



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
5JJJ	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
5JJJ	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



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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	160	156	4	9	20	-11	6	3	3	16	13	3	27	29	-2	36	28	8	65	63	2
CRUISE1323	206	198	8	10	21	-11	4	3	1	20	18	2	33	42	-9	48	40	8	90	72	18
MIX102.3	317	324	-7	47	52	-5	26	37	-11	62	71	-9	84	79	5	53	49	4	45	36	9
5MMM	215	213	2	24	27	-3	21	18	3	49	51	-2	70	63	7	33	31	2	18	22	-4
NOVA91.9	306	310	-4	65	61	4	63	61	2	98	100	-2	53	59	-6	16	22	-6	10	8	2
SAFM	247	276	-29	32	46	-14	30	47	-17	89	90	-1	64	53	11	21	27	-6	10	12	-2
ABC ADE	197	201	-4	10	13	-3	4	12	-8	14	19	-5	41	31	10	37	36	1	91	90	1
5RN	50	64	-14	2	4	-2	*	1	*	3	8	-5	8	12	-4	13	11	2	23	28	-5
ABC NEWSRADIO	71	73	-2	3	6	-3	1	3	-2	14	14	0	16	15	1	11	14	-3	26	22	4
5JJJ	171	159	12	17	16	1	37	34	3	66	63	3	36	35	1	11	10	1	5	1	4
ABC CLASSIC	69	57	12	4	5	-1	2	3	-1	12	13	-1	11	6	5	10	8	2	29	22	7
Total	1101	1100	1	112	113	-1	113	113	0	257	253	4	238	241	-3	157	161	-4	225	218	7

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	153	146	7	104	92	12	86	82	4	68	59	9	75	64	11	45	52	-7	102	95	7
CRUISE1323	181	186	-5	99	95	4	114	111	3	111	119	-8	90	97	-7	52	33	19	142	129	13
MIX102.3	283	286	-3	162	149	13	145	141	4	174	157	17	146	160	-14	74	64	10	199	198	1
5MMM	192	197	-5	97	119	-22	89	104	-15	101	101	0	102	109	-7	44	47	-3	119	122	-3
NOVA91.9	281	286	-5	144	166	-22	121	130	-9	155	169	-14	162	178	-16	83	87	-4	192	190	2
SAFM	222	240	-18	126	135	-9	104	113	-9	125	137	-12	118	125	-7	59	54	5	144	152	-8
ABC ADE	178	190	-12	131	136	-5	101	112	-11	101	106	-5	92	88	4	54	63	-9	134	130	4
5RN	47	58	-11	23	34	-11	21	24	-3	23	18	5	21	24	-3	11	14	-3	30	33	-3
ABC NEWSRADIO	60	66	-6	36	44	-8	20	30	-10	17	19	-2	19	20	-1	20	19	1	47	39	8
5JJJ	151	148	3	79	78	1	63	75	-12	89	92	-3	101	94	7	41	54	-13	110	86	24
ABC CLASSIC	62	53	9	36	26	10	32	31	1	32	25	7	28	25	3	18	21	-3	41	42	-1
Total	1071	1082	-11	831	845	-14	739	753	-14	789	810	-21	768	788	-20	463	443	20	929	895	34



ADELAIDE RADIO - SURVEY 1 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	14	14	0	*	*	*	*	*	*	1	*	*	2	3	-1	3	3	0	9	7	2
CRUISE1323	15	16	-1	*	1	*	*	*	*	1	1	0	2	3	-1	4	3	1	8	8	0
MIX102.3	19	17	2	2	2	0	1	1	0	3	3	0	5	5	0	4	4	0	3	2	1
5MMM	12	14	-2	1	*	*	1	1	0	2	3	-1	5	6	-1	2	2	0	1	2	-1
NOVA91.9	14	14	0	3	2	1	3	2	1	5	6	-1	3	3	0	1	1	0	*	*	*
SAFM	13	14	-1	2	2	0	1	2	-1	5	6	-1	3	3	0	1	1	0	*	1	*
ABC ADE	15	17	-2	*	1	*	*	*	*	1	1	0	2	2	0	3	3	0	9	10	-1
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	1	*	*	*	*	1	*	*	1	1	0
5JJJ	9	8	1	1	1	0	2	1	1	4	4	0	3	2	1	1	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	2	1
Total	142	147	-5	10	11	-1	9	10	-1	29	29	0	32	35	-3	22	23	-1	40	40	0

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	16	16	0	31	26	5	23	26	-3	11	11	0	13	14	-1	6	8	-2	11	10	1
CRUISE1323	15	16	-1	18	17	1	27	26	1	20	21	-1	14	16	-2	4	4	0	15	17	-2
MIX102.3	20	18	2	23	23	0	31	28	3	26	23	3	19	17	2	6	5	1	16	16	0
5MMM	13	16	-3	17	23	-6	21	25	-4	19	21	-2	11	14	-3	3	3	0	8	9	-1
NOVA91.9	15	16	-1	17	21	-4	18	18	0	21	21	0	19	19	0	5	5	0	12	11	1
SAFM	14	15	-1	20	17	3	17	22	-5	19	21	-2	15	15	0	5	4	1	9	10	-1
ABC ADE	17	18	-1	32	35	-3	24	28	-4	16	17	-1	12	12	0	5	6	-1	12	12	0
5RN	3	3	0	5	8	-3	3	4	-1	2	2	0	3	2	1	1	1	0	2	2	0
ABC NEWSRADIO	3	3	0	5	5	0	3	3	0	1	2	-1	1	1	0	2	2	0	3	2	1
5JJJ	9	9	0	12	10	2	12	12	0	13	13	0	10	14	-4	2	2	0	9	6	3
ABC CLASSIC	5	4	1	7	6	1	8	5	3	5	4	1	4	4	0	2	1	1	4	4	0
Total	151	159	-8	209	217	-8	221	234	-13	186	192	-6	145	154	-9	45	48	-3	120	119	1