



ADELAIDE RADIO - SURVEY 4 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	11.1	10.5	0.6	4.6	3.7	0.9	1.7	1.7	0.0	3.0	2.5	0.5	9.1	8.0	1.1	13.6	11.7	1.9	21.4	21.8	-0.4
CRUISE1323	8.7	8.8	-0.1	1.2	1.9	-0.7	2.1	0.6	1.5	1.3	2.0	-0.7	6.4	6.4	0.0	16.0	14.8	1.2	15.2	15.6	-0.4
MIX102.3	12.1	12.2	-0.1	17.2	14.6	2.6	13.0	13.4	-0.4	11.9	11.9	0.0	16.2	14.8	1.4	13.2	16.4	-3.2	6.5	6.4	0.1
5MMM	8.9	8.4	0.5	10.2	11.1	-0.9	6.8	8.4	-1.6	7.4	4.6	2.8	14.6	13.0	1.6	12.0	11.6	0.4	3.5	4.4	-0.9
NOVA91.9	10.9	10.3	0.6	33.1	32.8	0.3	19.8	21.0	-1.2	19.6	17.1	2.5	8.9	10.7	-1.8	5.6	3.7	1.9	1.4	1.2	0.2
HIT 107	8.3	9.2	-0.9	10.9	11.8	-0.9	17.5	17.4	0.1	15.4	18.2	-2.8	11.4	12.7	-1.3	3.6	3.3	0.3	0.2	0.6	-0.4
ABC ADE	10.2	10.9	-0.7	1.6	1.4	0.2	0.6	0.9	-0.3	2.8	2.0	0.8	4.7	4.9	-0.2	10.2	11.7	-1.5	25.1	26.8	-1.7
5RN	2.7	2.5	0.2	1.4	2.2	-0.8	*	*	*	0.9	1.0	-0.1	2.9	2.7	0.2	2.7	2.5	0.2	4.8	4.3	0.5
ABC NEWS	1.8	1.6	0.2	1.1	1.2	-0.1	0.9	0.8	0.1	0.8	0.7	0.1	1.2	0.8	0.4	2.9	2.7	0.2	2.6	2.5	0.1
5JJJ	6.4	7.4	-1.0	4.1	7.7	-3.6	17.3	22.2	-4.9	15.7	18.2	-2.5	6.0	5.8	0.2	1.9	2.3	-0.4	0.3	0.4	-0.1
ABC CLASSIC	3.5	2.9	0.6	1.0	0.6	0.4	0.8	0.8	0.0	0.9	0.5	0.4	1.7	1.2	0.5	2.8	3.2	-0.4	8.7	7.1	1.6

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	11.4	10.6	0.8	14.0	12.5	1.5	13.7	11.3	2.4	6.1	6.3	-0.2	9.8	9.1	0.7	15.3	17.4	-2.1	10.1	10.4	-0.3
CRUISE1323	8.1	8.2	-0.1	7.2	6.9	0.3	9.2	9.2	0.0	9.9	10.3	-0.4	6.0	7.2	-1.2	6.3	5.8	0.5	10.8	10.6	0.2
MIX102.3	12.0	12.4	-0.4	10.8	12.2	-1.4	12.9	13.1	-0.2	14.0	14.4	-0.4	12.6	11.6	1.0	7.5	7.7	-0.2	12.2	11.3	0.9
5MMM	9.2	8.6	0.6	9.3	8.2	1.1	8.7	9.1	-0.4	10.5	9.7	0.8	9.3	8.3	1.0	6.3	5.8	0.5	7.9	7.8	0.1
NOVA91.9	10.9	10.3	0.6	9.7	9.4	0.3	8.5	8.0	0.5	11.7	10.7	1.0	13.9	13.5	0.4	13.2	11.8	1.4	10.6	10.2	0.4
HIT 107	8.9	9.6	-0.7	7.1	8.0	-0.9	8.4	9.0	-0.6	10.8	11.1	-0.3	9.8	11.4	-1.6	8.2	8.3	-0.1	6.6	7.8	-1.2
ABC ADE	10.3	10.8	-0.5	14.1	15.5	-1.4	10.4	11.7	-1.3	6.6	6.6	0.0	8.5	7.7	0.8	12.1	11.8	0.3	9.9	11.1	-1.2
5RN	2.6	2.6	0.0	4.2	3.9	0.3	1.3	1.5	-0.2	1.7	1.8	-0.1	2.7	3.4	-0.7	3.7	2.6	1.1	2.9	2.3	0.6
ABC NEWS	1.7	1.6	0.1	2.8	2.3	0.5	1.3	1.0	0.3	1.0	1.2	-0.2	1.3	1.4	-0.1	2.4	2.0	0.4	1.9	1.6	0.3
5JJJ	6.7	7.8	-1.1	6.3	7.5	-1.2	6.4	8.0	-1.6	7.1	8.3	-1.2	8.4	8.4	0.0	5.0	5.8	-0.8	5.4	6.2	-0.8
ABC CLASSIC	3.2	2.8	0.4	3.1	2.9	0.2	3.1	2.4	0.7	3.1	2.3	0.8	3.6	3.4	0.2	3.5	4.2	-0.7	4.3	3.2	1.1



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	13	14	-1	3	2	1	*	*	*	4	5	-1	4	3	1	1	3	-2	1	2	-1
Chemist Warehouse Remix	4	3	1	1	*	*	1	1	0	1	*	*	2	2	0	*	*	*	*	*	*
Coles Radio	19	19	0	1	2	-1	4	2	2	3	4	-1	6	7	-1	4	2	2	1	2	-1
EASY HITS	9	10	-1	2	2	0	*	*	*	*	*	*	4	5	-1	1	2	-1	2	2	0
Edge Digital	6	7	-1	1	2	-1	1	1	0	3	3	0	1	1	0	1	1	0	*	*	*
Kinderling Kids	4	5	-1	1	2	-1	*	*	*	1	2	-1	1	*	*	1	*	*	*	1	*
MMM AUSSIE	5	6	-1	*	1	*	1	2	-1	1	1	0	1	1	0	1	*	*	*	*	*
MMM CLASSIC ROCK	10	16	-6	1	4	-3	*	1	*	1	1	0	4	8	-4	2	2	0	1	2	-1
MMM COUNTRY	6	3	3	1	*	*	*	1	*	1	1	0	3	*	*	*	1	*	*	*	*
MMM GREATEST HITS	11	13	-2	3	2	1	1	1	0	1	1	0	1	2	-1	5	5	0	1	1	0
OLDSKOOL HITS	17	16	1	2	1	1	*	*	*	6	7	-1	5	5	0	2	2	0	*	*	*
Smooth	9	14	-5	1	*	*	2	3	-1	2	4	-2	1	3	-2	2	3	-1	2	1	1
The 80s iHeartRadio	19	22	-3	3	5	-2	1	*	*	4	6	-2	8	8	0	2	2	0	1	1	0
The 90s iHeartRadio	21	29	-8	4	4	0	2	1	1	8	9	-1	3	6	-3	3	5	-2	1	4	-3
URBAN HITS	8	4	4	1	*	*	4	2	2	2	1	1	*	*	*	1	1	0	*	*	*
triple j Unearthed	5	11	-6	1	5	-4	2	1	1	1	3	-2	1	1	0	*	*	*	*	*	*
ABC Country	7	8	-1	1	*	*	1	1	0	1	1	0	*	2	*	2	2	0	3	2	1
ABC Grandstand	10	9	1	1	*	*	*	*	*	1	2	-1	3	1	2	1	2	-1	4	5	-1
ABC Jazz	13	14	-1	3	2	1	1	1	0	2	3	-1	3	1	2	2	3	-1	2	4	-2
ABC KIDS LISTEN	10	6	4	3	1	2	1	1	0	5	3	2	1	*	*	*	*	*	*	*	*
Double J	18	24	-6	4	5	-1	1	1	0	8	9	-1	2	5	-3	1	2	-1	1	1	0
Total Digital/Internet Only	163	179	-16	20	20	0	15	10	5	47	49	-2	37	42	-5	27	32	-5	16	26	-10

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	9	10	-1	4	3	1	5	3	2	5	6	-1	3	5	-2	1	3	-2	8	7	1
Chemist Warehouse Remix	4	2	2	1	2	-1	1	2	-1	1	2	-1	1	*	*	2	*	*	1	2	-1
Coles Radio	17	15	2	3	4	-1	9	7	2	6	6	0	4	5	-1	3	1	2	6	8	-2
EASY HITS	6	8	-2	3	4	-1	4	5	-1	2	3	-1	3	3	0	1	2	-1	4	4	0
Edge Digital	3	4	-1	*	3	*	2	1	1	*	*	*	1	*	*	1	2	-1	3	2	1
Kinderling Kids	3	4	-1	1	3	-2	1	1	0	1	1	0	2	1	1	*	*	*	2	1	1
MMM AUSSIE	4	4	0	2	1	1	3	2	1	1	1	0	1	1	0	1	1	0	2	2	0
MMM CLASSIC ROCK	6	12	-6	2	3	-1	4	6	-2	3	7	-4	1	1	0	1	2	-1	6	8	-2
MMM COUNTRY	5	2	3	*	1	*	2	1	1	*	1	*	2	*	*	2	1	1	3	2	1
MMM GREATEST HITS	11	12	-1	5	5	0	4	4	0	4	6	-2	2	4	-2	2	2	0	4	5	-1
OLDSKOOL HITS	14	12	2	7	5	2	3	4	-1	7	7	0	7	6	1	3	2	1	9	8	1
Smooth	8	11	-3	3	4	-1	4	6	-2	5	7	-2	3	4	-1	3	3	0	5	7	-2
The 80s iHeartRadio	16	18	-2	6	9	-3	5	8	-3	8	9	-1	8	6	2	7	6	1	9	10	-1
The 90s iHeartRadio	18	22	-4	3	7	-4	4	8	-4	9	11	-2	9	10	-1	7	6	1	8	13	-5
URBAN HITS	7	4	3	4	3	1	3	3	0	4	1	3	2	2	0	2	*	*	4	*	*
triple j Unearthed	4	11	-7	1	1	0	1	3	-2	1	4	-3	1	2	-1	2	5	-3	*	1	*
ABC Country	6	6	0	2	2	0	5	2	3	3	3	0	1	2	-1	2	2	0	4	5	-1
ABC Grandstand	5	5	0	1	*	*	2	2	0	*	1	*	2	2	0	2	1	1	8	7	1
ABC Jazz	10	11	-1	4	3	1	3	4	-1	2	3	-1	5	6	-1	4	6	-2	10	11	-1
ABC KIDS LISTEN	10	5	5	4	2	2	3	2	1	3	1	2	3	2	1	3	2	1	7	3	4
Double J	16	21	-5	7	10	-3	8	9	-1	11	9	2	9	10	-1	3	6	-3	8	13	-5
Total Digital/Internet Only	144	153	-9	54	67	-13	68	76	-8	72	75	-3	65	66	-1	52	50	2	98	103	-5