



## ADELAIDE RADIO - SURVEY 4 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	12.3	10.8	1.5	1.9	2.0	-0.1	5.8	*	*	3.2	1.7	1.5	9.5	6.9	2.6	13.0	13.3	-0.3	24.2	24.0	0.2
CRUISE1323	10.6	11.1	-0.5	1.0	2.0	-1.0	7.7	6.8	0.9	2.4	3.9	-1.5	7.0	8.3	-1.3	20.4	18.2	2.2	17.0	17.7	-0.7
MIX102.3	13.2	13.0	0.2	19.1	10.1	9.0	19.7	19.7	0.0	11.2	12.3	-1.1	15.8	15.9	-0.1	15.9	18.2	-2.3	7.4	7.3	0.1
5MMM	9.2	10.1	-0.9	11.1	13.4	-2.3	8.8	10.1	-1.3	11.8	14.9	-3.1	13.8	13.5	0.3	9.3	9.7	-0.4	3.7	3.6	0.1
NOVA91.9	10.4	11.5	-1.1	29.0	31.5	-2.5	24.0	22.9	1.1	16.7	16.0	0.7	9.8	13.3	-3.5	3.9	4.9	-1.0	1.0	2.1	-1.1
SAFM	7.9	7.1	0.8	14.7	9.4	5.3	16.1	15.0	1.1	14.7	12.5	2.2	7.5	8.3	-0.8	5.2	5.4	-0.2	1.2	0.8	0.4
ABC ADE	9.8	10.0	-0.2	1.5	1.7	-0.2	0.7	1.4	-0.7	1.6	3.6	-2.0	5.6	5.1	0.5	10.5	11.3	-0.8	22.4	22.1	0.3
5RN	1.5	1.9	-0.4	0.1	0.1	0.0	0.5	0.5	0.0	0.2	0.2	0.0	1.1	1.2	-0.1	1.7	2.3	-0.6	3.2	4.1	-0.9
ABC NEWSRADIO	1.3	1.4	-0.1	1.0	1.4	-0.4	0.3	0.5	-0.2	0.5	0.8	-0.3	1.7	1.7	0.0	2.4	1.9	0.5	1.3	1.6	-0.3
5JJJ	4.9	5.4	-0.5	5.6	8.3	-2.7	7.8	9.3	-1.5	11.6	11.1	0.5	6.8	7.1	-0.3	1.6	1.9	-0.3	0.2	0.4	-0.2
ABC CLASSIC	3.2	3.2	0.0	0.2	0.3	-0.1	0.2	0.6	-0.4	0.9	1.9	-1.0	1.4	2.2	-0.8	2.4	0.7	1.7	8.1	7.7	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	12.1	10.8	1.3	15.5	13.8	1.7	13.6	12.6	1.0	7.5	5.9	1.6	10.1	8.1	2.0	15.9	16.1	-0.2	12.9	10.8	2.1						
CRUISE1323	10.0	10.5	-0.5	6.9	7.3	-0.4	11.5	11.5	0.0	12.9	12.7	0.2	8.5	10.1	-1.6	9.4	10.9	-1.5	12.7	13.2	-0.5						
MIX102.3	13.3	13.4	-0.1	11.8	12.3	-0.5	13.9	14.1	-0.2	15.5	14.7	0.8	13.8	13.9	-0.1	9.3	9.8	-0.5	12.6	12.0	0.6						
5MMM	9.8	10.8	-1.0	10.5	11.2	-0.7	11.4	11.7	-0.3	10.6	11.9	-1.3	7.3	8.8	-1.5	6.3	8.2	-1.9	7.0	7.7	-0.7						
NOVA91.9	10.6	11.5	-0.9	10.3	10.2	0.1	8.1	9.3	-1.2	10.6	12.4	-1.8	14.8	15.8	-1.0	10.2	11.2	-1.0	9.6	11.5	-1.9						
SAFM	8.2	7.5	0.7	8.6	7.8	0.8	7.1	7.1	0.0	8.8	8.8	0.0	9.1	7.7	1.4	6.9	4.2	2.7	6.9	5.7	1.2						
ABC ADE	9.9	10.2	-0.3	12.4	14.4	-2.0	10.5	10.8	-0.3	7.6	7.1	0.5	8.0	6.3	1.7	11.9	11.4	0.5	9.3	9.6	-0.3						
5RN	1.4	1.7	-0.3	2.1	2.6	-0.5	1.0	1.1	-0.1	0.8	1.1	-0.3	1.3	2.0	-0.7	2.0	2.2	-0.2	1.9	2.3	-0.4						
ABC NEWSRADIO	1.3	1.3	0.0	2.0	1.5	0.5	1.1	1.2	-0.1	0.6	0.8	-0.2	0.8	1.4	-0.6	2.4	2.4	0.0	1.4	1.7	-0.3						
5JJJ	4.9	5.1	-0.2	5.4	5.1	0.3	3.6	4.2	-0.6	4.5	5.4	-0.9	6.7	6.7	0.0	4.7	4.7	0.0	5.1	6.2	-1.1						
ABC CLASSIC	2.9	2.9	0.0	2.5	2.5	0.0	3.2	3.1	0.1	3.1	2.8	0.3	3.2	3.2	0.0	2.7	3.3	-0.6	4.1	4.1	0.0						



# ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	12	13	-1	*	2	*	1	2	-1	2	3	-1	6	5	1	*	*	*	3	2	1
Chemist Warehouse Remix	4	4	0	1	2	-1	*	*	*	*	*	*	2	2	0	*	*	*	*	*	*
Coles Radio	17	15	2	4	3	1	2	2	0	4	2	2	5	4	1	*	2	*	1	2	-1
DANCE HITS	10	6	4	3	2	1	*	*	*	3	3	0	4	2	2	*	*	*	*	*	*
EASY 80s HITS	13	7	6	8	2	6	1	1	0	*	1	*	3	4	-1	1	*	*	1	*	*
Edge Digital	1	1	0	*	1	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*
Mix 80s	14	18	-4	3	5	-2	1	*	*	3	2	1	4	7	-3	2	3	-1	1	1	0
Mix 90s	12	17	-5	4	6	-2	*	1	*	5	4	1	3	6	-3	2	1	1	*	*	*
MMM 90s	7	12	-5	1	4	-3	1	1	0	1	2	-1	4	4	0	*	1	*	*	*	*
MMM CLASSIC ROCK	8	14	-6	2	4	-2	*	*	*	*	4	*	3	3	0	1	2	-1	1	2	-1
MMM HARD N HEAVY	6	8	-2	1	5	-4	2	1	1	*	1	*	3	*	*	1	1	0	*	*	*
MMM SOFT ROCK	3	7	-4	*	3	*	*	1	*	1	1	0	1	2	-1	*	*	*	2	*	*
NOVA Throwbacks	6	7	-1	1	5	-4	1	1	0	1	*	*	1	1	0	*	*	*	2	*	*
OLDSKOOL 90s HITS	15	17	-2	*	3	*	3	3	0	8	6	2	2	2	0	2	4	-2	*	*	*
smooth	10	17	-7	*	2	*	1	1	0	1	1	0	5	8	-3	1	4	-3	2	2	0
smooth 90s	6	6	0	2	2	0	*	*	*	2	*	*	1	3	-2	1	2	-1	1	1	0
SOUNDCLLOUD RADIO	4	7	-3	*	5	*	1	*	*	3	1	2	*	1	*	*	*	*	*	*	*
TikTok Trending	13	na	*	4	na	*	1	na	*	4	na	*	3	na	*	1	na	*	*	na	*
URBAN HITS	8	3	5	2	*	*	1	*	*	5	2	3	*	1	*	*	*	*	*	*	*
triple j Unearthed	6	8	-2	1	5	-4	3	1	2	2	1	1	1	1	0	*	*	*	*	*	*
ABC Country	4	3	1	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	3	1	2
ABC Jazz	14	13	1	2	5	-3	1	*	*	4	1	3	1	3	-2	2	*	*	4	4	0
ABC KIDS LISTEN	13	17	-4	6	10	-4	*	*	*	4	6	-2	2	1	1	*	*	*	*	*	*
ABC Sport	9	9	0	1	3	-2	*	1	*	1	*	*	1	2	-1	2	2	0	4	1	3
Double J	16	14	2	3	4	-1	2	1	1	3	4	-1	6	5	1	1	*	*	1	*	*
Total Digital/Internet Only	176	155	21	29	29	0	15	14	1	44	34	10	45	42	3	18	19	-1	25	16	9

## 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	10	12	-2	5	4	1	5	4	1	5	7	-2	3	5	-2	2	2	0	4	6	-2
Chemist Warehouse Remix	4	3	1	*	*	*	1	2	-1	4	3	1	1	*	*	*	*	*	1	3	-2
Coles Radio	13	14	-1	3	2	1	7	6	1	8	7	1	6	5	1	2	1	1	6	5	1
DANCE HITS	7	5	2	3	2	1	2	*	*	3	2	1	5	2	3	2	2	0	7	5	2
EASY 80s HITS	12	7	5	9	4	5	5	3	2	8	6	2	7	2	5	3	1	2	5	3	2
Edge Digital	1	1	0	1	1	0	1	*	*	1	*	*	1	*	*	*	*	*	*	*	*
Mix 80s	12	15	-3	3	9	-6	2	7	-5	6	7	-1	9	8	1	2	7	-5	5	11	-6
Mix 90s	9	17	-8	5	7	-2	2	7	-5	2	9	-7	4	5	-1	1	3	-2	6	2	4
MMM 90s	6	10	-4	3	2	1	3	3	0	4	4	0	4	6	-2	*	3	*	4	7	-3
MMM CLASSIC ROCK	6	11	-5	1	8	-7	3	3	0	3	7	-4	3	5	-2	3	5	-2	5	9	-4
MMM HARD N HEAVY	5	7	-2	1	4	-3	1	3	-2	3	2	1	3	2	1	*	1	*	4	6	-2
MMM SOFT ROCK	3	7	-4	3	2	1	3	3	0	3	5	-2	3	4	-1	*	2	*	2	2	0
NOVA Throwbacks	2	3	-1	2	*	*	1	3	-2	2	*	*	1	2	-1	*	*	*	5	4	1
OLDSKOOL 90s HITS	12	14	-2	4	3	1	6	7	-1	5	5	0	4	5	-1	5	6	-1	6	8	-2
smooth	6	15	-9	3	6	-3	4	8	-4	4	10	-6	4	11	-7	2	5	-3	5	6	-1
smooth 90s	6	6	0	3	1	2	2	2	0	4	5	-1	3	3	0	*	1	*	4	2	2
SOUNDCLLOUD RADIO	4	7	-3	1	4	-3	*	2	*	3	2	1	3	4	-1	2	5	-3	2	2	0
TikTok Trending	11	na	*	6	na	*	4	na	*	8	na	*	7	na	*	4	na	*	7	na	*
URBAN HITS	8	3	5	1	*	*	2	1	1	4	1	3	2	*	*	2	1	1	1	*	*
triple j Unearthed	5	6	-1	*	1	*	1	*	*	3	2	1	3	2	1	2	2	0	3	4	-1
ABC Country	2	3	-1	*	2	*	1	1	0	*	*	*	*	2	*	2	2	0	3	1	2
ABC Jazz	11	10	1	3	2	1	3	1	2	2	2	0	3	2	1	6	6	0	9	6	3
ABC KIDS LISTEN	12	14	-2	4	7	-3	2	3	-1	3	3	0	4	8	-4	6	4	2	8	13	-5
ABC Sport	3	3	0	*	*	*	1	1	0	1	*	*	3	1	2	1	2	-1	7	8	-1
Double J	14	13	1	5	5	0	7	4	3	7	3	4	5	2	3	5	5	0	7	4	3
Total Digital/Internet Only	151	136	15	63	60	3	71	63	8	79	73	6	80	73	7	53	53	0	106	93	13

Please note: TikTok Trending commenced broadcasting from Apr 18.