



# ADELAIDE RADIO - SURVEY 1 2023

## 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	9.2	11.1	-1.9	4.3	6.3	-2.0	0.9	5.1	-4.2	1.3	1.3	0.0	4.9	5.1	-0.2	11.2	13.3	-2.1	20.0	24.5	-4.5
CRUISE1323	9.1	8.9	0.2	0.7	6.1	-5.4	1.2	3.1	-1.9	1.4	3.1	-1.7	2.5	4.2	-1.7	17.1	18.1	-1.0	19.2	13.3	5.9
MIX102.3	12.3	11.8	0.5	14.4	14.2	0.2	10.4	12.4	-2.0	8.2	10.7	-2.5	17.1	19.0	-1.9	16.6	11.9	4.7	9.4	5.6	3.8
5MMM	10.7	9.8	0.9	8.0	8.0	0.0	15.6	7.2	8.4	9.8	11.0	-1.2	13.4	14.9	-1.5	9.5	10.7	-1.2	9.3	5.8	3.5
NOVA91.9	12.1	10.1	2.0	21.9	20.1	1.8	24.8	29.0	-4.2	21.6	13.3	8.3	10.2	10.8	-0.6	7.5	6.1	1.4	2.9	1.3	1.6
SAFM	10.1	9.1	1.0	20.9	17.6	3.3	16.9	9.0	7.9	15.4	18.3	-2.9	12.4	8.7	3.7	7.4	5.0	2.4	1.3	2.6	-1.3
ABC ADE	8.1	9.1	-1.0	0.9	2.1	-1.2	1.2	2.1	-0.9	2.0	1.3	0.7	5.0	4.4	0.6	8.6	9.8	-1.2	18.2	22.1	-3.9
5RN	1.3	1.6	-0.3	0.7	0.1	0.6	0.1	0.3	-0.2	0.6	0.6	0.0	0.5	0.9	-0.4	1.5	0.7	0.8	2.9	4.4	-1.5
ABC NEWSRADIO	1.8	1.7	0.1	1.0	1.0	0.0	0.9	2.8	-1.9	2.0	1.6	0.4	1.7	1.3	0.4	1.3	1.7	-0.4	2.6	2.0	0.6
5JJJ	5.0	6.1	-1.1	6.5	5.6	0.9	8.6	6.4	2.2	11.6	15.7	-4.1	6.7	8.9	-2.2	1.4	1.8	-0.4	0.2	0.3	-0.1
ABC CLASSIC	2.3	1.9	0.4	1.6	0.5	1.1	0.1	0.4	-0.3	0.7	0.4	0.3	0.8	0.6	0.2	4.1	1.9	2.2	4.2	4.7	-0.5

## 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	9.7	11.7	-2.0	14.2	16.5	-2.3	10.6	11.0	-0.4	4.6	5.3	-0.7	7.8	10.6	-2.8	14.5	23.0	-8.5	7.7	9.4	-1.7						
CRUISE1323	8.2	7.8	0.4	6.6	6.9	-0.3	9.7	8.6	1.1	9.7	9.0	0.7	7.0	7.1	-0.1	5.5	4.9	0.6	12.0	12.4	-0.4						
MIX102.3	12.2	11.8	0.4	8.5	9.0	-0.5	13.8	13.3	0.5	13.9	13.4	0.5	10.9	11.6	-0.7	14.3	11.1	3.2	12.9	11.6	1.3						
5MMM	11.2	10.0	1.2	12.9	11.2	1.7	11.3	9.1	2.2	11.9	10.0	1.9	9.8	11.2	-1.4	6.3	7.3	-1.0	9.1	9.0	0.1						
NOVA91.9	12.2	10.2	2.0	11.7	9.3	2.4	11.5	9.0	2.5	12.3	12.0	0.3	14.6	11.5	3.1	11.3	8.1	3.2	11.7	9.8	1.9						
SAFM	10.8	9.2	1.6	10.3	8.4	1.9	10.2	8.2	2.0	11.6	10.1	1.5	12.5	11.6	0.9	8.0	7.4	0.6	8.1	8.6	-0.5						
ABC ADE	8.4	9.5	-1.1	12.5	13.6	-1.1	8.0	9.1	-1.1	6.0	7.1	-1.1	6.7	8.3	-1.6	8.6	8.5	0.1	7.3	7.9	-0.6						
5RN	1.3	1.6	-0.3	1.9	2.1	-0.2	1.0	1.1	-0.1	1.1	1.2	-0.1	1.3	2.3	-1.0	0.8	1.8	-1.0	1.6	1.8	-0.2						
ABC NEWSRADIO	1.8	1.6	0.2	3.0	2.9	0.1	1.4	0.6	0.8	1.1	1.0	0.1	1.1	1.0	0.1	3.5	3.4	0.1	1.8	2.1	-0.3						
5JJJ	4.7	6.4	-1.7	4.7	5.6	-0.9	4.3	7.2	-2.9	4.6	7.3	-2.7	5.7	6.2	-0.5	3.7	3.4	0.3	6.1	5.2	0.9						
ABC CLASSIC	2.1	1.5	0.6	2.1	1.3	0.8	2.2	1.9	0.3	1.7	1.0	0.7	2.7	1.4	1.3	2.1	3.4	-1.3	2.7	2.8	-0.1						



## ADELAIDE RADIO - SURVEY 1 2023

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	149	167	-18	10	16	-6	9	15	-6	12	17	-5	25	20	5	24	30	-6	68	69	-1
CRUISE1323	199	210	-11	7	17	-10	6	16	-10	12	21	-9	22	32	-10	51	47	4	100	78	22
MIX102.3	348	345	3	40	45	-5	43	52	-9	69	66	3	90	83	7	53	52	1	53	47	6
5MMM	281	270	11	29	29	0	37	29	8	63	60	3	72	77	-5	36	43	-7	44	31	13
NOVA91.9	364	364	0	55	57	-2	66	74	-8	128	117	11	67	69	-2	31	31	0	18	16	2
SAFM	325	296	29	54	48	6	40	37	3	110	107	3	70	58	12	29	31	-2	21	16	5
ABC ADE	177	174	3	8	12	-4	8	8	0	12	15	-3	31	21	10	29	31	-2	90	86	4
5RN	43	56	-13	3	4	-1	1	3	-2	5	9	-4	7	11	-4	9	10	-1	19	20	-1
ABC NEWSRADIO	86	89	-3	8	9	-1	7	11	-4	15	15	0	20	18	2	13	16	-3	23	20	3
5JJJ	164	168	-4	20	11	9	31	28	3	65	78	-13	32	34	-2	10	13	-3	6	5	1
ABC CLASSIC	59	57	2	2	4	-2	1	1	0	11	7	4	11	6	5	11	7	4	22	31	-9
Total	1131	1111	20	117	113	4	116	117	-1	265	262	3	237	236	1	157	154	3	239	229	10

Cumulative Audience (000's) by Session, P10+ [Potential: 1192]

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	138	154	-16	98	103	-5	75	83	-8	59	62	-3	52	72	-20	43	53	-10	93	102	-9						
CRUISE1323	179	179	0	84	80	4	103	91	12	110	102	8	81	77	4	39	38	1	146	134	12						
MIX102.3	310	308	2	159	147	12	167	146	21	183	183	0	134	149	-15	72	67	5	219	209	10						
5MMM	251	236	15	139	130	9	121	102	19	132	130	2	120	118	2	47	56	-9	163	151	12						
NOVA91.9	332	319	13	189	178	11	172	150	22	175	188	-13	179	165	14	91	67	24	229	217	12						
SAFM	301	269	32	172	155	17	143	106	37	169	147	22	144	134	10	59	56	3	168	166	2						
ABC ADE	158	156	2	111	105	6	89	87	2	86	80	6	75	73	2	41	39	2	111	108	3						
5RN	37	46	-9	26	17	9	20	15	5	19	19	0	12	24	-12	5	10	-5	27	33	-6						
ABC NEWSRADIO	68	75	-7	48	47	1	24	20	4	17	22	-5	16	20	-4	16	19	-3	52	52	0						
5JJJ	141	153	-12	85	91	-6	63	78	-15	71	74	-3	79	84	-5	30	34	-4	105	94	11						
ABC CLASSIC	51	50	1	22	21	1	25	25	0	24	20	4	24	19	5	20	13	7	41	35	6						
Total	1113	1088	25	874	843	31	779	740	39	836	798	38	781	772	9	426	399	27	988	956	32						



## ADELAIDE RADIO - SURVEY 1 2023

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	16	-2	1	1	0	*	1	*	*	*	*	1	2	-1	3	3	0	8	9	-1
CRUISE1323	13	13	0	*	1	*	*	*	*	*	1	*	1	1	0	4	4	0	8	5	3
MIX102.3	18	17	1	2	2	0	1	1	0	2	3	-1	5	6	-1	4	3	1	4	2	2
5MMM	16	14	2	1	1	0	2	1	1	3	3	0	4	5	-1	2	3	-1	4	2	2
NOVA91.9	18	15	3	3	3	0	3	3	0	6	3	3	3	3	0	2	1	1	1	1	0
SAFM	15	13	2	3	3	0	2	1	1	4	5	-1	4	3	1	2	1	1	1	1	0
ABC ADE	12	13	-1	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0	8	9	-1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	1	1	0
5JJJ	7	9	-2	1	1	0	1	1	0	3	4	-1	2	3	-1	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
<b>Total</b>	<b>147</b>	<b>144</b>	<b>3</b>	<b>13</b>	<b>15</b>	<b>-2</b>	<b>13</b>	<b>10</b>	<b>3</b>	<b>27</b>	<b>26</b>	<b>1</b>	<b>28</b>	<b>31</b>	<b>-3</b>	<b>23</b>	<b>24</b>	<b>-1</b>	<b>43</b>	<b>39</b>	<b>4</b>

Average Audience (000's) by Session, P10+ [Potential: 1192]

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	18	-3	28	32	-4	24	24	0	9	11	-2	11	16	-5	7	11	-4	10	11	-1						
CRUISE1323	13	12	1	13	14	-1	22	19	3	20	18	2	10	11	-1	3	2	1	15	15	0						
MIX102.3	19	18	1	17	18	-1	31	29	2	28	27	1	16	17	-1	7	5	2	17	14	3						
5MMM	17	15	2	25	22	3	26	20	6	24	20	4	14	17	-3	3	3	0	12	11	1						
NOVA91.9	19	16	3	23	18	5	26	20	6	25	24	1	22	17	5	5	4	1	15	12	3						
SAFM	17	14	3	20	16	4	23	18	5	23	20	3	18	17	1	4	3	1	10	10	0						
ABC ADE	13	14	-1	25	27	-2	18	20	-2	12	14	-2	10	12	-2	4	4	0	9	10	-1						
5RN	2	2	0	4	4	0	2	2	0	2	2	0	2	3	-1	*	1	*	2	2	0						
ABC NEWSRADIO	3	2	1	6	6	0	3	1	2	2	2	0	2	2	0	2	2	0	2	3	-1						
5JJJ	7	10	-3	9	11	-2	10	16	-6	9	15	-6	8	9	-1	2	2	0	8	6	2						
ABC CLASSIC	3	2	1	4	3	1	5	4	1	3	2	1	4	2	2	1	2	-1	4	3	1						
<b>Total</b>	<b>155</b>	<b>153</b>	<b>2</b>	<b>198</b>	<b>197</b>	<b>1</b>	<b>227</b>	<b>220</b>	<b>7</b>	<b>201</b>	<b>200</b>	<b>1</b>	<b>147</b>	<b>148</b>	<b>-1</b>	<b>49</b>	<b>47</b>	<b>2</b>	<b>129</b>	<b>121</b>	<b>8</b>						

# EMBARGOED UNTIL 9:30AM (AEDT)



## ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2023

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	+/-
BLENDER BEATS	9	8	1	*	*	*	5	*	*	3	4	-1	1	4	-3	1	*	*	*	1	*
CADA	11	7	4	2	3	-1	2	*	*	5	2	3	1	*	*	1	*	*	*	1	*
Chemist Warehouse Remix	9	7	2	1	1	0	3	*	*	2	1	1	1	3	-2	1	1	0	2	1	1
Coles Radio	28	25	3	3	3	0	5	4	1	5	7	-2	9	5	4	2	2	0	4	3	1
DANCE HITS	18	25	-7	4	10	-6	2	1	1	7	9	-2	2	3	-1	2	1	1	*	1	*
EASY 80s HITS	23	21	2	4	1	3	3	*	*	4	3	1	6	11	-5	3	3	0	2	3	-1
LISTNR Radio	4	na	*	1	na	*	1	na	*	*	na	*	1	na	*	*	na	*	*	na	*
Mix 80s	24	27	-3	2	4	-2	4	4	0	4	2	2	7	9	-2	3	4	-1	4	4	0
Mix 90s	33	28	5	5	5	0	5	2	3	11	8	3	5	8	-3	5	3	2	2	2	0
MMM 2000s	10	na	*	1	na	*	2	na	*	6	na	*	*	na	*	1	na	*	1	na	*
MMM 80s	14	15	-1	*	2	*	3	2	1	1	1	0	4	6	-2	3	4	-1	2	1	1
MMM 90s	17	17	0	2	2	0	2	1	1	2	4	-2	4	5	-1	4	3	1	2	1	1
MMM CLASSIC ROCK	25	23	2	3	3	0	4	1	3	1	3	-2	4	3	1	6	6	0	7	6	1
NOVA Throwbacks	38	26	12	7	6	1	6	7	-1	13	4	9	7	4	3	3	2	1	2	2	0
OLDSKOOL 90s HITS	27	28	-1	4	3	1	3	3	0	14	10	4	4	7	-3	2	3	-1	*	2	*
RnB Fridays Radio	30	31	-1	2	5	-3	9	6	3	15	16	-1	2	3	-1	1	*	*	*	1	*
smooth 80s	13	16	-3	1	1	0	1	*	*	3	1	2	4	7	-3	2	2	0	2	4	-2
smooth fm Adelaide	43	36	7	5	2	3	5	1	4	4	5	-1	9	12	-3	7	8	-1	13	8	5
TikTok Trending	18	24	-6	6	7	-1	5	10	-5	6	4	2	*	2	*	*	1	*	*	*	*
triple j Uearthed	13	16	-3	2	*	*	4	3	1	5	7	-2	1	5	-4	1	*	*	*	2	*
ABC Country	9	14	-5	2	2	0	1	*	*	1	3	-2	2	*	*	1	*	*	2	9	-7
ABC Jazz	21	20	1	3	4	-1	2	2	0	2	5	-3	3	1	2	5	3	2	5	5	0
ABC KIDS LISTEN	9	13	-4	3	7	-4	1	*	*	3	5	-2	1	1	0	1	*	*	1	*	*
ABC Sport	14	12	2	2	2	0	*	*	*	1	1	0	2	2	0	1	3	-2	7	5	2
Double J	29	22	7	2	2	0	3	*	*	11	8	3	12	6	6	1	4	-3	1	1	0
Total Digital/Internet Only	309	298	11	39	38	1	42	33	9	74	74	0	65	63	2	42	39	3	47	51	-4

### Cumulative Audience (000's) by Session, P10+ [Potential: 1192]

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
BLENDER BEATS	8	7	1	4	3	1	6	4	2	4	4	0	4	5	-1	1	1	0	3	6	-3
CADA	9	5	4	6	3	3	6	1	5	4	2	2	4	*	*	2	2	0	6	2	4
Chemist Warehouse Remix	7	5	2	2	1	1	4	2	2	3	*	*	3	2	1	1	*	*	4	3	1
Coles Radio	23	19	4	2	7	-5	9	10	-1	9	9	0	15	6	9	5	3	2	11	11	0
DANCE HITS	15	17	-2	4	6	-2	5	9	-4	6	10	-4	7	6	1	2	3	-1	6	13	-7
EASY 80s HITS	20	16	4	9	5	4	5	8	-3	10	8	2	7	6	1	3	4	-1	7	12	-5
LISTNR Radio	2	na	*	1	na	*	*	na	*	1	na	*	1	na	*	*	na	*	3	na	*
Mix 80s	17	24	-7	5	6	-1	6	7	-1	5	13	-8	8	10	-2	5	4	1	12	8	4
Mix 90s	23	18	5	5	5	0	6	6	0	10	7	3	9	7	2	4	3	1	14	15	-1
MMM 2000s	10	na	*	4	na	*	4	na	*	5	na	*	5	na	*	1	na	*	3	na	*
MMM 80s	14	13	1	4	4	0	7	5	2	3	6	-3	5	4	1	2	2	0	5	8	-3
MMM 90s	14	13	1	6	2	4	5	6	-1	7	6	1	9	3	6	3	2	1	8	7	1
MMM CLASSIC ROCK	20	17	3	5	4	1	8	8	0	14	9	5	8	11	-3	4	3	1	16	18	-2
NOVA Throwbacks	31	21	10	15	9	6	9	11	-2	17	11	6	16	8	8	8	3	5	20	12	8
OLDSKOOL 90s HITS	21	23	-2	7	11	-4	4	11	-7	13	8	5	8	7	1	3	3	0	10	14	-4
RnB Fridays Radio	28	26	2	12	14	-2	13	13	0	18	13	5	14	11	3	4	4	0	8	12	-4
smooth 80s	11	11	0	5	4	1	3	5	-2	6	6	0	4	2	2	4	1	3	5	11	-6
smooth fm Adelaide	34	34	0	11	14	-3	15	16	-1	22	22	0	20	15	5	10	8	2	23	20	3
TikTok Trending	12	23	-11	6	3	3	4	9	-5	7	13	-6	8	6	2	2	9	-7	14	10	4
triple j Uearthed	11	13	-2	5	2	3	3	5	-2	5	5	0	3	6	-3	3	2	1	6	3	3
ABC Country	5	9	-4	1	1	0	2	5	-3	3	3	0	1	6	-5	1	2	-1	8	8	0
ABC Jazz	18	15	3	3	3	0	4	3	1	7	7	0	8	8	0	12	5	7	15	13	2
ABC KIDS LISTEN	7	10	-3	4	1	3	1	4	-3	3	3	0	3	3	0	*	3	*	5	7	-2
ABC Sport	9	7	2	*	3	*	*	2	*	3	3	0	8	3	5	1	4	-3	8	6	2
Double J	22	19	3	13	5	8	11	9	2	13	7	6	12	9	3	4	3	1	19	11	8
Total Digital/Internet Only	269	260	9	117	106	11	121	138	-17	172	152	20	152	131	21	77	73	4	192	197	-5

Please note: LISTNR Radio & MMM 2000s commenced broadcasting Jan 15.