



ADELAIDE RADIO - SURVEY 1 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	8.1	10.9	-2.8	2.3	2.0	0.3	0.3	0.7	-0.4	2.8	2.4	0.4	4.0	6.6	-2.6	14.3	8.5	5.8	16.3	27.6	-11.3
CRUISE1323	10.6	9.6	1.0	0.9	1.9	-1.0	4.1	4.2	-0.1	3.3	1.3	2.0	7.4	5.9	1.5	17.8	16.7	1.1	19.4	17.9	1.5
MIX102.3	12.6	13.6	-1.0	14.5	19.5	-5.0	11.7	17.5	-5.8	8.4	10.7	-2.3	18.4	17.2	1.2	16.3	19.9	-3.6	7.3	5.5	1.8
5MMM	7.2	8.6	-1.4	6.2	8.2	-2.0	4.1	9.0	-4.9	5.0	11.8	-6.8	12.6	12.1	0.5	8.0	8.5	-0.5	4.6	3.1	1.5
NOVA91.9	11.0	11.0	0.0	33.5	25.9	7.6	24.0	20.8	3.2	17.6	19.6	-2.0	7.6	12.5	-4.9	4.6	4.7	-0.1	2.2	0.8	1.4
HIT 107	8.9	9.3	-0.4	15.6	18.0	-2.4	19.4	16.5	2.9	20.0	19.3	0.7	7.0	9.0	-2.0	2.1	5.5	-3.4	1.4	0.6	0.8
ABC ADE	10.2	9.0	1.2	2.7	1.6	1.1	0.8	0.7	0.1	1.5	1.3	0.2	6.8	4.9	1.9	11.3	12.2	-0.9	24.6	20.6	4.0
5RN	3.2	2.1	1.1	0.1	0.2	-0.1	1.1	0.3	0.8	1.5	0.3	1.2	4.4	1.0	3.4	4.2	3.6	0.6	4.2	4.3	-0.1
ABC NEWS	1.5	1.4	0.1	0.3	0.6	-0.3	0.3	0.5	-0.2	0.8	0.7	0.1	1.8	2.4	-0.6	2.3	1.2	1.1	2.2	1.7	0.5
5JJJ	7.9	5.9	2.0	12.3	7.9	4.4	16.5	12.1	4.4	13.7	11.4	2.3	10.8	8.2	2.6	2.2	1.7	0.5	0.4	0.3	0.1
ABC CLASSIC	3.1	2.9	0.2	0.3	1.1	-0.8	0.7	0.3	0.4	1.0	2.0	-1.0	1.3	2.1	-0.8	2.1	1.5	0.6	8.5	6.5	2.0

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	8.1	10.9	-2.8	10.5	14.2	-3.7	8.6	12.1	-3.5	4.4	5.4	-1.0	6.6	9.2	-2.6	12.7	16.4	-3.7	8.0	10.9	-2.9						
CRUISE1323	9.8	9.3	0.5	7.9	7.8	0.1	11.2	10.4	0.8	11.7	10.8	0.9	9.4	8.5	0.9	7.8	8.1	-0.3	12.8	10.7	2.1						
MIX102.3	12.8	13.6	-0.8	11.6	12.1	-0.5	13.5	13.1	0.4	13.7	14.9	-1.2	12.6	15.2	-2.6	12.3	12.9	-0.6	12.1	13.7	-1.6						
5MMM	7.4	9.2	-1.8	6.6	8.7	-2.1	8.3	10.4	-2.1	9.1	12.0	-2.9	6.9	6.6	0.3	4.4	3.9	0.5	6.6	6.6	0.0						
NOVA91.9	11.4	10.9	0.5	9.9	10.1	-0.2	9.6	8.3	1.3	11.4	11.5	-0.1	16.0	15.7	0.3	12.3	10.5	1.8	9.7	11.0	-1.3						
HIT 107	9.3	9.4	-0.1	8.4	8.5	-0.1	8.5	9.0	-0.5	11.4	10.8	0.6	9.5	10.2	-0.7	8.4	7.4	1.0	7.4	8.9	-1.5						
ABC ADE	10.3	8.8	1.5	15.5	12.7	2.8	10.1	9.0	1.1	6.5	5.6	0.9	7.6	5.5	2.1	11.1	11.6	-0.5	9.8	9.7	0.1						
5RN	3.3	2.0	1.3	5.1	2.5	2.6	3.0	1.2	1.8	2.2	1.3	0.9	3.0	2.8	0.2	2.5	2.9	-0.4	2.8	2.4	0.4						
ABC NEWS	1.4	1.4	0.0	2.6	2.4	0.2	0.6	0.9	-0.3	0.7	0.9	-0.2	1.3	1.2	0.1	2.2	1.9	0.3	2.0	1.4	0.6						
5JJJ	7.7	6.4	1.3	7.1	6.3	0.8	8.3	6.4	1.9	8.5	7.2	1.3	8.2	6.9	1.3	4.5	3.5	1.0	8.7	4.1	4.6						
ABC CLASSIC	2.8	2.7	0.1	3.0	2.8	0.2	3.1	2.9	0.2	2.4	1.5	0.9	2.7	2.6	0.1	2.1	5.1	-3.0	4.0	3.7	0.3						



ADELAIDE RADIO - SURVEY 1 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	+/-
FIVEaa	140	166	-26	8	13	-5	4	5	-1	8	17	-9	27	30	-3	35	25	10	58	76	-18
CRUISE1323	195	195	0	10	12	-2	6	3	3	14	15	-1	38	33	5	52	55	-3	75	77	-2
MIX102.3	320	330	-10	40	49	-9	32	34	-2	72	68	4	95	84	11	48	61	-13	34	35	-1
5MMM	191	224	-33	28	29	-1	13	24	-11	44	57	-13	59	65	-6	31	31	0	17	19	-2
NOVA91.9	341	337	4	65	68	-3	63	59	4	124	104	20	58	75	-17	21	23	-2	10	8	2
HIT 107	252	251	1	45	45	0	46	38	8	98	86	12	45	53	-8	12	23	-11	7	6	1
ABC ADE	193	184	9	13	7	6	5	5	0	23	18	5	40	34	6	36	37	-1	77	81	-4
5RN	64	59	5	2	2	0	1	2	-1	9	6	3	16	12	4	16	13	3	21	25	-4
ABC NEWS	65	64	1	3	7	-4	2	2	0	9	10	-1	15	17	-2	14	13	1	22	15	7
5JJJ	206	171	35	28	18	10	48	36	12	75	56	19	41	49	-8	10	8	2	4	4	0
ABC CLASSIC	66	81	-15	2	6	-4	4	2	2	7	14	-7	12	16	-4	9	10	-1	31	33	-2
Total	1098	1089	9	113	112	1	119	113	6	250	246	4	243	245	-2	159	158	1	215	215	0

Cumulative Audience (000's) by Session, P10+ [Potential: 1158]

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	131	158	-27	82	109	-27	63	81	-18	53	64	-11	59	72	-13	42	53	-11	92	111	-19
CRUISE1323	173	176	-3	96	90	6	102	93	9	112	110	2	100	93	7	48	47	1	129	129	0
MIX102.3	295	300	-5	173	177	-4	140	137	3	166	177	-11	157	162	-5	88	82	6	197	218	-21
5MMM	164	196	-32	93	109	-16	72	96	-24	91	105	-14	75	89	-14	47	39	8	103	119	-16
NOVA91.9	322	300	22	192	181	11	137	124	13	164	162	2	194	189	5	104	91	13	216	207	9
HIT 107	230	219	11	136	133	3	98	96	2	125	135	-10	113	132	-19	73	60	13	150	150	0
ABC ADE	184	159	25	140	102	38	94	88	6	86	78	8	71	72	-1	59	55	4	126	130	-4
5RN	60	49	11	43	29	14	31	20	11	28	23	5	26	26	0	14	16	-2	35	43	-8
ABC NEWS	60	58	2	38	39	-1	18	21	-3	19	20	-1	19	20	-1	16	14	2	38	36	2
5JJJ	183	157	26	97	97	0	80	62	18	103	84	19	95	95	0	50	42	8	129	101	28
ABC CLASSIC	59	69	-10	30	30	0	35	37	-2	33	30	3	28	30	-2	18	24	-6	51	55	-4
Total	1076	1064	12	853	847	6	718	703	15	792	775	17	767	787	-20	492	470	22	926	937	-11



ADELAIDE RADIO - SURVEY 1 2020

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	11	15	-4	*	*	*	*	*	*	1	1	0	1	2	-1	3	2	1	5	10	-5
CRUISE1323	14	13	1	*	*	*	*	*	*	1	*	*	2	2	0	4	4	0	7	7	0
MIX102.3	17	19	-2	2	2	0	1	2	-1	2	3	-1	6	6	0	4	5	-1	2	2	0
5MMM	10	12	-2	1	1	0	*	1	*	1	3	-2	4	4	0	2	2	0	2	1	1
NOVA91.9	15	15	0	4	2	2	3	2	1	4	5	-1	2	4	-2	1	1	0	1	*	*
HIT 107	12	13	-1	2	2	0	2	2	0	5	5	0	2	3	-1	*	1	*	*	*	*
ABC ADE	14	13	1	*	*	*	*	*	*	*	*	*	2	2	0	3	3	0	8	8	0
5RN	4	3	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	2	-1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0
5JJJ	11	8	3	1	1	0	2	1	1	3	3	0	4	3	1	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	3	2	1
Total	135	139	-4	11	10	1	12	11	1	24	25	-1	33	34	-1	22	24	-2	34	36	-2

Average Audience (000's) by Session, P10+ [Potential: 1158]

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	12	16	-4	21	30	-9	17	25	-8	7	10	-3	9	13	-4	6	8	-2	9	12	-3
CRUISE1323	14	14	0	16	17	-1	23	22	1	19	19	0	13	12	1	4	4	0	15	12	3
MIX102.3	18	20	-2	24	26	-2	27	27	0	23	27	-4	18	22	-4	6	6	0	14	15	-1
5MMM	11	14	-3	13	18	-5	17	22	-5	15	22	-7	10	10	0	2	2	0	8	7	1
NOVA91.9	16	16	0	20	21	-1	19	17	2	19	21	-2	23	23	0	6	5	1	11	13	-2
HIT 107	13	14	-1	17	18	-1	17	19	-2	19	20	-1	13	15	-2	4	4	0	8	10	-2
ABC ADE	15	13	2	31	27	4	20	19	1	11	10	1	11	8	3	5	6	-1	11	11	0
5RN	5	3	2	10	5	5	6	3	3	4	2	2	4	4	0	1	1	0	3	3	0
ABC NEWS	2	2	0	5	5	0	1	2	-1	1	2	-1	2	2	0	1	1	0	2	2	0
5JJJ	11	10	1	14	13	1	17	13	4	14	13	1	12	10	2	2	2	0	10	5	5
ABC CLASSIC	4	4	0	6	6	0	6	6	0	4	3	1	4	4	0	1	3	-2	5	4	1
Total	143	150	-7	202	213	-11	201	207	-6	166	181	-15	142	145	-3	49	50	-1	114	113	1