



ADELAIDE RADIO - SURVEY 8 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	9.5	10.0	-0.5	3.0	5.9	-2.9	0.7	0.7	0.0	2.7	3.5	-0.8	6.6	6.6	0.0	10.1	10.0	0.1	18.8	20.4	-1.6
CRUISE1323	9.9	10.1	-0.2	1.7	3.0	-1.3	1.3	3.6	-2.3	1.8	1.8	0.0	6.7	7.7	-1.0	13.9	13.6	0.3	18.5	18.7	-0.2
MIX102.3	10.9	11.5	-0.6	14.3	12.8	1.5	10.5	12.3	-1.8	8.3	10.0	-1.7	16.6	15.8	0.8	11.7	15.6	-3.9	7.0	6.3	0.7
5MMM	9.9	8.6	1.3	8.4	7.3	1.1	4.1	12.0	-7.9	10.0	8.8	1.2	17.0	11.6	5.4	13.9	13.5	0.4	4.0	2.7	1.3
NOVA91.9	9.5	9.9	-0.4	26.9	26.7	0.2	19.0	18.9	0.1	16.2	16.3	-0.1	10.3	9.9	0.4	5.6	7.0	-1.4	0.9	0.9	0.0
SAFM	7.4	8.1	-0.7	14.6	18.7	-4.1	8.9	7.4	1.5	18.8	16.3	2.5	5.2	7.2	-2.0	5.7	6.8	-1.1	1.6	2.0	-0.4
ABC ADE	12.2	11.3	0.9	2.3	2.1	0.2	2.3	3.6	-1.3	2.5	2.3	0.2	4.8	7.6	-2.8	15.2	10.6	4.6	26.4	24.7	1.7
5RN	1.6	1.8	-0.2	0.8	1.6	-0.8	*	*	*	0.3	0.4	-0.1	1.2	0.7	0.5	2.8	2.0	0.8	2.6	3.9	-1.3
ABC NEWSRADIO	1.3	1.6	-0.3	0.2	0.6	-0.4	0.1	1.1	-1.0	1.1	0.5	0.6	0.6	0.8	-0.2	1.3	2.5	-1.2	2.5	2.6	-0.1
5JJJ	4.9	5.4	-0.5	6.3	5.6	0.7	16.0	16.1	-0.1	10.3	10.8	-0.5	5.3	5.6	-0.3	1.4	2.0	-0.6	0.4	0.8	-0.4
ABC CLASSIC	3.0	3.7	-0.7	0.9	0.6	0.3	0.8	0.8	0.0	2.0	2.5	-0.5	1.0	1.3	-0.3	1.7	2.4	-0.7	6.8	8.6	-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	9.7	10.3	-0.6	12.6	13.6	-1.0	10.5	11.0	-0.5	5.7	5.9	-0.2	7.5	8.2	-0.7	15.1	17.7	-2.6	8.8	9.0	-0.2								
CRUISE1323	9.2	9.8	-0.6	6.9	7.1	-0.2	11.3	12.1	-0.8	11.2	11.7	-0.5	7.7	7.9	-0.2	7.6	8.5	-0.9	11.9	11.1	0.8								
MIX102.3	10.7	11.7	-1.0	9.0	9.4	-0.4	11.1	12.7	-1.6	12.4	13.7	-1.3	11.0	11.2	-0.2	8.7	9.9	-1.2	11.6	10.7	0.9								
5MMM	10.6	9.3	1.3	12.2	10.1	2.1	11.5	9.8	1.7	11.1	10.4	0.7	9.1	7.4	1.7	4.5	4.7	-0.2	7.5	6.3	1.2								
NOVA91.9	9.4	9.6	-0.2	8.1	8.7	-0.6	7.6	7.8	-0.2	9.6	9.9	-0.3	12.7	13.2	-0.5	12.2	9.7	2.5	9.6	10.8	-1.2								
SAFM	7.5	8.1	-0.6	8.0	9.0	-1.0	6.6	6.7	-0.1	8.3	8.8	-0.5	7.9	8.4	-0.5	4.8	6.1	-1.3	7.4	8.1	-0.7								
ABC ADE	12.7	11.6	1.1	17.4	15.8	1.6	12.6	11.5	1.1	8.9	8.7	0.2	11.4	10.4	1.0	12.3	11.0	1.3	10.8	10.3	0.5								
5RN	1.6	1.7	-0.1	2.6	2.8	-0.2	0.9	1.1	-0.2	1.0	0.9	0.1	1.9	1.9	0.0	1.8	2.2	-0.4	1.6	2.2	-0.6								
ABC NEWSRADIO	1.2	1.4	-0.2	1.9	2.3	-0.4	0.5	0.8	-0.3	0.8	0.8	0.0	0.7	1.3	-0.6	3.1	3.1	0.0	1.5	2.0	-0.5								
5JJJ	5.0	5.6	-0.6	5.0	5.8	-0.8	4.5	5.3	-0.8	5.4	5.9	-0.5	6.0	5.8	0.2	4.0	4.8	-0.8	4.5	4.9	-0.4								
ABC CLASSIC	2.9	3.5	-0.6	2.9	3.7	-0.8	3.2	3.8	-0.6	2.4	2.6	-0.2	3.8	4.2	-0.4	2.5	3.8	-1.3	3.1	4.4	-1.3								



ADELAIDE RADIO - SURVEY 8 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	+/-
FIVEaa	139	149	-10	13	18	-5	4	8	-4	11	12	-1	22	21	1	29	27	2	60	62	-2
CRUISE1323	181	193	-12	9	12	-3	9	13	-4	16	16	0	22	25	-3	43	45	-2	82	82	0
MIX102.3	300	306	-6	48	47	1	33	31	2	51	58	-7	80	73	7	43	53	-10	45	43	2
5MMM	201	192	9	20	24	-4	16	23	-7	44	43	1	59	48	11	38	40	-2	24	15	9
NOVA91.9	314	313	1	65	65	0	59	57	2	102	95	7	55	62	-7	26	26	0	9	9	0
SAFM	229	237	-8	40	46	-6	28	23	5	88	84	4	40	52	-12	22	23	-1	11	10	1
ABC ADE	194	198	-4	10	10	0	7	7	0	18	16	2	34	42	-8	37	30	7	89	92	-3
5RN	52	64	-12	3	4	-1	1	1	0	3	9	-6	14	12	2	9	10	-1	23	28	-5
ABC NEWSRADIO	60	64	-4	3	5	-2	1	4	-3	7	6	1	10	10	0	14	12	2	25	26	-1
5JJJ	155	162	-7	19	19	0	28	34	-6	57	59	-2	33	33	0	10	12	-2	6	5	1
ABC CLASSIC	75	83	-8	4	4	0	5	5	0	12	18	-6	11	10	1	11	9	2	31	36	-5
Total	1100	1102	-2	113	115	-2	113	113	0	255	259	-4	236	236	0	158	156	2	226	224	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

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	130	136	-6	87	93	-6	64	75	-11	60	61	-1	53	51	2	40	41	-1	89	87	2
CRUISE1323	165	172	-7	81	88	-7	86	95	-9	105	103	2	85	84	1	43	38	5	126	121	5
MIX102.3	264	278	-14	155	157	-2	128	132	-4	146	160	-14	136	135	1	61	59	2	184	173	11
5MMM	180	171	9	117	106	11	93	85	8	108	96	12	100	90	10	30	28	2	113	110	3
NOVA91.9	291	281	10	161	166	-5	114	117	-3	155	158	-3	160	159	1	87	77	10	196	207	-11
SAFM	205	211	-6	119	123	-4	90	80	10	115	118	-3	112	107	5	51	50	1	134	133	1
ABC ADE	181	190	-9	135	136	-1	107	113	-6	102	102	0	91	87	4	52	50	2	128	130	-2
5RN	46	57	-11	31	35	-4	20	25	-5	20	24	-4	20	24	-4	12	14	-2	31	34	-3
ABC NEWSRADIO	54	57	-3	31	34	-3	16	16	0	19	22	-3	14	21	-7	16	16	0	35	39	-4
5JJJ	136	138	-2	82	82	0	62	66	-4	73	72	1	76	72	4	38	34	4	90	95	-5
ABC CLASSIC	69	76	-7	34	38	-4	33	42	-9	32	37	-5	40	39	1	20	28	-8	44	55	-11
Total	1082	1083	-1	838	845	-7	716	741	-25	804	794	10	783	747	36	426	406	20	911	906	5



ADELAIDE RADIO - SURVEY 8 2021

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	13	14	-1	*	1	*	*	*	*	1	1	0	2	2	0	2	2	0	8	8	0
CRUISE1323	13	14	-1	*	*	*	*	*	*	*	*	*	2	2	0	3	3	0	7	7	0
MIX102.3	15	16	-1	1	1	0	1	1	0	2	3	-1	5	5	0	3	4	-1	3	2	1
5MMM	13	12	1	1	1	0	*	1	*	2	2	0	5	3	2	3	3	0	2	1	1
NOVA91.9	13	13	0	2	2	0	2	2	0	4	4	0	3	3	0	1	2	-1	*	*	*
SAFM	10	11	-1	1	2	-1	1	1	0	4	4	0	2	2	0	1	2	-1	1	1	0
ABC ADE	17	15	2	*	*	*	*	*	*	1	1	0	1	2	-1	4	2	2	11	10	1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	2	-1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
5JJJ	7	7	0	1	1	0	2	2	0	2	3	-1	2	2	0	*	*	*	*	*	*
ABC CLASSIC	4	5	-1	*	*	*	*	*	*	*	1	*	*	*	*	*	1	*	3	3	0
Total	136	136	0	9	9	0	10	11	-1	23	25	-2	30	29	1	24	23	1	40	39	1

Average Audience (000's) by Session, P10+ [Potential: 1161]

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	14	15	-1	26	27	-1	21	24	-3	10	11	-1	10	11	-1	7	7	0	10	10	0
CRUISE1323	13	14	-1	14	14	0	23	26	-3	20	22	-2	11	11	0	3	3	0	14	12	2
MIX102.3	16	17	-1	19	19	0	23	28	-5	22	25	-3	15	16	-1	4	4	0	13	12	1
5MMM	15	14	1	25	20	5	23	21	2	20	19	1	13	10	3	2	2	0	9	7	2
NOVA91.9	14	14	0	17	17	0	16	17	-1	17	18	-1	18	18	0	5	4	1	11	12	-1
SAFM	11	12	-1	16	18	-2	13	15	-2	15	16	-1	11	12	-1	2	2	0	8	9	-1
ABC ADE	18	17	1	36	32	4	26	25	1	16	16	0	16	15	1	5	4	1	12	11	1
5RN	2	2	0	5	6	-1	2	2	0	2	2	0	3	3	0	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	4	5	-1	1	2	-1	2	1	1	1	2	-1	1	1	0	2	2	0
5JJJ	7	8	-1	10	12	-2	9	11	-2	10	11	-1	8	8	0	2	2	0	5	5	0
ABC CLASSIC	4	5	-1	6	7	-1	6	8	-2	4	5	-1	5	6	-1	1	2	-1	4	5	-1
Total	145	147	-2	206	200	6	204	217	-13	179	185	-6	138	140	-2	44	41	3	114	110	4



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	16	15	1	3	2	1	1	1	0	6	4	2	4	3	1	2	3	-1	*	2	*
Chemist Warehouse Remix	8	6	2	2	2	0	*	*	*	2	1	1	1	1	0	1	1	0	1	1	0
Coles Radio	27	26	1	5	3	2	5	6	-1	6	4	2	6	7	-1	4	4	0	1	2	-1
DANCE HITS	11	11	0	2	4	-2	1	*	*	6	5	1	2	3	-1	*	*	*	*	*	*
EASY 80s HITS	7	10	-3	2	2	0	1	1	0	*	*	*	1	4	-3	2	1	1	2	2	0
Edge Digital	7	9	-2	3	2	1	*	*	*	3	3	0	*	1	*	*	*	*	1	2	-1
Elf Radio	6	na	*	1	na	*	1	na	*	1	na	*	1	na	*	*	na	*	2	na	*
Mix 80s	19	18	1	2	2	0	1	1	0	2	4	-2	10	8	2	2	2	0	1	2	-1
Mix 90s	22	15	7	3	3	0	4	*	*	4	3	1	7	5	2	2	3	-1	2	1	1
MMM 90s	17	13	4	*	*	*	3	1	2	3	3	0	6	5	1	4	3	1	*	1	*
MMM CLASSIC ROCK	28	25	3	3	3	0	2	1	1	2	2	0	9	8	1	7	6	1	5	4	1
MMM HARD N HEAVY	4	5	-1	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0	1	2	-1
MMM SOFT ROCK	11	8	3	*	*	*	3	*	*	*	*	*	3	3	0	3	2	1	2	3	-1
NOVA Throwbacks	18	17	1	5	5	0	4	4	0	6	5	1	2	1	1	*	*	*	2	1	1
OLDSKOOL 90s HITS	12	16	-4	1	2	-1	3	2	1	2	2	0	5	7	-2	1	2	-1	1	1	0
smooth	24	19	5	5	3	2	1	*	*	4	5	-1	5	5	0	6	3	3	4	3	1
smooth 90s	7	7	0	*	*	*	*	*	*	2	2	0	3	4	-1	2	1	1	1	*	*
SOUNDCLOUD RADIO	7	6	1	1	2	-1	2	*	*	2	2	0	2	3	-1	1	*	*	*	*	*
TikTok Trending	19	na	*	6	na	*	10	na	*	3	na	*	*	na	*	1	na	*	*	na	*
URBAN HITS	8	6	2	3	2	1	1	1	0	3	2	1	*	1	*	1	*	*	*	*	*
triple j Unearthed	18	19	-1	2	2	0	10	9	1	2	3	-1	3	4	-1	1	1	0	*	*	*
ABC Country	10	14	-4	1	2	-1	2	2	0	1	1	0	1	2	-1	2	2	0	5	5	0
ABC Jazz	20	17	3	3	4	-1	2	*	*	1	1	0	3	2	1	4	3	1	7	8	-1
ABC KIDS LISTEN	13	9	4	6	4	2	*	*	*	2	2	0	2	2	0	1	*	*	2	1	1
ABC Sport	7	7	0	*	1	*	*	*	*	*	*	*	2	2	0	2	2	0	3	1	2
Double J	21	21	0	4	6	-2	*	*	*	2	4	-2	9	6	3	4	3	1	1	2	-1
Total Digital/Internet Only	261	242	19	30	28	2	41	31	10	45	47	-2	67	67	0	40	34	6	39	35	4

Cumulative Audience (000's) by Session, P10+ [Potential: 1161]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	+/-	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	+/-	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	+/-	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	+/-	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	+/-	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	+/-	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	+/-
BUDDHA HITS	11	12	-1	3	2	1	4	6	-2	4	2	2	4	4	0	2	2	0	10	8	2
Chemist Warehouse Remix	4	4	0	1	1	0	1	1	0	2	2	0	1	*	*	1	2	-1	4	2	2
Coles Radio	25	24	1	5	4	1	10	10	0	11	12	-1	9	4	5	5	5	0	9	10	-1
DANCE HITS	10	9	1	4	3	1	2	2	0	3	3	0	5	5	0	3	3	0	6	8	-2
EASY 80s HITS	5	5	0	1	1	0	1	1	0	2	1	1	3	4	-1	1	2	-1	4	7	-3
Edge Digital	5	7	-2	1	1	0	*	1	*	*	1	*	2	3	-1	4	4	0	4	2	2
Elf Radio	5	na	*	1	na	*	2	na	*	3	na	*	2	na	*	1	na	*	2	na	*
Mix 80s	17	15	2	6	6	0	6	7	-1	7	9	-2	8	7	1	4	2	2	7	10	-3
Mix 90s	19	10	9	2	1	1	4	1	3	10	5	5	9	6	3	3	2	1	9	7	2
MMM 90s	14	10	4	6	5	1	8	5	3	4	3	1	6	6	0	1	1	0	5	7	-2
MMM CLASSIC ROCK	24	20	4	13	12	1	14	11	3	14	12	2	9	9	0	4	2	2	14	13	1
MMM HARD N HEAVY	4	3	1	2	*	*	2	1	1	1	2	-1	1	1	0	1	1	0	1	2	-1
MMM SOFT ROCK	10	8	2	2	2	0	3	3	0	8	6	2	4	5	-1	2	1	1	5	4	1
NOVA Throwbacks	14	13	1	5	4	1	5	5	0	11	8	3	6	5	1	3	1	2	11	9	2
OLDSKOOL 90s HITS	9	13	-4	1	3	-2	3	6	-3	4	7	-3	5	8	-3	1	*	*	8	9	-1
smooth	19	13	6	7	3	4	9	5	4	13	8	5	13	8	5	5	4	1	18	18	0
smooth 90s	3	5	-2	1	3	-2	*	2	*	*	1	*	1	1	0	2	1	1	4	2	2
SOUNDCLOUD RADIO	7	6	1	3	2	1	4	2	2	4	2	2	3	1	2	1	2	-1	4	2	2
TikTok Trending	18	na	*	8	na	*	5	na	*	6	na	*	11	na	*	8	na	*	13	na	*
URBAN HITS	6	4	2	2	1	1	2	2	0	4	4	0	3	2	1	*	*	*	4	3	1
triple j Unearthed	13	17	-4	5	6	-1	6	6	0	5	8	-3	4	5	-1	4	6	-2	8	9	-1
ABC Country	9	11	-2	1	3	-2	4	7	-3	4	4	0	3	3	0	3	3	0	6	7	-1
ABC Jazz	16	12	4	4	2	2	5	3	2	8	4	4	4	5	-1	5	6	-1	13	12	1
ABC KIDS LISTEN	11	9	2	3	3	0	2	1	1	3	2	1	5	4	1	3	3	0	6	5	1
ABC Sport	4	3	1	1	1	0	*	*	*	1	*	*	1	1	0	3	1	2	5	5	0
Double J	18	18	0	8	9	-1	8	7	1	9	11	-2	9	7	2	6	6	0	14	11	3
Total Digital/Internet Only	224	206	18	100	86	14	109	108	1	131	121	10	119	108	11	73	63	10	170	159	11

Please note: Elf Radio & TikTok Trending commenced broadcasting from Sept 26.