



ADELAIDE RADIO - SURVEY 8 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	11.1	10.3	0.8	6.3	5.8	0.5	5.1	8.2	-3.1	1.3	1.6	-0.3	5.1	8.0	-2.9	13.3	13.6	-0.3	24.5	18.3	6.2
CRUISE1323	8.9	8.7	0.2	6.1	1.5	4.6	3.1	2.6	0.5	3.1	2.4	0.7	4.2	3.5	0.7	18.1	19.8	-1.7	13.3	14.2	-0.9
MIX102.3	11.8	11.5	0.3	14.2	12.3	1.9	12.4	10.4	2.0	10.7	11.7	-1.0	19.0	15.8	3.2	11.9	14.4	-2.5	5.6	6.5	-0.9
5MMM	9.8	8.9	0.9	8.0	10.2	-2.2	7.2	5.8	1.4	11.0	6.3	4.7	14.9	13.8	1.1	10.7	12.9	-2.2	5.8	4.9	0.9
NOVA91.9	10.1	10.9	-0.8	20.1	19.0	1.1	29.0	31.7	-2.7	13.3	16.7	-3.4	10.8	9.6	1.2	6.1	4.3	1.8	1.3	3.2	-1.9
SAFM	9.1	9.4	-0.3	17.6	23.8	-6.2	9.0	7.0	2.0	18.3	17.4	0.9	8.7	9.8	-1.1	5.0	5.7	-0.7	2.6	1.2	1.4
ABC ADE	9.1	9.3	-0.2	2.1	1.1	1.0	2.1	2.2	-0.1	1.3	1.1	0.2	4.4	5.7	-1.3	9.8	7.4	2.4	22.1	23.6	-1.5
5RN	1.6	2.5	-0.9	0.1	1.0	-0.9	0.3	0.3	0.0	0.6	0.5	0.1	0.9	2.3	-1.4	0.7	0.7	0.0	4.4	6.3	-1.9
ABC NEWSRADIO	1.7	2.0	-0.3	1.0	0.4	0.6	2.8	1.1	1.7	1.6	1.7	-0.1	1.3	1.3	0.0	1.7	2.0	-0.3	2.0	3.4	-1.4
5JJJ	6.1	5.8	0.3	5.6	6.5	-0.9	6.4	7.1	-0.7	15.7	13.2	2.5	8.9	9.8	-0.9	1.8	1.3	0.5	0.3	*	*
ABC CLASSIC	1.9	2.3	-0.4	0.5	0.4	0.1	0.4	0.1	0.3	0.4	0.4	0.0	0.6	1.4	-0.8	1.9	3.0	-1.1	4.7	5.1	-0.4

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	11.7	10.6	1.1	16.5	15.2	1.3	11.0	9.2	1.8	5.3	4.8	0.5	10.6	10.4	0.2	23.0	21.3	1.7	9.4	9.5	-0.1
CRUISE1323	7.8	7.8	0.0	6.9	7.2	-0.3	8.6	8.8	-0.2	9.0	8.8	0.2	7.1	7.4	-0.3	4.9	4.3	0.6	12.4	11.4	1.0
MIX102.3	11.8	11.7	0.1	9.0	8.3	0.7	13.3	13.1	0.2	13.4	13.6	-0.2	11.6	11.5	0.1	11.1	11.8	-0.7	11.6	11.1	0.5
5MMM	10.0	9.4	0.6	11.2	10.8	0.4	9.1	9.3	-0.2	10.0	10.2	-0.2	11.2	8.8	2.4	7.3	4.1	3.2	9.0	7.4	1.6
NOVA91.9	10.2	10.7	-0.5	9.3	10.3	-1.0	9.0	10.3	-1.3	12.0	11.6	0.4	11.5	12.2	-0.7	8.1	7.0	1.1	9.8	11.3	-1.5
SAFM	9.2	9.7	-0.5	8.4	8.5	-0.1	8.2	9.5	-1.3	10.1	10.6	-0.5	11.6	11.2	0.4	7.4	7.3	0.1	8.6	8.4	0.2
ABC ADE	9.5	9.4	0.1	13.6	12.8	0.8	9.1	8.4	0.7	7.1	7.9	-0.8	8.3	8.8	-0.5	8.5	8.6	-0.1	7.9	8.8	-0.9
5RN	1.6	2.5	-0.9	2.1	3.9	-1.8	1.1	1.9	-0.8	1.2	1.8	-0.6	2.3	1.9	0.4	1.8	2.9	-1.1	1.8	2.7	-0.9
ABC NEWSRADIO	1.6	1.9	-0.3	2.9	3.3	-0.4	0.6	0.9	-0.3	1.0	1.0	0.0	1.0	1.3	-0.3	3.4	4.5	-1.1	2.1	2.2	-0.1
5JJJ	6.4	5.8	0.6	5.6	5.9	-0.3	7.2	5.6	1.6	7.3	6.4	0.9	6.2	6.3	-0.1	3.4	3.2	0.2	5.2	5.9	-0.7
ABC CLASSIC	1.5	2.0	-0.5	1.3	1.7	-0.4	1.9	2.5	-0.6	1.0	1.3	-0.3	1.4	1.8	-0.4	3.4	4.3	-0.9	2.8	3.2	-0.4

EMBARGOED UNTIL 9:30AM (AEDT)



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
BLENDER BEATS	8	na	*	*	na	*	*	na	*	4	na	*	4	na	*	*	na	*	1	na	*
CADA	7	6	1	3	1	2	*	*	*	2	4	-2	*	*	*	*	*	*	1	1	0
Chemist Warehouse Remix	7	7	0	1	*	*	*	*	*	1	1	0	3	3	0	1	1	0	1	1	0
Coles Radio	25	19	6	3	3	0	4	2	2	7	4	3	5	7	-2	2	3	-1	3	1	2
DANCE HITS	25	27	-2	10	9	1	1	2	-1	9	11	-2	3	3	0	1	1	0	1	*	*
EASY 80s HITS	21	23	-2	1	1	0	*	2	*	3	2	1	11	10	1	3	3	0	3	4	-1
Mix 80s	27	24	3	4	4	0	4	3	1	2	4	-2	9	5	4	4	4	0	4	4	0
Mix 90s	28	28	0	5	7	-2	2	2	0	8	8	0	8	5	3	3	3	0	2	3	-1
MMM 80s	15	10	5	2	*	*	2	1	1	1	*	*	6	5	1	4	3	1	1	1	0
MMM 90s	17	15	2	2	2	0	1	1	0	4	2	2	5	5	0	3	4	-1	1	1	0
MMM CLASSIC ROCK	23	18	5	3	*	*	1	1	0	3	2	1	3	3	0	6	5	1	6	7	-1
NOVA Throwbacks	26	24	2	6	6	0	7	5	2	4	5	-1	4	3	1	2	2	0	2	2	0
OLDSKOOL 90s HITS	28	33	-5	3	4	-1	3	6	-3	10	12	-2	7	5	2	3	3	0	2	2	0
RnB Fridays Radio	31	32	-1	5	6	-1	6	5	1	16	19	-3	3	2	1	*	*	*	1	*	*
smooth 80s	16	na	*	1	na	*	*	na	*	1	na	*	7	na	*	2	na	*	4	na	*
smooth fm Adelaide	36	27	9	2	*	*	1	3	-2	5	2	3	12	7	5	8	9	-1	8	6	2
TikTok Trending	24	33	-9	7	8	-1	10	13	-3	4	10	-6	2	2	0	1	1	0	*	*	*
triple j Unearthed	16	13	3	*	2	*	3	5	-2	7	3	4	5	2	3	*	*	*	2	2	0
ABC Country	14	11	3	2	*	*	*	*	*	3	3	0	*	*	*	*	1	*	9	7	2
ABC Jazz	20	24	-4	4	2	2	2	2	0	5	7	-2	1	1	0	3	4	-1	5	8	-3
ABC KIDS LISTEN	13	11	2	7	5	2	*	*	*	5	4	1	1	1	0	*	*	*	*	*	*
ABC Sport	12	12	0	2	1	1	*	*	*	1	2	-1	2	1	1	3	1	2	5	7	-2
Double J	22	25	-3	2	4	-2	*	*	*	8	10	-2	6	6	0	4	4	0	1	*	*
Total Digital/Internet Only	298	298	0	38	38	0	33	35	-2	74	79	-5	63	59	4	39	38	1	51	49	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	+/-
BLENDER BEATS	7	na	*	3	na	*	4	na	*	4	na	*	5	na	*	1	na	*	6	na	*
CADA	5	5	0	3	2	1	1	3	-2	2	2	0	*	2	0	2	2	0	2	4	-2
Chemist Warehouse Remix	5	5	0	1	1	0	2	3	-1	*	2	*	2	1	1	*	1	*	3	4	-1
Coles Radio	19	15	4	7	7	0	10	9	1	9	10	-1	6	9	-3	3	1	2	11	9	2
DANCE HITS	17	20	-3	6	9	-3	9	9	0	10	8	2	6	10	-4	3	4	-1	13	20	-7
EASY 80s HITS	16	17	-1	5	5	0	8	7	1	8	7	1	6	5	1	4	5	-1	12	14	-2
Mix 80s	24	22	2	6	9	-3	7	7	0	13	10	3	10	11	-1	4	5	-1	8	8	0
Mix 90s	18	20	-2	5	4	1	6	5	1	7	10	-3	7	9	-2	3	5	-2	15	15	0
MMM 80s	13	9	4	4	4	0	5	3	2	6	4	2	4	4	0	2	2	0	8	5	3
MMM 90s	13	11	2	2	2	0	6	4	2	6	6	0	3	3	0	2	2	0	7	8	-1
MMM CLASSIC ROCK	17	15	2	4	4	0	8	8	0	9	9	0	11	9	2	3	4	-1	18	11	7
NOVA Throwbacks	21	21	0	9	10	-1	11	9	2	11	12	-1	8	6	2	3	5	-2	12	10	2
OLDSKOOL 90s HITS	23	28	-5	11	12	-1	11	10	1	8	11	-3	7	8	-1	3	5	-2	14	10	4
RnB Fridays Radio	26	29	-3	14	14	0	13	11	2	13	13	0	11	13	-2	4	6	-2	12	11	1
smooth 80s	11	na	*	4	na	*	5	na	*	6	na	*	2	na	*	1	na	*	11	na	*
smooth fm Adelaide	34	24	10	14	9	5	16	12	4	22	18	4	15	10	5	8	5	3	20	14	6
TikTok Trending	23	28	-5	3	5	-2	9	10	-1	13	13	0	6	14	-8	9	11	-2	10	18	-8
triple j Unearthed	13	11	2	2	1	1	5	3	2	5	5	0	6	3	3	2	4	-2	3	4	-1
ABC Country	9	9	0	1	1	0	5	5	0	3	4	-1	6	3	3	2	1	1	8	5	3
ABC Jazz	15	18	-3	3	2	1	3	4	-1	7	7	0	8	10	-2	5	7	-2	13	16	-3
ABC KIDS LISTEN	10	8	2	1	2	-1	4	4	0	3	3	0	3	3	0	3	1	2	7	7	0
ABC Sport	7	5	2	3	1	2	2	2	0	3	4	-1	3	3	0	4	1	3	6	9	-3
Double J	19	20	-1	5	7	-2	9	9	0	7	8	-1	9	8	1	3	4	-1	11	11	0
Total Digital/Internet Only	260	252	8	106	108	-2	138	118	20	152	146	6	131	132	-1	73	80	-7	197	200	-3

Please note: BLENDER BEATS & smooth 80s commenced broadcasting Sept 25.