



ADELAIDE RADIO - SURVEY 7 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	10.3	10.0	0.3	5.8	7.7	-1.9	8.2	6.3	1.9	1.6	1.3	0.3	8.0	8.1	-0.1	13.6	10.7	2.9	18.3	19.0	-0.7
CRUISE1323	8.7	9.8	-1.1	1.5	3.3	-1.8	2.6	2.9	-0.3	2.4	2.5	-0.1	3.5	5.5	-2.0	19.8	19.9	-0.1	14.2	15.7	-1.5
MIX102.3	11.5	10.6	0.9	12.3	10.2	2.1	10.4	8.9	1.5	11.7	10.1	1.6	15.8	14.3	1.5	14.4	13.4	1.0	6.5	7.3	-0.8
5MMM	8.9	9.2	-0.3	10.2	9.9	0.3	5.8	8.5	-2.7	6.3	9.0	-2.7	13.8	11.5	2.3	12.9	14.7	-1.8	4.9	4.4	0.5
NOVA91.9	10.9	11.8	-0.9	19.0	19.7	-0.7	31.7	33.6	-1.9	16.7	19.3	-2.6	9.6	9.5	0.1	4.3	7.2	-2.9	3.2	3.0	0.2
SAFM	9.4	9.7	-0.3	23.8	20.9	2.9	7.0	8.8	-1.8	17.4	16.8	0.6	9.8	12.0	-2.2	5.7	6.0	-0.3	1.2	1.2	0.0
ABC ADE	9.3	9.0	0.3	1.1	2.5	-1.4	2.2	0.5	1.7	1.1	1.4	-0.3	5.7	7.4	-1.7	7.4	7.8	-0.4	23.6	20.6	3.0
5RN	2.5	2.6	-0.1	1.0	1.4	-0.4	0.3	0.6	-0.3	0.5	0.4	0.1	2.3	2.8	-0.5	0.7	1.3	-0.6	6.3	5.8	0.5
ABC NEWSRADIO	2.0	2.2	-0.2	0.4	0.4	0.0	1.1	1.0	0.1	1.7	2.5	-0.8	1.3	2.3	-1.0	2.0	1.9	0.1	3.4	3.2	0.2
5JJJ	5.8	5.0	0.8	6.5	5.7	0.8	7.1	8.5	-1.4	13.2	10.5	2.7	9.8	7.9	1.9	1.3	1.1	0.2	*	0.2	*
ABC CLASSIC	2.3	3.1	-0.8	0.4	0.3	0.1	0.1	0.3	-0.2	0.4	0.7	-0.3	1.4	1.8	-0.4	3.0	3.5	-0.5	5.1	7.3	-2.2

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	10.6	10.1	0.5	15.2	14.6	0.6	9.2	8.5	0.7	4.8	4.1	0.7	10.4	8.7	1.7	21.3	21.0	0.3	9.5	9.9	-0.4							
CRUISE1323	7.8	9.4	-1.6	7.2	7.4	-0.2	8.8	11.3	-2.5	8.8	11.1	-2.3	7.4	9.1	-1.7	4.3	5.8	-1.5	11.4	10.9	0.5							
MIX102.3	11.7	10.8	0.9	8.3	8.3	0.0	13.1	12.3	0.8	13.6	12.7	0.9	11.5	10.3	1.2	11.8	9.2	2.6	11.1	10.1	1.0							
5MMM	9.4	9.5	-0.1	10.8	9.4	1.4	9.3	10.1	-0.8	10.2	11.1	-0.9	8.8	9.1	-0.3	4.1	4.0	0.1	7.4	8.4	-1.0							
NOVA91.9	10.7	11.5	-0.8	10.3	11.9	-1.6	10.3	10.9	-0.6	11.6	12.4	-0.8	12.2	13.4	-1.2	7.0	6.2	0.8	11.3	12.7	-1.4							
SAFM	9.7	10.0	-0.3	8.5	8.5	0.0	9.5	9.0	0.5	10.6	11.7	-1.1	11.2	11.1	0.1	7.3	10.0	-2.7	8.4	8.6	-0.2							
ABC ADE	9.4	8.9	0.5	12.8	12.5	0.3	8.4	8.6	-0.2	7.9	7.0	0.9	8.8	7.2	1.6	8.6	8.4	0.2	8.8	9.1	-0.3							
5RN	2.5	2.6	-0.1	3.9	4.7	-0.8	1.9	2.0	-0.1	1.8	1.5	0.3	1.9	1.9	0.0	2.9	2.7	0.2	2.7	2.6	0.1							
ABC NEWSRADIO	1.9	2.3	-0.4	3.3	3.7	-0.4	0.9	1.8	-0.9	1.0	1.1	-0.1	1.3	1.6	-0.3	4.5	4.3	0.2	2.2	2.1	0.1							
5JJJ	5.8	4.9	0.9	5.9	5.5	0.4	5.6	4.2	1.4	6.4	4.9	1.5	6.3	6.2	0.1	3.2	3.0	0.2	5.9	5.0	0.9							
ABC CLASSIC	2.0	2.9	-0.9	1.7	2.8	-1.1	2.5	3.9	-1.4	1.3	2.2	-0.9	1.8	2.1	-0.3	4.3	4.3	0.0	3.2	3.8	-0.6							

EMBARGOED UNTIL 9:30AM (AEDT)



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	+/-	
CADA	6	4	2	1	*	*	*	1	*	*	4	3	1	*	*	*	*	*	*	1	*	*
Chemist Warehouse Remix	7	8	-1	*	*	*	*	2	*	*	1	1	0	3	3	0	1	1	0	1	1	0
Coles Radio	19	24	-5	3	5	-2	2	3	-1	4	2	2	7	7	0	3	4	-1	1	2	-1	
DANCE HITS	27	26	1	9	8	1	2	3	-1	11	8	3	3	7	-4	1	1	0	*	*	*	
EASY 80s HITS	23	30	-7	1	4	-3	2	6	-4	2	3	-1	10	10	0	3	4	-1	4	3	1	
Mix 80s	24	31	-7	4	5	-1	3	4	-1	4	5	-1	5	9	-4	4	5	-1	4	4	0	
Mix 90s	28	32	-4	7	8	-1	2	4	-2	8	8	0	5	8	-3	3	3	0	3	1	2	
MMM 80s	10	8	2	*	1	*	1	*	*	*	1	*	5	2	3	3	4	-1	1	1	0	
MMM 90s	15	15	0	2	5	-3	1	*	*	2	3	-1	5	4	1	4	4	0	1	*	*	
MMM CLASSIC ROCK	18	19	-1	*	1	*	1	*	*	2	2	0	3	4	-1	5	6	-1	7	6	1	
MMM HARD N HEAVY	4	6	-2	*	1	*	*	1	*	2	2	0	1	1	0	1	1	0	*	1	*	
NOVA Throwbacks	24	27	-3	6	7	-1	5	7	-2	5	8	-3	3	2	1	2	3	-1	2	1	1	
OLDSKOOL 90s HITS	33	32	1	4	6	-2	6	6	0	12	11	1	5	6	-1	3	3	0	2	*	*	
RnB Fridays Radio	32	31	1	6	7	-1	5	5	0	19	15	4	2	2	0	*	1	*	*	1	*	
smooth fm Adelaide	27	25	2	*	1	*	3	6	-3	2	4	-2	7	5	2	9	5	4	6	3	3	
SOUNDCLOUD RADIO	10	11	-1	1	5	-4	2	1	1	2	3	-1	2	1	1	3	1	2	*	*	*	
TikTok Trending	33	29	4	8	10	-2	13	7	6	10	11	-1	2	1	1	1	*	*	*	*	*	
triple j Unearthed	13	23	-10	2	3	-1	5	9	-4	3	6	-3	2	2	0	*	2	*	2	1	1	
ABC Country	11	14	-3	*	2	*	*	2	*	3	2	1	*	2	*	1	1	0	7	4	3	
ABC Jazz	24	29	-5	2	4	-2	2	1	1	7	10	-3	1	2	-1	4	2	2	8	10	-2	
ABC KIDS LISTEN	11	20	-9	5	10	-5	*	1	*	4	7	-3	1	2	-1	*	1	*	*	*	*	
ABC Sport	12	13	-1	1	1	0	*	2	*	2	2	0	1	1	0	1	1	0	7	7	0	
Double J	25	20	5	4	5	-1	*	*	*	10	9	1	6	4	2	4	2	2	*	*	*	
Total Digital/Internet Only	298	311	-13	38	46	-8	35	38	-3	79	82	-3	59	68	-9	38	40	-2	49	36	13	

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
CADA	5	4	1	2	1	1	3	2	1	2	2	0	2	2	0	2	2	0	2	2	0	4	2	2	4	2	2
Chemist Warehouse Remix	5	6	-1	1	2	-1	3	3	0	2	3	-1	1	2	-1	1	2	-1	1	1	0	4	5	-1	4	5	-1
Coles Radio	15	22	-7	7	8	-1	9	9	0	10	16	-6	9	10	-1	1	4	-3	9	8	1	20	20	0	9	8	1
DANCE HITS	20	20	0	9	4	5	9	9	0	8	7	1	10	9	1	4	3	1	4	3	1	20	20	0	20	20	0
EASY 80s HITS	17	24	-7	5	3	2	7	5	2	7	10	-3	5	9	-4	5	5	0	14	13	1	14	13	1	14	13	1
Mix 80s	22	25	-3	9	11	-2	7	5	2	10	9	1	11	12	-1	5	6	-1	8	13	-5	8	13	-5	8	13	-5
Mix 90s	20	26	-6	4	10	-6	5	6	-1	10	9	1	9	9	0	5	6	-1	15	12	3	15	12	3	15	12	3
MMM 80s	9	5	4	4	1	3	3	2	1	4	3	1	4	4	0	2	2	0	5	5	0	5	5	0	5	5	0
MMM 90s	11	9	2	2	2	0	4	2	2	6	4	2	3	4	-1	2	3	-1	8	8	0	8	8	0	8	8	0
MMM CLASSIC ROCK	15	16	-1	4	4	0	8	8	0	9	10	-1	9	9	0	4	6	-2	11	10	1	11	10	1	11	10	1
MMM HARD N HEAVY	4	5	-1	2	4	-2	3	2	1	1	1	0	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0
NOVA Throwbacks	21	20	1	10	8	2	9	6	3	12	12	0	6	8	-2	5	6	-1	10	11	-1	10	11	-1	10	11	-1
OLDSKOOL 90s HITS	28	28	0	12	10	2	10	4	6	11	13	-2	8	10	-2	5	9	-4	10	9	1	10	9	1	10	9	1
RnB Fridays Radio	29	28	1	14	12	2	11	12	-1	13	14	-1	13	10	3	6	7	-1	11	8	3	11	8	3	11	8	3
smooth fm Adelaide	24	22	2	9	8	1	12	12	0	18	12	6	10	7	3	5	4	1	14	12	2	14	12	2	14	12	2
SOUNDCLOUD RADIO	9	11	-2	5	4	1	2	4	-2	4	5	-1	4	5	-1	3	3	0	6	1	5	6	1	5	6	1	5
TikTok Trending	28	21	7	5	6	-1	10	4	6	13	9	4	14	11	3	11	8	3	18	20	-2	18	20	-2	18	20	-2
triple j Unearthed	11	18	-7	1	5	-4	3	6	-3	5	6	-1	3	6	-3	4	4	0	4	8	-4	4	8	-4	4	8	-4
ABC Country	9	9	0	1	2	-1	5	4	1	4	3	1	3	2	1	1	3	-2	5	8	-3	5	8	-3	5	8	-3
ABC Jazz	18	24	-6	2	5	-3	4	3	1	7	8	-1	10	11	-1	7	11	-4	16	16	0	16	16	0	16	16	0
ABC KIDS LISTEN	8	17	-9	2	5	-3	4	7	-3	3	3	0	3	5	-2	1	4	-3	7	10	-3	7	10	-3	7	10	-3
ABC Sport	5	7	-2	1	1	0	2	1	1	4	2	2	3	3	0	1	2	-1	9	9	0	9	9	0	9	9	0
Double J	20	17	3	7	6	1	9	7	2	8	8	0	8	8	0	4	5	-1	11	9	2	11	9	2	11	9	2
Total Digital/Internet Only	252	268	-16	108	110	-2	118	109	9	146	149	-3	132	140	-8	80	93	-13	200	192	8	200	192	8	200	192	8