



ADELAIDE RADIO - SURVEY 6 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	12.2	11.3	0.9	3.1	2.6	0.5	0.7	0.6	0.1	2.8	2.6	0.2	7.1	5.5	1.6	15.0	13.7	1.3	25.2	23.6	1.6
CRUISE1323	9.0	11.1	-2.1	0.4	1.1	-0.7	2.6	5.4	-2.8	1.9	4.6	-2.7	4.3	7.0	-2.7	15.6	15.4	0.2	16.9	19.3	-2.4
MIX102.3	13.0	11.9	1.1	21.2	14.5	6.7	15.1	10.1	5.0	13.0	7.3	5.7	15.9	15.8	0.1	15.9	17.9	-2.0	6.2	7.8	-1.6
5MMM	8.2	8.4	-0.2	7.7	7.9	-0.2	9.1	5.3	3.8	8.3	6.3	2.0	13.7	14.8	-1.1	9.5	10.9	-1.4	2.8	4.0	-1.2
NOVA91.9	10.4	10.2	0.2	32.1	31.3	0.8	22.7	23.6	-0.9	16.9	17.1	-0.2	10.4	10.2	0.2	5.5	5.2	0.3	0.9	0.9	0.0
SAFM	8.6	8.1	0.5	14.0	14.6	-0.6	13.6	21.6	-8.0	18.0	18.8	-0.8	10.6	5.5	5.1	5.2	6.6	-1.4	0.8	0.4	0.4
ABC ADE	9.9	11.3	-1.4	1.5	1.9	-0.4	1.1	3.2	-2.1	2.3	2.7	-0.4	4.6	7.5	-2.9	12.9	9.8	3.1	21.2	24.0	-2.8
5RN	3.0	2.3	0.7	0.1	0.1	0.0	*	1.1	*	0.3	1.3	-1.0	1.9	3.6	-1.7	2.6	2.8	-0.2	7.1	2.5	4.6
ABC NEWSRADIO	1.7	2.1	-0.4	0.3	0.5	-0.2	0.5	1.1	-0.6	1.5	0.9	0.6	1.2	1.7	-0.5	1.6	2.3	-0.7	2.9	3.5	-0.6
5JJJ	5.0	8.0	-3.0	4.2	9.7	-5.5	13.6	15.7	-2.1	11.6	18.7	-7.1	5.9	12.1	-6.2	2.5	1.7	0.8	0.2	0.3	-0.1
ABC CLASSIC	3.2	2.6	0.6	0.4	0.3	0.1	0.9	0.7	0.2	0.9	0.6	0.3	2.0	1.5	0.5	2.6	2.0	0.6	7.3	5.9	1.4

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	12.5	11.5	1.0	15.4	13.9	1.5	13.7	11.9	1.8	8.2	7.3	0.9	11.6	9.0	2.6	16.4	20.9	-4.5	11.0	10.4	0.6						
CRUISE1323	8.3	10.3	-2.0	6.2	8.4	-2.2	10.4	11.4	-1.0	10.2	12.1	-1.9	7.5	9.7	-2.2	4.7	8.9	-4.2	11.3	13.7	-2.4						
MIX102.3	12.7	11.9	0.8	10.5	10.6	-0.1	13.7	12.8	0.9	15.4	12.8	2.6	12.3	12.1	0.2	8.6	10.5	-1.9	14.1	11.6	2.5						
5MMM	8.6	8.8	-0.2	9.0	8.9	0.1	8.7	10.0	-1.3	9.9	10.4	-0.5	7.9	6.9	1.0	4.1	3.7	0.4	7.0	7.0	0.0						
NOVA91.9	10.6	10.3	0.3	11.0	9.7	1.3	8.1	8.6	-0.5	11.0	9.7	1.3	12.0	15.0	-3.0	11.9	10.9	1.0	10.0	9.6	0.4						
SAFM	9.0	8.5	0.5	8.9	7.4	1.5	8.2	7.9	0.3	9.6	11.1	-1.5	10.9	9.0	1.9	5.5	4.8	0.7	7.2	6.8	0.4						
ABC ADE	10.0	11.5	-1.5	14.2	16.7	-2.5	10.5	11.3	-0.8	7.3	7.9	-0.6	6.9	8.5	-1.6	11.1	12.9	-1.8	9.5	10.7	-1.2						
5RN	2.8	2.3	0.5	4.1	2.6	1.5	1.8	2.0	-0.2	2.1	2.2	-0.1	2.6	2.3	0.3	3.8	2.6	1.2	3.7	2.4	1.3						
ABC NEWSRADIO	1.7	2.0	-0.3	2.5	3.3	-0.8	1.5	1.1	0.4	0.8	1.2	-0.4	1.3	1.5	-0.2	3.4	4.0	-0.6	1.6	2.2	-0.6						
5JJJ	4.8	8.1	-3.3	4.2	7.4	-3.2	4.0	8.0	-4.0	5.1	8.5	-3.4	6.0	10.8	-4.8	6.0	4.9	1.1	5.5	7.6	-2.1						
ABC CLASSIC	3.0	2.4	0.6	2.8	2.3	0.5	3.5	2.6	0.9	3.0	2.0	1.0	2.5	2.4	0.1	3.8	3.3	0.5	3.9	3.5	0.4						

Please note: Due to COVID-19 surveys 3, 4 & 5 were cancelled, last survey in this report is Survey 2, 2020. ABC NEWS changed to ABC NEWSRADIO & Hit107 rebranded as SAFM effective July 26.



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	4	3	1	*	1	*	*	*	*	1	1	0	3	1	2	1	1	0	*	*	*
Coles Radio	25	21	4	1	3	-2	5	5	0	4	4	0	10	3	7	4	3	1	*	4	*
Edge Digital	3	5	-2	1	3	-2	*	1	*	2	2	0	*	*	*	*	*	*	*	*	*
HIT BUDDHA	8	17	-9	2	3	-1	1	1	0	2	4	-2	1	4	-3	2	2	0	1	2	-1
HIT DANCE	3	7	-4	*	1	*	1	1	0	1	2	-1	*	3	*	*	*	*	*	*	*
HIT EASY	5	7	-2	1	1	0	*	*	*	2	2	0	2	2	0	1	1	0	*	1	*
HIT OLDSKOOL	17	20	-3	6	3	3	1	3	-2	5	7	-2	5	5	0	1	1	0	*	2	*
HIT URBAN	3	5	-2	*	1	*	1	1	0	2	1	1	1	1	0	*	*	*	*	*	*
Kinderling Kids	7	4	3	5	1	4	1	*	*	1	1	0	*	2	*	*	*	*	*	*	*
Mix 80s	15	18	-3	2	2	0	2	2	0	1	2	-1	9	9	0	*	3	*	1	*	*
Mix 90s	18	16	2	4	3	1	*	1	*	6	6	0	7	6	1	1	*	*	*	1	*
MMM 90s	6	12	-6	1	1	0	*	1	*	*	4	*	3	2	1	1	1	0	*	3	*
MMM CLASSIC ROCK	14	9	5	2	2	0	1	1	0	2	1	1	1	4	-3	5	1	4	2	*	*
MMM HARD N HEAVY	3	na	*	*	na	*	*	na	*	2	na	*	2	na	*	*	na	*	*	na	*
MMM SOFT ROCK	5	6	-1	2	*	*	*	*	*	*	1	*	*	4	*	1	1	0	1	*	*
smooth	19	16	3	3	1	2	2	2	0	4	1	3	3	4	-1	3	4	-1	3	4	-1
smooth Chill	7	6	1	1	1	0	*	*	*	2	2	0	2	2	0	2	*	*	1	1	0
triple j Uearthed	12	12	0	4	2	2	2	1	1	3	6	-3	2	2	0	*	1	*	*	*	*
ABC Country	5	8	-3	1	1	0	1	*	*	*	1	*	*	*	*	*	*	*	4	6	-2
ABC Grandstand	7	4	3	1	1	0	2	*	*	*	*	*	1	*	*	1	1	0	1	3	-2
ABC Jazz	8	10	-2	3	1	2	1	2	-1	1	*	-1	1	2	-1	2	2	0	1	4	-3
ABC KIDS LISTEN	15	7	8	4	2	2	1	*	*	7	4	3	1	1	0	*	*	*	1	*	*
Double J	17	26	-9	3	6	-3	1	*	*	8	9	-1	3	9	-6	1	1	0	*	*	*
Total Digital/Internet Only	165	184	-19	26	24	2	19	18	1	42	52	-10	40	44	-4	24	22	2	15	24	-9

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	4	2	2	1	*	*	*	*	*	3	1	2	1	*	*	*	*	2	1	1	
Coles Radio	20	18	2	6	5	1	7	7	0	15	9	6	6	7	-1	3	1	2	9	9	0
Edge Digital	2	5	-3	2	2	0	2	2	0	2	1	1	2	2	0	*	1	*	1	1	0
HIT BUDDHA	7	12	-5	3	3	0	2	7	-5	3	5	-2	5	6	-1	4	4	0	2	8	-6
HIT DANCE	2	4	-2	1	2	-1	*	1	*	1	2	-1	*	3	*	2	*	*	2	5	-3
HIT EASY	4	6	-2	3	3	0	4	2	2	4	2	2	1	2	-1	3	1	2	4	3	1
HIT OLDSKOOL	12	15	-3	2	7	-5	6	6	0	3	3	0	7	8	-1	2	4	-2	8	13	-5
HIT URBAN	2	3	-1	2	2	0	1	2	-1	2	2	0	2	2	0	*	2	*	2	2	0
Kinderling Kids	6	3	3	2	2	0	1	1	0	2	1	1	4	1	3	1	*	*	2	3	-1
Mix 80s	13	15	-2	4	7	-3	5	5	0	4	8	-4	6	8	-2	6	4	2	7	10	-3
Mix 90s	17	13	4	7	5	2	2	4	-2	7	8	-1	9	6	3	5	3	2	8	9	-1
MMM 90s	4	10	-6	2	3	-1	4	6	-2	3	6	-3	3	3	0	*	1	*	4	4	0
MMM CLASSIC ROCK	11	7	4	4	5	-1	4	5	-1	5	4	1	7	3	4	2	1	1	6	4	2
MMM HARD N HEAVY	2	na	*	2	na	*	2	na	*	2	na	*	2	na	*	1	na	*	3	na	*
MMM SOFT ROCK	4	4	0	1	3	-2	2	2	0	2	2	0	1	1	0	1	1	0	4	3	1
smooth	17	13	4	9	2	7	10	6	4	9	6	3	8	5	3	2	5	-3	13	10	3
smooth Chill	7	4	3	2	1	1	2	2	0	5	1	4	4	2	2	2	3	-1	5	5	0
triple j Uearthed	8	11	-3	3	3	0	3	3	0	3	2	1	1	7	-6	4	4	0	7	4	3
ABC Country	5	7	-2	2	1	1	1	*	*	1	5	-4	3	3	0	4	1	3	4	4	0
ABC Grandstand	2	1	1	*	*	*	*	1	*	*	1	*	1	*	*	2	1	1	6	3	3
ABC Jazz	7	7	0	1	3	-2	1	3	-2	1	2	-1	4	2	2	5	3	2	6	7	-1
ABC KIDS LISTEN	14	6	8	6	2	4	4	1	3	3	2	1	6	3	3	4	*	*	10	5	5
Double J	14	20	-6	3	8	-5	4	8	-4	7	10	-3	6	8	-2	6	6	0	6	13	-7
Total Digital/Internet Only	142	151	-9	59	63	-4	59	72	-13	80	74	6	83	80	3	52	44	8	104	110	-6

Please note: Due to COVID-19 surveys 3, 4 & 5 were cancelled, last survey in this report is Survey 2, 2020. MMM GREATEST HITS relaunched as MMM 90s & MMM HARD N HEAVY commenced broadcasting July 26.