



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 - 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 Unearthed	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	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 Unearthed	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