



ADELAIDE RADIO - SURVEY 4 2018

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	11.8	10.4	1.4	1.6	1.1	0.5	3.4	3.4	0.0	2.1	1.3	0.8	5.6	7.2	-1.6	12.7	12.5	0.2	28.8	21.8	7.0
CRUISE1323	8.2	8.4	-0.2	1.0	1.5	-0.5	1.6	1.6	0.0	1.7	2.7	-1.0	4.9	6.3	-1.4	16.9	13.9	3.0	13.5	13.5	0.0
MIX102.3	15.4	14.8	0.6	21.2	20.9	0.3	12.8	16.6	-3.8	13.6	11.8	1.8	21.7	18.5	3.2	19.3	20.1	-0.8	7.1	8.5	-1.4
5MMM	9.9	10.9	-1.0	12.9	11.5	1.4	8.7	8.2	0.5	8.4	11.5	-3.1	14.8	19.4	-4.6	16.4	13.4	3.0	1.4	2.8	-1.4
NOVA91.9	10.5	9.8	0.7	28.6	31.5	-2.9	26.7	23.0	3.7	18.5	16.4	2.1	10.7	10.8	-0.1	2.5	2.9	-0.4	0.8	0.9	-0.1
HIT 107	8.3	8.0	0.3	14.9	12.9	2.0	14.8	16.8	-2.0	23.0	24.4	-1.4	6.9	5.1	1.8	2.1	1.8	0.3	0.4	0.1	0.3
ABC ADE	9.7	11.4	-1.7	1.0	1.1	-0.1	1.0	0.1	0.9	2.2	1.3	0.9	6.4	7.9	-1.5	10.5	14.7	-4.2	22.3	24.1	-1.8
5RN	3.7	3.3	0.4	0.1	0.3	-0.2	1.7	0.1	1.6	0.7	0.4	0.3	2.5	1.0	1.5	5.5	4.9	0.6	7.1	7.4	-0.3
ABC NEWS	1.9	2.1	-0.2	0.6	1.7	-1.1	1.0	1.1	-0.1	0.8	0.7	0.1	2.5	2.3	0.2	1.6	2.2	-0.6	2.8	3.1	-0.3
5JJJ	5.4	5.0	0.4	4.1	5.0	-0.9	13.9	17.0	-3.1	11.2	11.3	-0.1	7.4	5.0	2.4	1.5	0.8	0.7	0.3	0.4	-0.1
ABC FM	2.8	3.8	-1.0	0.3	*	*	1.5	1.4	0.1	1.0	0.8	0.2	0.4	1.9	-1.5	2.1	3.4	-1.3	7.7	9.1	-1.4

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	11.9	10.9	1.0	14.4	12.6	1.8	13.9	12.2	1.7	8.1	7.1	1.0	9.8	9.6	0.2	14.3	16.1	-1.8	11.5	8.9	2.6						
CRUISE1323	7.9	7.9	0.0	6.8	6.3	0.5	8.9	9.6	-0.7	9.4	9.3	0.1	7.0	6.7	0.3	5.4	6.2	-0.8	9.3	9.9	-0.6						
MIX102.3	15.4	14.6	0.8	13.9	14.3	-0.4	16.1	15.3	0.8	17.1	16.3	0.8	14.6	13.1	1.5	14.3	11.7	2.6	15.4	15.4	0.0						
5MMM	10.1	11.5	-1.4	10.3	10.5	-0.2	10.0	12.2	-2.2	11.6	14.1	-2.5	9.4	10.4	-1.0	7.8	6.9	0.9	9.3	9.1	0.2						
NOVA91.9	10.9	10.1	0.8	10.0	9.2	0.8	9.2	8.3	0.9	11.4	10.1	1.3	13.8	13.6	0.2	11.0	10.3	0.7	9.3	9.1	0.2						
HIT 107	8.8	8.5	0.3	6.7	7.0	-0.3	8.6	8.4	0.2	10.7	10.5	0.2	10.9	9.3	1.6	5.8	5.3	0.5	6.9	6.7	0.2						
ABC ADE	9.5	11.2	-1.7	13.5	15.6	-2.1	9.9	10.6	-0.7	6.9	8.3	-1.4	7.0	9.5	-2.5	9.9	11.9	-2.0	10.2	11.9	-1.7						
5RN	3.6	3.1	0.5	5.1	4.2	0.9	2.6	2.7	-0.1	2.6	2.3	0.3	3.8	3.2	0.6	4.2	3.3	0.9	4.0	3.7	0.3						
ABC NEWS	1.8	1.9	-0.1	3.2	3.3	-0.1	1.0	1.3	-0.3	1.3	1.3	0.0	1.1	1.2	-0.1	2.1	2.6	-0.5	2.3	2.5	-0.2						
5JJJ	5.7	5.2	0.5	5.1	4.8	0.3	5.4	4.5	0.9	5.9	5.2	0.7	6.9	6.9	0.0	6.0	4.9	1.1	4.5	4.3	0.2						
ABC FM	2.6	3.5	-0.9	2.5	3.8	-1.3	2.6	3.6	-1.0	2.2	2.6	-0.4	2.6	3.7	-1.1	4.0	5.2	-1.2	3.2	4.7	-1.5						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 4 2018

Cumulative Audience (000's) by Demographic, Listening via DAB+ or Internet, 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	+/-
BUDDHA HITS	14	16	-2	2	3	-1	*	*	*	4	7	-3	7	3	4	1	2	-1	*	2	*
Chemist Warehouse Remix	2	3	-1	*	*	*	*	1	*	1	1	0	*	1	*	1	*	*	*	*	*
Coles Radio	19	21	-2	2	2	0	2	4	-2	5	8	-3	8	5	3	2	2	0	1	*	*
EASY HITS	9	7	2	1	1	0	1	*	*	1	2	-1	4	2	2	1	1	0	*	1	*
Edge Digital	3	3	0	2	2	0	*	*	*	1	*	*	*	1	*	*	*	*	*	*	*
Kinderling Kids	9	5	4	3	2	1	*	*	*	2	1	1	4	2	2	1	*	*	*	*	*
MMM GREATEST HITS	11	14	-3	2	1	1	1	*	*	3	5	-2	3	5	-2	1	3	-2	1	*	*
MMM MODERN DIGITAL	4	7	-3	2	2	0	*	*	*	*	1	*	2	4	-2	*	*	*	*	*	*
OLDSKOOL HITS	16	10	6	2	1	1	2	1	1	6	4	2	6	4	2	1	*	*	*	*	*
Smooth	13	14	-1	3	2	1	*	1	*	3	3	0	2	3	-1	3	3	0	2	2	0
The 80s iHeartRadio	28	23	5	3	2	1	2	1	1	7	5	2	13	12	1	2	2	0	*	*	*
The 90s iHeartRadio	23	23	0	4	4	0	3	3	0	6	7	-1	9	7	2	1	1	0	1	*	*
triple j Unearthed	12	12	0	2	3	-1	4	1	3	4	4	0	1	4	-3	2	*	*	*	*	*
ABC Country	13	11	2	1	1	0	2	1	1	4	4	0	1	*	*	2	2	0	3	4	-1
ABC Grandstand	13	9	4	1	1	0	*	*	*	1	3	-2	6	3	3	2	1	1	2	1	1
ABC Jazz	22	16	6	2	3	-1	2	2	0	7	4	3	4	2	2	3	4	-1	4	2	2
ABC KIDS LISTEN	6	8	-2	2	3	-1	*	1	*	3	3	0	1	*	*	*	*	*	*	*	*
Double J	24	19	5	4	3	1	2	3	-1	5	4	1	9	8	1	3	2	1	1	1	0
Total Digital/Internet Only	188	174	14	23	24	-1	16	13	3	52	52	0	60	48	12	24	24	0	13	12	1

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1143]

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 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
BUDDHA HITS	12	14	-2	2	3	-1	5	5	0	5	6	-1	5	7	-2	3	5	-2	8	7	1		
Chemist Warehouse Remix	2	3	-1	1	1	0	1	3	-2	1	1	0	1	1	0	1	*	*	*	*	*	*	
Coles Radio	16	18	-2	5	6	-1	7	11	-4	11	12	-1	8	8	0	1	1	0	9	10	-1		
EASY HITS	8	6	2	3	2	1	4	1	3	3	3	0	6	3	3	2	1	1	5	3	2		
Edge Digital	3	2	1	1	2	-1	*	*	*	1	1	0	2	*	*	1	*	*	1	2	-1		
Kinderling Kids	8	4	4	5	1	4	4	3	1	2	2	0	3	3	0	1	2	-1	5	5	0		
MMM GREATEST HITS	9	11	-2	3	5	-2	5	8	-3	6	8	-2	2	3	-1	2	1	1	4	5	-1		
MMM MODERN DIGITAL	4	7	-3	*	2	*	1	3	-2	3	6	-3	3	5	-2	1	*	*	1	1	0		
OLDSKOOL HITS	14	8	6	8	5	3	5	3	2	7	4	3	7	3	4	7	2	5	10	7	3		
Smooth	11	13	-2	7	4	3	4	6	-2	7	8	-1	5	5	0	1	3	-2	7	8	-1		
The 80s iHeartRadio	23	18	5	8	8	0	10	5	5	11	11	0	7	7	0	9	6	3	16	14	2		
The 90s iHeartRadio	19	17	2	6	5	1	4	6	-2	11	9	2	11	10	1	8	9	-1	8	11	-3		
triple j Unearthed	7	8	-1	3	3	0	3	4	-1	1	3	-2	4	2	2	2	1	1	9	6	3		
ABC Country	9	9	0	3	4	-1	3	4	-1	6	6	0	3	3	0	1	1	0	6	4	2		
ABC Grandstand	6	6	0	1	2	-1	*	*	*	3	3	0	3	2	1	4	3	1	10	5	5		
ABC Jazz	16	12	4	3	5	-2	5	4	1	6	4	2	7	6	1	5	5	0	16	14	2		
ABC KIDS LISTEN	5	7	-2	1	2	-1	1	2	-1	3	4	-1	2	3	-1	1	2	-1	3	3	0		
Double J	15	15	0	5	5	0	6	8	-2	7	8	-1	8	6	2	5	5	0	15	10	5		
Total Digital/Internet Only	154	141	13	65	58	7	67	69	-2	85	84	1	82	71	11	58	49	9	126	115	11		