



ADELAIDE RADIO - SURVEY 7 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	11.0	12.2	-1.2	4.2	3.1	1.1	0.1	0.7	-0.6	1.3	2.8	-1.5	10.5	7.1	3.4	13.8	15.0	-1.2	20.5	25.2	-4.7
CRUISE1323	10.5	9.0	1.5	2.1	0.4	1.7	2.3	2.6	-0.3	2.1	1.9	0.2	5.6	4.3	1.3	18.1	15.6	2.5	19.9	16.9	3.0
MIX102.3	13.4	13.0	0.4	22.9	21.2	1.7	11.8	15.1	-3.3	14.8	13.0	1.8	14.7	15.9	-1.2	16.7	15.9	0.8	7.5	6.2	1.3
5MMM	8.8	8.2	0.6	3.9	7.7	-3.8	8.9	9.1	-0.2	10.9	8.3	2.6	14.4	13.7	0.7	10.3	9.5	0.8	3.1	2.8	0.3
NOVA91.9	10.8	10.4	0.4	29.1	32.1	-3.0	26.5	22.7	3.8	20.3	16.9	3.4	9.0	10.4	-1.4	4.7	5.5	-0.8	1.3	0.9	0.4
SAFM	8.4	8.6	-0.2	16.9	14.0	2.9	19.9	13.6	6.3	13.9	18.0	-4.1	8.1	10.6	-2.5	6.1	5.2	0.9	1.5	0.8	0.7
ABC ADE	9.8	9.9	-0.1	1.5	1.5	0.0	1.1	1.1	0.0	1.5	2.3	-0.8	4.8	4.6	0.2	12.6	12.9	-0.3	21.7	21.2	0.5
5RN	2.4	3.0	-0.6	*	0.1	*	*	*	*	0.7	0.3	0.4	1.8	1.9	-0.1	1.9	2.6	-0.7	5.3	7.1	-1.8
ABC NEWSRADIO	1.5	1.7	-0.2	0.4	0.3	0.1	0.1	0.5	-0.4	1.3	1.5	-0.2	1.2	1.2	0.0	1.0	1.6	-0.6	2.9	2.9	0.0
5JJJ	5.6	5.0	0.6	5.4	4.2	1.2	12.3	13.6	-1.3	11.4	11.6	-0.2	8.6	5.9	2.7	1.6	2.5	-0.9	0.1	0.2	-0.1
ABC CLASSIC	2.7	3.2	-0.5	1.4	0.4	1.0	0.5	0.9	-0.4	0.9	0.9	0.0	0.8	2.0	-1.2	4.1	2.6	1.5	5.6	7.3	-1.7

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	11.4	12.5	-1.1	13.8	15.4	-1.6	13.1	13.7	-0.6	7.1	8.2	-1.1	9.4	11.6	-2.2	15.8	16.4	-0.6	9.9	11.0	-1.1				9.9	11.0	-1.1
CRUISE1323	9.5	8.3	1.2	6.8	6.2	0.6	10.4	10.4	0.0	11.2	10.2	1.0	10.4	7.5	2.9	9.1	4.7	4.4	13.7	11.3	2.4				13.7	11.3	2.4
MIX102.3	12.8	12.7	0.1	12.5	10.5	2.0	13.4	13.7	-0.3	13.5	15.4	-1.9	13.0	12.3	0.7	9.3	8.6	0.7	15.2	14.1	1.1				15.2	14.1	1.1
5MMM	9.4	8.6	0.8	9.5	9.0	0.5	9.9	8.7	1.2	10.3	9.9	0.4	8.9	7.9	1.0	5.8	4.1	1.7	7.0	7.0	0.0				7.0	7.0	0.0
NOVA91.9	11.0	10.6	0.4	10.7	11.0	-0.3	8.7	8.1	0.6	12.1	11.0	1.1	13.4	12.0	1.4	10.4	11.9	-1.5	10.0	10.0	0.0				10.0	10.0	0.0
SAFM	8.7	9.0	-0.3	7.8	8.9	-1.1	8.4	8.2	0.2	9.6	9.6	0.0	10.1	10.9	-0.8	6.9	5.5	1.4	7.4	7.2	0.2				7.4	7.2	0.2
ABC ADE	10.1	10.0	0.1	14.8	14.2	0.6	10.0	10.5	-0.5	7.4	7.3	0.1	6.3	6.9	-0.6	10.7	11.1	-0.4	8.7	9.5	-0.8				8.7	9.5	-0.8
5RN	2.2	2.8	-0.6	3.4	4.1	-0.7	1.4	1.8	-0.4	1.4	2.1	-0.7	2.2	2.6	-0.4	3.1	3.8	-0.7	2.9	3.7	-0.8				2.9	3.7	-0.8
ABC NEWSRADIO	1.5	1.7	-0.2	2.2	2.5	-0.3	1.0	1.5	-0.5	0.7	0.8	-0.1	1.1	1.3	-0.2	4.1	3.4	0.7	1.6	1.6	0.0				1.6	1.6	0.0
5JJJ	5.8	4.8	1.0	4.7	4.2	0.5	5.0	4.0	1.0	6.2	5.1	1.1	7.6	6.0	1.6	6.6	6.0	0.6	5.2	5.5	-0.3				5.2	5.5	-0.3
ABC CLASSIC	2.5	3.0	-0.5	2.4	2.8	-0.4	2.5	3.5	-1.0	2.6	3.0	-0.4	2.4	2.5	-0.1	2.2	3.8	-1.6	3.6	3.9	-0.3				3.6	3.9	-0.3



ADELAIDE RADIO - SURVEY 7 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	152	161	-9	14	9	5	3	2	1	9	15	-6	29	28	1	32	37	-5	64	70	-6
CRUISE1323	197	191	6	13	6	7	5	8	-3	16	17	-1	39	32	7	51	46	5	73	82	-9
MIX102.3	336	328	8	50	49	1	36	35	1	77	62	15	86	92	-6	51	54	-3	37	35	2
5MMM	222	228	-6	25	32	-7	22	24	-2	51	48	3	66	65	1	36	41	-5	22	18	4
NOVA91.9	325	324	1	61	64	-3	64	54	10	96	92	4	68	73	-5	25	27	-2	11	14	-3
SAFM	261	268	-7	43	39	4	47	40	7	80	93	-13	52	62	-10	27	23	4	12	11	1
ABC ADE	177	193	-16	6	8	-2	8	6	2	13	19	-6	29	37	-8	35	38	-3	86	85	1
5RN	57	60	-3	*	1	*	*	1	*	7	8	-1	15	15	0	8	10	-2	27	25	2
ABC NEWSRADIO	60	63	-3	6	4	2	1	4	-3	11	14	-3	12	10	2	9	10	-1	20	21	-1
5JJJ	163	158	5	18	17	1	35	32	3	61	57	4	40	34	6	9	11	-2	2	6	-4
ABC CLASSIC	56	68	-12	7	4	3	4	5	-1	9	6	3	5	14	-9	8	9	-1	24	30	-6
Total	1100	1099	1	114	114	0	115	117	-2	252	250	2	243	242	1	160	159	1	216	215	1

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

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	136	140	-4	91	101	-10	84	87	-3	62	75	-13	68	82	-14	47	45	2	105	115	-10						
CRUISE1323	178	172	6	83	79	4	102	94	8	112	106	6	92	88	4	30	33	-3	131	128	3						
MIX102.3	302	295	7	182	157	25	146	149	-3	175	192	-17	168	163	5	70	75	-5	215	217	-2						
5MMM	203	210	-7	112	112	0	101	92	9	108	120	-12	117	106	11	46	40	6	118	117	1						
NOVA91.9	298	301	-3	170	170	0	130	126	4	175	178	-3	174	160	14	87	88	-1	217	199	18						
SAFM	237	240	-3	142	144	-2	110	119	-9	138	147	-9	137	131	6	58	57	1	143	157	-14						
ABC ADE	169	168	1	122	116	6	103	91	12	96	90	6	76	76	0	43	49	-6	116	125	-9						
5RN	50	51	-1	33	37	-4	22	23	-1	24	28	-4	22	25	-3	15	18	-3	41	43	-2						
ABC NEWSRADIO	56	56	0	35	30	5	24	24	0	20	22	-2	19	19	0	16	17	-1	35	38	-3						
5JJJ	155	144	11	81	83	-2	78	62	16	85	79	6	94	85	9	48	46	2	92	95	-3						
ABC CLASSIC	47	61	-14	27	32	-5	27	35	-8	24	35	-11	24	33	-9	17	19	-2	42	51	-9						
Total	1086	1083	3	845	827	18	738	734	4	797	822	-25	782	780	2	408	433	-25	900	917	-17						



ADELAIDE RADIO - SURVEY 7 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	16	18	-2	*	*	*	*	*	*	*	1	*	4	2	2	3	4	-1	8	10	-2
CRUISE1323	15	13	2	*	*	*	*	*	*	1	*	*	2	1	1	4	4	0	8	7	1
MIX102.3	19	19	0	2	2	0	1	1	0	4	3	1	5	5	0	4	4	0	3	3	0
5MMM	13	12	1	*	1	*	1	1	0	3	2	1	5	5	0	2	2	0	1	1	0
NOVA91.9	15	15	0	3	4	-1	3	2	1	5	4	1	3	3	0	1	1	0	1	*	*
SAFM	12	12	0	2	2	0	2	1	1	4	4	0	3	4	-1	1	1	0	1	*	*
ABC ADE	14	14	0	*	*	*	*	*	*	*	1	*	2	2	0	3	3	0	9	9	0
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	3	-1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
5JJJ	8	7	1	1	*	*	1	1	0	3	3	0	3	2	1	*	1	*	*	*	*
ABC CLASSIC	4	5	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	3	-1
Total	142	144	-2	10	11	-1	10	9	1	25	24	1	34	33	1	23	25	-2	40	41	-1

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

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	17	19	-2	29	32	-3	30	31	-1	13	16	-3	14	17	-3	7	8	-1	12	13	-1						
CRUISE1323	15	13	2	14	13	1	24	23	1	20	20	0	15	11	4	4	2	2	16	13	3						
MIX102.3	20	20	0	27	22	5	30	31	-1	25	30	-5	19	18	1	4	4	0	18	16	2						
5MMM	14	13	1	20	19	1	22	19	3	19	19	0	13	12	1	3	2	1	8	8	0						
NOVA91.9	17	16	1	23	23	0	20	18	2	22	21	1	20	18	2	5	6	-1	12	12	0						
SAFM	13	14	-1	17	18	-1	19	18	1	18	19	-1	15	16	-1	3	3	0	9	8	1						
ABC ADE	15	16	-1	32	29	3	23	24	-1	13	14	-1	9	10	-1	5	6	-1	10	11	-1						
5RN	3	4	-1	7	8	-1	3	4	-1	3	4	-1	3	4	-1	1	2	-1	3	4	-1						
ABC NEWSRADIO	2	3	-1	5	5	0	2	3	-1	1	2	-1	2	2	0	2	2	0	2	2	0						
5JJJ	9	8	1	10	9	1	11	9	2	11	10	1	11	9	2	3	3	0	6	6	0						
ABC CLASSIC	4	5	-1	5	6	-1	6	8	-2	5	6	-1	4	4	0	1	2	-1	4	5	-1						
Total	153	155	-2	213	205	8	227	224	3	183	195	-12	147	150	-3	45	50	-5	117	117	0						