6	1	1	1	0	4	1	3	2	2	0	2	2	0	5	3	2	3	2	1
Coles Radio	19	23	-4	6	8	-2	9	8	1	7	13	-6	7	8	-1	5	1	4	10	14	-4
Edge Digital	2	2	0	1	2	-1	*	2	*	2	2	0	1	2	-1	*	*	*	1	*	*
HIT BUDDHA	12	10	2	6	4	2	9	7	2	8	4	4	4	4	0	1	3	-2	5	3	2
HIT DANCE	3	2	1	1	*	*	3	1	2	1	*	*	1	1	0	1	1	0	2	2	0
HIT EASY	9	6	3	4	3	1	4	4	0	3	4	-1	3	2	1	2	1	1	6	5	1
HIT OLDSKOOL	9	7	2	2	*	*	2	2	0	5	3	2	6	1	5	2	2	0	2	1	1
HIT URBAN	1	1	0	*	1	*	*	1	*	*	1	*	*	1	*	*	*	*	*	1	*
Kinderling Kids	2	4	-2	1	1	0	1	1	0	1	3	-2	*	2	*	*	1	*	2	3	-1
Mix 80s	10	9	1	5	2	3	2	3	-1	4	3	1	5	4	1	2	1	1	9	7	2
Mix 90s	11	9	2	4	4	0	1	2	-1	4	2	2	5	5	0	1	1	0	5	3	2
MMM 90s	8	4	4	*	1	*	5	3	2	3	3	0	4	4	0	1	1	0	3	4	-1
MMM CLASSIC ROCK	16	7	9	6	2	4	6	4	2	5	3	2	10	5	5	7	3	4	7	4	3
MMM HARD N HEAVY	4	2	2	*	1	*	1	1	0	1	1	0	1	*	*	4	1	3	3	1	2
MMM SOFT ROCK	10	4	6	5	2	3	7	3	4	7	2	5	8	3	5	3	3	0	4	2	2
smooth	15	15	0	3	3	0	5	8	-3	9	9	0	9	5	4	8	6	2	8	10	-2
smooth Chill	7	4	3	3	2	1	4	3	1	5	4	1	4	2	2	3	3	0	6	5	1
triple j Unearthed	7	4	3	2	1	1	1	2	-1	1	2	-1	2	2	0	2	2	0	2	3	-1
ABC Country	6	3	3	2	2	0	5	2	3	4	1	3	3	1	2	2	1	1	4	3	1
ABC Grandstand	2	2	0	*	*	*	1	*	*	1	*	*	1	1	0	1	2	-1	4	4	0
ABC Jazz	11	9	2	1	1	0	3	3	0	3	1	2	5	2	3	5	6	-1	7	6	1
ABC KIDS LISTEN	6	8	-2	2	4	-2	1	4	-3	3	3	0	4	4	0	1	3	-2	7	5	2
Double J	20	12	8	5	1	4	10	7	3	8	6	2	9	4	5	6	3	3	10	4	6
Total Digital/Internet Only	148	124	24	57	46	11	80	63	17	80	68	12	84	63	21	58	40	18	101	85	16