



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						



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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	151	156	-5	7	14	-7	7	*	*	10	10	0	33	27	6	29	31	-2	64	75	-11
CRUISE1323	197	207	-10	6	13	-7	14	13	1	18	15	3	29	29	0	51	54	-3	79	82	-3
MIX102.3	329	307	22	43	40	3	42	40	2	70	63	7	82	76	6	49	51	-2	44	38	6
5MMM	215	230	-15	21	27	-6	18	20	-2	61	66	-5	60	62	-2	35	36	-1	20	19	1
NOVA91.9	340	337	3	74	66	8	68	64	4	102	108	-6	67	71	-4	23	19	4	7	9	-2
SAFM	235	229	6	40	36	4	34	35	-1	78	85	-7	51	43	8	21	21	0	11	9	2
ABC ADE	180	193	-13	10	11	-1	5	3	2	12	15	-3	35	37	-2	33	39	-6	85	87	-2
5RN	52	57	-5	3	4	-1	1	2	-1	3	4	-1	14	16	-2	8	9	-1	24	22	2
ABC NEWSRADIO	58	67	-9	6	8	-2	1	5	-4	7	10	-3	16	14	2	10	10	0	18	19	-1
5JJJ	143	153	-10	13	19	-6	23	27	-4	70	67	3	28	30	-2	5	5	0	4	5	-1
ABC CLASSIC	62	65	-3	5	7	-2	3	2	1	7	11	-4	13	17	-4	6	5	1	28	23	5
Total	1099	1100	-1	113	110	3	111	111	0	260	262	-2	236	237	-1	156	157	-1	223	222	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	137	141	-4	93	92	1	80	86	-6	66	60	6	72	72	0	52	50	2	116	117	-1							
CRUISE1323	175	187	-12	87	86	1	105	113	-8	114	130	-16	86	101	-15	53	51	2	137	142	-5							
MIX102.3	297	272	25	163	157	6	157	143	14	176	167	9	151	144	7	72	74	-2	207	194	13							
5MMM	187	201	-14	107	120	-13	96	99	-3	97	112	-15	80	95	-15	44	53	-9	120	126	-6							
NOVA91.9	316	309	7	180	171	9	135	145	-10	170	181	-11	184	191	-7	87	108	-21	206	222	-16							
SAFM	215	207	8	126	118	8	96	90	6	112	112	0	111	98	13	59	52	7	133	121	12							
ABC ADE	155	176	-21	107	123	-16	87	94	-7	84	86	-2	70	70	0	53	55	-2	127	127	0							
5RN	43	46	-3	24	28	-4	19	19	0	15	18	-3	20	20	0	12	15	-3	35	35	0							
ABC NEWSRADIO	52	59	-7	33	31	2	15	26	-11	17	21	-4	12	18	-6	12	15	-3	36	43	-7							
5JJJ	131	142	-11	76	82	-6	50	63	-13	70	81	-11	79	80	-1	41	39	2	85	91	-6							
ABC CLASSIC	56	63	-7	30	34	-4	31	31	0	30	35	-5	26	29	-3	16	16	0	44	41	3							
Total	1072	1078	-6	827	836	-9	711	723	-12	768	771	-3	755	768	-13	445	478	-33	912	910	2							



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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	17	16	1	*	*	*	1	*	*	1	*	*	3	2	1	3	3	0	10	10	0
CRUISE1323	15	16	-1	*	*	*	1	1	0	1	1	0	2	3	-1	4	4	0	7	7	0
MIX102.3	19	19	0	2	1	1	2	2	0	3	3	0	5	5	0	3	4	-1	3	3	0
5MMM	13	15	-2	1	2	-1	1	1	0	3	4	-1	4	4	0	2	2	0	2	1	1
NOVA91.9	15	17	-2	3	4	-1	3	3	0	4	4	0	3	4	-1	1	1	0	*	1	*
SAFM	11	10	1	2	1	1	2	2	0	4	3	1	2	3	-1	1	1	0	*	*	*
ABC ADE	14	14	0	*	*	*	*	*	*	*	1	*	2	2	0	2	3	-1	9	9	0
5RN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	2	-1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
5JJJ	7	8	-1	1	1	0	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	5	5	0	*	*	*	*	*	*	*	1	*	*	1	*	1	*	*	3	3	0
Total	142	144	-2	11	11	0	12	12	0	25	26	-1	31	32	-1	21	23	-2	41	41	0

Average 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	19	17	2	31	29	2	30	28	2	14	11	3	15	12	3	8	9	-1	15	13	2						
CRUISE1323	15	16	-1	14	16	-2	25	25	0	24	24	0	13	15	-2	5	6	-1	14	16	-2						
MIX102.3	20	21	-1	24	26	-2	31	31	0	29	27	2	21	20	1	5	5	0	14	14	0						
5MMM	15	17	-2	21	24	-3	25	26	-1	20	22	-2	11	13	-2	3	5	-2	8	9	-1						
NOVA91.9	16	18	-2	21	22	-1	18	20	-2	20	23	-3	22	23	-1	5	6	-1	11	14	-3						
SAFM	13	12	1	17	17	0	16	16	0	17	16	1	14	11	3	4	2	2	8	7	1						
ABC ADE	15	16	-1	25	31	-6	23	24	-1	14	13	1	12	9	3	6	6	0	11	11	0						
5RN	2	3	-1	4	5	-1	2	2	0	2	2	0	2	3	-1	1	1	0	2	3	-1						
ABC NEWSRADIO	2	2	0	4	3	1	2	3	-1	1	1	0	1	2	-1	1	1	0	2	2	0						
5JJJ	7	8	-1	11	11	0	8	9	-1	9	10	-1	10	10	0	2	3	-1	6	7	-1						
ABC CLASSIC	5	4	1	5	5	0	7	7	0	6	5	1	5	5	0	1	2	-1	5	5	0						
Total	153	155	-2	200	213	-13	221	219	2	188	184	4	152	147	5	53	55	-2	114	119	-5						