



ADELAIDE RADIO - SURVEY 8 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	11.1	10.3	0.8	6.3	5.8	0.5	5.1	8.2	-3.1	1.3	1.6	-0.3	5.1	8.0	-2.9	13.3	13.6	-0.3	24.5	18.3	6.2
CRUISE1323	8.9	8.7	0.2	6.1	1.5	4.6	3.1	2.6	0.5	3.1	2.4	0.7	4.2	3.5	0.7	18.1	19.8	-1.7	13.3	14.2	-0.9
MIX102.3	11.8	11.5	0.3	14.2	12.3	1.9	12.4	10.4	2.0	10.7	11.7	-1.0	19.0	15.8	3.2	11.9	14.4	-2.5	5.6	6.5	-0.9
5MMM	9.8	8.9	0.9	8.0	10.2	-2.2	7.2	5.8	1.4	11.0	6.3	4.7	14.9	13.8	1.1	10.7	12.9	-2.2	5.8	4.9	0.9
NOVA91.9	10.1	10.9	-0.8	20.1	19.0	1.1	29.0	31.7	-2.7	13.3	16.7	-3.4	10.8	9.6	1.2	6.1	4.3	1.8	1.3	3.2	-1.9
SAFM	9.1	9.4	-0.3	17.6	23.8	-6.2	9.0	7.0	2.0	18.3	17.4	0.9	8.7	9.8	-1.1	5.0	5.7	-0.7	2.6	1.2	1.4
ABC ADE	9.1	9.3	-0.2	2.1	1.1	1.0	2.1	2.2	-0.1	1.3	1.1	0.2	4.4	5.7	-1.3	9.8	7.4	2.4	22.1	23.6	-1.5
5RN	1.6	2.5	-0.9	0.1	1.0	-0.9	0.3	0.3	0.0	0.6	0.5	0.1	0.9	2.3	-1.4	0.7	0.7	0.0	4.4	6.3	-1.9
ABC NEWSRADIO	1.7	2.0	-0.3	1.0	0.4	0.6	2.8	1.1	1.7	1.6	1.7	-0.1	1.3	1.3	0.0	1.7	2.0	-0.3	2.0	3.4	-1.4
5JJJ	6.1	5.8	0.3	5.6	6.5	-0.9	6.4	7.1	-0.7	15.7	13.2	2.5	8.9	9.8	-0.9	1.8	1.3	0.5	0.3	*	*
ABC CLASSIC	1.9	2.3	-0.4	0.5	0.4	0.1	0.4	0.1	0.3	0.4	0.4	0.0	0.6	1.4	-0.8	1.9	3.0	-1.1	4.7	5.1	-0.4

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	11.7	10.6	1.1	16.5	15.2	1.3	11.0	9.2	1.8	5.3	4.8	0.5	10.6	10.4	0.2	23.0	21.3	1.7	9.4	9.5	-0.1						
CRUISE1323	7.8	7.8	0.0	6.9	7.2	-0.3	8.6	8.8	-0.2	9.0	8.8	0.2	7.1	7.4	-0.3	4.9	4.3	0.6	12.4	11.4	1.0						
MIX102.3	11.8	11.7	0.1	9.0	8.3	0.7	13.3	13.1	0.2	13.4	13.6	-0.2	11.6	11.5	0.1	11.1	11.8	-0.7	11.6	11.1	0.5						
5MMM	10.0	9.4	0.6	11.2	10.8	0.4	9.1	9.3	-0.2	10.0	10.2	-0.2	11.2	8.8	2.4	7.3	4.1	3.2	9.0	7.4	1.6						
NOVA91.9	10.2	10.7	-0.5	9.3	10.3	-1.0	9.0	10.3	-1.3	12.0	11.6	0.4	11.5	12.2	-0.7	8.1	7.0	1.1	9.8	11.3	-1.5						
SAFM	9.2	9.7	-0.5	8.4	8.5	-0.1	8.2	9.5	-1.3	10.1	10.6	-0.5	11.6	11.2	0.4	7.4	7.3	0.1	8.6	8.4	0.2						
ABC ADE	9.5	9.4	0.1	13.6	12.8	0.8	9.1	8.4	0.7	7.1	7.9	-0.8	8.3	8.8	-0.5	8.5	8.6	-0.1	7.9	8.8	-0.9						
5RN	1.6	2.5	-0.9	2.1	3.9	-1.8	1.1	1.9	-0.8	1.2	1.8	-0.6	2.3	1.9	0.4	1.8	2.9	-1.1	1.8	2.7	-0.9						
ABC NEWSRADIO	1.6	1.9	-0.3	2.9	3.3	-0.4	0.6	0.9	-0.3	1.0	1.0	0.0	1.0	1.3	-0.3	3.4	4.5	-1.1	2.1	2.2	-0.1						
5JJJ	6.4	5.8	0.6	5.6	5.9	-0.3	7.2	5.6	1.6	7.3	6.4	0.9	6.2	6.3	-0.1	3.4	3.2	0.2	5.2	5.9	-0.7						
ABC CLASSIC	1.5	2.0	-0.5	1.3	1.7	-0.4	1.9	2.5	-0.6	1.0	1.3	-0.3	1.4	1.8	-0.4	3.4	4.3	-0.9	2.8	3.2	-0.4						



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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	167	178	-11	16	16	0	15	14	1	17	18	-1	20	36	-16	30	34	-4	69	60	9
CRUISE1323	210	204	6	17	17	0	16	18	-2	21	22	-1	32	26	6	47	44	3	78	76	2
MIX102.3	345	338	7	45	41	4	52	48	4	66	71	-5	83	79	4	52	49	3	47	51	-4
5MMM	270	270	0	29	32	-3	29	27	2	60	65	-5	77	76	1	43	42	1	31	29	2
NOVA91.9	364	382	-18	57	69	-12	74	70	4	117	130	-13	69	69	0	31	24	7	16	19	-3
SAFM	296	305	-9	48	60	-12	37	36	1	107	112	-5	58	56	2	31	29	2	16	12	4
ABC ADE	174	184	-10	12	9	3	8	9	-1	15	20	-5	21	28	-7	31	30	1	86	88	-2
5RN	56	64	-8	4	2	2	3	4	-1	9	6	3	11	18	-7	10	8	2	20	26	-6
ABC NEWSRADIO	89	96	-7	9	5	4	11	10	1	15	15	0	18	17	1	16	18	-2	20	31	-11
5JJJ	168	167	1	11	18	-7	28	26	2	78	76	2	34	35	-1	13	10	3	5	2	3
ABC CLASSIC	57	59	-2	4	3	1	1	2	-1	7	8	-1	6	9	-3	7	8	-1	31	29	2
Total	1111	1113	-2	113	115	-2	117	115	2	262	262	0	236	236	0	154	156	-2	229	230	-1

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	154	165	-11	103	111	-8	83	76	7	62	64	-2	72	71	1	53	54	-1	102	112	-10	102	112	-10	102	112	-10
CRUISE1323	179	173	6	80	88	-8	91	87	4	102	98	4	77	82	-5	38	37	1	134	135	-1	134	135	-1	134	135	-1
MIX102.3	308	309	-1	147	138	9	146	149	-3	183	195	-12	149	146	3	67	64	3	209	205	4	209	205	4	209	205	4
5MMM	236	232	4	130	124	6	102	105	-3	130	127	3	118	98	20	56	39	17	151	137	14	151	137	14	151	137	14
NOVA91.9	319	333	-14	178	190	-12	150	146	4	188	190	-2	165	169	-4	67	70	-3	217	238	-21	217	238	-21	217	238	-21
SAFM	269	268	1	155	155	0	106	123	-17	147	151	-4	134	128	6	56	54	2	166	170	-4	166	170	-4	166	170	-4
ABC ADE	156	161	-5	105	114	-9	87	80	7	80	88	-8	73	75	-2	39	41	-2	108	115	-7	108	115	-7	108	115	-7
5RN	46	54	-8	17	25	-8	15	22	-7	19	25	-6	24	17	7	10	12	-2	33	37	-4	33	37	-4	33	37	-4
ABC NEWSRADIO	75	85	-10	47	50	-3	20	23	-3	22	26	-4	20	25	-5	19	19	0	52	54	-2	52	54	-2	52	54	-2
5JJJ	153	146	7	91	85	6	78	69	9	74	78	-4	84	74	10	34	35	-1	94	102	-8	94	102	-8	94	102	-8
ABC CLASSIC	50	51	-1	21	21	0	25	27	-2	20	19	1	19	21	-2	13	11	2	35	35	0	35	35	0	35	35	0
Total	1088	1092	-4	843	856	-13	740	749	-9	798	816	-18	772	755	17	399	401	-2	956	959	-3	956	959	-3	956	959	-3



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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	16	15	1	1	1	0	1	1	0	*	*	*	2	2	0	3	3	0	9	7	2
CRUISE1323	13	13	0	1	*	*	*	*	*	1	1	0	1	1	0	4	5	-1	5	6	-1
MIX102.3	17	17	0	2	2	0	1	1	0	3	3	0	6	5	1	3	3	0	2	3	-1
5MMM	14	13	1	1	1	0	1	1	0	3	2	1	5	4	1	3	3	0	2	2	0
NOVA91.9	15	16	-1	3	3	0	3	3	0	3	4	-1	3	3	0	1	1	0	1	1	0
SAFM	13	14	-1	3	3	0	1	1	0	5	5	0	3	3	0	1	1	0	1	*	*
ABC ADE	13	13	0	*	*	*	*	*	*	*	*	*	1	2	-1	2	2	0	9	9	0
5RN	2	4	-2	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	2	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
5JJJ	9	8	1	1	1	0	1	1	0	4	4	0	3	3	0	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
Total	144	145	-1	15	14	1	10	11	-1	26	27	-1	31	30	1	24	24	0	39	39	0

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	18	16	2	32	31	1	24	20	4	11	10	1	16	15	1	11	10	1	11	11	0	11	11	0	11	11	0
CRUISE1323	12	12	0	14	15	-1	19	19	0	18	18	0	11	11	0	2	2	0	15	14	1	15	14	1	15	14	1
MIX102.3	18	18	0	18	17	1	29	29	0	27	28	-1	17	17	0	5	6	-1	14	13	1	14	13	1	14	13	1
5MMM	15	15	0	22	22	0	20	20	0	20	21	-1	17	13	4	3	2	1	11	9	2	11	9	2	11	9	2
NOVA91.9	16	17	-1	18	21	-3	20	23	-3	24	24	0	17	18	-1	4	3	1	12	14	-2	12	14	-2	12	14	-2
SAFM	14	15	-1	16	17	-1	18	21	-3	20	22	-2	17	16	1	3	3	0	10	10	0	10	10	0	10	10	0
ABC ADE	14	15	-1	27	26	1	20	19	1	14	16	-2	12	13	-1	4	4	0	10	10	0	10	10	0	10	10	0
5RN	2	4	-2	4	8	-4	2	4	-2	2	4	-2	3	3	0	1	1	0	2	3	-1	2	3	-1	2	3	-1
ABC NEWSRADIO	2	3	-1	6	7	-1	1	2	-1	2	2	0	2	2	0	2	2	0	3	3	0	3	3	0	3	3	0
5JJJ	10	9	1	11	12	-1	16	12	4	15	13	2	9	9	0	2	2	0	6	7	-1	6	7	-1	6	7	-1
ABC CLASSIC	2	3	-1	3	4	-1	4	6	-2	2	3	-1	2	3	-1	2	3	-1	3	4	-1	2	2	0	3	4	-1
Total	153	155	-2	197	202	-5	220	220	0	200	205	-5	148	145	3	47	47	0	121	119	2	121	119	2	121	119	2