



ADELAIDE RADIO - SURVEY 2 2022

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	8.7	10.1	-1.4	3.5	2.0	1.5	2.1	2.6	-0.5	1.9	2.3	-0.4	3.6	6.3	-2.7	8.5	10.6	-2.1	20.6	21.2	-0.6
CRUISE1323	11.3	10.6	0.7	1.9	1.6	0.3	2.4	5.5	-3.1	1.1	1.7	-0.6	8.6	8.6	0.0	18.1	16.2	1.9	21.4	17.8	3.6
MIX102.3	11.8	11.2	0.6	16.1	14.4	1.7	17.1	16.6	0.5	13.0	12.2	0.8	10.9	11.0	-0.1	13.5	16.1	-2.6	8.1	5.6	2.5
5MMM	7.6	8.4	-0.8	4.2	8.9	-4.7	8.0	7.2	0.8	6.7	8.5	-1.8	12.9	14.9	-2.0	8.4	8.8	-0.4	4.6	3.6	1.0
NOVA91.9	11.8	9.2	2.6	32.1	21.6	10.5	27.9	21.7	6.2	17.1	14.7	2.4	11.4	10.3	1.1	7.6	6.1	1.5	1.0	0.8	0.2
SAFM	8.6	8.5	0.1	17.7	22.7	-5.0	8.6	9.5	-0.9	20.1	18.0	2.1	7.4	7.7	-0.3	3.9	4.6	-0.7	1.8	1.7	0.1
ABC ADE	10.8	12.4	-1.6	2.4	4.3	-1.9	1.0	1.1	-0.1	3.5	3.1	0.4	8.7	7.9	0.8	12.9	12.5	0.4	21.0	26.0	-5.0
5RN	1.3	1.4	-0.1	0.7	1.1	-0.4	0.2	0.2	0.0	0.5	0.5	0.0	0.3	0.4	-0.1	3.4	3.3	0.1	2.0	2.0	0.0
ABC NEWSRADIO	2.2	1.9	0.3	0.9	0.8	0.1	0.5	0.8	-0.3	1.5	0.8	0.7	1.8	1.3	0.5	3.3	2.7	0.6	3.3	3.1	0.2
5JJJ	6.0	7.0	-1.0	5.4	8.0	-2.6	16.1	22.5	-6.4	14.3	13.4	0.9	6.3	9.1	-2.8	1.2	1.7	-0.5	0.4	0.7	-0.3
ABC CLASSIC	2.7	3.3	-0.6	1.1	1.8	-0.7	0.2	0.5	-0.3	0.9	1.1	-0.2	1.8	0.7	1.1	2.4	3.4	-1.0	5.8	7.4	-1.6

Share Movement (%) by Session, P10+

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	8.8	10.2	-1.4	11.6	15.1	-3.5	10.3	10.2	0.1	4.8	4.8	0.0	6.5	7.1	-0.6	13.4	17.6	-4.2	8.5	9.6	-1.1
CRUISE1323	10.6	10.1	0.5	9.0	7.6	1.4	13.6	12.2	1.4	12.6	12.8	-0.2	7.2	8.2	-1.0	7.1	7.3	-0.2	13.3	12.1	1.2
MIX102.3	11.7	11.1	0.6	9.9	8.1	1.8	11.3	10.6	0.7	12.5	13.8	-1.3	13.1	12.5	0.6	13.2	10.0	3.2	12.1	11.5	0.6
5MMM	8.2	9.4	-1.2	8.9	9.8	-0.9	7.7	10.8	-3.1	10.2	10.9	-0.7	7.0	7.1	-0.1	3.6	4.6	-1.0	5.8	5.4	0.4
NOVA91.9	11.4	9.1	2.3	12.3	8.8	3.5	8.8	7.5	1.3	11.9	9.5	2.4	14.2	12.8	1.4	9.7	7.1	2.6	13.0	9.7	3.3
SAFM	9.1	9.0	0.1	7.7	7.1	0.6	8.3	9.1	-0.8	9.8	9.9	-0.1	11.4	11.2	0.2	8.6	8.0	0.6	7.2	7.1	0.1
ABC ADE	11.2	13.1	-1.9	15.8	18.8	-3.0	10.9	12.9	-2.0	8.1	9.1	-1.0	10.2	10.7	-0.5	10.7	12.9	-2.2	9.4	10.3	-0.9
5RN	1.3	1.3	0.0	1.8	2.1	-0.3	1.0	0.7	0.3	0.8	1.0	-0.2	1.5	1.5	0.0	2.0	1.8	0.2	1.4	1.6	-0.2
ABC NEWSRADIO	2.3	1.8	0.5	3.4	3.0	0.4	2.2	1.3	0.9	1.3	1.0	0.3	1.3	1.1	0.2	3.9	3.3	0.6	2.2	2.1	0.1
5JJJ	6.3	6.5	-0.2	5.4	5.4	0.0	7.3	6.5	0.8	6.6	7.1	-0.5	6.4	8.2	-1.8	5.0	5.4	-0.4	5.1	8.3	-3.2
ABC CLASSIC	2.4	3.0	-0.6	2.3	3.2	-0.9	2.9	3.1	-0.2	2.1	2.4	-0.3	2.1	3.0	-0.9	3.0	3.7	-0.7	3.4	4.0	-0.6



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2022

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	2	1	1	1	1	0	5	5	0	4	4	0	2	3	-1	3	2	1
Chemist Warehouse Remix	7	7	0	1	1	0	1	*	*	1	2	-1	3	3	0	*	1	*	1	*	*
Coles Radio	19	23	-4	2	2	0	3	3	0	8	8	0	4	5	-1	1	4	-3	*	1	*
DANCE HITS	19	14	5	5	4	1	2	1	1	7	5	2	4	4	0	*	1	*	1	1	0
EASY 80s HITS	18	13	5	1	1	0	1	1	0	3	1	2	8	8	0	3	4	-1	3	*	*
Edge Digital	3	6	-3	1	3	-2	*	*	*	2	2	0	*	1	*	*	*	*	*	*	*
Mix 80s	24	16	8	5	1	4	1	1	0	1	3	-2	11	5	6	5	5	0	1	1	0
Mix 90s	18	14	4	4	3	1	4	3	1	3	3	0	7	4	3	1	1	0	*	*	*
MMM 80s	18	12	6	3	2	1	2	*	*	1	4	-3	10	4	6	1	3	-2	1	*	*
MMM 90s	13	15	-2	2	2	0	*	1	*	1	4	-3	9	7	2	*	1	*	*	*	*
MMM CLASSIC ROCK	21	19	2	1	1	0	1	2	-1	2	3	-1	4	5	-1	3	2	1	9	5	4
MMM HARD N HEAVY	9	8	1	1	1	0	*	2	*	4	1	3	3	2	1	1	1	0	*	*	*
NOVA Throwbacks	18	20	-2	5	4	1	*	1	*	9	9	0	2	3	-1	2	2	0	1	1	0
OLDSKOOL 90s HITS	19	17	2	4	2	2	2	3	-1	4	6	-2	8	4	4	*	2	*	*	*	*
RnB Fridays	20	18	2	4	2	2	3	3	0	9	12	-3	4	2	2	*	*	*	*	*	*
smooth	18	19	-1	2	3	-1	*	1	*	1	3	-2	5	3	2	5	4	1	4	5	-1
smooth 90s	8	5	3	1	*	*	*	*	*	3	1	2	2	2	0	2	2	0	1	1	0
SOUNDCLOUD RADIO	7	11	-4	*	4	*	2	1	1	4	4	0	1	2	-1	*	*	*	*	*	*
TikTok Trending	10	9	1	3	2	1	5	5	0	*	2	*	2	1	1	*	*	*	*	*	*
triple j Unearthed	12	10	2	1	1	0	4	3	1	6	4	2	1	*	*	1	*	*	*	1	*
ABC Country	14	16	-2	*	*	*	1	1	0	6	3	3	2	3	-1	2	2	0	4	8	-4
ABC Jazz	17	20	-3	3	4	-1	2	2	0	1	2	-1	3	1	2	2	3	-1	6	9	-3
ABC KIDS LISTEN	11	14	-3	3	4	-1	*	1	*	3	5	-2	5	3	2	*	2	*	*	*	*
ABC Sport	11	15	-4	2	2	0	1	1	0	4	5	-1	1	2	-1	1	1	0	1	5	-4
Double J	21	23	-2	3	2	1	1	3	-2	10	10	0	4	6	-2	2	1	1	1	1	0
Total Digital/Internet Only	256	253	3	31	26	5	25	23	2	67	70	-3	66	61	5	32	36	-4	35	37	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 1174]

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	+/-
BUDDHA HITS	13	12	1	7	7	0	7	6	1	5	4	1	5	3	2	3	1	2	8	7	1
Chemist Warehouse Remix	4	5	-1	1	3	-2	1	1	0	2	2	0	2	3	-1	1	1	0	3	3	0
Coles Radio	14	17	-3	4	6	-2	5	6	-1	9	9	0	6	6	0	2	5	-3	15	12	3
DANCE HITS	14	10	4	6	1	5	5	4	1	6	3	3	5	4	1	4	2	2	9	9	0
EASY 80s HITS	14	10	4	4	2	2	5	2	3	8	5	3	3	3	0	4	2	2	11	6	5
Edge Digital	3	6	-3	2	2	0	1	2	-1	1	2	-1	*	2	*	1	2	-1	1	3	-2
Mix 80s	17	12	5	9	2	7	7	4	3	7	6	1	9	6	3	4	4	0	15	10	5
Mix 90s	13	11	2	2	2	0	5	6	-1	6	4	2	3	2	1	3	3	0	11	6	5
MMM 80s	11	9	2	4	5	-1	5	6	-1	6	5	1	4	5	-1	3	1	2	11	5	6
MMM 90s	11	12	-1	4	3	1	6	2	4	7	4	3	2	4	-2	*	4	*	5	8	-3
MMM CLASSIC ROCK	19	15	4	5	4	1	10	11	-1	13	11	2	10	6	4	5	4	1	13	12	1
MMM HARD N HEAVY	9	7	2	3	2	1	4	5	-1	6	3	3	8	3	5	7	2	5	6	3	3
NOVA Throwbacks	8	14	-6	7	6	1	1	2	-1	5	6	-1	1	4	-3	1	3	-2	15	13	2
OLDSKOOL 90s HITS	13	13	0	3	4	-1	5	4	1	7	5	2	3	3	0	1	2	-1	8	7	1
RnB Fridays	18	17	1	9	10	-1	5	5	0	14	10	4	4	3	1	2	2	0	5	6	-1
smooth	14	16	-2	3	4	-1	5	6	-1	7	9	-2	8	6	2	5	5	0	12	12	0
smooth 90s	6	4	2	3	1	2	1	1	0	3	1	2	2	1	1	1	1	0	3	2	1
SOUNDCLOUD RADIO	5	9	-4	2	3	-1	*	2	*	1	4	-3	4	4	0	1	2	-1	3	5	-2
TikTok Trending	7	8	-1	2	1	1	1	3	-2	1	3	-2	5	5	0	3	4	-1	7	5	2
triple j Unearthed	10	9	1	3	3	0	2	1	1	3	3	0	5	2	3	2	2	0	3	3	0
ABC Country	12	13	-1	4	4	0	3	4	-1	7	6	1	3	2	1	1	3	-2	6	7	-1
ABC Jazz	14	15	-1	3	3	0	5	3	2	5	4	1	4	5	-1	3	6	-3	8	11	-3
ABC KIDS LISTEN	7	10	-3	3	3	0	2	4	-2	2	3	-1	4	5	-1	3	3	0	7	8	-1
ABC Sport	7	8	-1	3	1	2	3	2	1	1	2	-1	1	2	-1	4	3	1	7	12	-5
Double J	19	16	3	5	8	-3	10	7	3	9	5	4	8	5	3	6	4	2	9	16	-7
Total Digital/Internet Only	211	204	7	83	80	3	93	90	3	122	109	13	104	93	11	74	69	5	178	171	7