



ADELAIDE RADIO - SURVEY 8 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	10.9	10.3	0.6	2.0	2.1	-0.1	0.7	0.8	-0.1	2.4	4.4	-2.0	6.6	6.5	0.1	8.5	9.9	-1.4	27.6	22.9	4.7
CRUISE1323	9.6	9.4	0.2	1.9	3.3	-1.4	4.2	0.5	3.7	1.3	2.0	-0.7	5.9	4.7	1.2	16.7	17.5	-0.8	17.9	18.3	-0.4
MIX102.3	13.6	11.9	1.7	19.5	19.1	0.4	17.5	13.6	3.9	10.7	8.9	1.8	17.2	16.3	0.9	19.9	15.0	4.9	5.5	5.9	-0.4
5MMM	8.6	9.7	-1.1	8.2	8.0	0.2	9.0	8.0	1.0	11.8	10.5	1.3	12.1	16.1	-4.0	8.5	10.9	-2.4	3.1	3.5	-0.4
NOVA91.9	11.0	12.0	-1.0	25.9	28.5	-2.6	20.8	32.1	-11.3	19.6	18.2	1.4	12.5	12.6	-0.1	4.7	5.6	-0.9	0.8	0.9	-0.1
HIT 107	9.3	9.6	-0.3	18.0	16.7	1.3	16.5	15.9	0.6	19.3	20.4	-1.1	9.0	10.5	-1.5	5.5	4.6	0.9	0.6	0.2	0.4
ABC ADE	9.0	10.0	-1.0	1.6	1.9	-0.3	0.7	0.8	-0.1	1.3	2.0	-0.7	4.9	3.5	1.4	12.2	14.4	-2.2	20.6	23.6	-3.0
5RN	2.1	1.9	0.2	0.2	*	*	0.3	*	*	0.3	0.1	0.2	1.0	0.9	0.1	3.6	1.5	2.1	4.3	5.4	-1.1
ABC NEWS	1.4	1.2	0.2	0.6	0.3	0.3	0.5	1.1	-0.6	0.7	0.6	0.1	2.4	1.9	0.5	1.2	1.3	-0.1	1.7	1.4	0.3
5JJJ	5.9	5.4	0.5	7.9	7.4	0.5	12.1	12.6	-0.5	11.4	7.8	3.6	8.2	8.6	-0.4	1.7	2.2	-0.5	0.3	0.4	-0.1
ABC CLASSIC	2.9	3.4	-0.5	1.1	0.8	0.3	0.3	0.1	0.2	2.0	2.1	-0.1	2.1	1.3	0.8	1.5	1.5	0.0	6.5	9.1	-2.6

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	10.9	10.5	0.4	14.2	12.7	1.5	12.1	11.4	0.7	5.4	6.0	-0.6	9.2	10.1	-0.9	16.4	15.7	0.7	10.9	9.4	1.5						
CRUISE1323	9.3	9.0	0.3	7.8	6.8	1.0	10.4	11.4	-1.0	10.8	11.1	-0.3	8.5	7.9	0.6	8.1	6.1	2.0	10.7	10.8	-0.1						
MIX102.3	13.6	12.1	1.5	12.1	11.4	0.7	13.1	12.2	0.9	14.9	13.2	1.7	15.2	12.2	3.0	12.9	10.2	2.7	13.7	11.4	2.3						
5MMM	9.2	10.5	-1.3	8.7	10.0	-1.3	10.4	12.3	-1.9	12.0	13.4	-1.4	6.6	7.6	-1.0	3.9	4.3	-0.4	6.6	7.2	-0.6						
NOVA91.9	10.9	11.9	-1.0	10.1	10.9	-0.8	8.3	8.5	-0.2	11.5	12.5	-1.0	15.7	16.4	-0.7	10.5	13.0	-2.5	11.0	12.2	-1.2						
HIT 107	9.4	9.8	-0.4	8.5	8.7	-0.2	9.0	9.5	-0.5	10.8	10.9	-0.1	10.2	10.9	-0.7	7.4	8.0	-0.6	8.9	9.0	-0.1						
ABC ADE	8.8	9.9	-1.1	12.7	14.2	-1.5	9.0	10.4	-1.4	5.6	6.2	-0.6	5.5	6.6	-1.1	11.6	12.9	-1.3	9.7	10.3	-0.6						
5RN	2.0	1.7	0.3	2.5	3.2	-0.7	1.2	0.7	0.5	1.3	0.9	0.4	2.8	2.0	0.8	2.9	2.0	0.9	2.4	2.4	0.0						
ABC NEWS	1.4	1.3	0.1	2.4	1.8	0.6	0.9	1.1	-0.2	0.9	0.7	0.2	1.2	1.1	0.1	1.9	2.0	-0.1	1.4	1.2	0.2						
5JJJ	6.4	5.6	0.8	6.3	5.8	0.5	6.4	5.1	1.3	7.2	5.6	1.6	6.9	7.4	-0.5	3.5	3.4	0.1	4.1	4.8	-0.7						
ABC CLASSIC	2.7	3.2	-0.5	2.8	3.3	-0.5	2.9	3.2	-0.3	1.5	2.8	-1.3	2.6	3.2	-0.6	5.1	3.8	1.3	3.7	4.2	-0.5						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	2	3	-1	1	1	0	*	*	*	*	*	*	1	2	-1	*	*	*	*	*	*
Coles Radio	23	21	2	5	4	1	3	3	0	9	10	-1	4	2	2	1	2	-1	1	1	0
Edge Digital	6	7	-1	1	1	0	*	*	*	3	4	-1	2	2	0	1	1	0	*	*	*
HIT BUDDHA	10	14	-4	2	2	0	1	1	0	1	3	-2	3	3	0	2	3	-1	*	2	*
HIT EASY	8	13	-5	3	5	-2	*	*	*	1	4	-3	*	2	*	3	1	2	1	2	-1
HIT OLDSKOOL	22	16	6	3	1	2	2	3	-1	10	8	2	5	3	2	2	1	1	1	*	*
HIT URBAN	7	5	2	2	1	1	2	2	0	3	1	2	1	1	0	*	*	*	*	*	*
Kinderling Kids	3	4	-1	2	2	0	*	*	*	*	1	*	1	2	-1	*	*	*	*	*	*
Mix 80s	16	11	5	3	2	1	1	1	0	1	1	0	7	4	3	4	3	1	2	1	1
Mix 90s	24	23	1	8	6	2	1	4	-3	7	9	-2	6	2	4	1	1	0	*	1	*
MMM AUSSIE	3	5	-2	1	*	*	1	2	-1	1	3	-2	*	*	*	1	1	0	*	*	*
MMM CLASSIC ROCK	11	14	-3	1	1	0	1	1	0	1	1	0	5	5	0	3	5	-2	*	1	*
MMM COUNTRY	1	2	-1	1	*	*	*	*	*	*	*	*	*	1	*	*	2	*	*	*	*
MMM GREATEST HITS	17	13	4	2	1	1	2	2	0	4	4	0	6	4	2	3	2	1	1	*	*
Smooth	21	19	2	3	3	0	*	*	*	4	3	1	6	7	-1	2	3	-1	5	2	3
triple j Unearthed	12	11	1	2	4	-2	4	1	3	4	4	0	*	*	*	2	1	1	*	*	*
ABC Country	7	4	3	1	1	0	*	*	*	1	*	*	*	*	*	2	1	1	2	2	0
ABC Grandstand	6	9	-3	*	*	*	*	*	*	2	4	-2	3	4	-1	*	1	*	1	1	0
ABC Jazz	14	11	3	2	1	1	1	5	-4	3	2	1	1	*	*	3	1	2	4	2	2
ABC KIDS LISTEN	8	11	-3	4	3	1	*	1	*	4	4	0	1	2	-1	*	*	*	*	1	*
Double J	19	19	0	1	*	*	*	*	*	9	8	1	9	10	-1	1	1	0	*	*	*
Total Digital/Internet Only	180	176	4	23	22	1	13	14	-1	53	56	-3	51	45	6	24	24	0	16	15	1

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	1	2	-1	1	1	0	1	1	0	*	1	*	*	1	*	*	*	*	2	3	-1
Coles Radio	21	18	3	7	4	3	11	8	3	8	7	1	7	7	0	5	4	1	11	10	1
Edge Digital	4	6	-2	3	4	-1	1	3	-2	*	2	*	1	2	-1	2	3	-1	3	3	0
HIT BUDDHA	9	13	-4	5	6	-1	3	5	-2	5	6	-1	3	6	-3	*	1	*	6	8	-2
HIT EASY	6	10	-4	2	4	-2	2	5	-3	4	4	0	4	5	-1	*	3	*	5	7	-2
HIT OLDSKOOL	21	15	6	10	5	5	7	5	2	10	7	3	9	9	0	9	5	4	12	11	1
HIT URBAN	7	4	3	5	2	3	4	1	3	3	2	1	4	3	1	2	2	0	5	3	2
Kinderling Kids	3	4	-1	2	2	0	*	1	*	*	2	*	3	3	0	1	1	0	2	2	0
Mix 80s	15	10	5	6	4	2	7	3	4	8	7	1	5	4	1	5	2	3	8	7	1
Mix 90s	19	20	-1	8	5	3	9	10	-1	8	9	-1	7	7	0	2	3	-1	10	10	0
MMM AUSSIE	3	5	-2	1	1	0	*	1	*	*	1	*	1	1	0	2	3	-1	1	*	*
MMM CLASSIC ROCK	11	12	-1	2	2	0	5	4	1	7	7	0	4	5	-1	1	2	-1	4	5	-1
MMM COUNTRY	1	2	-1	1	1	0	*	2	*	*	2	*	1	1	0	*	1	*	1	1	0
MMM GREATEST HITS	15	11	4	7	4	3	8	6	2	9	6	3	7	3	4	2	3	-1	10	8	2
Smooth	18	18	0	7	9	-2	7	7	0	8	8	0	9	9	0	9	9	0	14	14	0
triple j Unearthed	10	9	1	5	1	4	4	3	1	4	2	2	4	3	1	3	4	-1	5	4	1
ABC Country	5	2	3	1	1	0	1	1	0	4	2	2	2	1	1	2	*	*	4	4	0
ABC Grandstand	4	4	0	*	1	*	2	1	1	2	*	*	1	2	-1	2	3	-1	4	8	-4
ABC Jazz	11	10	1	4	5	-1	4	3	1	6	4	2	4	4	0	3	5	-2	8	6	2
ABC KIDS LISTEN	6	8	-2	4	5	-1	2	4	-2	3	3	0	2	4	-2	1	2	-1	6	8	-2
Double J	13	15	-2	5	8	-3	6	4	2	9	8	1	6	5	1	1	3	-2	12	13	-1
Total Digital/Internet Only	158	152	6	70	68	2	74	73	1	85	81	4	77	77	0	49	54	-5	110	116	-6