



ADELAIDE RADIO - SURVEY 3 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	8.1	8.7	-0.6	6.5	3.5	3.0	0.5	2.1	-1.6	0.9	1.9	-1.0	3.9	3.6	0.3	7.3	8.5	-1.2	18.3	20.6	-2.3
CRUISE1323	10.5	11.3	-0.8	2.1	1.9	0.2	1.9	2.4	-0.5	1.7	1.1	0.6	6.7	8.6	-1.9	16.2	18.1	-1.9	20.1	21.4	-1.3
MIX102.3	11.6	11.8	-0.2	11.3	16.1	-4.8	15.1	17.1	-2.0	10.3	13.0	-2.7	16.2	10.9	5.3	11.8	13.5	-1.7	8.4	8.1	0.3
5MMM	8.2	7.6	0.6	9.4	4.2	5.2	9.5	8.0	1.5	6.1	6.7	-0.6	10.3	12.9	-2.6	11.9	8.4	3.5	5.5	4.6	0.9
NOVA91.9	11.2	11.8	-0.6	29.0	32.1	-3.1	27.3	27.9	-0.6	17.5	17.1	0.4	10.7	11.4	-0.7	6.3	7.6	-1.3	1.1	1.0	0.1
SAFM	9.2	8.6	0.6	14.0	17.7	-3.7	14.1	8.6	5.5	20.5	20.1	0.4	9.5	7.4	2.1	4.8	3.9	0.9	1.4	1.8	-0.4
ABC ADE	12.0	10.8	1.2	3.4	2.4	1.0	2.4	1.0	1.4	3.3	3.5	-0.2	7.9	8.7	-0.8	14.4	12.9	1.5	23.7	21.0	2.7
5RN	1.7	1.3	0.4	0.8	0.7	0.1	*	0.2	*	0.4	0.5	-0.1	1.1	0.3	0.8	4.1	3.4	0.7	2.5	2.0	0.5
ABC NEWSRADIO	1.9	2.2	-0.3	0.9	0.9	0.0	1.5	0.5	1.0	1.9	1.5	0.4	2.4	1.8	0.6	1.9	3.3	-1.4	2.1	3.3	-1.2
5JJJ	5.1	6.0	-0.9	4.9	5.4	-0.5	11.3	16.1	-4.8	14.7	14.3	0.4	4.2	6.3	-2.1	0.8	1.2	-0.4	0.3	0.4	-0.1
ABC CLASSIC	2.7	2.7	0.0	0.7	1.1	-0.4	0.3	0.2	0.1	0.6	0.9	-0.3	1.7	1.8	-0.1	3.7	2.4	1.3	5.4	5.8	-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	8.5	8.8	-0.3	11.1	11.6	-0.5	10.5	10.3	0.2	3.9	4.8	-0.9	7.0	6.5	0.5	12.5	13.4	-0.9	7.1	8.5	-1.4	7.1	8.5	-1.4	7.1	8.5	-1.4
CRUISE1323	10.0	10.6	-0.6	8.8	9.0	-0.2	11.8	13.6	-1.8	11.2	12.6	-1.4	8.4	7.2	1.2	7.1	7.1	0.0	12.0	13.3	-1.3	12.0	13.3	-1.3	12.0	13.3	-1.3
MIX102.3	11.4	11.7	-0.3	8.8	9.9	-1.1	11.8	11.3	0.5	13.4	12.5	0.9	11.3	13.1	-1.8	11.4	13.2	-1.8	12.2	12.1	0.1	12.2	12.1	0.1	12.2	12.1	0.1
5MMM	8.4	8.2	0.2	9.9	8.9	1.0	6.9	7.7	-0.8	9.7	10.2	-0.5	8.4	7.0	1.4	4.5	3.6	0.9	7.3	5.8	1.5	7.3	5.8	1.5	7.3	5.8	1.5
NOVA91.9	10.8	11.4	-0.6	11.1	12.3	-1.2	8.3	8.8	-0.5	11.0	11.9	-0.9	14.0	14.2	-0.2	10.8	9.7	1.1	12.5	13.0	-0.5	12.5	13.0	-0.5	12.5	13.0	-0.5
SAFM	9.8	9.1	0.7	8.8	7.7	1.1	8.7	8.3	0.4	10.4	9.8	0.6	11.9	11.4	0.5	9.6	8.6	1.0	7.5	7.2	0.3	7.5	7.2	0.3	7.5	7.2	0.3
ABC ADE	12.6	11.2	1.4	16.7	15.8	0.9	13.2	10.9	2.3	10.3	8.1	2.2	9.7	10.2	-0.5	10.9	10.7	0.2	10.2	9.4	0.8	10.2	9.4	0.8	10.2	9.4	0.8
5RN	1.6	1.3	0.3	2.5	1.8	0.7	1.1	1.0	0.1	0.8	0.8	0.0	2.1	1.5	0.6	2.4	2.0	0.4	2.1	1.4	0.7	2.1	1.4	0.7	2.1	1.4	0.7
ABC NEWSRADIO	1.8	2.3	-0.5	3.2	3.4	-0.2	1.6	2.2	-0.6	0.9	1.3	-0.4	1.1	1.3	-0.2	2.7	3.9	-1.2	2.2	2.2	0.0	2.2	2.2	0.0	2.2	2.2	0.0
5JJJ	5.1	6.3	-1.2	5.5	5.4	0.1	5.8	7.3	-1.5	5.5	6.6	-1.1	4.2	6.4	-2.2	2.8	5.0	-2.2	4.9	5.1	-0.2	4.9	5.1	-0.2	4.9	5.1	-0.2
ABC CLASSIC	2.4	2.4	0.0	2.1	2.3	-0.2	2.5	2.9	-0.4	2.3	2.1	0.2	2.4	2.1	0.3	3.9	3.0	0.9	3.6	3.4	0.2	3.6	3.4	0.2	3.6	3.4	0.2



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	15	16	-1	2	2	0	*	1	*	6	5	1	4	4	0	1	2	-1	1	3	-2
CADA	5	3	2	2	1	1	*	*	*	1	2	-1	1	*	*	*	*	*	1	*	*
Chemist Warehouse Remix	6	7	-1	2	1	1	1	1	0	*	1	*	2	3	-1	*	*	*	*	1	*
Coles Radio	22	19	3	2	2	0	4	3	1	7	8	-1	5	4	1	2	1	1	3	*	*
DANCE HITS	16	19	-3	2	5	-3	2	2	0	7	7	0	2	4	-2	1	*	*	1	1	0
EASY 80s HITS	17	18	-1	2	1	1	2	1	1	3	3	0	4	8	-4	1	3	-2	4	3	1
Mix 80s	23	24	-1	8	5	3	*	1	*	4	1	3	7	11	-4	3	5	-2	1	1	0
Mix 90s	20	18	2	7	4	3	4	4	0	3	3	0	6	7	-1	*	1	*	1	*	*
MMM 80s	19	18	1	2	3	-1	2	2	0	1	1	0	10	10	0	3	1	2	1	1	0
MMM 90s	13	13	0	3	2	1	*	*	*	2	1	1	7	9	-2	1	*	*	*	*	*
MMM CLASSIC ROCK	18	21	-3	2	1	1	1	1	0	2	2	0	3	4	-1	2	3	-1	8	9	-1
MMM HARD N HEAVY	11	9	2	1	1	0	*	*	*	4	4	0	5	3	2	1	1	0	*	*	*
NOVA Throwbacks	17	18	-1	8	5	3	1	*	*	4	9	-5	1	2	-1	1	2	-1	2	1	1
OLDSKOOL 90s HITS	26	19	7	9	4	5	3	2	1	5	4	1	8	8	0	*	*	*	1	*	*
RnB Fridays Radio	21	20	1	5	4	1	3	3	0	10	9	1	3	4	-1	1	*	*	*	*	*
smooth	19	18	1	3	2	1	*	*	*	4	1	3	4	5	-1	5	5	0	4	4	0
smooth 90s	9	8	1	1	1	0	*	*	*	3	3	0	1	2	-1	1	2	-1	2	1	1
SOUNDCLOUD RADIO	8	7	1	1	*	*	4	2	2	3	4	-1	*	1	*	1	*	*	*	*	*
TikTok Trending	18	10	8	6	3	3	7	5	2	3	*	*	1	2	-1	*	*	*	*	*	*
triple j Unearthed	11	12	-1	1	1	0	2	4	-2	6	6	0	1	1	0	1	1	0	*	*	*
ABC Country	9	14	-5	1	*	*	2	1	*	2	6	-4	1	2	-1	1	2	-1	5	4	1
ABC Jazz	13	17	-4	2	3	-1	1	2	-1	4	1	3	2	3	-1	1	2	-1	2	6	-4
ABC KIDS LISTEN	7	11	-4	3	3	0	*	*	*	2	3	-1	2	5	-3	*	*	*	*	*	*
ABC Sport	9	11	-2	1	2	-1	*	1	*	3	4	-1	1	1	0	2	1	1	2	1	1
Double J	20	21	-1	4	3	1	1	1	0	8	10	-2	5	4	1	2	2	0	*	1	*
Total Digital/Internet Only	243	256	-13	34	31	3	21	25	-4	62	67	-5	59	66	-7	30	32	-2	39	35	4

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	13	0	3	7	-4	6	7	-1	7	5	2	7	5	2	3	3	0	7	8	-1
CADA	4	3	1	2	2	0	2	1	1	1	1	0	*	*	*	1	1	0	1	1	0
Chemist Warehouse Remix	3	4	-1	*	1	*	2	1	*	2	2	0	1	2	-1	1	1	0	4	3	1
Coles Radio	18	14	4	4	4	0	9	5	4	7	9	-2	6	6	0	3	2	1	10	15	-5
DANCE HITS	12	14	-2	6	6	0	6	5	1	6	6	0	4	5	-1	2	4	-2	8	9	-1
EASY 80s HITS	13	14	-1	3	4	-1	8	5	3	8	8	0	3	3	0	3	4	-1	10	11	-1
Mix 80s	15	17	-2	10	9	1	7	7	0	5	7	-2	5	9	-4	2	4	-2	12	15	-3
Mix 90s	14	13	1	2	2	0	2	5	-3	8	6	2	6	3	3	3	3	0	11	11	0
MMM 80s	12	11	1	4	4	0	5	5	0	6	6	0	4	4	0	3	3	0	14	11	3
MMM 90s	13	11	2	4	4	0	7	6	1	6	7	-1	4	2	2	1	*	*	5	5	0
MMM CLASSIC ROCK	17	19	-2	5	5	0	7	10	-3	9	13	-4	8	10	-2	5	5	0	8	13	-5
MMM HARD N HEAVY	11	9	2	4	3	1	5	4	1	6	6	0	9	8	1	8	7	1	7	6	1
NOVA Throwbacks	11	8	3	6	7	-1	3	1	2	5	5	0	5	1	4	*	1	*	10	15	-5
OLDSKOOL 90s HITS	21	13	8	5	3	2	7	5	2	9	7	2	6	3	3	3	1	2	10	8	2
RnB Fridays Radio	20	18	2	11	9	2	6	5	1	14	14	0	7	4	3	2	2	0	6	5	1
smooth	17	14	3	7	3	4	7	5	2	10	7	3	7	8	-1	4	5	-1	12	12	0
smooth 90s	7	6	1	4	3	1	3	1	2	2	3	-1	2	2	0	2	1	1	3	3	0
SOUNDCLOUD RADIO	6	5	1	2	2	0	2	*	*	4	1	3	3	4	-1	1	1	0	6	3	3
TikTok Trending	16	7	9	8	2	6	5	1	4	5	1	4	6	5	1	6	3	3	8	7	1
triple j Unearthed	9	10	-1	3	3	0	3	2	1	4	3	1	4	5	-1	2	2	0	4	3	1
ABC Country	7	12	-5	1	4	-3	2	3	-1	6	7	-1	3	3	0	1	1	0	6	6	0
ABC Jazz	10	14	-4	1	3	-2	4	5	-1	4	5	-1	5	4	1	4	3	1	8	8	0
ABC KIDS LISTEN	6	7	-1	3	3	0	3	2	1	*	2	*	1	4	-3	1	3	-2	3	7	-4
ABC Sport	7	7	0	3	3	0	3	3	0	1	1	0	2	1	1	4	4	0	5	7	-2
Double J	16	19	-3	5	5	0	9	10	-1	6	9	-3	7	8	-1	5	6	-1	9	9	0
Total Digital/Internet Only	209	211	-2	88	83	5	102	93	9	128	122	6	105	104	1	68	74	-6	162	178	-16

Please note: The Edge Digital rebranded as CADA effective March 31 2022 and RnB Fridays renamed to RnB Fridays Radio effective April 17 2022.