



# ADELAIDE RADIO - SURVEY 7 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      | 10.3       | 10.0 | 0.3  | 2.1          | 2.3  | -0.2 | 0.8          | 1.3  | -0.5 | 4.4          | 6.1  | -1.7 | 6.5          | 7.2  | -0.7 | 9.9          | 12.9 | -3.0 | 22.9       | 17.9 | 5.0  |
| CRUISE1323  | 9.4        | 9.2  | 0.2  | 3.3          | 2.7  | 0.6  | 0.5          | 0.7  | -0.2 | 2.0          | 2.5  | -0.5 | 4.7          | 5.2  | -0.5 | 17.5         | 15.8 | 1.7  | 18.3       | 17.5 | 0.8  |
| MIX102.3    | 11.9       | 12.3 | -0.4 | 19.1         | 16.0 | 3.1  | 13.6         | 10.1 | 3.5  | 8.9          | 10.2 | -1.3 | 16.3         | 19.0 | -2.7 | 15.0         | 13.5 | 1.5  | 5.9        | 6.8  | -0.9 |
| 5MMM        | 9.7        | 10.0 | -0.3 | 8.0          | 5.9  | 2.1  | 8.0          | 11.2 | -3.2 | 10.5         | 9.0  | 1.5  | 16.1         | 17.7 | -1.6 | 10.9         | 11.1 | -0.2 | 3.5        | 4.0  | -0.5 |
| NOVA91.9    | 12.0       | 11.3 | 0.7  | 28.5         | 29.1 | -0.6 | 32.1         | 31.5 | 0.6  | 18.2         | 16.8 | 1.4  | 12.6         | 8.7  | 3.9  | 5.6          | 7.9  | -2.3 | 0.9        | 1.0  | -0.1 |
| HIT 107     | 9.6        | 9.4  | 0.2  | 16.7         | 17.3 | -0.6 | 15.9         | 14.3 | 1.6  | 20.4         | 17.5 | 2.9  | 10.5         | 12.3 | -1.8 | 4.6          | 4.2  | 0.4  | 0.2        | 0.6  | -0.4 |
| ABC ADE     | 10.0       | 10.2 | -0.2 | 1.9          | 1.9  | 0.0  | 0.8          | 0.8  | 0.0  | 2.0          | 2.5  | -0.5 | 3.5          | 4.7  | -1.2 | 14.4         | 15.2 | -0.8 | 23.6       | 22.4 | 1.2  |
| 5RN         | 1.9        | 2.5  | -0.6 | *            | 0.3  | *    | *            | 0.1  | *    | 0.1          | 0.4  | -0.3 | 0.9          | 1.5  | -0.6 | 1.5          | 2.0  | -0.5 | 5.4        | 6.5  | -1.1 |
| ABC NEWS    | 1.2        | 1.5  | -0.3 | 0.3          | 0.7  | -0.4 | 1.1          | 1.3  | -0.2 | 0.6          | 0.7  | -0.1 | 1.9          | 0.8  | 1.1  | 1.3          | 1.6  | -0.3 | 1.4        | 2.9  | -1.5 |
| 5J JJ       | 5.4        | 5.9  | -0.5 | 7.4          | 10.2 | -2.8 | 12.6         | 12.2 | 0.4  | 7.8          | 12.3 | -4.5 | 8.6          | 6.5  | 2.1  | 2.2          | 1.9  | 0.3  | 0.4        | 0.2  | 0.2  |
| ABC CLASSIC | 3.4        | 3.5  | -0.1 | 0.8          | 0.3  | 0.5  | 0.1          | 1.0  | -0.9 | 2.1          | 1.2  | 0.9  | 1.3          | 1.4  | -0.1 | 1.5          | 2.7  | -1.2 | 9.1        | 9.1  | 0.0  |

## Share Movement (%) by Session, P10+

| Station     | Mon-Fri             |      |      | Breakfast             |      |      | Morning                |      |      | Afternoon              |      |      | Drive                 |      |      | Evening                |      |      | Weekend             |      |      |
|-------------|---------------------|------|------|-----------------------|------|------|------------------------|------|------|------------------------|------|------|-----------------------|------|------|------------------------|------|------|---------------------|------|------|
|             | Mon-Fri 5:30am-12mn |      |      | Mon-Fri 5:30am-9:00am |      |      | Mon-Fri 9:00am-12:00md |      |      | Mon-Fri 12:00md-4:00pm |      |      | Mon-Fri 4:00pm-7:00pm |      |      | Mon-Fri 7:00pm-12:00mn |      |      | Sat-Sun 5:30am-12mn |      |      |
|             | This                | Last | +/-  | This                  | Last | +/-  | This                   | Last | +/-  | This                   | Last | +/-  | This                  | Last | +/-  | This                   | Last | +/-  | This                | Last | +/-  |
| FIVEaa      | 10.5                | 10.4 | 0.1  | 12.7                  | 12.1 | 0.6  | 11.4                   | 10.6 | 0.8  | 6.0                    | 6.2  | -0.2 | 10.1                  | 10.5 | -0.4 | 15.7                   | 17.4 | -1.7 | 9.4                 | 8.4  | 1.0  |
| CRUISE1323  | 9.0                 | 8.7  | 0.3  | 6.8                   | 6.9  | -0.1 | 11.4                   | 10.8 | 0.6  | 11.1                   | 10.8 | 0.3  | 7.9                   | 7.6  | 0.3  | 6.1                    | 5.0  | 1.1  | 10.8                | 10.7 | 0.1  |
| MIX102.3    | 12.1                | 12.1 | 0.0  | 11.4                  | 11.9 | -0.5 | 12.2                   | 12.3 | -0.1 | 13.2                   | 14.2 | -1.0 | 12.2                  | 11.2 | 1.0  | 10.2                   | 8.2  | 2.0  | 11.4                | 12.7 | -1.3 |
| 5MMM        | 10.5                | 10.7 | -0.2 | 10.0                  | 10.1 | -0.1 | 12.3                   | 11.5 | 0.8  | 13.4                   | 12.8 | 0.6  | 7.6                   | 9.0  | -1.4 | 4.3                    | 7.6  | -3.3 | 7.2                 | 7.9  | -0.7 |
| NOVA91.9    | 11.9                | 11.3 | 0.6  | 10.9                  | 10.5 | 0.4  | 8.5                    | 9.2  | -0.7 | 12.5                   | 11.2 | 1.3  | 16.4                  | 14.7 | 1.7  | 13.0                   | 12.2 | 0.8  | 12.2                | 11.3 | 0.9  |
| HIT 107     | 9.8                 | 9.9  | -0.1 | 8.7                   | 8.9  | -0.2 | 9.5                    | 9.7  | -0.2 | 10.9                   | 11.3 | -0.4 | 10.9                  | 10.8 | 0.1  | 8.0                    | 8.1  | -0.1 | 9.0                 | 7.5  | 1.5  |
| ABC ADE     | 9.9                 | 10.2 | -0.3 | 14.2                  | 13.5 | 0.7  | 10.4                   | 11.0 | -0.6 | 6.2                    | 7.3  | -1.1 | 6.6                   | 7.5  | -0.9 | 12.9                   | 12.5 | 0.4  | 10.3                | 10.2 | 0.1  |
| 5RN         | 1.7                 | 2.4  | -0.7 | 3.2                   | 4.0  | -0.8 | 0.7                    | 1.1  | -0.4 | 0.9                    | 1.4  | -0.5 | 2.0                   | 2.6  | -0.6 | 2.0                    | 3.4  | -1.4 | 2.4                 | 3.0  | -0.6 |
| ABC NEWS    | 1.3                 | 1.4  | -0.1 | 1.8                   | 2.0  | -0.2 | 1.1                    | 1.0  | 0.1  | 0.7                    | 1.1  | -0.4 | 1.1                   | 1.1  | 0.0  | 2.0                    | 2.3  | -0.3 | 1.2                 | 1.8  | -0.6 |
| 5J JJ       | 5.6                 | 5.8  | -0.2 | 5.8                   | 5.9  | -0.1 | 5.1                    | 5.6  | -0.5 | 5.6                    | 6.0  | -0.4 | 7.4                   | 6.8  | 0.6  | 3.4                    | 4.2  | -0.8 | 4.8                 | 5.9  | -1.1 |
| ABC CLASSIC | 3.2                 | 3.4  | -0.2 | 3.3                   | 3.5  | -0.2 | 3.2                    | 3.9  | -0.7 | 2.8                    | 3.4  | -0.6 | 3.2                   | 3.5  | -0.3 | 3.8                    | 1.9  | 1.9  | 4.2                 | 3.8  | 0.4  |



# ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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 | +/- |
| Chemist Warehouse Remix     | 3          | 3    | 0   | 1            | *    | *   | *            | *    | *   | *            | *    | 2   | 2            | 0    | *   | 1            | *    | *   | *          | *    | *   |
| Coles Radio                 | 21         | 17   | 4   | 4            | 2    | 2   | 3            | 3    | 0   | 10           | 6    | 4   | 2            | 3    | -1  | 2            | 2    | 0   | 1          | 1    | 0   |
| Edge Digital                | 7          | 7    | 0   | 1            | 1    | 0   | *            | *    | *   | 4            | 5    | -1  | 2            | 1    | 1   | 1            | *    | *   | *          | *    | *   |
| HIT BUDDHA                  | 14         | 18   | -4  | 2            | 2    | 0   | 1            | *    | *   | 3            | 5    | -2  | 3            | 5    | -2  | 3            | 4    | -1  | 2          | 2    | 0   |
| HIT EASY                    | 13         | 12   | 1   | 5            | 2    | 3   | *            | 1    | *   | 4            | 3    | 1   | 2            | 5    | -3  | 1            | *    | *   | 2          | 1    | 1   |
| HIT OLDSKOOL                | 16         | 14   | 2   | 1            | 1    | 0   | 3            | 2    | 1   | 8            | 4    | 4   | 3            | 5    | -2  | 1            | 1    | 0   | *          | *    | *   |
| HIT URBAN                   | 5          | 5    | 0   | 1            | 1    | 0   | 2            | 1    | 1   | 1            | 2    | -1  | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| Kinderling Kids             | 4          | 6    | -2  | 2            | 2    | 0   | *            | *    | *   | 1            | 1    | 0   | 2            | 3    | -1  | *            | *    | *   | *          | 1    | *   |
| Mix 80s                     | 11         | 11   | 0   | 2            | 3    | -1  | 1            | *    | *   | 1            | 2    | -1  | 4            | 5    | -1  | 3            | 1    | 2   | 1          | *    | *   |
| Mix 90s                     | 23         | 11   | 12  | 6            | 3    | 3   | 4            | 2    | 2   | 9            | 4    | 5   | 2            | 2    | 0   | 1            | *    | *   | 1          | 1    | 0   |
| MMM AUSSIE                  | 5          | 5    | 0   | *            | *    | *   | 2            | 1    | 1   | 3            | 3    | 0   | *            | *    | *   | 1            | *    | *   | *          | 1    | *   |
| MMM CLASSIC ROCK            | 14         | 11   | 3   | 1            | 2    | -1  | 1            | 1    | 0   | 1            | 1    | 0   | 5            | 3    | 2   | 5            | 4    | 1   | 1          | 1    | 0   |
| MMM COUNTRY                 | 2          | 7    | -5  | *            | *    | *   | *            | *    | *   | *            | 1    | *   | 1            | 1    | 0   | 2            | 3    | -1  | *          | 1    | *   |
| MMM GREATEST HITS           | 13         | 13   | 0   | 1            | 4    | -3  | 2            | 1    | 1   | 4            | 1    | 3   | 4            | 2    | 2   | 2            | 3    | -1  | *          | 1    | *   |
| Smooth                      | 19         | 13   | 6   | 3            | 1    | 2   | *            | *    | *   | 3            | 1    | 2   | 7            | 6    | 1   | 3            | 1    | 2   | 2          | 3    | -1  |
| triple j Unearthed          | 11         | 8    | 3   | 4            | 4    | 0   | 1            | 1    | 0   | 4            | 3    | 1   | *            | *    | *   | 1            | 1    | 0   | *          | *    | *   |
| ABC Country                 | 4          | 7    | -3  | 1            | *    | *   | *            | *    | *   | *            | 2    | *   | *            | *    | *   | 1            | 1    | 0   | 2          | 4    | -2  |
| ABC Grandstand              | 9          | 15   | -6  | *            | *    | *   | *            | 1    | *   | 4            | 4    | 0   | 4            | 4    | 0   | 1            | 1    | 0   | 1          | 5    | -4  |
| ABC Jazz                    | 11         | 17   | -6  | 1            | 1    | 0   | 5            | 4    | 1   | 2            | 4    | -2  | *            | 3    | *   | 1            | 2    | -1  | 2          | 3    | -1  |
| ABC KIDS LISTEN             | 11         | 10   | 1   | 3            | 1    | 2   | 1            | 1    | 0   | 4            | 5    | -1  | 2            | 2    | 0   | *            | *    | *   | 1          | 1    | 0   |
| Double J                    | 19         | 19   | 0   | *            | *    | *   | *            | *    | *   | 8            | 7    | 1   | 10           | 10   | 0   | 1            | 1    | 0   | *          | *    | *   |
| Total Digital/Internet Only | 176        | 178  | -2  | 22           | 23   | -1  | 14           | 10   | 4   | 56           | 53   | 3   | 45           | 47   | -2  | 24           | 22   | 2   | 15         | 24   | -9  |

## 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 | +/- |
| Chemist Warehouse Remix     | 2                   | 2    | 0   | 1                               | *    | *   | 1                              | *    | *   | 1                                | 2    | -1  | 1                           | *    | *   | *                              | *    | *   | 3                           | 2    | 1   |
| Coles Radio                 | 18                  | 13   | 5   | 4                               | 3    | 1   | 8                              | 7    | 1   | 7                                | 8    | -1  | 7                           | 5    | 2   | 4                              | 1    | 3   | 10                          | 7    | 3   |
| Edge Digital                | 6                   | 6    | 0   | 4                               | 4    | 0   | 3                              | 6    | -3  | 2                                | 5    | -3  | 2                           | 2    | 0   | 3                              | 1    | 2   | 3                           | 3    | 0   |
| HIT BUDDHA                  | 13                  | 15   | -2  | 6                               | 6    | 0   | 5                              | 5    | 0   | 6                                | 6    | 0   | 6                           | 11   | -5  | 1                              | 3    | -2  | 8                           | 9    | -1  |
| HIT EASY                    | 10                  | 11   | -1  | 4                               | 7    | -3  | 5                              | 9    | -4  | 4                                | 5    | -1  | 5                           | 3    | 2   | 3                              | 4    | -1  | 7                           | 6    | 1   |
| HIT OLDSKOOL                | 15                  | 9    | 6   | 5                               | 4    | 1   | 5                              | 3    | 2   | 7                                | 3    | 4   | 9                           | 6    | 3   | 5                              | 4    | 1   | 11                          | 9    | 2   |
| HIT URBAN                   | 4                   | 4    | 0   | 2                               | *    | *   | 1                              | 2    | -1  | 2                                | 2    | 0   | 3                           | 2    | 1   | 2                              | 1    | 1   | 3                           | 3    | 0   |
| Kinderling Kids             | 4                   | 5    | -1  | 2                               | 1    | 1   | 1                              | 2    | -1  | 2                                | 2    | 0   | 3                           | 2    | 1   | 1                              | 1    | 0   | 2                           | 4    | -2  |
| Mix 80s                     | 10                  | 9    | 1   | 4                               | 4    | 0   | 3                              | 4    | -1  | 7                                | 7    | 0   | 4                           | 3    | 1   | 2                              | 1    | 1   | 7                           | 6    | 1   |
| Mix 90s                     | 20                  | 10   | 10  | 5                               | 1    | 4   | 10                             | 4    | 6   | 9                                | 4    | 5   | 7                           | 4    | 3   | 3                              | 3    | 0   | 10                          | 6    | 4   |
| MMM AUSSIE                  | 5                   | 3    | 2   | 1                               | 1    | 0   | 1                              | 1    | 0   | 1                                | 2    | -1  | 1                           | 1    | 0   | 3                              | 1    | 2   | *                           | 2    | *   |
| MMM CLASSIC ROCK            | 12                  | 8    | 4   | 2                               | 3    | -1  | 4                              | 2    | 2   | 7                                | 4    | 3   | 5                           | 5    | 0   | 2                              | 3    | -1  | 5                           | 7    | -2  |
| MMM COUNTRY                 | 2                   | 5    | -3  | 1                               | 1    | 0   | 2                              | 3    | -1  | 2                                | 4    | -2  | 1                           | 3    | -2  | 1                              | 1    | 0   | 1                           | 3    | -2  |
| MMM GREATEST HITS           | 11                  | 11   | 0   | 4                               | 3    | 1   | 6                              | 4    | 2   | 6                                | 4    | 2   | 3                           | 3    | 0   | 3                              | 5    | -2  | 8                           | 5    | 3   |
| Smooth                      | 18                  | 11   | 7   | 9                               | 6    | 3   | 7                              | 7    | 0   | 8                                | 8    | 0   | 9                           | 6    | 3   | 9                              | 3    | 6   | 14                          | 10   | 4   |
| triple j Unearthed          | 9                   | 5    | 4   | 1                               | 1    | 0   | 3                              | 2    | 1   | 2                                | 1    | 1   | 3                           | 1    | 2   | 4                              | 3    | 1   | 4                           | 5    | -1  |
| ABC Country                 | 2                   | 6    | -4  | 1                               | 4    | -3  | 1                              | 3    | -2  | 2                                | 5    | -3  | 1                           | 3    | -2  | *                              | 2    | *   | 4                           | 5    | -1  |
| ABC Grandstand              | 4                   | 6    | -2  | 1                               | 1    | 0   | 1                              | 1    | 0   | *                                | 1    | *   | 2                           | 2    | 0   | 3                              | 5    | -2  | 8                           | 14   | -6  |
| ABC Jazz                    | 10                  | 15   | -5  | 5                               | 4    | 1   | 3                              | 6    | -3  | 4                                | 5    | -1  | 4                           | 5    | -1  | 5                              | 8    | -3  | 6                           | 10   | -4  |
| ABC KIDS LISTEN             | 8                   | 6    | 2   | 5                               | 3    | 2   | 4                              | 4    | 0   | 3                                | 2    | 1   | 4                           | 3    | 1   | 2                              | 2    | 0   | 8                           | 7    | 1   |
| Double J                    | 15                  | 15   | 0   | 8                               | 8    | 0   | 4                              | 5    | -1  | 8                                | 5    | 3   | 5                           | 7    | -2  | 3                              | 4    | -1  | 13                          | 12   | 1   |
| Total Digital/Internet Only | 152                 | 145  | 7   | 68                              | 60   | 8   | 73                             | 74   | -1  | 81                               | 78   | 3   | 77                          | 72   | 5   | 54                             | 54   | 0   | 116                         | 119  | -3  |

Please note: BUDDHA HITS, EASY HITS, OLDSKOOL HITS, URBAN HITS changed to HIT BUDDHA, HIT EASY, HIT OLDSKOOL, HIT URBAN effective Sept 29.