



ADELAIDE RADIO - SURVEY 3 2019

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	10.5	9.0	1.5	3.7	0.9	2.8	1.7	0.1	1.6	2.5	2.2	0.3	8.0	6.7	1.3	11.7	11.9	-0.2	21.8	19.2	2.6
CRUISE1323	8.8	9.1	-0.3	1.9	1.1	0.8	0.6	2.3	-1.7	2.0	2.5	-0.5	6.4	7.6	-1.2	14.8	12.8	2.0	15.6	16.9	-1.3
MIX102.3	12.2	13.9	-1.7	14.6	16.8	-2.2	13.4	13.5	-0.1	11.9	14.5	-2.6	14.8	16.6	-1.8	16.4	19.9	-3.5	6.4	6.4	0.0
5MMM	8.4	8.8	-0.4	11.1	11.6	-0.5	8.4	11.3	-2.9	4.6	6.8	-2.2	13.0	13.1	-0.1	11.6	8.8	2.8	4.4	4.6	-0.2
NOVA91.9	10.3	10.3	0.0	32.8	33.0	-0.2	21.0	22.5	-1.5	17.1	15.4	1.7	10.7	10.7	0.0	3.7	4.9	-1.2	1.2	0.6	0.6
HIT 107	9.2	10.0	-0.8	11.8	16.0	-4.2	17.4	16.2	1.2	18.2	19.2	-1.0	12.7	12.1	0.6	3.3	5.1	-1.8	0.6	0.7	-0.1
ABC ADE	10.9	10.2	0.7	1.4	1.4	0.0	0.9	0.7	0.2	2.0	1.7	0.3	4.9	5.4	-0.5	11.7	10.9	0.8	26.8	25.7	1.1
5RN	2.5	2.6	-0.1	2.2	0.6	1.6	*	0.6	*	1.0	0.7	0.3	2.7	1.8	0.9	2.5	2.8	-0.3	4.3	5.9	-1.6
ABC NEWS	1.6	2.0	-0.4	1.2	0.8	0.4	0.8	0.7	0.1	0.7	0.8	-0.1	0.8	0.6	0.2	2.7	5.0	-2.3	2.5	2.9	-0.4
5JJJ	7.4	7.1	0.3	7.7	7.7	0.0	22.2	19.4	2.8	18.2	15.1	3.1	5.8	7.3	-1.5	2.3	2.2	0.1	0.4	0.4	0.0
ABC CLASSIC	2.9	2.9	0.0	0.6	0.4	0.2	0.8	1.0	-0.2	0.5	0.5	0.0	1.2	0.6	0.6	3.2	2.1	1.1	7.1	8.7	-1.6

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	10.6	9.3	1.3	12.5	11.1	1.4	11.3	9.8	1.5	6.3	5.8	0.5	9.1	7.7	1.4	17.4	15.5	1.9	10.4	8.1	2.3						
CRUISE1323	8.2	8.4	-0.2	6.9	5.9	1.0	9.2	9.4	-0.2	10.3	10.2	0.1	7.2	8.8	-1.6	5.8	7.4	-1.6	10.6	11.4	-0.8						
MIX102.3	12.4	14.0	-1.6	12.2	13.5	-1.3	13.1	15.2	-2.1	14.4	16.3	-1.9	11.6	12.7	-1.1	7.7	8.8	-1.1	11.3	13.6	-2.3						
5MMM	8.6	9.2	-0.6	8.2	9.4	-1.2	9.1	9.6	-0.5	9.7	10.0	-0.3	8.3	9.6	-1.3	5.8	4.5	1.3	7.8	7.3	0.5						
NOVA91.9	10.3	10.1	0.2	9.4	10.1	-0.7	8.0	7.5	0.5	10.7	10.0	0.7	13.5	13.1	0.4	11.8	11.6	0.2	10.2	11.0	-0.8						
HIT 107	9.6	10.4	-0.8	8.0	9.3	-1.3	9.0	10.8	-1.8	11.1	11.6	-0.5	11.4	10.9	0.5	8.3	8.1	0.2	7.8	8.5	-0.7						
ABC ADE	10.8	10.2	0.6	15.5	14.7	0.8	11.7	10.8	0.9	6.6	5.9	0.7	7.7	7.4	0.3	11.8	12.5	-0.7	11.1	10.1	1.0						
5RN	2.6	2.6	0.0	3.9	4.0	-0.1	1.5	1.3	0.2	1.8	1.7	0.1	3.4	3.3	0.1	2.6	3.4	-0.8	2.3	2.6	-0.3						
ABC NEWS	1.6	1.8	-0.2	2.3	2.7	-0.4	1.0	1.2	-0.2	1.2	1.2	0.0	1.4	1.4	0.0	2.0	3.2	-1.2	1.6	2.5	-0.9						
5JJJ	7.8	7.4	0.4	7.5	6.7	0.8	8.0	7.2	0.8	8.3	8.1	0.2	8.4	8.4	0.0	5.8	5.6	0.2	6.2	6.2	0.0						
ABC CLASSIC	2.8	2.7	0.1	2.9	2.6	0.3	2.4	2.7	-0.3	2.3	2.4	-0.1	3.4	3.1	0.3	4.2	3.7	0.5	3.2	3.5	-0.3						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 3 2019

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	+/-
BUDDHA HITS	14	15	-1	2	1	1	*	*	*	5	6	-1	3	4	-1	3	2	1	2	2	0
Chemist Warehouse Remix	3	2	1	*	*	*	1	*	*	*	*	*	2	1	1	*	*	*	*	*	*
Coles Radio	19	20	-1	2	2	0	2	3	-1	4	7	-3	7	4	3	2	1	1	2	3	-1
EASY HITS	10	16	-6	2	*	*	*	1	*	*	*	*	5	9	-4	2	4	-2	2	2	0
Edge Digital	7	8	-1	2	3	-1	1	*	*	3	1	2	1	2	-1	1	2	-1	*	*	*
Kinderling Kids	5	6	-1	2	2	0	*	*	*	2	2	0	*	1	*	*	*	*	1	1	0
MMM AUSSIE	6	5	1	1	1	0	2	2	0	1	*	*	1	3	-2	*	*	*	*	*	*
MMM CLASSIC ROCK	16	17	-1	4	5	-1	1	1	0	1	1	0	8	8	0	2	1	1	2	1	1
MMM COUNTRY	3	5	-2	*	1	*	1	1	0	1	1	0	*	*	*	1	1	0	*	1	*
MMM GREATEST HITS	13	12	1	2	1	1	1	1	0	1	2	-1	2	5	-3	5	2	3	1	1	0
OLDSKOOL HITS	16	15	1	1	2	-1	*	1	*	7	6	1	5	5	0	2	1	1	*	1	*
Smooth	14	19	-5	*	1	*	3	2	1	4	4	0	3	5	-2	3	4	-1	1	4	-3
The 80s iHeartRadio	22	20	2	5	4	1	*	1	*	6	6	0	8	6	2	2	2	0	1	1	0
The 90s iHeartRadio	29	38	-9	4	4	0	1	1	0	9	10	-1	6	10	-4	5	6	-1	4	7	-3
URBAN HITS	4	2	2	*	*	*	2	2	0	1	1	0	*	*	*	1	*	*	*	*	*
triple j Unearthed	11	16	-5	5	8	-3	1	2	-1	3	3	0	1	3	-2	*	*	*	*	*	*
ABC Country	8	7	1	*	*	*	1	1	0	1	1	0	2	3	-1	2	1	1	2	1	1
ABC Grandstand	9	10	-1	*	*	*	*	*	*	2	1	1	1	1	0	2	2	0	5	5	0
ABC Jazz	14	15	-1	2	2	0	1	*	*	3	2	1	1	1	0	3	2	1	4	7	-3
ABC KIDS LISTEN	6	4	2	1	*	*	1	*	*	3	2	1	*	1	*	*	1	*	*	*	*
Double J	24	27	-3	5	5	0	1	2	-1	9	11	-2	5	5	0	2	3	-1	1	1	0
Total Digital/Internet Only	179	193	-14	20	23	-3	10	14	-4	49	46	3	42	45	-3	32	31	1	26	34	-8

Cumulative Audience (000's) by Session, P10+ [Potential: 1148]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BUDDHA HITS	10	12	-2	3	5	-2	3	6	-3	6	5	1	5	6	-1	3	7	-4	7	7	0
Chemist Warehouse Remix	2	1	1	2	1	1	2	*	*	2	1	1	*	1	*	*	*	*	2	2	0
Coles Radio	15	16	-1	4	5	-1	7	5	2	6	10	-4	5	7	-2	1	1	0	8	9	-1
EASY HITS	8	14	-6	4	9	-5	5	5	0	3	5	-2	3	6	-3	2	2	0	4	6	-2
Edge Digital	4	6	-2	3	3	0	1	1	0	*	2	*	*	*	*	2	1	1	2	2	0
Kinderling Kids	4	6	-2	3	3	0	1	2	-1	1	2	-1	1	1	0	*	*	*	1	3	-2
MMM AUSSIE	4	4	0	1	*	*	2	2	0	1	2	-1	1	1	0	1	*	*	2	2	0
MMM CLASSIC ROCK	12	14	-2	3	4	-1	6	6	0	7	7	0	1	2	-1	2	3	-1	8	6	2
MMM COUNTRY	2	4	-2	1	1	0	1	3	-2	1	2	-1	*	*	*	1	*	*	2	2	0
MMM GREATEST HITS	12	11	1	5	3	2	4	5	-1	6	6	0	4	5	-1	2	2	0	5	4	1
OLDSKOOL HITS	12	9	3	5	4	1	4	3	1	7	7	0	6	4	2	2	2	0	8	8	0
Smooth	11	15	-4	4	7	-3	6	9	-3	7	10	-3	4	5	-1	3	3	0	7	12	-5
The 80s iHeartRadio	18	19	-1	9	10	-1	8	11	-3	9	8	1	6	7	-1	6	3	3	10	9	1
The 90s iHeartRadio	22	28	-6	7	11	-4	8	14	-6	11	9	2	10	8	2	6	4	2	13	15	-2
URBAN HITS	4	2	2	3	2	1	3	2	1	1	1	0	2	1	1	*	*	*	*	*	*
triple j Unearthed	11	13	-2	1	2	-1	3	3	0	4	5	-1	2	3	-1	5	7	-2	1	6	-5
ABC Country	6	5	1	2	2	0	2	*	*	3	3	0	2	3	-1	2	1	1	5	2	3
ABC Grandstand	5	5	0	*	1	*	2	2	0	1	1	0	2	2	0	1	2	-1	7	7	0
ABC Jazz	11	13	-2	3	1	2	4	3	1	3	5	-2	6	5	1	6	8	-2	11	10	1
ABC KIDS LISTEN	5	3	2	2	1	1	2	1	1	1	1	0	2	1	1	2	1	1	3	2	1
Double J	21	23	-2	10	9	1	9	8	1	9	11	-2	10	9	1	6	7	-1	13	16	-3
Total Digital/Internet Only	153	165	-12	67	75	-8	76	80	-4	75	83	-8	66	66	0	50	50	0	103	114	-11