



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						
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						
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						
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						
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						
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						
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						
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						
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						
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						
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						



ADELAIDE RADIO - 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	+/-
FIVEaa	140	152	-12	10	12	-2	5	8	-3	13	15	-2	24	27	-3	26	27	-1	63	64	-1
CRUISE1323	200	209	-9	15	13	2	7	7	0	21	19	2	28	34	-6	43	43	0	87	93	-6
MIX102.3	337	339	-2	46	45	1	37	43	-6	69	78	-9	80	76	4	48	47	1	57	51	6
5MMM	253	230	23	35	28	7	34	26	8	55	54	1	57	62	-5	42	34	8	29	26	3
NOVA91.9	353	374	-21	67	76	-9	71	72	-1	115	120	-5	61	66	-5	25	27	-2	15	13	2
SAFM	272	266	6	44	43	1	34	29	5	99	98	1	52	58	-6	24	23	1	18	16	2
ABC ADE	220	217	3	14	16	-2	6	7	-1	26	22	4	34	33	1	38	37	1	102	102	0
5RN	56	55	1	5	5	0	*	1	*	5	8	-3	6	5	1	16	16	0	24	20	4
ABC NEWSRADIO	95	99	-4	10	10	0	9	4	5	14	15	-1	17	15	2	15	19	-4	30	34	-4
5JJJ	154	183	-29	19	18	1	26	35	-9	67	76	-9	26	35	-9	10	11	-1	6	8	-2
ABC CLASSIC	68	82	-14	6	4	2	1	2	-1	9	10	-1	14	14	0	13	13	0	25	39	-14
Total	1112	1111	1	115	113	2	111	112	-1	265	268	-3	232	231	1	157	158	-1	232	229	3

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	122	133	-11	78	87	-9	73	76	-3	50	52	-2	51	57	-6	31	36	-5	86	96	-10						
CRUISE1323	178	181	-3	89	91	-2	103	108	-5	115	107	8	86	81	5	41	47	-6	127	141	-14						
MIX102.3	297	304	-7	142	166	-24	147	150	-3	172	167	5	139	139	0	71	75	-4	210	196	14						
5MMM	226	209	17	124	108	16	85	87	-2	122	107	15	100	93	7	38	38	0	137	116	21						
NOVA91.9	308	329	-21	186	209	-23	135	134	1	174	185	-11	158	171	-13	78	85	-7	240	252	-12						
SAFM	241	232	9	137	131	6	116	104	12	135	126	9	128	113	15	62	50	12	155	150	5						
ABC ADE	196	191	5	137	127	10	111	108	3	101	92	9	86	85	1	58	54	4	139	131	8						
5RN	45	46	-1	22	23	-1	19	22	-3	16	17	-1	18	15	3	15	12	3	34	29	5						
ABC NEWSRADIO	79	83	-4	45	44	1	32	38	-6	27	31	-4	20	24	-4	18	20	-2	54	57	-3						
5JJJ	140	168	-28	84	93	-9	64	77	-13	66	74	-8	70	84	-14	27	31	-4	89	100	-11						
ABC CLASSIC	58	68	-10	29	37	-8	26	33	-7	29	28	1	29	32	-3	19	19	0	39	49	-10						
Total	1083	1086	-3	854	854	0	751	754	-3	799	796	3	748	751	-3	411	415	-4	976	968	8						



ADELAIDE RADIO - SURVEY 3 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	13	-1	1	*	*	*	*	*	*	*	*	1	1	0	2	2	0	8	8	0
CRUISE1323	15	16	-1	*	*	*	*	*	*	*	*	*	2	3	-1	4	4	0	9	9	0
MIX102.3	17	17	0	1	2	-1	2	2	0	3	4	-1	5	3	2	3	3	0	4	3	1
5MMM	12	11	1	1	*	*	1	1	0	2	2	0	3	4	-1	3	2	1	2	2	0
NOVA91.9	16	17	-1	4	4	0	3	3	0	5	5	0	3	4	-1	1	2	-1	*	*	*
SAFM	13	12	1	2	2	0	2	1	1	6	6	0	3	2	1	1	1	0	1	1	0
ABC ADE	18	16	2	*	*	*	*	*	*	1	1	0	2	3	-1	3	3	0	10	9	1
5RN	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	1	*	*	1	1	0	*	1	*	1	1	0
5JJJ	7	9	-2	1	1	0	1	2	-1	4	4	0	1	2	-1	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	2	0
Total	147	145	2	12	12	0	11	11	0	28	27	1	29	32	-3	22	22	0	44	41	3

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	14	-1	22	24	-2	24	23	1	7	9	-2	10	9	1	6	6	0	9	11	-2						
CRUISE1323	15	16	-1	18	18	0	27	31	-4	22	24	-2	12	10	2	3	3	0	16	17	-1						
MIX102.3	17	18	-1	18	20	-2	27	25	2	26	24	2	16	19	-3	5	6	-1	16	15	1						
5MMM	13	13	0	20	18	2	16	17	-1	19	20	-1	12	10	2	2	2	0	9	7	2						
NOVA91.9	17	18	-1	22	25	-3	19	20	-1	21	23	-2	20	21	-1	5	5	0	16	16	0						
SAFM	15	14	1	18	16	2	20	19	1	20	19	1	17	16	1	5	4	1	10	9	1						
ABC ADE	19	17	2	34	32	2	31	25	6	20	16	4	14	15	-1	5	5	0	13	12	1						
5RN	3	2	1	5	4	1	3	2	1	2	2	0	3	2	1	1	1	0	3	2	1						
ABC NEWSRADIO	3	3	0	6	7	-1	4	5	-1	2	3	-1	2	2	0	1	2	-1	3	3	0						
5JJJ	8	10	-2	11	11	0	13	16	-3	11	13	-2	6	9	-3	1	2	-1	6	6	0						
ABC CLASSIC	4	4	0	4	5	-1	6	7	-1	4	4	0	3	3	0	2	1	1	5	4	1						
Total	154	153	1	202	203	-1	232	225	7	193	193	0	144	145	-1	48	48	0	129	125	4						



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.