



ADELAIDE RADIO - SURVEY 4 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	8.0	8.1	-0.1	4.7	6.5	-1.8	1.1	0.5	0.6	2.3	0.9	1.4	4.2	3.9	0.3	10.8	7.3	3.5	15.0	18.3	-3.3
CRUISE1323	9.7	10.5	-0.8	1.8	2.1	-0.3	3.5	1.9	1.6	2.7	1.7	1.0	6.8	6.7	0.1	13.8	16.2	-2.4	17.4	20.1	-2.7
MIX102.3	10.6	11.6	-1.0	11.5	11.3	0.2	12.7	15.1	-2.4	9.1	10.3	-1.2	15.2	16.2	-1.0	10.3	11.8	-1.5	7.8	8.4	-0.6
5MMM	9.9	8.2	1.7	10.2	9.4	0.8	9.4	9.5	-0.1	8.3	6.1	2.2	17.1	10.3	6.8	13.0	11.9	1.1	4.2	5.5	-1.3
NOVA91.9	10.2	11.2	-1.0	22.1	29.0	-6.9	21.7	27.3	-5.6	17.9	17.5	0.4	9.9	10.7	-0.8	7.0	6.3	0.7	1.6	1.1	0.5
SAFM	10.1	9.2	0.9	17.6	14.0	3.6	16.9	14.1	2.8	20.0	20.5	-0.5	12.6	9.5	3.1	5.8	4.8	1.0	1.0	1.4	-0.4
ABC ADE	13.6	12.0	1.6	4.3	3.4	0.9	1.9	2.4	-0.5	3.2	3.3	-0.1	4.8	7.9	-3.1	15.6	14.4	1.2	30.4	23.7	6.7
5RN	2.3	1.7	0.6	0.9	0.8	0.1	1.2	*	*	0.3	0.4	-0.1	2.0	1.1	0.9	3.3	4.1	-0.8	3.8	2.5	1.3
ABC NEWSRADIO	1.9	1.9	0.0	0.8	0.9	-0.1	1.9	1.5	0.4	1.4	1.9	-0.5	1.2	2.4	-1.2	2.7	1.9	0.8	2.7	2.1	0.6
5JJJ	5.1	5.1	0.0	5.0	4.9	0.1	9.3	11.3	-2.0	13.9	14.7	-0.8	6.3	4.2	2.1	0.5	0.8	-0.3	0.5	0.3	0.2
ABC CLASSIC	2.9	2.7	0.2	1.5	0.7	0.8	1.9	0.3	1.6	0.7	0.6	0.1	1.4	1.7	-0.3	4.7	3.7	1.0	5.0	5.4	-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	8.3	8.5	-0.2	11.8	11.1	0.7	9.5	10.5	-1.0	3.4	3.9	-0.5	6.2	7.0	-0.8	13.3	12.5	0.8	7.1	7.1	0.0	10.6	12.0	-1.4	7.1	7.1	0.0
CRUISE1323	9.3	10.0	-0.7	7.5	8.8	-1.3	9.7	11.8	-2.1	11.8	11.2	0.6	9.5	8.4	1.1	5.7	7.1	-1.4	10.6	12.0	-1.4	10.6	12.0	-1.4	10.6	12.0	-1.4
MIX102.3	10.3	11.4	-1.1	6.9	8.8	-1.9	10.5	11.8	-1.3	12.9	13.4	-0.5	10.9	11.3	-0.4	10.2	11.4	-1.2	11.5	12.2	-0.7	11.5	12.2	-0.7	11.5	12.2	-0.7
5MMM	10.4	8.4	2.0	11.3	9.9	1.4	9.3	6.9	2.4	10.9	9.7	1.2	10.2	8.4	1.8	9.1	4.5	4.6	8.5	7.3	1.2	8.5	7.3	1.2	8.5	7.3	1.2
NOVA91.9	10.2	10.8	-0.6	9.3	11.1	-1.8	9.5	8.3	1.2	11.2	11.0	0.2	12.3	14.0	-1.7	7.9	10.8	-2.9	10.3	12.5	-2.2	10.3	12.5	-2.2	10.3	12.5	-2.2
SAFM	10.6	9.8	0.8	9.0	8.8	0.2	10.0	8.7	1.3	12.1	10.4	1.7	12.5	11.9	0.6	9.0	9.6	-0.6	8.8	7.5	1.3	8.8	7.5	1.3	8.8	7.5	1.3
ABC ADE	14.0	12.6	1.4	18.9	16.7	2.2	15.3	13.2	2.1	10.8	10.3	0.5	10.4	9.7	0.7	12.4	10.9	1.5	12.4	10.2	2.2	12.4	10.2	2.2	12.4	10.2	2.2
5RN	2.3	1.6	0.7	4.6	2.5	2.1	1.2	1.1	0.1	1.1	0.8	0.3	2.5	2.1	0.4	2.1	2.4	-0.3	2.3	2.1	0.2	2.3	2.1	0.2	2.3	2.1	0.2
ABC NEWSRADIO	1.8	1.8	0.0	3.2	3.2	0.0	0.9	1.6	-0.7	1.2	0.9	0.3	0.8	1.1	-0.3	3.6	2.7	0.9	2.4	2.2	0.2	2.4	2.2	0.2	2.4	2.2	0.2
5JJJ	5.0	5.1	-0.1	4.9	5.5	-0.6	4.9	5.8	-0.9	5.0	5.5	-0.5	5.6	4.2	1.4	4.6	2.8	1.8	5.4	4.9	0.5	4.6	2.8	1.8	5.4	4.9	0.5
ABC CLASSIC	2.5	2.4	0.1	2.1	2.1	0.0	2.0	2.5	-0.5	2.4	2.3	0.1	3.0	2.4	0.6	4.7	3.9	0.8	4.0	3.6	0.4	4.7	3.9	0.8	4.0	3.6	0.4



ADELAIDE RADIO - SURVEY 4 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	+/-
FIVEaa	140	140	0	10	10	0	4	5	-1	14	13	1	26	24	2	28	26	2	58	63	-5
CRUISE1323	197	200	-3	11	15	-4	12	7	5	20	21	-1	29	28	1	42	43	-1	83	87	-4
MIX102.3	331	337	-6	44	46	-2	38	37	1	71	69	2	82	80	2	46	48	-2	50	57	-7
5MMM	267	253	14	37	35	2	32	34	-2	66	55	11	67	57	10	44	42	2	22	29	-7
NOVA91.9	348	353	-5	64	67	-3	54	71	-17	119	115	4	72	61	11	24	25	-1	15	15	0
SAFM	292	272	20	51	44	7	34	34	0	107	99	8	62	52	10	23	24	-1	14	18	-4
ABC ADE	222	220	2	13	14	-1	4	6	-2	23	26	-3	36	34	2	42	38	4	104	102	2
5RN	69	56	13	3	5	-2	1	*	*	6	5	1	15	6	9	16	16	0	28	24	4
ABC NEWSRADIO	91	95	-4	8	10	-2	10	9	1	14	14	0	15	17	-2	18	15	3	26	30	-4
5JJJ	151	154	-3	19	19	0	30	26	4	59	67	-8	29	26	3	9	10	-1	7	6	1
ABC CLASSIC	69	68	1	4	6	-2	6	1	5	12	9	3	11	14	-3	14	13	1	22	25	-3
Total	1114	1112	2	116	115	1	111	111	0	262	265	-3	235	232	3	156	157	-1	234	232	2

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

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	126	122	4	88	78	10	72	73	-1	55	50	5	45	51	-6	40	31	9	89	86	3						
CRUISE1323	178	178	0	88	89	-1	96	103	-7	122	115	7	91	86	5	35	41	-6	123	127	-4						
MIX102.3	295	297	-2	130	142	-12	144	147	-3	168	172	-4	145	139	6	65	71	-6	212	210	2						
5MMM	236	226	10	138	124	14	104	85	19	121	122	-1	99	100	-1	44	38	6	152	137	15						
NOVA91.9	307	308	-1	177	186	-9	149	135	14	173	174	-1	154	158	-4	65	78	-13	218	240	-22						
SAFM	270	241	29	143	137	6	127	116	11	150	135	15	143	128	15	70	62	8	159	155	4						
ABC ADE	202	196	6	152	137	15	118	111	7	115	101	14	95	86	9	60	58	2	157	139	18						
5RN	58	45	13	36	22	14	21	19	2	22	16	6	23	18	5	13	15	-2	41	34	7						
ABC NEWSRADIO	77	79	-2	48	45	3	21	32	-11	24	27	-3	13	20	-7	18	18	0	53	54	-1						
5JJJ	137	140	-3	79	84	-5	55	64	-9	63	66	-3	71	70	1	30	27	3	82	89	-7						
ABC CLASSIC	60	58	2	22	29	-7	25	26	-1	34	29	5	28	29	-1	21	19	2	46	39	7						
Total	1080	1083	-3	859	854	5	759	751	8	802	799	3	738	748	-10	397	411	-14	975	976	-1						



ADELAIDE RADIO - SURVEY 4 2022

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	12	12	0	1	1	0	*	*	*	1	*	*	1	1	0	3	2	1	6	8	-2
CRUISE1323	14	15	-1	*	*	*	*	*	*	1	*	*	2	2	0	3	4	-1	7	9	-2
MIX102.3	15	17	-2	1	1	0	1	2	-1	2	3	-1	5	5	0	2	3	-1	3	4	-1
5MMM	14	12	2	1	1	0	1	1	0	2	2	0	5	3	2	3	3	0	2	2	0
NOVA91.9	15	16	-1	3	4	-1	2	3	-1	5	5	0	3	3	0	2	1	1	1	*	*
SAFM	15	13	2	2	2	0	2	2	0	5	6	-1	4	3	1	1	1	0	*	1	*
ABC ADE	20	18	2	1	*	*	*	*	*	1	1	0	1	2	-1	4	3	1	13	10	3
5RN	3	3	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	1	1
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	*	1	*	*	1	*	1	*	*	1	1	0
5JJJ	7	7	0	1	1	0	1	1	0	4	4	0	2	1	1	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
Total	145	147	-2	12	12	0	9	11	-2	27	28	-1	30	29	1	23	22	1	43	44	-1

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

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	13	13	0	24	22	2	22	24	-2	7	7	0	9	10	-1	6	6	0	9	9	0						
CRUISE1323	14	15	-1	15	18	-3	22	27	-5	23	22	1	14	12	2	3	3	0	13	16	-3						
MIX102.3	16	17	-1	14	18	-4	24	27	-3	25	26	-1	16	16	0	5	5	0	15	16	-1						
5MMM	16	13	3	23	20	3	21	16	5	21	19	2	15	12	3	4	2	2	11	9	2						
NOVA91.9	16	17	-1	19	22	-3	22	19	3	21	21	0	18	20	-2	4	5	-1	13	16	-3						
SAFM	16	15	1	18	18	0	23	20	3	23	20	3	18	17	1	4	5	-1	11	10	1						
ABC ADE	21	19	2	38	34	4	35	31	4	21	20	1	15	14	1	6	5	1	16	13	3						
5RN	3	3	0	9	5	4	3	3	0	2	2	0	4	3	1	1	1	0	3	3	0						
ABC NEWSRADIO	3	3	0	6	6	0	2	4	-2	2	2	0	1	2	-1	2	1	1	3	3	0						
5JJJ	8	8	0	10	11	-1	11	13	-2	9	11	-2	8	6	2	2	1	1	7	6	1						
ABC CLASSIC	4	4	0	4	4	0	5	6	-1	5	4	1	4	3	1	2	2	0	5	5	0						
Total	152	154	-2	201	202	-1	229	232	-3	191	193	-2	143	144	-1	46	48	-2	126	129	-3						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	17	15	2	2	2	0	*	*	*	9	6	3	3	4	-1	2	1	1	1	1	0
CADA	5	5	0	2	2	0	*	*	*	*	1	*	2	1	1	1	*	*	1	1	0
Chemist Warehouse Remix	4	6	-2	3	2	1	*	1	*	*	*	*	1	2	-1	*	*	*	*	*	*
Coles Radio	20	22	-2	1	2	-1	3	4	-1	5	7	-2	4	5	-1	2	2	0	4	3	1
DANCE HITS	13	16	-3	3	2	1	*	2	*	5	7	-2	3	2	1	*	1	*	1	1	0
EASY 80s HITS	14	17	-3	2	2	0	2	2	0	2	3	-1	3	4	-1	3	1	2	1	4	-3
Mix 80s	19	23	-4	4	8	-4	1	*	*	5	4	1	5	7	-2	3	3	0	1	1	0
Mix 90s	20	20	0	6	7	-1	1	4	-3	6	3	3	5	6	-1	*	*	*	1	1	0
MMM 80s	16	19	-3	2	2	0	*	2	*	3	1	2	7	10	-3	3	3	0	2	1	1
MMM 90s	9	13	-4	1	3	-2	*	*	*	3	2	1	3	7	-4	1	1	0	1	*	*
MMM CLASSIC ROCK	19	18	1	2	2	0	*	1	*	1	2	-1	7	3	4	5	2	3	4	8	-4
MMM HARD N HEAVY	3	11	-8	*	1	*	*	*	*	*	4	*	2	5	-3	1	1	0	*	*	*
NOVA Throwbacks	18	17	1	8	8	0	2	1	1	5	4	1	2	1	1	1	1	0	1	2	-1
OLDSKOOL 90s HITS	24	26	-2	8	9	-1	*	3	*	6	5	1	8	8	0	1	*	*	2	1	1
RnB Fridays Radio	22	21	1	7	5	2	1	3	-2	11	10	1	3	3	0	1	1	0	*	*	*
smooth	16	19	-3	3	3	0	*	*	*	2	4	-2	4	4	0	4	5	-1	3	4	-1
smooth 90s	10	9	1	2	1	1	*	*	*	3	3	0	1	1	0	*	1	*	4	2	2
SOUNDCLOUD RADIO	12	8	4	1	1	0	3	4	-1	5	3	2	1	*	*	2	1	1	*	*	*
TikTok Trending	24	18	6	9	6	3	8	7	1	7	3	4	*	1	*	*	*	*	*	*	*
triple j Unearthed	9	11	-2	*	1	*	*	2	*	5	6	-1	2	1	1	*	1	*	1	*	*
ABC Country	10	9	1	*	1	*	*	*	*	1	2	-1	1	1	0	1	1	0	7	5	2
ABC Jazz	17	13	4	3	2	1	*	1	*	7	4	3	2	2	0	3	1	2	2	2	0
ABC KIDS LISTEN	12	7	5	4	3	1	*	*	*	4	2	2	3	2	1	1	*	*	1	*	*
ABC Sport	12	9	3	2	1	1	1	*	*	1	3	-2	3	1	2	1	2	-1	3	2	1
Double J	21	20	1	4	4	0	2	1	1	7	8	-1	5	5	0	2	2	0	*	*	*
Total Digital/Internet Only	241	243	-2	35	34	1	14	21	-7	62	62	0	58	59	-1	32	30	2	39	39	0

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	3	0	6	6	0	7	7	0	6	7	-1	2	3	-1	9	7	2
CADA	4	4	0	2	2	0	1	2	-1	*	1	*	*	*	*	2	1	1	1	1	0
Chemist Warehouse Remix	3	3	0	1	*	*	1	*	*	2	2	0	*	1	*	*	1	*	1	4	-3
Coles Radio	17	18	-1	5	4	1	11	9	2	6	7	-1	4	6	-2	2	3	-1	6	10	-4
DANCE HITS	9	12	-3	2	6	-4	5	6	-1	5	6	-1	2	4	-2	3	2	1	7	8	-1
EASY 80s HITS	12	13	-1	2	3	-1	7	8	-1	7	8	-1	3	3	0	2	3	-1	5	10	-5
Mix 80s	15	15	0	5	10	-5	5	7	-2	5	5	0	5	5	0	*	2	*	6	12	-6
Mix 90s	16	14	2	4	2	2	4	2	2	9	8	1	7	6	1	4	3	1	10	11	-1
MMM 80s	14	12	2	6	4	2	8	5	3	6	6	0	5	4	1	*	3	*	8	14	-6
MMM 90s	8	13	-5	2	4	-2	4	7	-3	2	6	-4	4	4	0	1	1	0	5	5	0
MMM CLASSIC ROCK	16	17	-1	7	5	2	10	7	3	11	9	2	8	8	0	3	5	-2	9	8	1
MMM HARD N HEAVY	2	11	-9	1	4	-3	1	5	-4	1	6	-5	1	9	-8	1	8	-7	1	7	-6
NOVA Throwbacks	16	11	5	8	6	2	6	3	3	6	5	1	8	5	3	2	*	*	5	10	-5
OLDSKOOL 90s HITS	19	21	-2	4	5	-1	5	7	-2	9	9	0	4	6	-2	2	3	-1	9	10	-1
RnB Fridays Radio	20	20	0	9	11	-2	7	6	1	15	14	1	8	7	1	2	2	0	7	6	1
smooth	14	17	-3	8	7	1	6	7	-1	9	10	-1	5	7	-2	3	4	-1	10	12	-2
smooth 90s	9	7	2	4	4	0	7	3	4	4	2	2	3	2	1	1	2	-1	6	3	3
SOUNDCLOUD RADIO	11	6	5	4	2	2	6	2	4	6	4	2	3	3	0	1	1	0	7	6	1
TikTok Trending	22	16	6	8	8	0	9	5	4	6	5	1	8	6	2	7	6	1	13	8	5
triple j Unearthed	7	9	-2	5	3	2	4	3	1	4	4	0	3	4	-1	1	2	-1	5	4	1
ABC Country	6	7	-1	*	1	*	3	2	1	5	6	-1	3	3	0	1	1	0	8	6	2
ABC Jazz	12	10	2	4	1	3	2	4	-2	5	4	1	8	5	3	5	4	1	11	8	3
ABC KIDS LISTEN	7	6	1	3	3	0	4	3	1	3	*	*	1	1	0	*	1	*	7	3	4
ABC Sport	6	7	-1	2	3	-1	1	3	-2	1	1	0	2	2	0	3	4	-1	6	5	1
Double J	16	16	0	6	5	1	6	9	-3	5	6	-1	5	7	-2	3	5	-2	8	9	-1
Total Digital/Internet Only	207	209	-2	90	88	2	110	102	8	126	128	-2	98	105	-7	52	68	-16	147	162	-15