



## 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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	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 - 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	+/-
FIVEaa	161	147	14	9	9	0	2	3	-1	15	10	5	28	25	3	37	30	7	70	69	1
CRUISE1323	191	179	12	6	8	-2	8	7	1	17	16	1	32	30	2	46	41	5	82	77	5
MIX102.3	328	322	6	49	40	9	35	32	3	62	64	-2	92	90	2	54	56	-2	35	40	-5
5MMM	228	191	37	32	24	8	24	19	5	48	40	8	65	59	6	41	34	7	18	14	4
NOVA91.9	324	326	-2	64	60	4	54	66	-12	92	108	-16	73	66	7	27	19	8	14	7	7
SAFM	268	228	40	39	37	2	40	40	0	93	93	0	62	37	25	23	16	7	11	5	6
ABC ADE	193	199	-6	8	8	0	6	11	-5	19	25	-6	37	40	-3	38	34	4	85	81	4
5RN	60	56	4	1	2	-1	1	3	-2	8	7	1	15	15	0	10	12	-2	25	17	8
ABC NEWSRADIO	63	80	-17	4	5	-1	4	6	-2	14	10	4	10	19	-9	10	13	-3	21	27	-6
5JJJ	158	203	-45	17	26	-9	32	44	-12	57	75	-18	34	45	-11	11	10	1	6	4	2
ABC CLASSIC	68	66	2	4	3	1	5	4	1	6	6	0	14	14	0	9	9	0	30	31	-1
<b>Total</b>	<b>1099</b>	<b>1096</b>	<b>3</b>	<b>114</b>	<b>111</b>	<b>3</b>	<b>117</b>	<b>118</b>	<b>-1</b>	<b>250</b>	<b>250</b>	<b>0</b>	<b>242</b>	<b>240</b>	<b>2</b>	<b>159</b>	<b>159</b>	<b>0</b>	<b>215</b>	<b>218</b>	<b>-3</b>

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	140	140	0	101	98	3	87	77	10	75	69	6	82	72	10	45	52	-7	115	105	10
CRUISE1323	172	156	16	79	87	-8	94	96	-2	106	106	0	88	89	-1	33	47	-14	128	135	-7
MIX102.3	295	289	6	157	164	-7	149	143	6	192	170	22	163	154	9	75	75	0	217	197	20
5MMM	210	167	43	112	104	8	92	71	21	120	96	24	106	81	25	40	40	0	117	99	18
NOVA91.9	301	313	-12	170	188	-18	126	137	-11	178	163	15	160	189	-29	88	94	-6	199	207	-8
SAFM	240	210	30	144	124	20	119	84	35	147	131	16	131	117	14	57	50	7	157	134	23
ABC ADE	168	188	-20	116	132	-16	91	97	-6	90	95	-5	76	80	-4	49	63	-14	125	127	-2
5RN	51	48	3	37	29	8	23	17	6	28	22	6	25	20	5	18	12	6	43	34	9
ABC NEWSRADIO	56	73	-17	30	48	-18	24	25	-1	22	24	-2	19	25	-6	17	23	-6	38	48	-10
5JJJ	144	185	-41	83	114	-31	62	85	-23	79	94	-15	85	111	-26	46	48	-2	95	127	-32
ABC CLASSIC	61	58	3	32	33	-1	35	35	0	35	31	4	33	26	7	19	20	-1	51	48	3
<b>Total</b>	<b>1083</b>	<b>1071</b>	<b>12</b>	<b>827</b>	<b>861</b>	<b>-34</b>	<b>734</b>	<b>722</b>	<b>12</b>	<b>822</b>	<b>785</b>	<b>37</b>	<b>780</b>	<b>774</b>	<b>6</b>	<b>433</b>	<b>458</b>	<b>-25</b>	<b>917</b>	<b>925</b>	<b>-8</b>

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## ADELAIDE RADIO - SURVEY 6 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	18	16	2	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	10	10	0
CRUISE1323	13	16	-3	*	*	*	*	1	*	*	1	*	1	2	-1	4	4	0	7	8	-1
MIX102.3	19	17	2	2	2	0	1	1	0	3	2	1	5	5	0	4	4	0	3	3	0
5MMM	12	12	0	1	1	0	1	1	0	2	1	1	5	5	0	2	3	-1	1	2	-1
NOVA91.9	15	15	0	4	3	1	2	2	0	4	4	0	3	3	0	1	1	0	*	*	*
SAFM	12	12	0	2	2	0	1	2	-1	4	4	0	4	2	2	1	2	-1	*	*	*
ABC ADE	14	16	-2	*	*	*	*	*	*	1	1	0	2	3	-1	3	2	1	9	10	-1
5RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	1	2
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	1	2	-1
5JJJ	7	12	-5	*	1	*	1	2	-1	3	4	-1	2	4	-2	1	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	3	3	0
<b>Total</b>	<b>144</b>	<b>145</b>	<b>-1</b>	<b>11</b>	<b>11</b>	<b>0</b>	<b>9</b>	<b>10</b>	<b>-1</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>33</b>	<b>33</b>	<b>0</b>	<b>25</b>	<b>24</b>	<b>1</b>	<b>41</b>	<b>43</b>	<b>-2</b>

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	19	18	1	32	30	2	31	27	4	16	14	2	17	13	4	8	10	-2	13	13	0
CRUISE1323	13	16	-3	13	18	-5	23	25	-2	20	23	-3	11	14	-3	2	4	-2	13	17	-4
MIX102.3	20	19	1	22	23	-1	31	29	2	30	24	6	18	18	0	4	5	-1	16	14	2
5MMM	13	14	-1	19	19	0	19	22	-3	19	20	-1	12	10	2	2	2	0	8	8	0
NOVA91.9	16	16	0	23	21	2	18	19	-1	21	18	3	18	22	-4	6	5	1	12	12	0
SAFM	14	13	1	18	16	2	18	18	0	19	21	-2	16	13	3	3	2	1	8	8	0
ABC ADE	16	18	-2	29	36	-7	24	25	-1	14	15	-1	10	13	-3	6	6	0	11	13	-2
5RN	4	4	0	8	6	2	4	5	-1	4	4	0	4	3	1	2	1	1	4	3	1
ABC NEWSRADIO	3	3	0	5	7	-2	3	3	0	2	2	0	2	2	0	2	2	0	2	3	-1
5JJJ	8	13	-5	9	16	-7	9	18	-9	10	16	-6	9	16	-7	3	2	1	6	9	-3
ABC CLASSIC	5	4	1	6	5	1	8	6	2	6	4	2	4	4	0	2	2	0	5	4	1
<b>Total</b>	<b>155</b>	<b>155</b>	<b>0</b>	<b>205</b>	<b>215</b>	<b>-10</b>	<b>224</b>	<b>224</b>	<b>0</b>	<b>195</b>	<b>189</b>	<b>6</b>	<b>150</b>	<b>149</b>	<b>1</b>	<b>50</b>	<b>49</b>	<b>1</b>	<b>117</b>	<b>120</b>	<b>-3</b>

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