



ADELAIDE RADIO - SURVEY 3 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	10.8	9.7	1.1	2.0	1.7	0.3	*	0.9	*	1.7	1.7	0.0	6.9	5.8	1.1	13.3	10.0	3.3	24.0	22.4	1.6
CRUISE1323	11.1	11.2	-0.1	2.0	1.3	0.7	6.8	3.3	3.5	3.9	3.2	0.7	8.3	7.7	0.6	18.2	19.0	-0.8	17.7	19.7	-2.0
MIX102.3	13.0	13.5	-0.5	10.1	13.1	-3.0	19.7	14.6	5.1	12.3	14.7	-2.4	15.9	16.3	-0.4	18.2	15.7	2.5	7.3	9.2	-1.9
5MMM	10.1	9.3	0.8	13.4	12.6	0.8	10.1	12.5	-2.4	14.9	8.1	6.8	13.5	14.6	-1.1	9.7	11.2	-1.5	3.6	3.3	0.3
NOVA91.9	11.5	10.9	0.6	31.5	35.0	-3.5	22.9	22.5	0.4	16.0	15.7	0.3	13.3	10.7	2.6	4.9	4.4	0.5	2.1	2.2	-0.1
SAFM	7.1	8.6	-1.5	9.4	10.0	-0.6	15.0	15.9	-0.9	12.5	16.2	-3.7	8.3	10.0	-1.7	5.4	7.8	-2.4	0.8	0.6	0.2
ABC ADE	10.0	10.5	-0.5	1.7	3.3	-1.6	1.4	1.2	0.2	3.6	5.0	-1.4	5.1	5.3	-0.2	11.3	11.4	-0.1	22.1	22.0	0.1
5RN	1.9	1.7	0.2	0.1	0.1	0.0	0.5	0.5	0.0	0.2	0.2	0.0	1.2	1.0	0.2	2.3	3.1	-0.8	4.1	3.2	0.9
ABC NEWSRADIO	1.4	1.5	-0.1	1.4	0.5	0.9	0.5	0.5	0.0	0.8	0.9	-0.1	1.7	1.6	0.1	1.9	2.6	-0.7	1.6	1.8	-0.2
5JJJ	5.4	4.8	0.6	8.3	5.4	2.9	9.3	9.6	-0.3	11.1	8.8	2.3	7.1	7.3	-0.2	1.9	2.1	-0.2	0.4	0.3	0.1
ABC CLASSIC	3.2	2.9	0.3	0.3	0.3	0.0	0.6	1.2	-0.6	1.9	2.3	-0.4	2.2	1.5	0.7	0.7	1.0	-0.3	7.7	6.5	1.2

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	10.8	10.1	0.7	13.8	13.5	0.3	12.6	10.6	2.0	5.9	6.0	-0.1	8.1	8.7	-0.6	16.1	12.5	3.6	10.8	8.5	2.3						
CRUISE1323	10.5	10.4	0.1	7.3	8.7	-1.4	11.5	12.9	-1.4	12.7	10.9	1.8	10.1	10.3	-0.2	10.9	7.6	3.3	13.2	13.8	-0.6						
MIX102.3	13.4	13.7	-0.3	12.3	12.0	0.3	14.1	14.6	-0.5	14.7	15.6	-0.9	13.9	13.0	0.9	9.8	11.9	-2.1	12.0	13.0	-1.0						
5MMM	10.8	9.9	0.9	11.2	9.1	2.1	11.7	10.6	1.1	11.9	11.9	0.0	8.8	8.2	0.6	8.2	7.3	0.9	7.7	7.3	0.4						
NOVA91.9	11.5	10.7	0.8	10.2	9.8	0.4	9.3	8.2	1.1	12.4	11.3	1.1	15.8	14.4	1.4	11.2	11.8	-0.6	11.5	11.6	-0.1						
SAFM	7.5	9.0	-1.5	7.8	8.6	-0.8	7.1	7.8	-0.7	8.8	10.0	-1.2	7.7	9.6	-1.9	4.2	8.8	-4.6	5.7	7.6	-1.9						
ABC ADE	10.2	10.9	-0.7	14.4	15.4	-1.0	10.8	11.4	-0.6	7.1	7.7	-0.6	6.3	7.4	-1.1	11.4	11.7	-0.3	9.6	9.2	0.4						
5RN	1.7	1.7	0.0	2.6	2.3	0.3	1.1	1.1	0.0	1.1	1.0	0.1	2.0	2.2	-0.2	2.2	2.8	-0.6	2.3	1.6	0.7						
ABC NEWSRADIO	1.3	1.4	-0.1	1.5	1.9	-0.4	1.2	1.2	0.0	0.8	0.6	0.2	1.4	1.0	0.4	2.4	2.8	-0.4	1.7	1.9	-0.2						
5JJJ	5.1	4.7	0.4	5.1	3.9	1.2	4.2	4.4	-0.2	5.4	5.8	-0.4	6.7	5.6	1.1	4.7	2.9	1.8	6.2	5.3	0.9						
ABC CLASSIC	2.9	2.7	0.2	2.5	2.7	-0.2	3.1	2.9	0.2	2.8	1.8	1.0	3.2	2.8	0.4	3.3	4.2	-0.9	4.1	3.6	0.5						



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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	156	163	-7	14	10	4	*	5	*	10	15	-5	27	26	1	31	32	-1	75	75	0
CRUISE1323	207	209	-2	13	10	3	13	7	6	15	20	-5	29	29	0	54	49	5	82	94	-12
MIX102.3	307	315	-8	40	42	-2	40	27	13	63	64	-1	76	86	-10	51	51	0	38	46	-8
5MMM	230	224	6	27	30	-3	20	26	-6	66	53	13	62	65	-3	36	32	4	19	18	1
NOVA91.9	337	328	9	66	66	0	64	59	5	108	111	-3	71	64	7	19	16	3	9	12	-3
SAFM	229	252	-23	36	32	4	35	35	0	85	89	-4	43	58	-15	21	25	-4	9	12	-3
ABC ADE	193	186	7	11	11	0	3	2	1	15	15	0	37	35	2	39	39	0	87	84	3
5RN	57	53	4	4	3	1	2	1	1	4	5	-1	16	10	6	9	14	-5	22	19	3
ABC NEWSRADIO	67	70	-3	8	5	3	5	5	0	10	10	0	14	15	-1	10	12	-2	19	22	-3
5JJJ	153	150	3	19	16	3	27	33	-6	67	59	8	30	31	-1	5	7	-2	5	4	1
ABC CLASSIC	65	67	-2	7	7	0	2	3	-1	11	13	-2	17	14	3	5	7	-2	23	23	0
Total	1100	1100	0	110	111	-1	111	112	-1	262	259	3	237	237	0	157	157	0	222	223	-1

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

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	141	153	-12	92	100	-8	86	89	-3	60	65	-5	72	80	-8	50	44	6	117	107	10						
CRUISE1323	187	181	6	86	94	-8	113	120	-7	130	121	9	101	97	4	51	50	1	142	150	-8						
MIX102.3	272	284	-12	157	171	-14	143	144	-1	167	173	-6	144	147	-3	74	77	-3	194	199	-5						
5MMM	201	200	1	120	105	15	99	89	10	112	115	-3	95	102	-7	53	53	0	126	119	7						
NOVA91.9	309	298	11	171	167	4	145	132	13	181	172	9	191	177	14	108	99	9	222	213	9						
SAFM	207	223	-16	118	124	-6	90	96	-6	112	121	-9	98	111	-13	52	65	-13	121	144	-23						
ABC ADE	176	174	2	123	132	-9	94	101	-7	86	90	-4	70	85	-15	55	56	-1	127	125	2						
5RN	46	48	-2	28	25	3	19	17	2	18	20	-2	20	23	-3	15	16	-1	35	27	8						
ABC NEWSRADIO	59	59	0	31	36	-5	26	25	1	21	14	7	18	18	0	15	15	0	43	46	-3						
5JJJ	142	141	1	82	67	15	63	62	1	81	81	0	80	89	-9	39	33	6	91	89	2						
ABC CLASSIC	63	61	2	34	36	-2	31	31	0	35	33	2	29	29	0	16	15	1	41	41	0						
Total	1078	1084	-6	836	842	-6	723	740	-17	771	793	-22	768	792	-24	478	490	-12	910	929	-19						



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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	16	14	2	*	*	*	*	*	*	*	*	*	2	2	0	3	2	1	10	9	1
CRUISE1323	16	16	0	*	*	*	1	*	*	1	1	0	3	2	1	4	4	0	7	8	-1
MIX102.3	19	20	-1	1	1	0	2	2	0	3	4	-1	5	5	0	4	4	0	3	4	-1
5MMM	15	14	1	2	1	1	1	1	0	4	2	2	4	5	-1	2	3	-1	1	1	0
NOVA91.9	17	16	1	4	4	0	3	2	1	4	5	-1	4	3	1	1	1	0	1	1	0
SAFM	10	13	-3	1	1	0	2	2	0	3	5	-2	3	3	0	1	2	-1	*	*	*
ABC ADE	14	15	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	9	0
5RN	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0
5JJJ	8	7	1	1	1	0	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	1	1	0	1	*	*	*	*	*	3	3	0
Total	144	147	-3	11	11	0	12	11	1	26	29	-3	32	32	0	23	23	0	41	42	-1

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
FIVEaa	17	16	1	29	30	-1	28	23	5	11	11	0	12	14	-2	9	7	2	13	10	3
CRUISE1323	16	16	0	16	19	-3	25	28	-3	24	20	4	15	16	-1	6	4	2	16	17	-1
MIX102.3	21	22	-1	26	27	-1	31	32	-1	27	29	-2	20	20	0	5	6	-1	14	16	-2
5MMM	17	16	1	24	20	4	26	23	3	22	22	0	13	13	0	5	4	1	9	9	0
NOVA91.9	18	17	1	22	22	0	20	18	2	23	21	2	23	23	0	6	6	0	14	14	0
SAFM	12	14	-2	17	19	-2	16	17	-1	16	19	-3	11	15	-4	2	5	-3	7	9	-2
ABC ADE	16	17	-1	31	34	-3	24	25	-1	13	15	-2	9	12	-3	6	6	0	11	11	0
5RN	3	3	0	5	5	0	2	2	0	2	2	0	3	3	0	1	1	0	3	2	1
ABC NEWSRADIO	2	2	0	3	4	-1	3	3	0	1	1	0	2	2	0	1	1	0	2	2	0
5JJJ	8	7	1	11	9	2	9	10	-1	10	11	-1	10	9	1	3	2	1	7	6	1
ABC CLASSIC	4	4	0	5	6	-1	7	6	1	5	3	2	5	4	1	2	2	0	5	4	1
Total	155	158	-3	213	221	-8	219	220	-1	184	188	-4	147	156	-9	55	53	2	119	121	-2