



ADELAIDE RADIO - SURVEY 5 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	8.9	8.0	0.9	5.0	4.7	0.3	2.3	1.1	1.2	2.2	2.3	-0.1	3.8	4.2	-0.4	12.1	10.8	1.3	18.0	15.0	3.0
CRUISE1323	10.2	9.7	0.5	3.2	1.8	1.4	3.9	3.5	0.4	3.2	2.7	0.5	6.9	6.8	0.1	15.6	13.8	1.8	18.0	17.4	0.6
MIX102.3	10.6	10.6	0.0	11.1	11.5	-0.4	11.4	12.7	-1.3	10.2	9.1	1.1	13.5	15.2	-1.7	12.5	10.3	2.2	7.3	7.8	-0.5
5MMM	10.2	9.9	0.3	8.8	10.2	-1.4	13.0	9.4	3.6	9.6	8.3	1.3	17.8	17.1	0.7	12.1	13.0	-0.9	3.9	4.2	-0.3
NOVA91.9	11.0	10.2	0.8	22.2	22.1	0.1	24.7	21.7	3.0	18.2	17.9	0.3	9.3	9.9	-0.6	8.7	7.0	1.7	1.9	1.6	0.3
SAFM	10.2	10.1	0.1	19.6	17.6	2.0	14.4	16.9	-2.5	17.5	20.0	-2.5	13.2	12.6	0.6	6.5	5.8	0.7	1.0	1.0	0.0
ABC ADE	11.7	13.6	-1.9	3.7	4.3	-0.6	0.4	1.9	-1.5	2.0	3.2	-1.2	5.3	4.8	0.5	12.7	15.6	-2.9	27.7	30.4	-2.7
5RN	2.2	2.3	-0.1	1.3	0.9	0.4	2.0	1.2	0.8	0.3	0.3	0.0	1.9	2.0	-0.1	2.2	3.3	-1.1	4.0	3.8	0.2
ABC NEWSRADIO	2.1	1.9	0.2	0.6	0.8	-0.2	1.0	1.9	-0.9	2.2	1.4	0.8	1.6	1.2	0.4	2.3	2.7	-0.4	3.2	2.7	0.5
5JJJ	4.6	5.1	-0.5	4.9	5.0	-0.1	6.3	9.3	-3.0	11.2	13.9	-2.7	6.6	6.3	0.3	0.8	0.5	0.3	0.5	0.5	0.0
ABC CLASSIC	3.1	2.9	0.2	1.1	1.5	-0.4	2.1	1.9	0.2	0.8	0.7	0.1	1.6	1.4	0.2	3.5	4.7	-1.2	6.3	5.0	1.3

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	9.1	8.3	0.8	13.8	11.8	2.0	8.8	9.5	-0.7	4.6	3.4	1.2	6.3	6.2	0.1	15.8	13.3	2.5	8.3	7.1	1.2							
CRUISE1323	9.9	9.3	0.6	7.2	7.5	-0.3	10.7	9.7	1.0	12.4	11.8	0.6	10.3	9.5	0.8	7.1	5.7	1.4	11.1	10.6	0.5							
MIX102.3	10.5	10.3	0.2	8.0	6.9	1.1	10.5	10.5	0.0	13.0	12.9	0.1	10.9	10.9	0.0	9.4	10.2	-0.8	10.9	11.5	-0.6							
5MMM	10.5	10.4	0.1	10.0	11.3	-1.3	10.5	9.3	1.2	11.2	10.9	0.3	10.9	10.2	0.7	9.0	9.1	-0.1	9.4	8.5	0.9							
NOVA91.9	10.9	10.2	0.7	10.8	9.3	1.5	10.7	9.5	1.2	12.0	11.2	0.8	12.0	12.3	-0.3	6.3	7.9	-1.6	11.1	10.3	0.8							
SAFM	10.6	10.6	0.0	8.6	9.0	-0.4	9.1	10.0	-0.9	11.9	12.1	-0.2	12.9	12.5	0.4	11.7	9.0	2.7	8.9	8.8	0.1							
ABC ADE	11.9	14.0	-2.1	16.6	18.9	-2.3	13.7	15.3	-1.6	9.1	10.8	-1.7	8.1	10.4	-2.3	9.2	12.4	-3.2	11.2	12.4	-1.2							
5RN	2.2	2.3	-0.1	5.1	4.6	0.5	1.0	1.2	-0.2	0.9	1.1	-0.2	2.0	2.5	-0.5	2.0	2.1	-0.1	2.0	2.3	-0.3							
ABC NEWSRADIO	2.2	1.8	0.4	3.4	3.2	0.2	1.6	0.9	0.7	1.5	1.2	0.3	1.2	0.8	0.4	4.2	3.6	0.6	2.0	2.4	-0.4							
5JJJ	4.6	5.0	-0.4	4.0	4.9	-0.9	4.4	4.9	-0.5	4.3	5.0	-0.7	6.2	5.6	0.6	4.4	4.6	-0.2	4.8	5.4	-0.6							
ABC CLASSIC	2.8	2.5	0.3	2.8	2.1	0.7	3.5	2.0	1.5	2.4	2.4	0.0	2.4	3.0	-0.6	3.0	4.7	-1.7	3.8	4.0	-0.2							



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	18	17	1	1	2	-1	2	*	*	10	9	1	3	3	0	1	2	-1	1	1	0
CADA	1	5	-4	*	2	*	*	*	*	*	*	*	1	2	-1	*	1	*	*	1	*
Chemist Warehouse Remix	8	4	4	2	3	-1	2	*	*	*	*	*	3	1	2	*	*	*	1	*	*
Coles Radio	20	20	0	3	1	2	1	3	-2	4	5	-1	6	4	2	2	2	0	3	4	-1
DANCE HITS	19	13	6	5	3	2	1	*	*	6	5	1	7	3	4	*	*	*	*	1	*
EASY 80s HITS	25	14	11	4	2	2	4	2	2	3	2	1	9	3	6	5	3	2	1	1	0
Mix 80s	28	19	9	4	4	0	2	1	1	3	5	-2	12	5	7	5	3	2	3	1	2
Mix 90s	33	20	13	7	6	1	3	1	2	11	6	5	9	5	4	3	*	*	*	1	*
MMM 80s	11	16	-5	1	2	-1	*	*	*	2	3	-1	4	7	-3	3	3	0	2	2	0
MMM 90s	14	9	5	4	1	3	*	*	*	3	3	0	6	3	3	2	1	1	*	1	*
MMM CLASSIC ROCK	25	19	6	2	2	0	*	*	*	1	1	0	8	7	1	8	5	3	6	4	2
MMM HARD N HEAVY	3	3	0	1	*	*	1	*	*	*	*	*	1	2	-1	1	1	0	1	*	*
NOVA Throwbacks	19	18	1	6	8	-2	4	2	2	7	5	2	2	2	0	1	1	0	*	1	*
OLDSKOOL 90s HITS	24	24	0	5	8	-3	2	*	*	6	6	0	9	8	1	2	1	1	*	2	*
RnB Fridays Radio	20	22	-2	7	7	0	1	1	0	7	11	-4	3	3	0	1	1	0	*	*	*
smooth 90s	13	10	3	1	2	-1	*	*	*	4	3	1	4	1	3	2	*	*	3	4	-1
smooth fm Adelaide	18	16	2	2	3	-1	2	*	*	4	2	-2	8	4	4	2	4	-2	1	3	-2
SOUNDCLOUD RADIO	12	12	0	4	1	3	1	3	-2	5	5	0	1	1	0	1	2	-1	*	*	*
TikTok Trending	25	24	1	10	9	1	6	8	-2	7	7	0	1	*	*	*	*	*	*	*	*
triple j Unearthed	16	9	7	1	*	*	5	*	*	6	5	1	1	2	-1	1	*	*	1	1	0
ABC Country	12	10	2	2	*	*	1	*	*	1	1	0	3	1	2	1	1	0	4	7	-3
ABC Jazz	25	17	8	4	3	1	*	*	*	9	7	2	3	2	1	2	3	-1	7	2	5
ABC KIDS LISTEN	21	12	9	7	4	3	*	*	*	7	4	3	4	3	1	2	1	1	1	1	0
ABC Sport	12	12	0	1	2	-1	2	1	1	1	1	0	3	3	0	1	1	0	3	3	0
Double J	22	21	1	4	4	0	2	2	0	8	7	1	5	5	0	3	2	1	*	*	*
Total Digital/Internet Only	280	241	39	39	35	4	24	14	10	76	62	14	73	58	15	36	32	4	32	39	-7

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	12	13	-1	3	3	0	5	6	-1	6	7	-1	5	6	-1	5	2	3	13	9	4
CADA	1	4	-3	*	2	*	*	*	*	*	*	*	*	*	*	1	2	-1	*	1	*
Chemist Warehouse Remix	6	3	3	2	1	1	2	1	1	3	2	1	3	*	*	1	*	*	4	1	3
Coles Radio	18	17	1	6	5	1	10	11	-1	11	6	5	4	4	0	3	2	1	6	6	0
DANCE HITS	14	9	5	2	2	0	8	5	3	6	5	1	4	2	2	3	3	0	11	7	4
EASY 80s HITS	20	12	8	3	2	1	5	7	-2	11	7	4	9	3	6	4	2	2	8	5	3
Mix 80s	23	15	8	8	5	3	4	5	-1	7	5	2	11	5	6	3	*	*	10	6	4
Mix 90s	26	16	10	11	4	7	8	4	4	9	9	0	9	7	2	6	4	2	13	10	3
MMM 80s	8	14	-6	3	6	-3	6	8	-2	6	6	0	4	5	-1	1	*	*	6	8	-2
MMM 90s	9	8	1	2	2	0	2	4	-2	4	2	2	4	4	0	1	1	0	7	5	2
MMM CLASSIC ROCK	19	16	3	6	7	-1	10	10	0	14	11	3	11	8	3	5	3	2	13	9	4
MMM HARD N HEAVY	2	2	0	2	1	1	*	1	*	*	1	*	*	1	*	1	1	0	1	1	0
NOVA Throwbacks	14	16	-2	5	8	-3	5	6	-1	7	6	1	7	8	-1	4	2	2	6	5	1
OLDSKOOL 90s HITS	19	19	0	4	4	0	3	5	-2	10	9	1	6	4	2	4	2	2	9	9	0
RnB Fridays Radio	17	20	-3	5	9	-4	8	7	1	13	15	-2	6	8	-2	2	2	0	5	7	-2
smooth 90s	12	9	3	4	4	0	7	7	0	6	4	2	5	3	2	2	1	1	7	6	1
smooth fm Adelaide	16	14	2	6	8	-2	10	6	4	8	9	-1	5	5	0	5	3	2	9	10	-1
SOUNDCLOUD RADIO	12	11	1	4	4	0	6	6	0	5	6	-1	5	3	2	2	1	1	3	7	-4
TikTok Trending	20	22	-2	5	8	-3	5	9	-4	6	6	0	7	8	-1	7	7	0	17	13	4
triple j Unearthed	13	7	6	6	5	1	6	4	2	4	4	0	5	3	2	3	1	2	5	5	0
ABC Country	6	6	0	2	*	*	2	3	-1	2	5	-3	2	3	-1	2	1	1	8	8	0
ABC Jazz	22	12	10	6	4	2	2	2	0	6	5	1	8	8	0	9	5	4	15	11	4
ABC KIDS LISTEN	15	7	8	5	3	2	6	4	2	5	3	2	4	1	3	3	*	*	11	7	4
ABC Sport	7	6	1	2	2	0	1	1	0	1	1	0	2	2	0	2	3	-1	6	6	0
Double J	19	16	3	7	6	1	8	6	2	8	5	3	8	5	3	4	3	1	8	8	0
Total Digital/Internet Only	240	207	33	91	90	1	114	110	4	136	126	10	122	98	24	69	52	17	168	147	21

Please note: smooth renamed as smooth fm Adelaide effective July 10.