



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							



ADELAIDE RADIO - 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	+/-
FIVEaa	163	139	24	12	13	-1	8	4	4	15	11	4	30	22	8	30	29	1	69	60	9
CRUISE1323	208	181	27	12	9	3	8	9	-1	17	16	1	29	22	7	45	43	2	97	82	15
MIX102.3	328	300	28	41	48	-7	43	33	10	78	51	27	70	80	-10	55	43	12	41	45	-4
5MMM	221	201	20	27	20	7	24	16	8	52	44	8	63	59	4	36	38	-2	19	24	-5
NOVA91.9	343	314	29	64	65	-1	59	59	0	113	102	11	66	55	11	29	26	3	13	9	4
SAFM	267	229	38	50	40	10	22	28	-6	99	88	11	59	40	19	24	22	2	14	11	3
ABC ADE	212	194	18	10	10	0	7	7	0	21	18	3	36	34	2	37	37	0	102	89	13
5RN	60	52	8	5	3	2	1	1	0	8	3	5	10	14	-4	14	9	5	22	23	-1
ABC NEWSRADIO	91	60	31	7	3	4	6	1	5	12	7	5	13	10	3	17	14	3	34	25	9
5JJJ	183	155	28	19	19	0	40	28	12	68	57	11	38	33	5	13	10	3	6	6	0
ABC CLASSIC	86	75	11	3	4	-1	4	5	-1	13	12	1	8	11	-3	16	11	5	41	31	10
Total	1114	1100	14	111	113	-2	113	113	0	264	255	9	235	236	-1	158	158	0	233	226	7

Cumulative Audience (000's) by Session, P10+ [Potential: 1174]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	144	130	14	103	87	16	75	64	11	58	60	-2	55	53	2	50	40	10	109	89	20
CRUISE1323	181	165	16	89	81	8	112	86	26	109	105	4	84	85	-1	44	43	1	145	126	19
MIX102.3	287	264	23	149	155	-6	150	128	22	163	146	17	139	136	3	59	61	-2	196	184	12
5MMM	199	180	19	102	117	-15	97	93	4	106	108	-2	92	100	-8	40	30	10	113	113	0
NOVA91.9	301	291	10	164	161	3	132	114	18	163	155	8	160	160	0	74	87	-13	213	196	17
SAFM	236	205	31	115	119	-4	108	90	18	131	115	16	119	112	7	50	51	-1	138	134	4
ABC ADE	191	181	10	134	135	-1	122	107	15	94	102	-8	84	91	-7	52	52	0	137	128	9
5RN	52	46	6	28	31	-3	19	20	-1	21	20	1	20	20	0	13	12	1	29	31	-2
ABC NEWSRADIO	79	54	25	44	31	13	30	16	14	23	19	4	19	14	5	24	16	8	51	35	16
5JJJ	155	136	19	85	82	3	76	62	14	77	73	4	83	76	7	44	38	6	111	90	21
ABC CLASSIC	70	69	1	38	34	4	36	33	3	33	32	1	34	40	-6	19	20	-1	55	44	11
Total	1083	1082	1	823	838	-15	771	716	55	795	804	-9	740	783	-43	426	426	0	963	911	52



ADELAIDE RADIO - SURVEY 1 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	2	2	0	3	2	1	9	8	1
CRUISE1323	15	13	2	*	*	*	1	*	*	*	*	*	3	2	1	4	3	1	7	7	0
MIX102.3	16	15	1	2	1	1	2	1	1	3	2	1	3	5	-2	4	3	1	2	3	-1
5MMM	12	13	-1	1	1	0	1	*	*	2	2	0	5	5	0	2	3	-1	1	2	-1
NOVA91.9	13	13	0	2	2	0	2	2	0	4	4	0	3	3	0	1	1	0	*	*	*
SAFM	12	10	2	3	1	2	1	1	0	4	4	0	2	2	0	1	1	0	1	1	0
ABC ADE	17	17	0	*	*	*	*	*	*	1	1	0	2	1	1	3	4	-1	11	11	0
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
5JJJ	10	7	3	1	1	0	2	2	0	3	2	1	3	2	1	*	*	*	*	*	*
ABC CLASSIC	5	4	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	3	3	0
Total	141	136	5	11	9	2	9	10	-1	25	23	2	30	30	0	24	24	0	41	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	30	26	4	22	21	1	9	10	-1	10	10	0	9	7	2	12	10	2						
CRUISE1323	15	13	2	15	14	1	27	23	4	23	20	3	11	11	0	4	3	1	15	14	1						
MIX102.3	16	16	0	16	19	-3	23	23	0	25	22	3	17	15	2	5	4	1	14	13	1						
5MMM	14	15	-1	19	25	-6	24	23	1	20	20	0	10	13	-3	2	2	0	7	9	-2						
NOVA91.9	14	14	0	17	17	0	16	16	0	17	17	0	18	18	0	4	5	-1	12	11	1						
SAFM	13	11	2	14	16	-2	20	13	7	18	15	3	15	11	4	4	2	2	9	8	1						
ABC ADE	19	18	1	37	36	1	28	26	2	17	16	1	15	16	-1	7	5	2	13	12	1						
5RN	2	2	0	4	5	-1	2	2	0	2	2	0	2	3	-1	1	1	0	2	2	0						
ABC NEWSRADIO	3	2	1	6	4	2	3	1	2	2	2	0	1	1	0	2	1	1	3	2	1						
5JJJ	10	7	3	11	10	1	14	9	5	13	10	3	11	8	3	3	2	1	10	5	5						
ABC CLASSIC	4	4	0	6	6	0	7	6	1	4	4	0	4	5	-1	2	1	1	5	4	1						
Total	149	145	4	199	206	-7	219	204	15	183	179	4	137	138	-1	50	44	6	123	114	9						