



ADELAIDE RADIO - SURVEY 8 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	9.5	10.0	-0.5	3.0	5.9	-2.9	0.7	0.7	0.0	2.7	3.5	-0.8	6.6	6.6	0.0	10.1	10.0	0.1	18.8	20.4	-1.6
CRUISE1323	9.9	10.1	-0.2	1.7	3.0	-1.3	1.3	3.6	-2.3	1.8	1.8	0.0	6.7	7.7	-1.0	13.9	13.6	0.3	18.5	18.7	-0.2
MIX102.3	10.9	11.5	-0.6	14.3	12.8	1.5	10.5	12.3	-1.8	8.3	10.0	-1.7	16.6	15.8	0.8	11.7	15.6	-3.9	7.0	6.3	0.7
5MMM	9.9	8.6	1.3	8.4	7.3	1.1	4.1	12.0	-7.9	10.0	8.8	1.2	17.0	11.6	5.4	13.9	13.5	0.4	4.0	2.7	1.3
NOVA91.9	9.5	9.9	-0.4	26.9	26.7	0.2	19.0	18.9	0.1	16.2	16.3	-0.1	10.3	9.9	0.4	5.6	7.0	-1.4	0.9	0.9	0.0
SAFM	7.4	8.1	-0.7	14.6	18.7	-4.1	8.9	7.4	1.5	18.8	16.3	2.5	5.2	7.2	-2.0	5.7	6.8	-1.1	1.6	2.0	-0.4
ABC ADE	12.2	11.3	0.9	2.3	2.1	0.2	2.3	3.6	-1.3	2.5	2.3	0.2	4.8	7.6	-2.8	15.2	10.6	4.6	26.4	24.7	1.7
5RN	1.6	1.8	-0.2	0.8	1.6	-0.8	*	*	*	0.3	0.4	-0.1	1.2	0.7	0.5	2.8	2.0	0.8	2.6	3.9	-1.3
ABC NEWSRADIO	1.3	1.6	-0.3	0.2	0.6	-0.4	0.1	1.1	-1.0	1.1	0.5	0.6	0.6	0.8	-0.2	1.3	2.5	-1.2	2.5	2.6	-0.1
5JJJ	4.9	5.4	-0.5	6.3	5.6	0.7	16.0	16.1	-0.1	10.3	10.8	-0.5	5.3	5.6	-0.3	1.4	2.0	-0.6	0.4	0.8	-0.4
ABC CLASSIC	3.0	3.7	-0.7	0.9	0.6	0.3	0.8	0.8	0.0	2.0	2.5	-0.5	1.0	1.3	-0.3	1.7	2.4	-0.7	6.8	8.6	-1.8

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	9.7	10.3	-0.6	12.6	13.6	-1.0	10.5	11.0	-0.5	5.7	5.9	-0.2	7.5	8.2	-0.7	15.1	17.7	-2.6	8.8	9.0	-0.2
CRUISE1323	9.2	9.8	-0.6	6.9	7.1	-0.2	11.3	12.1	-0.8	11.2	11.7	-0.5	7.7	7.9	-0.2	7.6	8.5	-0.9	11.9	11.1	0.8
MIX102.3	10.7	11.7	-1.0	9.0	9.4	-0.4	11.1	12.7	-1.6	12.4	13.7	-1.3	11.0	11.2	-0.2	8.7	9.9	-1.2	11.6	10.7	0.9
5MMM	10.6	9.3	1.3	12.2	10.1	2.1	11.5	9.8	1.7	11.1	10.4	0.7	9.1	7.4	1.7	4.5	4.7	-0.2	7.5	6.3	1.2
NOVA91.9	9.4	9.6	-0.2	8.1	8.7	-0.6	7.6	7.8	-0.2	9.6	9.9	-0.3	12.7	13.2	-0.5	12.2	9.7	2.5	9.6	10.8	-1.2
SAFM	7.5	8.1	-0.6	8.0	9.0	-1.0	6.6	6.7	-0.1	8.3	8.8	-0.5	7.9	8.4	-0.5	4.8	6.1	-1.3	7.4	8.1	-0.7
ABC ADE	12.7	11.6	1.1	17.4	15.8	1.6	12.6	11.5	1.1	8.9	8.7	0.2	11.4	10.4	1.0	12.3	11.0	1.3	10.8	10.3	0.5
5RN	1.6	1.7	-0.1	2.6	2.8	-0.2	0.9	1.1	-0.2	1.0	0.9	0.1	1.9	1.9	0.0	1.8	2.2	-0.4	1.6	2.2	-0.6
ABC NEWSRADIO	1.2	1.4	-0.2	1.9	2.3	-0.4	0.5	0.8	-0.3	0.8	0.8	0.0	0.7	1.3	-0.6	3.1	3.1	0.0	1.5	2.0	-0.5
5JJJ	5.0	5.6	-0.6	5.0	5.8	-0.8	4.5	5.3	-0.8	5.4	5.9	-0.5	6.0	5.8	0.2	4.0	4.8	-0.8	4.5	4.9	-0.4
ABC CLASSIC	2.9	3.5	-0.6	2.9	3.7	-0.8	3.2	3.8	-0.6	2.4	2.6	-0.2	3.8	4.2	-0.4	2.5	3.8	-1.3	3.1	4.4	-1.3



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 2021

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	+/-
BUDDHA HITS	16	15	1	3	2	1	1	1	0	6	4	2	4	3	1	2	3	-1	*	2	*
Chemist Warehouse Remix	8	6	2	2	2	0	*	*	*	2	1	1	1	1	0	1	1	0	1	1	0
Coles Radio	27	26	1	5	3	2	5	6	-1	6	4	2	6	7	-1	4	4	0	1	2	-1
DANCE HITS	11	11	0	2	4	-2	1	*	*	6	5	1	2	3	-1	*	*	*	*	*	*
EASY 80s HITS	7	10	-3	2	2	0	1	1	0	*	*	*	1	4	-3	2	1	1	2	2	0
Edge Digital	7	9	-2	3	2	1	*	*	*	3	3	0	*	1	*	*	*	*	1	2	-1
Elf Radio	6	na	*	1	na	*	1	na	*	1	na	*	1	na	*	*	na	*	2	na	*
Mix 80s	19	18	1	2	2	0	1	1	0	2	4	-2	10	8	2	2	2	0	1	2	-1
Mix 90s	22	15	7	3	3	0	4	*	*	4	3	1	7	5	2	2	3	-1	2	1	1
MMM 90s	17	13	4	*	*	*	3	1	2	3	3	0	6	5	1	4	3	1	*	1	*
MMM CLASSIC ROCK	28	25	3	3	3	0	2	1	1	2	2	0	9	8	1	7	6	1	5	4	1
MMM HARD N HEAVY	4	5	-1	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0	1	2	-1
MMM SOFT ROCK	11	8	3	*	*	*	3	*	*	*	*	*	3	3	0	3	2	1	2	3	-1
NOVA Throwbacks	18	17	1	5	5	0	4	4	0	6	5	1	2	1	1	*	*	*	2	1	1
OLDSKOOL 90s HITS	12	16	-4	1	2	-1	3	2	1	2	2	0	5	7	-2	1	2	-1	1	1	0
smooth	24	19	5	5	3	2	1	*	*	4	5	-1	5	5	0	6	3	3	4	3	1
smooth 90s	7	7	0	*	*	*	*	*	*	2	2	0	3	4	-1	2	1	1	1	*	*
SOUNDCLOUD RADIO	7	6	1	1	2	-1	2	*	*	2	2	0	2	3	-1	1	*	*	*	*	*
TikTok Trending	19	na	*	6	na	*	10	na	*	3	na	*	*	na	*	1	na	*	*	na	*
URBAN HITS	8	6	2	3	2	1	1	1	0	3	2	1	*	1	*	1	*	*	*	*	*
triple j Unearthed	18	19	-1	2	2	0	10	9	1	2	3	-1	3	4	-1	1	1	0	*	*	*
ABC Country	10	14	-4	1	2	-1	2	2	0	1	1	0	1	2	-1	2	2	0	5	5	0
ABC Jazz	20	17	3	3	4	-1	2	*	*	1	1	0	3	2	1	4	3	1	7	8	-1
ABC KIDS LISTEN	13	9	4	6	4	2	*	*	*	2	2	0	2	2	0	1	*	*	2	1	1
ABC Sport	7	7	0	*	1	*	*	*	*	*	*	*	2	2	0	2	2	0	3	1	2
Double J	21	21	0	4	6	-2	*	*	*	2	4	-2	9	6	3	4	3	1	1	2	-1
Total Digital/Internet Only	261	242	19	30	28	2	41	31	10	45	47	-2	67	67	0	40	34	6	39	35	4

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-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BUDDHA HITS	11	12	-1	3	2	1	4	6	-2	4	2	2	4	4	0	2	2	0	10	8	2
Chemist Warehouse Remix	4	4	0	1	1	0	1	1	0	2	2	0	1	*	*	1	2	-1	4	2	2
Coles Radio	25	24	1	5	4	1	10	10	0	11	12	-1	9	4	5	5	5	0	9	10	-1
DANCE HITS	10	9	1	4	3	1	2	2	0	3	3	0	5	5	0	3	3	0	6	8	-2
EASY 80s HITS	5	5	0	1	1	0	1	1	0	2	1	1	3	4	-1	1	2	-1	4	7	-3
Edge Digital	5	7	-2	1	1	0	*	1	*	*	1	*	2	3	-1	4	4	0	4	2	2
Elf Radio	5	na	*	1	na	*	2	na	*	3	na	*	2	na	*	1	na	*	2	na	*
Mix 80s	17	15	2	6	6	0	6	7	-1	7	9	-2	8	7	1	4	2	2	7	10	-3
Mix 90s	19	10	9	2	1	1	4	1	3	10	5	5	9	6	3	3	2	1	9	7	2
MMM 90s	14	10	4	6	5	1	8	5	3	4	3	1	6	6	0	1	1	0	5	7	-2
MMM CLASSIC ROCK	24	20	4	13	12	1	14	11	3	14	12	2	9	9	0	4	2	2	14	13	1
MMM HARD N HEAVY	4	3	1	2	*	*	2	1	1	1	2	-1	1	1	0	1	1	0	1	2	-1
MMM SOFT ROCK	10	8	2	2	2	0	3	3	0	8	6	2	4	5	-1	2	1	1	5	4	1
NOVA Throwbacks	14	13	1	5	4	1	5	5	0	11	8	3	6	5	1	3	1	2	11	9	2
OLDSKOOL 90s HITS	9	13	-4	1	3	-2	3	6	-3	4	7	-3	5	8	-3	1	*	*	8	9	-1
smooth	19	13	6	7	3	4	9	5	4	13	8	5	13	8	5	5	4	1	18	18	0
smooth 90s	3	5	-2	1	3	-2	*	2	*	*	1	*	1	1	0	2	1	1	4	2	2
SOUNDCLOUD RADIO	7	6	1	3	2	1	4	2	2	4	2	2	3	1	2	1	2	-1	4	2	2
TikTok Trending	18	na	*	8	na	*	5	na	*	6	na	*	11	na	*	8	na	*	13	na	*
URBAN HITS	6	4	2	2	1	1	2	2	0	4	4	0	3	2	1	*	*	*	4	3	1
triple j Unearthed	13	17	-4	5	6	-1	6	6	0	5	8	-3	4	5	-1	4	6	-2	8	9	-1
ABC Country	9	11	-2	1	3	-2	4	7	-3	4	4	0	3	3	0	3	3	0	6	7	-1
ABC Jazz	16	12	4	4	2	2	5	3	2	8	4	4	4	5	-1	5	6	-1	13	12	1
ABC KIDS LISTEN	11	9	2	3	3	0	2	1	1	3	2	1	5	4	1	3	3	0	6	5	1
ABC Sport	4	3	1	1	1	0	*	*	*	1	*	*	1	1	0	3	1	2	5	5	0
Double J	18	18	0	8	9	-1	8	7	1	9	11	-2	9	7	2	6	6	0	14	11	3
Total Digital/Internet Only	224	206	18	100	86	14	109	108	1	131	121	10	119	108	11	73	63	10	170	159	11

Please note: Elf Radio & TikTok Trending commenced broadcasting from Sept 26.