



ADELAIDE RADIO - SURVEY 3 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 | 8.1 | 8.7 | -0.6 | 6.5 | 3.5 | 3.0 | 0.5 | 2.1 | -1.6 | 0.9 | 1.9 | -1.0 | 3.9 | 3.6 | 0.3 | 7.3 | 8.5 | -1.2 | 18.3 | 20.6 | -2.3 |
| CRUISE1323 | 10.5 | 11.3 | -0.8 | 2.1 | 1.9 | 0.2 | 1.9 | 2.4 | -0.5 | 1.7 | 1.1 | 0.6 | 6.7 | 8.6 | -1.9 | 16.2 | 18.1 | -1.9 | 20.1 | 21.4 | -1.3 |
| MIX102.3 | 11.6 | 11.8 | -0.2 | 11.3 | 16.1 | -4.8 | 15.1 | 17.1 | -2.0 | 10.3 | 13.0 | -2.7 | 16.2 | 10.9 | 5.3 | 11.8 | 13.5 | -1.7 | 8.4 | 8.1 | 0.3 |
| 5MMM | 8.2 | 7.6 | 0.6 | 9.4 | 4.2 | 5.2 | 9.5 | 8.0 | 1.5 | 6.1 | 6.7 | -0.6 | 10.3 | 12.9 | -2.6 | 11.9 | 8.4 | 3.5 | 5.5 | 4.6 | 0.9 |
| NOVA91.9 | 11.2 | 11.8 | -0.6 | 29.0 | 32.1 | -3.1 | 27.3 | 27.9 | -0.6 | 17.5 | 17.1 | 0.4 | 10.7 | 11.4 | -0.7 | 6.3 | 7.6 | -1.3 | 1.1 | 1.0 | 0.1 |
| SAFM | 9.2 | 8.6 | 0.6 | 14.0 | 17.7 | -3.7 | 14.1 | 8.6 | 5.5 | 20.5 | 20.1 | 0.4 | 9.5 | 7.4 | 2.1 | 4.8 | 3.9 | 0.9 | 1.4 | 1.8 | -0.4 |
| ABC ADE | 12.0 | 10.8 | 1.2 | 3.4 | 2.4 | 1.0 | 2.4 | 1.0 | 1.4 | 3.3 | 3.5 | -0.2 | 7.9 | 8.7 | -0.8 | 14.4 | 12.9 | 1.5 | 23.7 | 21.0 | 2.7 |
| 5RN | 1.7 | 1.3 | 0.4 | 0.8 | 0.7 | 0.1 | * | 0.2 | * | 0.4 | 0.5 | -0.1 | 1.1 | 0.3 | 0.8 | 4.1 | 3.4 | 0.7 | 2.5 | 2.0 | 0.5 |
| ABC NEWSRADIO | 1.9 | 2.2 | -0.3 | 0.9 | 0.9 | 0.0 | 1.5 | 0.5 | 1.0 | 1.9 | 1.5 | 0.4 | 2.4 | 1.8 | 0.6 | 1.9 | 3.3 | -1.4 | 2.1 | 3.3 | -1.2 |
| 5JJJ | 5.1 | 6.0 | -0.9 | 4.9 | 5.4 | -0.5 | 11.3 | 16.1 | -4.8 | 14.7 | 14.3 | 0.4 | 4.2 | 6.3 | -2.1 | 0.8 | 1.2 | -0.4 | 0.3 | 0.4 | -0.1 |
| ABC CLASSIC | 2.7 | 2.7 | 0.0 | 0.7 | 1.1 | -0.4 | 0.3 | 0.2 | 0.1 | 0.6 | 0.9 | -0.3 | 1.7 | 1.8 | -0.1 | 3.7 | 2.4 | 1.3 | 5.4 | 5.8 | -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 | 8.5 | 8.8 | -0.3 | 11.1 | 11.6 | -0.5 | 10.5 | 10.3 | 0.2 | 3.9 | 4.8 | -0.9 | 7.0 | 6.5 | 0.5 | 12.5 | 13.4 | -0.9 | 7.1 | 8.5 | -1.4 | | | | | | |
| CRUISE1323 | 10.0 | 10.6 | -0.6 | 8.8 | 9.0 | -0.2 | 11.8 | 13.6 | -1.8 | 11.2 | 12.6 | -1.4 | 8.4 | 7.2 | 1.2 | 7.1 | 7.1 | 0.0 | 12.0 | 13.3 | -1.3 | | | | | | |
| MIX102.3 | 11.4 | 11.7 | -0.3 | 8.8 | 9.9 | -1.1 | 11.8 | 11.3 | 0.5 | 13.4 | 12.5 | 0.9 | 11.3 | 13.1 | -1.8 | 11.4 | 13.2 | -1.8 | 12.2 | 12.1 | 0.1 | | | | | | |
| 5MMM | 8.4 | 8.2 | 0.2 | 9.9 | 8.9 | 1.0 | 6.9 | 7.7 | -0.8 | 9.7 | 10.2 | -0.5 | 8.4 | 7.0 | 1.4 | 4.5 | 3.6 | 0.9 | 7.3 | 5.8 | 1.5 | | | | | | |
| NOVA91.9 | 10.8 | 11.4 | -0.6 | 11.1 | 12.3 | -1.2 | 8.3 | 8.8 | -0.5 | 11.0 | 11.9 | -0.9 | 14.0 | 14.2 | -0.2 | 10.8 | 9.7 | 1.1 | 12.5 | 13.0 | -0.5 | | | | | | |
| SAFM | 9.8 | 9.1 | 0.7 | 8.8 | 7.7 | 1.1 | 8.7 | 8.3 | 0.4 | 10.4 | 9.8 | 0.6 | 11.9 | 11.4 | 0.5 | 9.6 | 8.6 | 1.0 | 7.5 | 7.2 | 0.3 | | | | | | |
| ABC ADE | 12.6 | 11.2 | 1.4 | 16.7 | 15.8 | 0.9 | 13.2 | 10.9 | 2.3 | 10.3 | 8.1 | 2.2 | 9.7 | 10.2 | -0.5 | 10.9 | 10.7 | 0.2 | 10.2 | 9.4 | 0.8 | | | | | | |
| 5RN | 1.6 | 1.3 | 0.3 | 2.5 | 1.8 | 0.7 | 1.1 | 1.0 | 0.1 | 0.8 | 0.8 | 0.0 | 2.1 | 1.5 | 0.6 | 2.4 | 2.0 | 0.4 | 2.1 | 1.4 | 0.7 | | | | | | |
| ABC NEWSRADIO | 1.8 | 2.3 | -0.5 | 3.2 | 3.4 | -0.2 | 1.6 | 2.2 | -0.6 | 0.9 | 1.3 | -0.4 | 1.1 | 1.3 | -0.2 | 2.7 | 3.9 | -1.2 | 2.2 | 2.2 | 0.0 | | | | | | |
| 5JJJ | 5.1 | 6.3 | -1.2 | 5.5 | 5.4 | 0.1 | 5.8 | 7.3 | -1.5 | 5.5 | 6.6 | -1.1 | 4.2 | 6.4 | -2.2 | 2.8 | 5.0 | -2.2 | 4.9 | 5.1 | -0.2 | | | | | | |
| ABC CLASSIC | 2.4 | 2.4 | 0.0 | 2.1 | 2.3 | -0.2 | 2.5 | 2.9 | -0.4 | 2.3 | 2.1 | 0.2 | 2.4 | 2.1 | 0.3 | 3.9 | 3.0 | 0.9 | 3.6 | 3.4 | 0.2 | | | | | | |



ADELAIDE RADIO - SURVEY 3 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 | 140 | 152 | -12 | 10 | 12 | -2 | 5 | 8 | -3 | 13 | 15 | -2 | 24 | 27 | -3 | 26 | 27 | -1 | 63 | 64 | -1 |
| CRUISE1323 | 200 | 209 | -9 | 15 | 13 | 2 | 7 | 7 | 0 | 21 | 19 | 2 | 28 | 34 | -6 | 43 | 43 | 0 | 87 | 93 | -6 |
| MIX102.3 | 337 | 339 | -2 | 46 | 45 | 1 | 37 | 43 | -6 | 69 | 78 | -9 | 80 | 76 | 4 | 48 | 47 | 1 | 57 | 51 | 6 |
| 5MMM | 253 | 230 | 23 | 35 | 28 | 7 | 34 | 26 | 8 | 55 | 54 | 1 | 57 | 62 | -5 | 42 | 34 | 8 | 29 | 26 | 3 |
| NOVA91.9 | 353 | 374 | -21 | 67 | 76 | -9 | 71 | 72 | -1 | 115 | 120 | -5 | 61 | 66 | -5 | 25 | 27 | -2 | 15 | 13 | 2 |
| SAFM | 272 | 266 | 6 | 44 | 43 | 1 | 34 | 29 | 5 | 99 | 98 | 1 | 52 | 58 | -6 | 24 | 23 | 1 | 18 | 16 | 2 |
| ABC ADE | 220 | 217 | 3 | 14 | 16 | -2 | 6 | 7 | -1 | 26 | 22 | 4 | 34 | 33 | 1 | 38 | 37 | 1 | 102 | 102 | 0 |
| 5RN | 56 | 55 | 1 | 5 | 5 | 0 | * | 1 | * | 5 | 8 | -3 | 6 | 5 | 1 | 16 | 16 | 0 | 24 | 20 | 4 |
| ABC NEWSRADIO | 95 | 99 | -4 | 10 | 10 | 0 | 9 | 4 | 5 | 14 | 15 | -1 | 17 | 15 | 2 | 15 | 19 | -4 | 30 | 34 | -4 |
| 5JJJ | 154 | 183 | -29 | 19 | 18 | 1 | 26 | 35 | -9 | 67 | 76 | -9 | 26 | 35 | -9 | 10 | 11 | -1 | 6 | 8 | -2 |
| ABC CLASSIC | 68 | 82 | -14 | 6 | 4 | 2 | 1 | 2 | -1 | 9 | 10 | -1 | 14 | 14 | 0 | 13 | 13 | 0 | 25 | 39 | -14 |
| Total | 1112 | 1111 | 1 | 115 | 113 | 2 | 111 | 112 | -1 | 265 | 268 | -3 | 232 | 231 | 1 | 157 | 158 | -1 | 232 | 229 | 3 |

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 | 122 | 133 | -11 | 78 | 87 | -9 | 73 | 76 | -3 | 50 | 52 | -2 | 51 | 57 | -6 | 31 | 36 | -5 | 86 | 96 | -10 | | | | 86 | 96 | -10 |
| CRUISE1323 | 178 | 181 | -3 | 89 | 91 | -2 | 103 | 108 | -5 | 115 | 107 | 8 | 86 | 81 | 5 | 41 | 47 | -6 | 127 | 141 | -14 | | | | 127 | 141 | -14 |
| MIX102.3 | 297 | 304 | -7 | 142 | 166 | -24 | 147 | 150 | -3 | 172 | 167 | 5 | 139 | 139 | 0 | 71 | 75 | -4 | 210 | 196 | 14 | | | | 210 | 196 | 14 |
| 5MMM | 226 | 209 | 17 | 124 | 108 | 16 | 85 | 87 | -2 | 122 | 107 | 15 | 100 | 93 | 7 | 38 | 38 | 0 | 137 | 116 | 21 | | | | 137 | 116 | 21 |
| NOVA91.9 | 308 | 329 | -21 | 186 | 209 | -23 | 135 | 134 | 1 | 174 | 185 | -11 | 158 | 171 | -13 | 78 | 85 | -7 | 240 | 252 | -12 | | | | 240 | 252 | -12 |
| SAFM | 241 | 232 | 9 | 137 | 131 | 6 | 116 | 104 | 12 | 135 | 126 | 9 | 128 | 113 | 15 | 62 | 50 | 12 | 155 | 150 | 5 | | | | 155 | 150 | 5 |
| ABC ADE | 196 | 191 | 5 | 137 | 127 | 10 | 111 | 108 | 3 | 101 | 92 | 9 | 86 | 85 | 1 | 58 | 54 | 4 | 139 | 131 | 8 | | | | 139 | 131 | 8 |
| 5RN | 45 | 46 | -1 | 22 | 23 | -1 | 19 | 22 | -3 | 16 | 17 | -1 | 18 | 15 | 3 | 15 | 12 | 3 | 34 | 29 | 5 | | | | 34 | 29 | 5 |
| ABC NEWSRADIO | 79 | 83 | -4 | 45 | 44 | 1 | 32 | 38 | -6 | 27 | 31 | -4 | 20 | 24 | -4 | 18 | 20 | -2 | 54 | 57 | -3 | | | | 54 | 57 | -3 |
| 5JJJ | 140 | 168 | -28 | 84 | 93 | -9 | 64 | 77 | -13 | 66 | 74 | -8 | 70 | 84 | -14 | 27 | 31 | -4 | 89 | 100 | -11 | | | | 89 | 100 | -11 |
| ABC CLASSIC | 58 | 68 | -10 | 29 | 37 | -8 | 26 | 33 | -7 | 29 | 28 | 1 | 29 | 32 | -3 | 19 | 19 | 0 | 39 | 49 | -10 | | | | 39 | 49 | -10 |
| Total | 1083 | 1086 | -3 | 854 | 854 | 0 | 751 | 754 | -3 | 799 | 796 | 3 | 748 | 751 | -3 | 411 | 415 | -4 | 976 | 968 | 8 | | | | 976 | 968 | 8 |



ADELAIDE RADIO - SURVEY 3 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 | 12 | 13 | -1 | 1 | * | * | * | * | * | * | * | * | 1 | 1 | 0 | 2 | 2 | 0 | 8 | 8 | 0 |
| CRUISE1323 | 15 | 16 | -1 | * | * | * | * | * | * | * | * | * | 2 | 3 | -1 | 4 | 4 | 0 | 9 | 9 | 0 |
| MIX102.3 | 17 | 17 | 0 | 1 | 2 | -1 | 2 | 2 | 0 | 3 | 4 | -1 | 5 | 3 | 2 | 3 | 3 | 0 | 4 | 3 | 1 |
| 5MMM | 12 | 11 | 1 | 1 | * | * | 1 | 1 | 0 | 2 | 2 | 0 | 3 | 4 | -1 | 3 | 2 | 1 | 2 | 2 | 0 |
| NOVA91.9 | 16 | 17 | -1 | 4 | 4 | 0 | 3 | 3 | 0 | 5 | 5 | 0 | 3 | 4 | -1 | 1 | 2 | -1 | * | * | * |
| SAFM | 13 | 12 | 1 | 2 | 2 | 0 | 2 | 1 | 1 | 6 | 6 | 0 | 3 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 0 |
| ABC ADE | 18 | 16 | 2 | * | * | * | * | * | * | 1 | 1 | 0 | 2 | 3 | -1 | 3 | 3 | 0 | 10 | 9 | 1 |
| 5RN | 3 | 2 | 1 | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | 1 | 1 | 0 |
| ABC NEWSRADIO | 3 | 3 | 0 | * | * | * | * | * | * | 1 | * | * | 1 | 1 | 0 | * | 1 | * | 1 | 1 | 0 |
| 5JJJ | 7 | 9 | -2 | 1 | 1 | 0 | 1 | 2 | -1 | 4 | 4 | 0 | 1 | 2 | -1 | * | * | * | * | * | * |
| ABC CLASSIC | 4 | 4 | 0 | * | * | * | * | * | * | * | * | * | * | 1 | * | 1 | 1 | 0 | 2 | 2 | 0 |
| Total | 147 | 145 | 2 | 12 | 12 | 0 | 11 | 11 | 0 | 28 | 27 | 1 | 29 | 32 | -3 | 22 | 22 | 0 | 44 | 41 | 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 | 13 | 14 | -1 | 22 | 24 | -2 | 24 | 23 | 1 | 7 | 9 | -2 | 10 | 9 | 1 | 6 | 6 | 0 | 9 | 11 | -2 | | | | | | |
| CRUISE1323 | 15 | 16 | -1 | 18 | 18 | 0 | 27 | 31 | -4 | 22 | 24 | -2 | 12 | 10 | 2 | 3 | 3 | 0 | 16 | 17 | -1 | | | | | | |
| MIX102.3 | 17 | 18 | -1 | 18 | 20 | -2 | 27 | 25 | 2 | 26 | 24 | 2 | 16 | 19 | -3 | 5 | 6 | -1 | 16 | 15 | 1 | | | | | | |
| 5MMM | 13 | 13 | 0 | 20 | 18 | 2 | 16 | 17 | -1 | 19 | 20 | -1 | 12 | 10 | 2 | 2 | 2 | 0 | 9 | 7 | 2 | | | | | | |
| NOVA91.9 | 17 | 18 | -1 | 22 | 25 | -3 | 19 | 20 | -1 | 21 | 23 | -2 | 20 | 21 | -1 | 5 | 5 | 0 | 16 | 16 | 0 | | | | | | |
| SAFM | 15 | 14 | 1 | 18 | 16 | 2 | 20 | 19 | 1 | 20 | 19 | 1 | 17 | 16 | 1 | 5 | 4 | 1 | 10 | 9 | 1 | | | | | | |
| ABC ADE | 19 | 17 | 2 | 34 | 32 | 2 | 31 | 25 | 6 | 20 | 16 | 4 | 14 | 15 | -1 | 5 | 5 | 0 | 13 | 12 | 1 | | | | | | |
| 5RN | 3 | 2 | 1 | 5 | 4 | 1 | 3 | 2 | 1 | 2 | 2 | 0 | 3 | 2 | 1 | 1 | 1 | 0 | 3 | 2 | 1 | | | | | | |
| ABC NEWSRADIO | 3 | 3 | 0 | 6 | 7 | -1 | 4 | 5 | -1 | 2 | 3 | -1 | 2 | 2 | 0 | 1 | 2 | -1 | 3 | 3 | 0 | | | | | | |
| 5JJJ | 8 | 10 | -2 | 11 | 11 | 0 | 13 | 16 | -3 | 11 | 13 | -2 | 6 | 9 | -3 | 1 | 2 | -1 | 6 | 6 | 0 | | | | | | |
| ABC CLASSIC | 4 | 4 | 0 | 4 | 5 | -1 | 6 | 7 | -1 | 4 | 4 | 0 | 3 | 3 | 0 | 2 | 1 | 1 | 5 | 4 | 1 | | | | | | |
| Total | 154 | 153 | 1 | 202 | 203 | -1 | 232 | 225 | 7 | 193 | 193 | 0 | 144 | 145 | -1 | 48 | 48 | 0 | 129 | 125 | 4 | | | | | | |