



# ADELAIDE RADIO - SURVEY 8 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	9.8	11.0	-1.2	4.0	4.2	-0.2	0.1	0.1	0.0	1.6	1.3	0.3	9.2	10.5	-1.3	12.7	13.8	-1.1	18.7	20.5	-1.8
CRUISE1323	10.9	10.5	0.4	4.9	2.1	2.8	1.4	2.3	-0.9	2.3	2.1	0.2	8.3	5.6	2.7	14.8	18.1	-3.3	21.2	19.9	1.3
MIX102.3	11.7	13.4	-1.7	17.2	22.9	-5.7	12.9	11.8	1.1	10.0	14.8	-4.8	13.4	14.7	-1.3	18.0	16.7	1.3	6.2	7.5	-1.3
5MMM	9.6	8.8	0.8	4.4	3.9	0.5	7.1	8.9	-1.8	9.2	10.9	-1.7	17.3	14.4	2.9	10.4	10.3	0.1	4.6	3.1	1.5
NOVA91.9	9.8	10.8	-1.0	19.3	29.1	-9.8	22.3	26.5	-4.2	19.3	20.3	-1.0	8.3	9.0	-0.7	4.9	4.7	0.2	1.2	1.3	-0.1
SAFM	9.3	8.4	0.9	15.4	16.9	-1.5	17.9	19.9	-2.0	19.2	13.9	5.3	7.8	8.1	-0.3	5.8	6.1	-0.3	1.6	1.5	0.1
ABC ADE	11.2	9.8	1.4	4.8	1.5	3.3	1.4	1.1	0.3	1.8	1.5	0.3	6.5	4.8	1.7	13.1	12.6	0.5	25.4	21.7	3.7
5RN	2.0	2.4	-0.4	0.4	*	*	*	*	*	1.4	0.7	0.7	1.0	1.8	-0.8	2.0	1.9	0.1	4.1	5.3	-1.2
ABC NEWSRADIO	1.6	1.5	0.1	0.4	0.4	0.0	0.4	0.1	0.3	2.1	1.3	0.8	1.1	1.2	-0.1	1.6	1.0	0.6	2.4	2.9	-0.5
5JJJ	5.7	5.6	0.1	5.9	5.4	0.5	13.9	12.3	1.6	13.9	11.4	2.5	5.4	8.6	-3.2	1.6	1.6	0.0	0.1	0.1	0.0
ABC CLASSIC	2.6	2.7	-0.1	1.3	1.4	-0.1	0.1	0.5	-0.4	1.1	0.9	0.2	1.7	0.8	0.9	2.8	4.1	-1.3	5.2	5.6	-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	10.1	11.4	-1.3	12.2	13.8	-1.6	11.3	13.1	-1.8	5.8	7.1	-1.3	9.2	9.4	-0.2	15.6	15.8	-0.2	8.8	9.9	-1.1	8.8	9.1	-0.2	13.9	13.7	0.2
CRUISE1323	10.0	9.5	0.5	7.8	6.8	1.0	11.2	10.4	0.8	10.9	11.2	-0.3	10.5	10.4	0.1	8.9	9.1	-0.2	13.9	13.7	0.2	13.9	13.7	0.2	13.9	13.7	0.2
MIX102.3	11.3	12.8	-1.5	10.6	12.5	-1.9	11.9	13.4	-1.5	12.0	13.5	-1.5	11.0	13.0	-2.0	10.4	9.3	1.1	13.1	15.2	-2.1	13.1	15.2	-2.1	13.1	15.2	-2.1
5MMM	10.1	9.4	0.7	10.6	9.5	1.1	10.7	9.9	0.8	11.0	10.3	0.7	9.2	8.9	0.3	5.5	5.8	-0.3	7.8	7.0	0.8	7.8	7.0	0.8	7.8	7.0	0.8
NOVA91.9	9.8	11.0	-1.2	9.7	10.7	-1.0	7.5	8.7	-1.2	10.8	12.1	-1.3	12.4	13.4	-1.0	9.4	10.4	-1.0	9.5	10.0	-0.5	9.5	10.0	-0.5	9.5	10.0	-0.5
SAFM	9.5	8.7	0.8	8.0	7.8	0.2	9.5	8.4	1.1	10.9	9.6	1.3	9.8	10.1	-0.3	8.8	6.9	1.9	8.8	7.4	1.4	8.8	7.4	1.4	8.8	7.4	1.4
ABC ADE	11.5	10.1	1.4	15.9	14.8	1.1	11.8	10.0	1.8	8.8	7.4	1.4	7.7	6.3	1.4	12.7	10.7	2.0	10.1	8.7	1.4	10.1	8.7	1.4	10.1	8.7	1.4
5RN	1.9	2.2	-0.3	3.6	3.4	0.2	1.5	1.4	0.1	0.8	1.4	-0.6	1.6	2.2	-0.6	2.2	3.1	-0.9	2.0	2.9	-0.9	2.0	2.9	-0.9	2.0	2.9	-0.9
ABC NEWSRADIO	1.6	1.5	0.1	2.5	2.2	0.3	1.3	1.0	0.3	1.0	0.7	0.3	0.9	1.1	-0.2	3.4	4.1	-0.7	1.7	1.6	0.1	1.7	1.6	0.1	1.7	1.6	0.1
5JJJ	5.9	5.8	0.1	4.6	4.7	-0.1	4.9	5.0	-0.1	6.7	6.2	0.5	8.7	7.6	1.1	5.1	6.6	-1.5	4.8	5.2	-0.4	4.8	5.2	-0.4	4.8	5.2	-0.4
ABC CLASSIC	2.4	2.5	-0.1	2.6	2.4	0.2	2.2	2.5	-0.3	2.3	2.6	-0.3	2.3	2.4	-0.1	2.5	2.2	0.3	3.3	3.6	-0.3	3.3	3.6	-0.3	3.3	3.6	-0.3



**ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
Chemist Warehouse Remix	8	6	2	4	2	2	2	1	1	*	*	*	1	2	-1	1	1	0	*	*	*
Coles Radio	20	25	-5	2	1	1	3	3	0	5	7	-2	8	9	-1	*	2	*	2	2	0
Edge Digital	2	2	0	1	*	*	*	*	*	1	2	-1	*	*	*	*	*	*	*	*	*
HIT BUDDHA	14	11	3	*	1	*	1	1	0	8	4	4	2	2	0	2	2	0	1	1	0
HIT DANCE	3	2	1	*	*	*	*	1	*	1	*	*	2	1	1	*	*	*	*	*	*
HIT EASY	11	9	2	2	*	*	*	*	*	3	3	0	4	4	0	2	2	0	1	*	*
HIT OLDSKOOL	10	7	3	*	*	*	*	*	*	7	6	1	3	1	2	*	*	*	*	*	*
HIT URBAN	1	1	0	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
Kinderling Kids	3	4	-1	2	3	-1	*	1	*	1	1	0	*	*	*	*	*	*	*	*	*
Mix 80s	14	13	1	1	*	*	1	1	0	1	1	0	8	9	-1	1	1	0	2	1	1
Mix 90s	13	11	2	4	2	2	*	*	*	2	2	0	4	3	1	*	1	*	2	2	0
MMM 90s	9	4	5	2	*	*	1	*	*	1	*	*	4	3	1	*	*	*	1	1	0
MMM CLASSIC ROCK	18	8	10	7	4	3	1	*	*	1	1	0	3	1	2	3	2	1	3	1	2
MMM HARD N HEAVY	4	2	2	1	1	0	*	*	*	*	*	*	2	1	1	1	1	0	*	*	*
MMM SOFT ROCK	10	4	6	*	1	*	2	*	*	*	*	*	6	1	5	*	*	*	2	2	0
smooth	17	16	1	4	2	2	1	1	0	1	2	-1	5	4	1	4	4	0	2	3	-1
smooth Chill	9	5	4	1	1	0	*	*	*	1	1	0	4	2	2	1	1	0	2	*	*
triple j Unearthed	7	6	1	4	2	2	*	1	*	2	1	1	1	2	-1	1	*	*	*	*	*
ABC Country	8	4	4	*	*	*	*	*	*	3	2	1	2	*	*	1	*	*	3	2	1
ABC Grandstand	5	5	0	*	1	*	*	*	*	1	1	0	2	*	*	1	1	0	2	2	0
ABC Jazz	12	9	3	3	1	2	*	*	*	1	1	0	2	2	0	1	1	0	5	4	1
ABC KIDS LISTEN	9	9	0	5	3	2	*	*	*	1	3	-2	1	2	-1	1	*	*	1	1	0
Double J	21	12	9	6	2	4	*	*	*	5	3	2	5	5	0	3	*	*	2	2	0
Total Digital/Internet Only	174	146	28	28	19	9	11	10	1	38	36	2	54	46	8	20	18	2	23	17	6

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

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Chemist Warehouse Remix	7	6	1	1	1	0	4	1	3	2	2	0	2	2	0	5	3	2	3	2	1
Coles Radio	19	23	-4	6	8	-2	9	8	1	7	13	-6	7	8	-1	5	1	4	10	14	-4
Edge Digital	2	2	0	1	2	-1	*	2	*	2	2	0	1	2	-1	*	*	*	1	*	*
HIT BUDDHA	12	10	2	6	4	2	9	7	2	8	4	4	4	4	0	1	3	-2	5	3	2
HIT DANCE	3	2	1	1	*	*	3	1	2	1	*	*	1	1	0	1	1	0	2	2	0
HIT EASY	9	6	3	4	3	1	4	4	0	3	4	-1	3	2	1	2	1	1	6	5	1
HIT OLDSKOOL	9	7	2	2	*	*	2	2	0	5	3	2	6	1	5	2	2	0	2	1	1
HIT URBAN	1	1	0	*	1	*	*	1	*	*	1	*	*	1	*	*	*	*	*	1	*
Kinderling Kids	2	4	-2	1	1	0	1	1	0	1	3	-2	*	2	*	*	1	*	2	3	-1
Mix 80s	10	9	1	5	2	3	2	3	-1	4	3	1	5	4	1	2	1	1	9	7	2
Mix 90s	11	9	2	4	4	0	1	2	-1	4	2	2	5	5	0	1	1	0	5	3	2
MMM 90s	8	4	4	*	1	*	5	3	2	3	3	0	4	4	0	1	1	0	3	4	-1
MMM CLASSIC ROCK	16	7	9	6	2	4	6	4	2	5	3	2	10	5	5	7	3	4	7	4	3
MMM HARD N HEAVY	4	2	2	*	1	*	1	1	0	1	1	0	1	*	*	4	1	3	3	1	2
MMM SOFT ROCK	10	4	6	5	2	3	7	3	4	7	2	5	8	3	5	3	3	0	4	2	2
smooth	15	15	0	3	3	0	5	8	-3	9	9	0	9	5	4	8	6	2	8	10	-2
smooth Chill	7	4	3	3	2	1	4	3	1	5	4	1	4	2	2	3	3	0	6	5	1
triple j Unearthed	7	4	3	2	1	1	1	2	-1	1	2	-1	2	2	0	2	2	0	2	3	-1
ABC Country	6	3	3	2	2	0	5	2	3	4	1	3	3	1	2	2	1	1	4	3	1
ABC Grandstand	2	2	0	*	*	*	1	*	*	1	*	*	1	1	0	1	2	-1	4	4	0
ABC Jazz	11	9	2	1	1	0	3	3	0	3	1	2	5	2	3	5	6	-1	7	6	1
ABC KIDS LISTEN	6	8	-2	2	4	-2	1	4	-3	3	3	0	4	4	0	1	3	-2	7	5	2
Double J	20	12	8	5	1	4	10	7	3	8	6	2	9	4	5	6	3	3	10	4	6
Total Digital/Internet Only	148	124	24	57	46	11	80	63	17	80	68	12	84	63	21	58	40	18	101	85	16