



ADELAIDE RADIO - SURVEY 1 2023

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	9.2	11.1	-1.9	4.3	6.3	-2.0	0.9	5.1	-4.2	1.3	1.3	0.0	4.9	5.1	-0.2	11.2	13.3	-2.1	20.0	24.5	-4.5
CRUISE1323	9.1	8.9	0.2	0.7	6.1	-5.4	1.2	3.1	-1.9	1.4	3.1	-1.7	2.5	4.2	-1.7	17.1	18.1	-1.0	19.2	13.3	5.9
MIX102.3	12.3	11.8	0.5	14.4	14.2	0.2	10.4	12.4	-2.0	8.2	10.7	-2.5	17.1	19.0	-1.9	16.6	11.9	4.7	9.4	5.6	3.8
5MMM	10.7	9.8	0.9	8.0	8.0	0.0	15.6	7.2	8.4	9.8	11.0	-1.2	13.4	14.9	-1.5	9.5	10.7	-1.2	9.3	5.8	3.5
NOVA91.9	12.1	10.1	2.0	21.9	20.1	1.8	24.8	29.0	-4.2	21.6	13.3	8.3	10.2	10.8	-0.6	7.5	6.1	1.4	2.9	1.3	1.6
SAFM	10.1	9.1	1.0	20.9	17.6	3.3	16.9	9.0	7.9	15.4	18.3	-2.9	12.4	8.7	3.7	7.4	5.0	2.4	1.3	2.6	-1.3
ABC ADE	8.1	9.1	-1.0	0.9	2.1	-1.2	1.2	2.1	-0.9	2.0	1.3	0.7	5.0	4.4	0.6	8.6	9.8	-1.2	18.2	22.1	-3.9
5RN	1.3	1.6	-0.3	0.7	0.1	0.6	0.1	0.3	-0.2	0.6	0.6	0.0	0.5	0.9	-0.4	1.5	0.7	0.8	2.9	4.4	-1.5
ABC NEWSRADIO	1.8	1.7	0.1	1.0	1.0	0.0	0.9	2.8	-1.9	2.0	1.6	0.4	1.7	1.3	0.4	1.3	1.7	-0.4	2.6	2.0	0.6
5JJJ	5.0	6.1	-1.1	6.5	5.6	0.9	8.6	6.4	2.2	11.6	15.7	-4.1	6.7	8.9	-2.2	1.4	1.8	-0.4	0.2	0.3	-0.1
ABC CLASSIC	2.3	1.9	0.4	1.6	0.5	1.1	0.1	0.4	-0.3	0.7	0.4	0.3	0.8	0.6	0.2	4.1	1.9	2.2	4.2	4.7	-0.5

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	9.7	11.7	-2.0	14.2	16.5	-2.3	10.6	11.0	-0.4	4.6	5.3	-0.7	7.8	10.6	-2.8	14.5	23.0	-8.5	7.7	9.4	-1.7						
CRUISE1323	8.2	7.8	0.4	6.6	6.9	-0.3	9.7	8.6	1.1	9.7	9.0	0.7	7.0	7.1	-0.1	5.5	4.9	0.6	12.0	12.4	-0.4						
MIX102.3	12.2	11.8	0.4	8.5	9.0	-0.5	13.8	13.3	0.5	13.9	13.4	0.5	10.9	11.6	-0.7	14.3	11.1	3.2	12.9	11.6	1.3						
5MMM	11.2	10.0	1.2	12.9	11.2	1.7	11.3	9.1	2.2	11.9	10.0	1.9	9.8	11.2	-1.4	6.3	7.3	-1.0	9.1	9.0	0.1						
NOVA91.9	12.2	10.2	2.0	11.7	9.3	2.4	11.5	9.0	2.5	12.3	12.0	0.3	14.6	11.5	3.1	11.3	8.1	3.2	11.7	9.8	1.9						
SAFM	10.8	9.2	1.6	10.3	8.4	1.9	10.2	8.2	2.0	11.6	10.1	1.5	12.5	11.6	0.9	8.0	7.4	0.6	8.1	8.6	-0.5						
ABC ADE	8.4	9.5	-1.1	12.5	13.6	-1.1	8.0	9.1	-1.1	6.0	7.1	-1.1	6.7	8.3	-1.6	8.6	8.5	0.1	7.3	7.9	-0.6						
5RN	1.3	1.6	-0.3	1.9	2.1	-0.2	1.0	1.1	-0.1	1.1	1.2	-0.1	1.3	2.3	-1.0	0.8	1.8	-1.0	1.6	1.8	-0.2						
ABC NEWSRADIO	1.8	1.6	0.2	3.0	2.9	0.1	1.4	0.6	0.8	1.1	1.0	0.1	1.1	1.0	0.1	3.5	3.4	0.1	1.8	2.1	-0.3						
5JJJ	4.7	6.4	-1.7	4.7	5.6	-0.9	4.3	7.2	-2.9	4.6	7.3	-2.7	5.7	6.2	-0.5	3.7	3.4	0.3	6.1	5.2	0.9						
ABC CLASSIC	2.1	1.5	0.6	2.1	1.3	0.8	2.2	1.9	0.3	1.7	1.0	0.7	2.7	1.4	1.3	2.1	3.4	-1.3	2.7	2.8	-0.1						

EMBARGOED UNTIL 9:30AM (AEDT)



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2023

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	9	8	1	*	*	*	5	*	*	3	4	-1	1	4	-3	1	*	*	*	1	*	
CADA	11	7	4	2	3	-1	2	*	*	5	2	3	1	*	*	1	*	*	*	*	1	*
Chemist Warehouse Remix	9	7	2	1	1	0	3	*	*	2	1	1	1	3	-2	1	1	0	2	1	1	1
Coles Radio	28	25	3	3	3	0	5	4	1	5	7	-2	9	5	4	2	2	0	4	3	1	1
DANCE HITS	18	25	-7	4	10	-6	2	1	1	7	9	-2	2	3	-1	2	1	1	*	1	*	*
EASY 80s HITS	23	21	2	4	1	3	3	*	*	4	3	1	6	11	-5	3	3	0	2	3	-1	-1
LISTNR Radio	4	na	*	1	na	*	1	na	*	*	na	*	1	na	*	*	na	*	*	na	*	*
Mix 80s	24	27	-3	2	4	-2	4	4	0	4	2	2	7	9	-2	3	4	-1	4	4	0	0
Mix 90s	33	28	5	5	5	0	5	2	3	11	8	3	5	8	-3	5	3	2	2	2	0	0
MMM 2000s	10	na	*	1	na	*	2	na	*	6	na	*	*	na	*	1	na	*	1	na	*	*
MMM 80s	14	15	-1	*	2	*	3	2	1	1	1	0	4	6	-2	3	4	-1	2	1	1	1
MMM 90s	17	17	0	2	2	0	2	1	1	2	4	-2	4	5	-1	4	3	1	2	1	1	1
MMM CLASSIC ROCK	25	23	2	3	3	0	4	1	3	1	3	-2	4	3	1	6	6	0	7	6	1	1
NOVA Throwbacks	38	26	12	7	6	1	6	7	-1	13	4	9	7	4	3	3	2	1	2	2	0	0
OLDSKOOL 90s HITS	27	28	-1	4	3	1	3	3	0	14	10	4	4	7	-3	2	3	-1	*	2	*	*
RnB Fridays Radio	30	31	-1	2	5	-3	9	6	3	15	16	-1	2	3	-1	1	*	*	*	1	*	*
smooth 80s	13	16	-3	1	1	0	1	*	*	3	1	2	4	7	-3	2	2	0	2	4	-2	-2
smooth fm Adelaide	43	36	7	5	2	3	5	1	4	4	5	-1	9	12	-3	7	8	-1	13	8	5	5
TikTok Trending	18	24	-6	6	7	-1	5	10	-5	6	4	2	*	2	*	*	1	*	*	*	*	*
triple j Uearthed	13	16	-3	2	*	*	4	3	1	5	7	-2	1	5	-4	1	*	*	*	2	*	*
ABC Country	9	14	-5	2	2	0	1	*	*	1	3	-2	2	*	*	1	*	*	2	9	-7	-7
ABC Jazz	21	20	1	3	4	-1	2	2	0	2	5	-3	3	1	2	5	3	2	5	5	0	0
ABC KIDS LISTEN	9	13	-4	3	7	-4	1	*	*	3	5	-2	1	1	0	1	*	*	1	*	*	*
ABC Sport	14	12	2	2	2	0	*	*	*	1	1	0	2	2	0	1	3	-2	7	5	2	2
Double J	29	22	7	2	2	0	3	*	*	11	8	3	12	6	6	1	4	-3	1	1	0	0
Total Digital/Internet Only	309	298	11	39	38	1	42	33	9	74	74	0	65	63	2	42	39	3	47	51	-4	-4

Cumulative Audience (000's) by Session, P10+ [Potential: 1192]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend			
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-	
BLENDER BEATS	8	7	1	4	3	1	6	4	2	4	4	0	4	5	-1	1	1	0	3	6	-3	-3
CADA	9	5	4	6	3	3	6	1	5	4	2	2	4	*	*	2	2	0	6	2	4	4
Chemist Warehouse Remix	7	5	2	2	1	1	4	2	2	3	*	*	3	2	1	1	*	*	4	3	1	1
Coles Radio	23	19	4	2	7	-5	9	10	-1	9	9	0	15	6	9	5	3	2	11	11	0	0
DANCE HITS	15	17	-2	4	6	-2	5	9	-4	6	10	-4	7	6	1	2	3	-1	6	13	-7	-7
EASY 80s HITS	20	16	4	9	5	4	5	8	-3	10	8	2	7	6	1	3	4	-1	7	12	-5	-5
LISTNR Radio	2	na	*	1	na	*	*	na	*	1	na	*	1	na	*	*	na	*	3	na	*	*
Mix 80s	17	24	-7	5	6	-1	6	7	-1	5	13	-8	8	10	-2	5	4	1	12	8	4	4
Mix 90s	23	18	5	5	5	0	6	6	0	10	7	3	9	7	2	4	3	1	14	15	-1	-1
MMM 2000s	10	na	*	4	na	*	4	na	*	5	na	*	5	na	*	1	na	*	3	na	*	*
MMM 80s	14	13	1	4	4	0	7	5	2	3	6	-3	5	4	1	2	2	0	5	8	-3	-3
MMM 90s	14	13	1	6	2	4	5	6	-1	7	6	1	9	3	6	3	2	1	8	7	1	1
MMM CLASSIC ROCK	20	17	3	5	4	1	8	8	0	14	9	5	8	11	-3	4	3	1	16	18	-2	-2
NOVA Throwbacks	31	21	10	15	9	6	9	11	-2	17	11	6	16	8	8	8	3	5	20	12	8	8
OLDSKOOL 90s HITS	21	23	-2	7	11	-4	4	11	-7	13	8	5	8	7	1	3	3	0	10	14	-4	-4
RnB Fridays Radio	28	26	2	12	14	-2	13	13	0	18	13	5	14	11	3	4	4	0	8	12	-4	-4
smooth 80s	11	11	0	5	4	1	3	5	-2	6	6	0	4	2	2	4	1	3	5	11	-6	-6
smooth fm Adelaide	34	34	0	11	14	-3	15	16	-1	22	22	0	20	15	5	10	8	2	23	20	3	3
TikTok Trending	12	23	-11	6	3	3	4	9	-5	7	13	-6	8	6	2	2	9	-7	14	10	4	4
triple j Uearthed	11	13	-2	5	2	3	3	5	-2	5	5	0	3	6	-3	3	2	1	6	3	3	3
ABC Country	5	9	-4	1	1	0	2	5	-3	3	3	0	1	6	-5	1	2	-1	8	8	0	0
ABC Jazz	18	15	3	3	3	0	4	3	1	7	7	0	8	8	0	12	5	7	15	13	2	2
ABC KIDS LISTEN	7	10	-3	4	1	3	1	4	-3	3	3	0	3	3	0	*	3	*	5	7	-2	-2
ABC Sport	9	7	2	*	3	*	*	2	*	3	3	0	8	3	5	1	4	-3	8	6	2	2
Double J	22	19	3	13	5	8	11	9	2	13	7	6	12	9	3	4	3	1	19	11	8	8
Total Digital/Internet Only	269	260	9	117	106	11	121	138	-17	172	152	20	152	131	21	77	73	4	192	197	-5	-5

Please note: LISTNR Radio & MMM 2000s commenced broadcasting Jan 15.