



ADELAIDE RADIO - SURVEY 5 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	8.9	8.0	0.9	5.0	4.7	0.3	2.3	1.1	1.2	2.2	2.3	-0.1	3.8	4.2	-0.4	12.1	10.8	1.3	18.0	15.0	3.0
CRUISE1323	10.2	9.7	0.5	3.2	1.8	1.4	3.9	3.5	0.4	3.2	2.7	0.5	6.9	6.8	0.1	15.6	13.8	1.8	18.0	17.4	0.6
MIX102.3	10.6	10.6	0.0	11.1	11.5	-0.4	11.4	12.7	-1.3	10.2	9.1	1.1	13.5	15.2	-1.7	12.5	10.3	2.2	7.3	7.8	-0.5
5MMM	10.2	9.9	0.3	8.8	10.2	-1.4	13.0	9.4	3.6	9.6	8.3	1.3	17.8	17.1	0.7	12.1	13.0	-0.9	3.9	4.2	-0.3
NOVA91.9	11.0	10.2	0.8	22.2	22.1	0.1	24.7	21.7	3.0	18.2	17.9	0.3	9.3	9.9	-0.6	8.7	7.0	1.7	1.9	1.6	0.3
SAFM	10.2	10.1	0.1	19.6	17.6	2.0	14.4	16.9	-2.5	17.5	20.0	-2.5	13.2	12.6	0.6	6.5	5.8	0.7	1.0	1.0	0.0
ABC ADE	11.7	13.6	-1.9	3.7	4.3	-0.6	0.4	1.9	-1.5	2.0	3.2	-1.2	5.3	4.8	0.5	12.7	15.6	-2.9	27.7	30.4	-2.7
5RN	2.2	2.3	-0.1	1.3	0.9	0.4	2.0	1.2	0.8	0.3	0.3	0.0	1.9	2.0	-0.1	2.2	3.3	-1.1	4.0	3.8	0.2
ABC NEWSRADIO	2.1	1.9	0.2	0.6	0.8	-0.2	1.0	1.9	-0.9	2.2	1.4	0.8	1.6	1.2	0.4	2.3	2.7	-0.4	3.2	2.7	0.5
5JJJ	4.6	5.1	-0.5	4.9	5.0	-0.1	6.3	9.3	-3.0	11.2	13.9	-2.7	6.6	6.3	0.3	0.8	0.5	0.3	0.5	0.5	0.0
ABC CLASSIC	3.1	2.9	0.2	1.1	1.5	-0.4	2.1	1.9	0.2	0.8	0.7	0.1	1.6	1.4	0.2	3.5	4.7	-1.2	6.3	5.0	1.3

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	9.1	8.3	0.8	13.8	11.8	2.0	8.8	9.5	-0.7	4.6	3.4	1.2	6.3	6.2	0.1	15.8	13.3	2.5	8.3	7.1	1.2							
CRUISE1323	9.9	9.3	0.6	7.2	7.5	-0.3	10.7	9.7	1.0	12.4	11.8	0.6	10.3	9.5	0.8	7.1	5.7	1.4	11.1	10.6	0.5							
MIX102.3	10.5	10.3	0.2	8.0	6.9	1.1	10.5	10.5	0.0	13.0	12.9	0.1	10.9	10.9	0.0	9.4	10.2	-0.8	10.9	11.5	-0.6							
5MMM	10.5	10.4	0.1	10.0	11.3	-1.3	10.5	9.3	1.2	11.2	10.9	0.3	10.9	10.2	0.7	9.0	9.1	-0.1	9.4	8.5	0.9							
NOVA91.9	10.9	10.2	0.7	10.8	9.3	1.5	10.7	9.5	1.2	12.0	11.2	0.8	12.0	12.3	-0.3	6.3	7.9	-1.6	11.1	10.3	0.8							
SAFM	10.6	10.6	0.0	8.6	9.0	-0.4	9.1	10.0	-0.9	11.9	12.1	-0.2	12.9	12.5	0.4	11.7	9.0	2.7	8.9	8.8	0.1							
ABC ADE	11.9	14.0	-2.1	16.6	18.9	-2.3	13.7	15.3	-1.6	9.1	10.8	-1.7	8.1	10.4	-2.3	9.2	12.4	-3.2	11.2	12.4	-1.2							
5RN	2.2	2.3	-0.1	5.1	4.6	0.5	1.0	1.2	-0.2	0.9	1.1	-0.2	2.0	2.5	-0.5	2.0	2.1	-0.1	2.0	2.3	-0.3							
ABC NEWSRADIO	2.2	1.8	0.4	3.4	3.2	0.2	1.6	0.9	0.7	1.5	1.2	0.3	1.2	0.8	0.4	4.2	3.6	0.6	2.0	2.4	-0.4							
5JJJ	4.6	5.0	-0.4	4.0	4.9	-0.9	4.4	4.9	-0.5	4.3	5.0	-0.7	6.2	5.6	0.6	4.4	4.6	-0.2	4.8	5.4	-0.6							
ABC CLASSIC	2.8	2.5	0.3	2.8	2.1	0.7	3.5	2.0	1.5	2.4	2.4	0.0	2.4	3.0	-0.6	3.0	4.7	-1.7	3.8	4.0	-0.2							



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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	150	140	10	11	10	1	7	4	3	11	14	-3	23	26	-3	35	28	7	61	58	3
CRUISE1323	206	197	9	13	11	2	11	12	-1	21	20	1	31	29	2	44	42	2	87	83	4
MIX102.3	359	331	28	43	44	-1	45	38	7	80	71	9	88	82	6	53	46	7	49	50	-1
5MMM	255	267	-12	35	37	-2	27	32	-5	61	66	-5	66	67	-1	44	44	0	21	22	-1
NOVA91.9	359	348	11	65	64	1	53	54	-1	123	119	4	72	72	0	30	24	6	16	15	1
SAFM	307	292	15	55	51	4	38	34	4	102	107	-5	71	62	9	29	23	6	13	14	-1
ABC ADE	200	222	-22	14	13	1	4	4	0	15	23	-8	30	36	-6	39	42	-3	99	104	-5
5RN	72	69	3	4	3	1	6	1	5	6	6	0	15	15	0	17	16	1	25	28	-3
ABC NEWSRADIO	90	91	-1	8	8	0	6	10	-4	16	14	2	19	15	4	18	18	0	25	26	-1
5JJJ	163	151	12	18	19	-1	30	30	0	70	59	11	31	29	2	9	9	0	4	7	-3
ABC CLASSIC	83	69	14	4	4	0	5	6	-1	12	12	0	11	11	0	13	14	-1	38	22	16
Total	1114	1114	0	116	116	0	112	111	1	260	262	-2	238	235	3	157	156	1	232	234	-2

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
FIVEaa	137	126	11	98	88	10	70	72	-2	56	55	1	53	45	8	48	40	8	103	89	14						
CRUISE1323	186	178	8	91	88	3	105	96	9	118	122	-4	102	91	11	44	35	9	132	123	9						
MIX102.3	323	295	28	152	130	22	161	144	17	178	168	10	151	145	6	65	65	0	208	212	-4						
5MMM	218	236	-18	120	138	-18	105	104	1	111	121	-10	98	99	-1	41	44	-3	154	152	2						
NOVA91.9	318	307	11	180	177	3	158	149	9	169	173	-4	160	154	6	61	65	-4	223	218	5						
SAFM	288	270	18	145	143	2	130	127	3	155	150	5	143	143	0	68	70	-2	166	159	7						
ABC ADE	176	202	-26	129	152	-23	111	118	-7	97	115	-18	84	95	-11	56	60	-4	146	157	-11						
5RN	62	58	4	36	36	0	21	21	0	20	22	-2	24	23	1	11	13	-2	37	41	-4						
ABC NEWSRADIO	80	77	3	48	48	0	28	21	7	24	24	0	15	13	2	23	18	5	47	53	-6						
5JJJ	144	137	7	72	79	-7	59	55	4	59	63	-4	79	71	8	26	30	-4	90	82	8						
ABC CLASSIC	71	60	11	28	22	6	35	25	10	33	34	-1	28	28	0	18	21	-3	57	46	11						
Total	1078	1080	-2	830	859	-29	770	759	11	781	802	-21	754	738	16	409	397	12	969	975	-6						



ADELAIDE RADIO - SURVEY 5 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	13	12	1	1	1	0	*	*	*	1	1	0	1	1	0	3	3	0	7	6	1
CRUISE1323	15	14	1	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	7	7	0
MIX102.3	15	15	0	2	1	1	1	1	0	3	2	1	4	5	-1	3	2	1	3	3	0
5MMM	15	14	1	1	1	0	1	1	0	3	2	1	5	5	0	3	3	0	2	2	0
NOVA91.9	16	15	1	3	3	0	2	2	0	5	5	0	3	3	0	2	2	0	1	1	0
SAFM	15	15	0	3	2	1	1	2	-1	5	5	0	4	4	0	2	1	1	*	*	*
ABC ADE	17	20	-3	1	1	0	*	*	*	1	1	0	2	1	1	3	4	-1	11	13	-2
5RN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	1	1	0
5JJJ	7	7	0	1	1	0	1	1	0	3	4	-1	2	2	0	*	*	*	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1
Total	144	145	-1	14	12	2	8	9	-1	28	27	1	30	30	0	25	23	2	40	43	-3

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	14	13	1	27	24	3	20	22	-2	9	7	2	9	9	0	8	6	2	10	9	1						
CRUISE1323	15	14	1	14	15	-1	24	22	2	24	23	1	15	14	1	4	3	1	14	13	1						
MIX102.3	16	16	0	16	14	2	23	24	-1	25	25	0	16	16	0	5	5	0	13	15	-2						
5MMM	16	16	0	20	23	-3	23	21	2	22	21	1	16	15	1	4	4	0	12	11	1						
NOVA91.9	17	16	1	21	19	2	24	22	2	23	21	2	18	18	0	3	4	-1	14	13	1						
SAFM	16	16	0	17	18	-1	20	23	-3	23	23	0	19	18	1	6	4	2	11	11	0						
ABC ADE	18	21	-3	33	38	-5	30	35	-5	18	21	-3	12	15	-3	5	6	-1	14	16	-2						
5RN	3	3	0	10	9	1	2	3	-1	2	2	0	3	4	-1	1	1	0	2	3	-1						
ABC NEWSRADIO	3	3	0	7	6	1	4	2	2	3	2	1	2	1	1	2	2	0	2	3	-1						
5JJJ	7	8	-1	8	10	-2	10	11	-1	8	9	-1	9	8	1	2	2	0	6	7	-1						
ABC CLASSIC	4	4	0	5	4	1	8	5	3	5	5	0	4	4	0	1	2	-1	5	5	0						
Total	153	152	1	197	201	-4	223	229	-6	194	191	3	147	143	4	50	46	4	124	126	-2						