



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 - 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
SOUNDCLLOUD 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
SOUNDCLLOUD 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