



ADELAIDE RADIO - SURVEY 2 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	9.7	9.2	0.5	5.6	4.3	1.3	0.9	0.9	0.0	0.5	1.3	-0.8	5.4	4.9	0.5	10.1	11.2	-1.1	22.8	20.0	2.8
CRUISE1323	8.6	9.1	-0.5	1.4	0.7	0.7	2.4	1.2	1.2	1.5	1.4	0.1	2.3	2.5	-0.2	16.2	17.1	-0.9	17.8	19.2	-1.4
MIX102.3	11.9	12.3	-0.4	11.3	14.4	-3.1	11.8	10.4	1.4	10.4	8.2	2.2	13.1	17.1	-4.0	18.4	16.6	1.8	8.9	9.4	-0.5
5MMM	12.0	10.7	1.3	11.0	8.0	3.0	13.1	15.6	-2.5	10.1	9.8	0.3	17.2	13.4	3.8	11.9	9.5	2.4	9.8	9.3	0.5
NOVA91.9	11.3	12.1	-0.8	20.9	21.9	-1.0	22.8	24.8	-2.0	19.2	21.6	-2.4	13.1	10.2	2.9	5.2	7.5	-2.3	1.5	2.9	-1.4
SAFM	9.6	10.1	-0.5	15.7	20.9	-5.2	12.0	16.9	-4.9	18.2	15.4	2.8	12.4	12.4	0.0	6.7	7.4	-0.7	0.8	1.3	-0.5
ABC ADE	7.2	8.1	-0.9	0.9	0.9	0.0	0.8	1.2	-0.4	1.1	2.0	-0.9	5.4	5.0	0.4	7.8	8.6	-0.8	16.3	18.2	-1.9
5RN	1.5	1.3	0.2	1.1	0.7	0.4	0.1	0.1	0.0	0.1	0.6	-0.5	0.3	0.5	-0.2	2.0	1.5	0.5	3.4	2.9	0.5
ABC NEWSRADIO	1.7	1.8	-0.1	0.9	1.0	-0.1	0.7	0.9	-0.2	1.5	2.0	-0.5	1.6	1.7	-0.1	1.8	1.3	0.5	2.6	2.6	0.0
5JJJ	4.8	5.0	-0.2	5.2	6.5	-1.3	7.0	8.6	-1.6	10.7	11.6	-0.9	6.7	6.7	0.0	1.3	1.4	-0.1	0.4	0.2	0.2
ABC CLASSIC	2.0	2.3	-0.3	2.0	1.6	0.4	0.3	0.1	0.2	0.6	0.7	-0.1	0.7	0.8	-0.1	2.8	4.1	-1.3	3.8	4.2	-0.4

Share Movement (%) by Session, P10+

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	+/-
FIVEaa	9.8	9.7	0.1	13.6	14.2	-0.6	10.4	10.6	-0.2	5.1	4.6	0.5	7.8	7.8	0.0	16.3	14.5	1.8	9.3	7.7	1.6
CRUISE1323	7.7	8.2	-0.5	6.6	6.6	0.0	9.0	9.7	-0.7	8.9	9.7	-0.8	6.9	7.0	-0.1	4.7	5.5	-0.8	11.3	12.0	-0.7
MIX102.3	12.0	12.2	-0.2	9.7	8.5	1.2	12.9	13.8	-0.9	14.5	13.9	0.6	10.4	10.9	-0.5	11.1	14.3	-3.2	11.6	12.9	-1.3
5MMM	12.8	11.2	1.6	14.2	12.9	1.3	13.4	11.3	2.1	13.3	11.9	1.4	11.3	9.8	1.5	7.9	6.3	1.6	9.7	9.1	0.6
NOVA91.9	11.3	12.2	-0.9	10.4	11.7	-1.3	9.9	11.5	-1.6	11.6	12.3	-0.7	14.6	14.6	0.0	11.4	11.3	0.1	11.4	11.7	-0.3
SAFM	10.0	10.8	-0.8	10.6	10.3	0.3	9.5	10.2	-0.7	10.5	11.6	-1.1	10.9	12.5	-1.6	6.0	8.0	-2.0	8.6	8.1	0.5
ABC ADE	7.3	8.4	-1.1	10.4	12.5	-2.1	7.4	8.0	-0.6	5.0	6.0	-1.0	6.2	6.7	-0.5	8.3	8.6	-0.3	6.7	7.3	-0.6
5RN	1.3	1.3	0.0	2.2	1.9	0.3	1.0	1.0	0.0	1.0	1.1	-0.1	0.9	1.3	-0.4	1.1	0.8	0.3	2.0	1.6	0.4
ABC NEWSRADIO	1.7	1.8	-0.1	2.7	3.0	-0.3	1.3	1.4	-0.1	1.0	1.1	-0.1	1.1	1.1	0.0	3.2	3.5	-0.3	1.9	1.8	0.1
5JJJ	4.7	4.7	0.0	4.4	4.7	-0.3	4.4	4.3	0.1	4.9	4.6	0.3	5.4	5.7	-0.3	4.6	3.7	0.9	4.9	6.1	-1.2
ABC CLASSIC	1.8	2.1	-0.3	1.6	2.1	-0.5	1.5	2.2	-0.7	1.6	1.7	-0.1	2.7	2.7	0.0	1.8	2.1	-0.3	2.6	2.7	-0.1



ADELAIDE RADIO - SURVEY 2 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	+/-
FIVEaa	156	149	7	14	10	4	9	9	0	11	12	-1	23	25	-2	29	24	5	70	68	2
CRUISE1323	223	199	24	11	7	4	11	6	5	17	12	5	23	22	1	49	51	-2	113	100	13
MIX102.3	362	348	14	39	40	-1	44	43	1	85	69	16	80	90	-10	56	53	3	58	53	5
5MMM	304	281	23	32	29	3	38	37	1	68	63	5	79	72	7	45	36	9	43	44	-1
NOVA91.9	357	364	-7	62	55	7	61	66	-5	126	128	-2	63	67	-4	29	31	-2	16	18	-2
SAFM	325	325	0	53	54	-1	39	40	-1	114	110	4	71	70	1	33	29	4	17	21	-4
ABC ADE	162	177	-15	7	8	-1	7	8	-1	12	12	0	27	31	-4	29	29	0	78	90	-12
5RN	40	43	-3	5	3	2	2	1	1	2	5	-3	5	7	-2	9	9	0	18	19	-1
ABC NEWSRADIO	79	86	-7	8	8	0	7	7	0	12	15	-3	21	20	1	14	13	1	16	23	-7
5JJJ	167	164	3	20	20	0	28	31	-3	60	65	-5	38	32	6	11	10	1	10	6	4
ABC CLASSIC	55	59	-4	5	2	3	4	1	3	12	11	1	8	11	-3	10	11	-1	16	22	-6
Total	1131	1131	0	119	117	2	114	116	-2	265	265	0	240	237	3	156	157	-1	237	239	-2

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

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	142	138	4	93	98	-5	74	75	-1	67	59	8	53	52	1	42	43	-1	103	93	10						
CRUISE1323	196	179	17	92	84	8	100	103	-3	119	110	9	79	81	-2	36	39	-3	152	146	6						
MIX102.3	325	310	15	176	159	17	168	167	1	192	183	9	134	134	0	64	72	-8	222	219	3						
5MMM	274	251	23	142	139	3	129	121	8	154	132	22	133	120	13	52	47	5	169	163	6						
NOVA91.9	322	332	-10	185	189	-4	148	172	-24	179	175	4	171	179	-8	82	91	-9	215	229	-14						
SAFM	294	301	-7	168	172	-4	135	143	-8	156	169	-13	130	144	-14	52	59	-7	169	168	1						
ABC ADE	144	158	-14	97	111	-14	81	89	-8	77	86	-9	66	75	-9	44	41	3	109	111	-2						
5RN	33	37	-4	22	26	-4	19	20	-1	16	19	-3	9	12	-3	7	5	2	31	27	4						
ABC NEWSRADIO	64	68	-4	38	48	-10	19	24	-5	16	17	-1	19	16	3	20	16	4	47	52	-5						
5JJJ	143	141	2	83	85	-2	59	63	-4	73	71	2	77	79	-2	31	30	1	107	105	2						
ABC CLASSIC	50	51	-1	20	22	-2	20	25	-5	24	24	0	25	24	1	22	20	2	35	41	-6						
Total	1108	1113	-5	861	874	-13	752	779	-27	830	836	-6	769	781	-12	410	426	-16	986	988	-2						



ADELAIDE RADIO - SURVEY 2 2023

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	14	0	1	1	0	*	*	*	*	*	*	2	1	1	2	3	-1	10	8	2
CRUISE1323	13	13	0	*	*	*	*	*	*	*	*	*	1	1	0	4	4	0	7	8	-1
MIX102.3	18	18	0	1	2	-1	2	1	1	3	2	1	4	5	-1	4	4	0	4	4	0
5MMM	18	16	2	1	1	0	2	2	0	3	3	0	5	4	1	3	2	1	4	4	0
NOVA91.9	17	18	-1	3	3	0	3	3	0	6	6	0	4	3	1	1	2	-1	1	1	0
SAFM	14	15	-1	2	3	-1	2	2	0	5	4	1	4	4	0	2	2	0	*	1	*
ABC ADE	11	12	-1	*	*	*	*	*	*	*	1	*	2	1	1	2	2	0	7	8	-1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	1	1	0
5JJJ	7	7	0	1	1	0	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
Total	150	147	3	13	13	0	14	13	1	29	27	2	29	28	1	23	23	0	42	43	-1

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

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	15	0	28	28	0	24	24	0	11	9	2	12	11	1	8	7	1	12	10	2						
CRUISE1323	12	13	-1	13	13	0	20	22	-2	19	20	-1	10	10	0	2	3	-1	14	15	-1						
MIX102.3	19	19	0	20	17	3	30	31	-1	30	28	2	15	16	-1	6	7	-1	15	17	-2						
5MMM	20	17	3	29	25	4	31	26	5	28	24	4	17	14	3	4	3	1	12	12	0						
NOVA91.9	18	19	-1	21	23	-2	23	26	-3	24	25	-1	21	22	-1	6	5	1	15	15	0						
SAFM	16	17	-1	21	20	1	22	23	-1	22	23	-1	16	18	-2	3	4	-1	11	10	1						
ABC ADE	12	13	-1	21	25	-4	17	18	-1	11	12	-1	9	10	-1	4	4	0	9	9	0						
5RN	2	2	0	4	4	0	2	2	0	2	2	0	1	2	-1	1	*	*	3	2	1						
ABC NEWSRADIO	3	3	0	5	6	-1	3	3	0	2	2	0	2	2	0	2	2	0	2	2	0						
5JJJ	7	7	0	9	9	0	10	10	0	10	9	1	8	8	0	2	2	0	6	8	-2						
ABC CLASSIC	3	3	0	3	4	-1	3	5	-2	3	3	0	4	4	0	1	1	0	3	4	-1						
Total	158	155	3	203	198	5	228	227	1	211	201	10	147	147	0	50	49	1	128	129	-1						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	14	9	5	1	*	*	8	5	3	2	3	-1	2	1	1	1	1	0	*	*	*
CADA	15	11	4	5	2	3	5	2	3	2	5	-3	1	1	0	2	1	1	*	*	*
Chemist Warehouse Remix	9	9	0	3	1	2	2	3	-1	1	2	-1	*	1	*	*	1	*	2	2	0
Coles Radio	32	28	4	5	3	2	9	5	4	7	5	2	8	9	-1	1	2	-1	4	4	0
DANCE HITS	21	18	3	4	4	0	3	2	1	10	7	3	3	2	1	1	2	-1	*	*	*
EASY 80s HITS	27	23	4	4	4	0	6	3	3	4	4	0	7	6	1	3	3	0	3	2	1
LISTNR Radio	6	4	2	2	1	1	2	1	1	*	*	*	2	1	1	*	*	*	1	*	*
Mix 80s	38	24	14	5	2	3	10	4	6	5	4	1	8	7	1	3	3	0	6	4	2
Mix 90s	41	33	8	8	5	3	8	5	3	12	11	1	5	5	0	5	5	0	3	2	1
MMM 2000s	10	10	0	1	1	0	3	2	1	5	6	-1	*	*	*	1	1	0	*	1	*
MMM 80s	18	14	4	2	*	*	5	3	2	1	1	0	5	4	1	3	3	0	2	2	0
MMM 90s	21	17	4	4	2	2	4	2	2	2	2	0	6	4	2	4	4	0	1	2	-1
MMM CLASSIC ROCK	28	25	3	5	3	2	2	4	-2	2	1	1	5	4	1	6	6	0	9	7	2
NOVA Throwbacks	32	38	-6	6	7	-1	9	6	3	7	13	-6	5	7	-2	3	3	0	1	2	-1
OLDSKOOL 90s HITS	30	27	3	5	4	1	6	3	3	11	14	-3	6	4	2	2	2	0	*	*	*
RnB Fridays Radio	29	30	-1	5	2	3	8	9	-1	12	15	-3	3	2	1	1	1	0	*	*	*
smooth 80s	18	13	5	3	1	2	4	1	3	3	3	0	4	4	0	2	2	0	3	2	1
smooth fm Adelaide	45	43	2	6	5	1	4	5	-1	2	4	-2	12	9	3	10	7	3	11	13	-2
TikTok Trending	22	18	4	8	6	2	9	5	4	4	6	-2	*	*	*	*	*	*	*	*	*
triple j Unearthed	18	13	5	2	2	0	6	4	2	6	5	1	1	1	0	3	1	2	1	*	*
ABC Country	8	9	-1	2	2	0	1	1	0	1	1	0	2	2	0	*	1	*	3	2	1
ABC Jazz	22	21	1	3	3	0	3	2	1	2	2	0	4	3	1	4	5	-1	6	5	1
ABC KIDS LISTEN	7	9	-2	4	3	1	2	1	1	*	3	*	*	1	*	1	1	0	*	1	*
ABC Sport	20	14	6	3	2	1	2	*	*	3	1	2	3	2	1	3	1	2	6	7	-1
Double J	29	29	0	5	2	3	6	3	3	7	11	-4	8	12	-4	3	1	2	1	1	0
Total Digital/Internet Only	303	309	-6	36	39	-3	41	42	-1	73	74	-1	58	65	-7	40	42	-2	54	47	7

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

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
BLENDER BEATS	11	8	3	4	4	0	7	6	1	8	4	4	6	4	2	3	1	2	6	3	3	6	3	3	6	3	3
CADA	12	9	3	7	6	1	4	6	-2	4	4	0	5	4	1	5	2	3	11	6	5	11	6	5	11	6	5
Chemist Warehouse Remix	7	7	0	3	2	1	4	4	0	1	3	-2	2	3	-1	1	1	0	6	4	2	6	4	2	6	4	2
Coles Radio	26	23	3	6	2	4	10	9	1	7	9	-2	12	15	-3	7	5	2	16	11	5	16	11	5	16	11	5
DANCE HITS	17	15	2	8	4	4	5	5	0	8	6	2	7	7	0	4	2	2	8	6	2	8	6	2	8	6	2
EASY 80s HITS	23	20	3	9	9	0	7	5	2	13	10	3	9	7	2	4	3	1	13	7	6	13	7	6	13	7	6
LISTNR Radio	4	2	2	1	1	0	1	*	*	2	1	1	*	1	*	1	*	*	5	3	2	5	3	2	5	3	2
Mix 80s	28	17	11	10	5	5	8	6	2	10	5	5	13	8	5	8	5	3	25	12	13	25	12	13	25	12	13
Mix 90s	30	23	7	9	5	4	11	6	5	14	10	4	12	9	3	4	4	0	18	14	4	18	14	4	18	14	4
MMM 2000s	9	10	-1	4	4	0	4	4	0	3	5	-2	5	5	0	3	1	2	6	3	3	6	3	3	6	3	3
MMM 80s	16	14	2	7	4	3	8	7	1	4	3	1	4	5	-1	3	2	1	6	5	1	6	5	1	6	5	1
MMM 90s	14	14	0	7	6	1	5	5	0	6	7	-1	7	9	-2	4	3	1	11	8	3	11	8	3	11	8	3
MMM CLASSIC ROCK	23	20	3	4	5	-1	8	8	0	14	14	0	11	8	3	9	4	5	17	16	1	17	16	1	17	16	1
NOVA Throwbacks	28	31	-3	16	15	1	12	9	3	17	17	0	15	16	-1	9	8	1	18	20	-2	18	20	-2	18	20	-2
OLDSKOOL 90s HITS	23	21	2	8	7	1	5	4	1	11	13	-2	12	8	4	5	3	2	14	10	4	14	10	4	14	10	4
RnB Fridays Radio	26	28	-2	14	12	2	13	13	0	15	18	-3	10	14	-4	5	4	1	6	8	-2	6	8	-2	6	8	-2
smooth 80s	13	11	2	6	5	1	4	3	1	7	6	1	5	4	1	4	4	0	8	5	3	8	5	3	8	5	3
smooth fm Adelaide	35	34	1	10	11	-1	19	15	4	22	22	0	22	20	2	9	10	-1	28	23	5	28	23	5	28	23	5
TikTok Trending	18	12	6	10	6	4	5	4	1	6	7	-1	8	8	0	7	2	5	14	14	0	14	14	0	14	14	0
triple j Unearthed	16	11	5	4	5	-1	7	3	4	9	5	4	5	3	2	3	3	0	10	6	4	10	6	4	10	6	4
ABC Country	6	5	1	1	1	0	*	2	*	3	3	0	1	1	0	*	1	*	5	8	-3	5	8	-3	5	8	-3
ABC Jazz	19	18	1	2	3	-1	4	4	0	5	7	-2	9	8	1	10	12	-2	16	15	1	16	15	1	16	15	1
ABC KIDS LISTEN	6	7	-1	1	2	-3	1	1	0	1	3	-2	2	3	-1	3	*	*	4	5	-1	4	5	-1	4	5	-1
ABC Sport	12	9	3	1	*	*	2	*	*	3	3	0	8	8	0	2	1	1	11	8	3	11	8	3	11	8	3
Double J	27	22	5	11	13	-2	11	11	0	12	13	-1	13	12	1	7	4	3	10	19	-9	10	19	-9	10	19	-9
Total Digital/Internet Only	266	269	-3	119	117	2	129	121	8	162	172	-10	149	152	-3	79	77	2	192	192	0	192	192	0	192	192	0