



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
5J JJ	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
5J JJ	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

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.

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