



ADELAIDE RADIO - SURVEY 1 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	10.1	9.5	0.6	2.0	3.0	-1.0	2.6	0.7	1.9	2.3	2.7	-0.4	6.3	6.6	-0.3	10.6	10.1	0.5	21.2	18.8	2.4
CRUISE1323	10.6	9.9	0.7	1.6	1.7	-0.1	5.5	1.3	4.2	1.7	1.8	-0.1	8.6	6.7	1.9	16.2	13.9	2.3	17.8	18.5	-0.7
MIX102.3	11.2	10.9	0.3	14.4	14.3	0.1	16.6	10.5	6.1	12.2	8.3	3.9	11.0	16.6	-5.6	16.1	11.7	4.4	5.6	7.0	-1.4
5MMM	8.4	9.9	-1.5	8.9	8.4	0.5	7.2	4.1	3.1	8.5	10.0	-1.5	14.9	17.0	-2.1	8.8	13.9	-5.1	3.6	4.0	-0.4
NOVA91.9	9.2	9.5	-0.3	21.6	26.9	-5.3	21.7	19.0	2.7	14.7	16.2	-1.5	10.3	10.3	0.0	6.1	5.6	0.5	0.8	0.9	-0.1
SAFM	8.5	7.4	1.1	22.7	14.6	8.1	9.5	8.9	0.6	18.0	18.8	-0.8	7.7	5.2	2.5	4.6	5.7	-1.1	1.7	1.6	0.1
ABC ADE	12.4	12.2	0.2	4.3	2.3	2.0	1.1	2.3	-1.2	3.1	2.5	0.6	7.9	4.8	3.1	12.5	15.2	-2.7	26.0	26.4	-0.4
5RN	1.4	1.6	-0.2	1.1	0.8	0.3	0.2	*	*	0.5	0.3	0.2	0.4	1.2	-0.8	3.3	2.8	0.5	2.0	2.6	-0.6
ABC NEWSRADIO	1.9	1.3	0.6	0.8	0.2	0.6	0.8	0.1	0.7	0.8	1.1	-0.3	1.3	0.6	0.7	2.7	1.3	1.4	3.1	2.5	0.6
5JJJ	7.0	4.9	2.1	8.0	6.3	1.7	22.5	16.0	6.5	13.4	10.3	3.1	9.1	5.3	3.8	1.7	1.4	0.3	0.7	0.4	0.3
ABC CLASSIC	3.3	3.0	0.3	1.8	0.9	0.9	0.5	0.8	-0.3	1.1	2.0	-0.9	0.7	1.0	-0.3	3.4	1.7	1.7	7.4	6.8	0.6

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	10.2	9.7	0.5	15.1	12.6	2.5	10.2	10.5	-0.3	4.8	5.7	-0.9	7.1	7.5	-0.4	17.6	15.1	2.5	9.6	8.8	0.8								
CRUISE1323	10.1	9.2	0.9	7.6	6.9	0.7	12.2	11.3	0.9	12.8	11.2	1.6	8.2	7.7	0.5	7.3	7.6	-0.3	12.1	11.9	0.2								
MIX102.3	11.1	10.7	0.4	8.1	9.0	-0.9	10.6	11.1	-0.5	13.8	12.4	1.4	12.5	11.0	1.5	10.0	8.7	1.3	11.5	11.6	-0.1								
5MMM	9.4	10.6	-1.2	9.8	12.2	-2.4	10.8	11.5	-0.7	10.9	11.1	-0.2	7.1	9.1	-2.0	4.6	4.5	0.1	5.4	7.5	-2.1								
NOVA91.9	9.1	9.4	-0.3	8.8	8.1	0.7	7.5	7.6	-0.1	9.5	9.6	-0.1	12.8	12.7	0.1	7.1	12.2	-5.1	9.7	9.6	0.1								
SAFM	9.0	7.5	1.5	7.1	8.0	-0.9	9.1	6.6	2.5	9.9	8.3	1.6	11.2	7.9	3.3	8.0	4.8	3.2	7.1	7.4	-0.3								
ABC ADE	13.1	12.7	0.4	18.8	17.4	1.4	12.9	12.6	0.3	9.1	8.9	0.2	10.7	11.4	-0.7	12.9	12.3	0.6	10.3	10.8	-0.5								
5RN	1.3	1.6	-0.3	2.1	2.6	-0.5	0.7	0.9	-0.2	1.0	1.0	0.0	1.5	1.9	-0.4	1.8	1.8	0.0	1.6	1.6	0.0								
ABC NEWSRADIO	1.8	1.2	0.6	3.0	1.9	1.1	1.3	0.5	0.8	1.0	0.8	0.2	1.1	0.7	0.4	3.3	3.1	0.2	2.1	1.5	0.6								
5JJJ	6.5	5.0	1.5	5.4	5.0	0.4	6.5	4.5	2.0	7.1	5.4	1.7	8.2	6.0	2.2	5.4	4.0	1.4	8.3	4.5	3.8								
ABC CLASSIC	3.0	2.9	0.1	3.2	2.9	0.3	3.1	3.2	-0.1	2.4	2.4	0.0	3.0	3.8	-0.8	3.7	2.5	1.2	4.0	3.1	0.9								

EMBARGOED UNTIL 9:30AM (AEDT)



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 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	1	3	-2	1	1	0	5	6	-1	4	4	0	3	2	1	2	*	*
Chemist Warehouse Remix	7	8	-1	1	2	-1	*	*	*	2	2	0	3	1	2	1	1	0	*	1	*
Coles Radio	23	27	-4	2	5	-3	3	5	-2	8	6	2	5	6	-1	4	4	0	1	1	0
DANCE HITS	14	11	3	4	2	2	1	1	0	5	6	-1	4	2	2	1	*	*	1	*	*
EASY 80s HITS	13	7	6	1	2	-1	1	1	0	1	*	*	8	1	7	4	2	2	*	2	*
Edge Digital	6	7	-1	3	3	0	*	*	*	2	3	-1	1	*	*	*	*	*	*	1	*
Mix 80s	16	19	-3	1	2	-1	1	1	0	3	2	1	5	10	-5	5	2	3	1	1	0
Mix 90s	14	22	-8	3	3	0	3	4	-1	3	4	-1	4	7	-3	1	2	-1	*	2	*
MMM 80s	12	11	1	2	*	*	*	3	*	4	*	*	4	3	1	3	3	0	*	2	*
MMM 90s	15	17	-2	2	*	*	1	3	-2	4	3	1	7	6	1	1	4	-3	*	*	*
MMM CLASSIC ROCK	19	28	-9	1	3	-2	2	2	0	3	2	1	5	9	-4	2	7	-5	5	5	0
MMM HARD N HEAVY	8	4	4	1	*	*	2	*	*	1	1	0	2	1	1	1	1	0	*	1	*
NOVA Throwbacks	20	18	2	4	5	-1	1	4	-3	9	6	3	3	2	1	2	*	*	1	2	-1
OLDSKOOL 90s HITS	17	12	5	2	1	1	3	3	0	6	2	4	4	5	-1	2	1	1	*	1	*
RnB Fridays	18	8	10	2	3	-1	3	1	2	12	3	9	2	*	*	*	1	*	*	*	*
smooth	19	24	-5	3	5	-2	1	1	0	3	4	-1	3	5	-2	4	6	-2	5	4	1
smooth 90s	5	7	-2	*	*	*	*	*	*	1	2	-1	2	3	-1	2	2	0	1	1	0
SOUNDCLOUD RADIO	11	7	4	4	1	3	1	2	-1	4	2	2	2	2	0	*	1	*	*	*	*
TikTok Trending	9	19	-10	2	6	-4	5	10	-5	2	3	-1	1	*	*	*	1	*	*	*	*
triple j Unearthed	10	18	-8	1	2	-1	3	10	-7	4	2	2	*	3	*	*	1	*	1	*	*
ABC Country	16	10	6	*	1	*	1	2	-1	3	1	2	3	1	2	2	2	0	8	5	3
ABC Jazz	20	20	0	4	3	1	2	2	0	2	1	1	1	3	-2	3	4	-1	9	7	2
ABC KIDS LISTEN	14	13	1	4	6	-2	1	*	*	5	2	3	3	2	1	2	1	1	*	2	*
ABC Sport	15	7	8	2	*	*	1	*	*	5	*	*	2	2	0	1	2	-1	5	3	2
Double J	23	21	2	2	4	-2	3	*	*	10	2	8	6	9	-3	1	4	-3	1	1	0
Total Digital/Internet Only	253	261	-8	26	30	-4	23	41	-18	70	45	25	61	67	-6	36	40	-4	37	39	-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	+/-
BUDDHA HITS	12	11	1	7	3	4	6	4	2	4	4	0	3	4	-1	1	2	-1	7	10	-3
Chemist Warehouse Remix	5	4	1	3	1	2	1	1	0	2	2	0	3	1	2	1	1	0	3	4	-1
Coles Radio	17	25	-8	6	5	1	6	10	-4	9	11	-2	6	9	-3	5	5	0	12	9	3
DANCE HITS	10	10	0	1	4	-3	4	2	2	3	3	0	4	5	-1	2	3	-1	9	6	3
EASY 80s HITS	10	5	5	2	1	1	2	1	1	5	2	3	3	3	0	2	1	1	6	4	2
Edge Digital	6	5	1	2	1	1	2	*	*	2	*	*	2	2	0	2	4	-2	3	4	-1
Mix 80s	12	17	-5	2	6	-4	4	6	-2	6	7	-1	6	8	-2	4	4	0	10	7	3
Mix 90s	11	19	-8	2	2	0	6	4	2	4	10	-6	2	9	-7	3	3	0	6	9	-3
MMM 80s	9	10	-1	5	2	3	6	3	3	5	8	-3	5	4	1	1	2	-1	5	5	0
MMM 90s	12	14	-2	3	6	-3	2	8	-6	4	4	0	4	6	-2	4	1	3	8	5	3
MMM CLASSIC ROCK	15	24	-9	4	13	-9	11	14	-3	11	14	-3	6	9	-3	4	4	0	12	14	-2
MMM HARD N HEAVY	7	4	3	2	2	0	5	2	3	3	1	2	3	1	2	2	1	1	3	1	2
NOVA Throwbacks	14	14	0	6	5	1	2	5	-3	6	11	-5	4	6	-2	3	3	0	13	11	2
OLDSKOOL 90s HITS	13	9	4	4	1	3	4	3	1	5	4	1	3	5	-2	2	1	1	7	8	-1
RnB Fridays	17	6	11	10	2	8	5	2	3	10	4	6	3	3	0	2	*	*	6	4	2
smooth	16	19	-3	4	7	-3	6	9	-3	9	13	-4	6	13	-7	5	5	0	12	18	-6
smooth 90s	4	3	1	1	1	0	1	*	*	1	*	*	1	1	0	1	2	-1	2	4	-2
SOUNDCLOUD RADIO	9	7	2	3	3	0	2	4	-2	4	4	0	4	3	1	2	1	1	5	4	1
TikTok Trending	8	18	-10	1	8	-7	3	5	-2	3	6	-3	5	11	-6	4	8	-4	5	13	-8
triple j Unearthed	9	13	-4	3	5	-2	1	6	-5	3	5	-2	2	4	-2	2	4	-2	3	8	-5
ABC Country	13	9	4	4	1	3	4	4	0	6	4	2	2	3	-1	3	3	0	7	6	1
ABC Jazz	15	16	-1	3	4	-1	3	5	-2	4	8	-4	5	4	1	6	5	1	11	13	-2
ABC KIDS LISTEN	10	11	-1	3	3	0	4	2	2	3	3	0	5	5	0	3	3	0	8	6	2
ABC Sport	8	4	4	1	1	0	2	*	*	2	1	1	2	1	1	3	3	0	12	5	7
Double J	16	18	-2	8	8	0	7	8	-1	5	9	-4	5	9	-4	4	6	-2	16	14	2
Total Digital/Internet Only	204	224	-20	80	100	-20	90	109	-19	109	131	-22	93	119	-26	69	73	-4	171	170	1

Please note: MMM Soft Rock rebranded as MMM 80s and Urban Hits rebranded at RnB Fridays effective Jan 16.