



ADELAIDE RADIO - SURVEY 6 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	10.0	8.9	1.1	7.7	5.0	2.7	6.3	2.3	4.0	1.3	2.2	-0.9	8.1	3.8	4.3	10.7	12.1	-1.4	19.0	18.0	1.0
CRUISE1323	9.8	10.2	-0.4	3.3	3.2	0.1	2.9	3.9	-1.0	2.5	3.2	-0.7	5.5	6.9	-1.4	19.9	15.6	4.3	15.7	18.0	-2.3
MIX102.3	10.6	10.6	0.0	10.2	11.1	-0.9	8.9	11.4	-2.5	10.1	10.2	-0.1	14.3	13.5	0.8	13.4	12.5	0.9	7.3	7.3	0.0
5MMM	9.2	10.2	-1.0	9.9	8.8	1.1	8.5	13.0	-4.5	9.0	9.6	-0.6	11.5	17.8	-6.3	14.7	12.1	2.6	4.4	3.9	0.5
NOVA91.9	11.8	11.0	0.8	19.7	22.2	-2.5	33.6	24.7	8.9	19.3	18.2	1.1	9.5	9.3	0.2	7.2	8.7	-1.5	3.0	1.9	1.1
SAFM	9.7	10.2	-0.5	20.9	19.6	1.3	8.8	14.4	-5.6	16.8	17.5	-0.7	12.0	13.2	-1.2	6.0	6.5	-0.5	1.2	1.0	0.2
ABC ADE	9.0	11.7	-2.7	2.5	3.7	-1.2	0.5	0.4	0.1	1.4	2.0	-0.6	7.4	5.3	2.1	7.8	12.7	-4.9	20.6	27.7	-7.1
5RN	2.6	2.2	0.4	1.4	1.3	0.1	0.6	2.0	-1.4	0.4	0.3	0.1	2.8	1.9	0.9	1.3	2.2	-0.9	5.8	4.0	1.8
ABC NEWSRADIO	2.2	2.1	0.1	0.4	0.6	-0.2	1.0	1.0	0.0	2.5	2.2	0.3	2.3	1.6	0.7	1.9	2.3	-0.4	3.2	3.2	0.0
5JJJ	5.0	4.6	0.4	5.7	4.9	0.8	8.5	6.3	2.2	10.5	11.2	-0.7	7.9	6.6	1.3	1.1	0.8	0.3	0.2	0.5	-0.3
ABC CLASSIC	3.1	3.1	0.0	0.3	1.1	-0.8	0.3	2.1	-1.8	0.7	0.8	-0.1	1.8	1.6	0.2	3.5	3.5	0.0	7.3	6.3	1.0

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	10.1	9.1	1.0	14.6	13.8	0.8	8.5	8.8	-0.3	4.1	4.6	-0.5	8.7	6.3	2.4	21.0	15.8	5.2	9.9	8.3	1.6						
CRUISE1323	9.4	9.9	-0.5	7.4	7.2	0.2	11.3	10.7	0.6	11.1	12.4	-1.3	9.1	10.3	-1.2	5.8	7.1	-1.3	10.9	11.1	-0.2						
MIX102.3	10.8	10.5	0.3	8.3	8.0	0.3	12.3	10.5	1.8	12.7	13.0	-0.3	10.3	10.9	-0.6	9.2	9.4	-0.2	10.1	10.9	-0.8						
5MMM	9.5	10.5	-1.0	9.4	10.0	-0.6	10.1	10.5	-0.4	11.1	11.2	-0.1	9.1	10.9	-1.8	4.0	9.0	-5.0	8.4	9.4	-1.0						
NOVA91.9	11.5	10.9	0.6	11.9	10.8	1.1	10.9	10.7	0.2	12.4	12.0	0.4	13.4	12.0	1.4	6.2	6.3	-0.1	12.7	11.1	1.6						
SAFM	10.0	10.6	-0.6	8.5	8.6	-0.1	9.0	9.1	-0.1	11.7	11.9	-0.2	11.1	12.9	-1.8	10.0	11.7	-1.7	8.6	8.9	-0.3						
ABC ADE	8.9	11.9	-3.0	12.5	16.6	-4.1	8.6	13.7	-5.1	7.0	9.1	-2.1	7.2	8.1	-0.9	8.4	9.2	-0.8	9.1	11.2	-2.1						
5RN	2.6	2.2	0.4	4.7	5.1	-0.4	2.0	1.0	1.0	1.5	0.9	0.6	1.9	2.0	-0.1	2.7	2.0	0.7	2.6	2.0	0.6						
ABC NEWSRADIO	2.3	2.2	0.1	3.7	3.4	0.3	1.8	1.6	0.2	1.1	1.5	-0.4	1.6	1.2	0.4	4.3	4.2	0.1	2.1	2.0	0.1						
5JJJ	4.9	4.6	0.3	5.5	4.0	1.5	4.2	4.4	-0.2	4.9	4.3	0.6	6.2	6.2	0.0	3.0	4.4	-1.4	5.0	4.8	0.2						
ABC CLASSIC	2.9	2.8	0.1	2.8	2.8	0.0	3.9	3.5	0.4	2.2	2.4	-0.2	2.1	2.4	-0.3	4.3	3.0	1.3	3.8	3.8	0.0						



ADELAIDE RADIO - SURVEY 6 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	167	150	17	15	11	4	8	7	1	15	11	4	35	23	12	36	35	1	58	61	-3
CRUISE1323	212	206	6	18	13	5	12	11	1	20	21	-1	34	31	3	46	44	2	81	87	-6
MIX102.3	344	359	-15	44	43	1	44	45	-1	80	80	0	80	88	-8	48	53	-5	50	49	1
5MMM	248	255	-7	34	35	-1	22	27	-5	61	61	0	61	66	-5	47	44	3	24	21	3
NOVA91.9	367	359	8	68	65	3	58	53	5	128	123	5	67	72	-5	30	30	0	16	16	0
SAFM	314	307	7	57	55	2	39	38	1	108	102	6	69	71	-2	30	29	1	11	13	-2
ABC ADE	190	200	-10	12	14	-2	6	4	2	21	15	6	31	30	1	31	39	-8	90	99	-9
5RN	72	72	0	4	4	0	8	6	2	5	6	-1	16	15	1	9	17	-8	29	25	4
ABC NEWSRADIO	96	90	6	9	8	1	7	6	1	16	16	0	20	19	1	15	18	-3	28	25	3
5JJJ	167	163	4	21	18	3	30	30	0	72	70	2	34	31	3	7	9	-2	3	4	-1
ABC CLASSIC	76	83	-7	5	4	1	2	5	-3	11	12	-1	11	11	0	10	13	-3	37	38	-1
Total	1114	1114	0	116	116	0	110	112	-2	262	260	2	236	238	-2	158	157	1	232	232	0

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	153	137	16	106	98	8	69	70	-1	56	56	0	66	53	13	56	48	8	113	103	10						
CRUISE1323	185	186	-1	97	91	6	101	105	-4	110	118	-8	100	102	-2	40	44	-4	145	132	13						
MIX102.3	309	323	-14	144	152	-8	154	161	-7	173	178	-5	131	151	-20	58	65	-7	192	208	-16						
5MMM	209	218	-9	113	120	-7	96	105	-9	109	111	-2	88	98	-10	34	41	-7	142	154	-12						
NOVA91.9	329	318	11	184	180	4	143	158	-15	175	169	6	167	160	7	65	61	4	235	223	12						
SAFM	281	288	-7	153	145	8	129	130	-1	151	155	-4	128	143	-15	58	68	-10	180	166	14						
ABC ADE	163	176	-13	111	129	-18	88	111	-23	80	97	-17	76	84	-8	48	56	-8	128	146	-18						
5RN	63	62	1	31	36	-5	24	21	3	24	20	4	23	24	-1	15	11	4	39	37	2						
ABC NEWSRADIO	85	80	5	45	48	-3	30	28	2	23	24	-1	20	15	5	26	23	3	46	47	-1						
5JJJ	145	144	1	78	72	6	58	59	-1	65	59	6	74	79	-5	27	26	1	96	90	6						
ABC CLASSIC	63	71	-8	28	28	0	34	35	-1	27	33	-6	25	28	-3	16	18	-2	49	57	-8						
Total	1090	1078	12	835	830	5	748	770	-22	784	781	3	754	754	0	412	409	3	962	969	-7						



ADELAIDE RADIO - SURVEY 6 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	14	13	1	1	1	0	1	*	*	*	1	*	2	1	1	3	3	0	7	7	0
CRUISE1323	14	15	-1	*	*	*	*	*	*	1	1	0	1	2	-1	5	4	1	6	7	-1
MIX102.3	15	15	0	1	2	-1	1	1	0	3	3	0	4	4	0	3	3	0	3	3	0
5MMM	13	15	-2	1	1	0	1	1	0	3	3	0	3	5	-2	4	3	1	2	2	0
NOVA91.9	17	16	1	3	3	0	3	2	1	6	5	1	3	3	0	2	2	0	1	1	0
SAFM	14	15	-1	3	3	0	1	1	0	5	5	0	3	4	-1	1	2	-1	*	*	*
ABC ADE	13	17	-4	*	1	*	*	*	*	*	1	*	2	2	0	2	3	-1	8	11	-3
5RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	2	0
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	1	1	0	1	*	*	*	1	*	1	1	0
5JJJ	7	7	0	1	1	0	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	3	0
Total	141	144	-3	14	14	0	9	8	1	29	28	1	27	30	-3	24	25	-1	39	40	-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	15	14	1	29	27	2	18	20	-2	8	9	-1	13	9	4	11	8	3	12	10	2						
CRUISE1323	14	15	-1	15	14	1	24	24	0	21	24	-3	13	15	-2	3	4	-1	13	14	-1						
MIX102.3	16	16	0	16	16	0	26	23	3	24	25	-1	15	16	-1	5	5	0	12	13	-1						
5MMM	14	16	-2	19	20	-1	21	23	-2	21	22	-1	13	16	-3	2	4	-2	10	12	-2						
NOVA91.9	17	17	0	24	21	3	23	24	-1	23	23	0	19	18	1	3	3	0	15	14	1						
SAFM	15	16	-1	17	17	0	19	20	-1	22	23	-1	16	19	-3	5	6	-1	10	11	-1						
ABC ADE	13	18	-5	25	33	-8	18	30	-12	13	18	-5	10	12	-2	4	5	-1	11	14	-3						
5RN	4	3	1	9	10	-1	4	2	2	3	2	1	3	3	0	1	1	0	3	2	1						
ABC NEWSRADIO	3	3	0	7	7	0	4	4	0	2	3	-1	2	2	0	2	2	0	2	2	0						
5JJJ	7	7	0	11	8	3	9	10	-1	9	8	1	9	9	0	2	2	0	6	6	0						
ABC CLASSIC	4	4	0	6	5	1	8	8	0	4	5	-1	3	4	-1	2	1	1	4	5	-1						
Total	149	153	-4	199	197	2	208	223	-15	188	194	-6	144	147	-3	51	50	1	119	124	-5						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	18	-1	2	1	1	3	2	1	7	10	-3	2	3	-1	1	1	0	2	1	1
CADA	4	1	3	*	*	*	1	*	*	3	*	*	*	1	*	*	*	*	*	*	*
Chemist Warehouse Remix	8	8	0	*	2	*	2	2	0	1	*	*	3	3	0	1	*	*	1	1	0
Coles Radio	24	20	4	5	3	2	3	1	2	2	4	-2	7	6	1	4	2	2	2	3	-1
DANCE HITS	26	19	7	8	5	3	3	1	2	8	6	2	7	7	0	1	*	*	*	*	*
EASY 80s HITS	30	25	5	4	4	0	6	4	2	3	3	0	10	9	1	4	5	-1	3	1	2
Mix 80s	31	28	3	5	4	1	4	2	2	5	3	2	9	12	-3	5	5	0	4	3	1
Mix 90s	32	33	-1	8	7	1	4	3	1	8	11	-3	8	9	-1	3	3	0	1	*	*
MMM 80s	8	11	-3	1	1	0	*	*	*	1	2	-1	2	4	-2	4	3	1	1	2	-1
MMM 90s	15	14	1	5	4	1	*	*	*	3	3	0	4	6	-2	4	2	2	*	*	*
MMM CLASSIC ROCK	19	25	-6	1	2	-1	*	*	*	2	1	1	4	8	-4	6	8	-2	6	6	0
MMM HARD N HEAVY	6	3	3	1	1	0	1	1	0	2	*	*	1	1	0	1	1	0	1	1	0
NOVA Throwbacks	27	19	8	7	6	1	7	4	3	8	7	1	2	2	0	3	1	2	1	*	*
OLDSKOOL 90s HITS	32	24	8	6	5	1	6	2	4	11	6	5	6	9	-3	3	2	1	*	*	*
RnB Fridays Radio	31	20	11	7	7	0	5	1	4	15	7	8	2	3	-1	1	1	0	1	*	*
smooth fm Adelaide	25	18	7	1	2	-1	6	2	4	4	4	0	5	8	-3	5	2	3	3	1	2
SOUNDCLOUD RADIO	11	12	-1	5	4	1	1	1	0	3	5	-2	1	1	0	1	1	0	*	*	*
TikTok Trending	29	25	4	10	10	0	7	6	1	11	7	4	1	1	0	*	*	*	*	*	*
triple j Unearthed	23	16	7	3	1	2	9	5	4	6	6	0	2	1	1	2	1	1	1	1	0
ABC Country	14	12	2	2	2	0	2	1	1	2	1	1	2	3	-1	1	1	0	4	4	0
ABC Jazz	29	25	4	4	4	0	1	*	*	10	9	1	2	3	-1	2	2	0	10	7	3
ABC KIDS LISTEN	20	21	-1	10	7	3	1	*	*	7	7	0	2	4	-2	1	2	-1	*	1	*
ABC Sport	13	12	1	1	1	0	2	2	0	2	1	1	1	3	-2	1	1	0	7	3	4
Double J	20	22	-2	5	4	1	*	2	*	9	8	1	4	5	-1	2	3	-1	*	*	*
Total Digital/Internet Only	311	280	31	46	39	7	38	24	14	82	76	6	68	73	-5	40	36	4	36	32	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	12	12	0	2	3	-1	4	5	-1	5	6	-1	6	5	1	6	5	1	11	13	-2
CADA	4	1	3	1	*	*	2	*	*	2	*	*	2	*	*	2	1	1	2	*	*
Chemist Warehouse Remix	6	6	0	2	2	0	3	2	1	3	3	0	2	3	-1	1	1	0	5	4	1
Coles Radio	22	18	4	8	6	2	9	10	-1	16	11	5	10	4	6	4	3	1	8	6	2
DANCE HITS	20	14	6	4	2	2	9	8	1	7	6	1	9	4	5	3	3	0	20	11	9
EASY 80s HITS	24	20	4	3	3	0	5	5	0	10	11	-1	9	9	0	5	4	1	13	8	5
Mix 80s	25	23	2	11	8	3	5	4	1	9	7	2	12	11	1	6	3	3	13	10	3
Mix 90s	26	26	0	10	11	-1	6	8	-2	9	9	0	9	9	0	6	6	0	12	13	-1
MMM 80s	5	8	-3	1	3	-2	2	6	-4	3	6	-3	4	4	0	2	1	1	5	6	-1
MMM 90s	9	9	0	2	2	0	2	2	0	4	4	0	4	4	0	3	1	2	8	7	1
MMM CLASSIC ROCK	16	19	-3	4	6	-2	8	10	-2	10	14	-4	9	11	-2	6	5	1	10	13	-3
MMM HARD N HEAVY	5	2	3	4	2	2	2	*	*	1	*	*	*	*	*	1	1	0	1	1	0
NOVA Throwbacks	20	14	6	8	5	3	6	5	1	12	7	5	8	7	1	6	4	2	11	6	5
OLDSKOOL 90s HITS	28	19	9	10	4	6	4	3	1	13	10	3	10	6	4	9	4	5	9	9	0
RnB Fridays Radio	28	17	11	12	5	7	12	8	4	14	13	1	10	6	4	7	2	5	8	5	3
smooth fm Adelaide	22	16	6	8	6	2	12	10	2	12	8	4	7	5	2	4	5	-1	12	9	3
SOUNDCLOUD RADIO	11	12	-1	4	4	0	4	6	-2	5	5	0	5	5	0	3	2	1	1	3	-2
TikTok Trending	21	20	1	6	5	1	4	5	-1	9	6	3	11	7	4	8	7	1	20	17	3
triple j Unearthed	18	13	5	5	6	-1	6	6	0	6	4	2	6	5	1	4	3	1	8	5	3
ABC Country	9	6	3	2	2	0	4	2	2	3	2	1	2	2	0	3	2	1	8	8	0
ABC Jazz	24	22	2	5	6	-1	3	2	1	8	6	2	11	8	3	11	9	2	16	15	1
ABC KIDS LISTEN	17	15	2	5	5	0	7	6	1	3	5	-2	5	4	1	4	3	1	10	11	-1
ABC Sport	7	7	0	1	2	-1	1	1	0	2	1	1	3	2	1	2	2	0	9	6	3
Double J	17	19	-2	6	7	-1	7	8	-1	8	8	0	8	8	0	5	4	1	9	8	1
Total Digital/Internet Only	268	240	28	110	91	19	109	114	-5	149	136	13	140	122	18	93	69	24	192	168	24