



# ADELAIDE RADIO - SURVEY 1 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	10.8	11.7	-0.9	2.2	2.3	-0.1	0.4	1.6	-1.2	2.5	1.6	0.9	9.1	9.0	0.1	14.1	13.1	1.0	22.8	27.5	-4.7
CRUISE1323	9.0	9.4	-0.4	2.0	3.8	-1.8	0.8	2.9	-2.1	3.3	2.1	1.2	8.2	7.2	1.0	14.2	16.9	-2.7	15.3	16.2	-0.9
MIX102.3	16.1	12.3	3.8	20.9	11.7	9.2	11.7	17.2	-5.5	16.3	12.3	4.0	22.9	14.2	8.7	17.0	16.8	0.2	9.0	5.7	3.3
5MMM	10.6	9.3	1.3	7.0	6.2	0.8	5.9	5.9	0.0	13.3	7.9	5.4	14.1	16.1	-2.0	16.5	14.2	2.3	3.5	2.1	1.4
NOVA91.9	9.6	12.0	-2.4	32.8	43.6	-10.8	20.0	23.0	-3.0	13.1	19.5	-6.4	10.1	10.4	-0.3	2.5	5.0	-2.5	0.9	0.7	0.2
HIT 107	9.1	9.0	0.1	14.2	12.1	2.1	25.4	21.0	4.4	16.0	19.0	-3.0	9.0	8.1	0.9	4.0	3.8	0.2	0.3	0.6	-0.3
ABC ADE	10.4	8.7	1.7	2.2	0.5	1.7	1.9	0.6	1.3	3.2	1.8	1.4	4.4	6.0	-1.6	11.6	11.1	0.5	26.5	20.3	6.2
5RN	2.3	2.7	-0.4	0.1	0.4	-0.3	0.5	0.2	0.3	0.5	0.4	0.1	0.8	2.1	-1.3	3.3	4.2	-0.9	5.6	5.7	-0.1
ABC NEWS	1.3	1.7	-0.4	0.2	1.6	-1.4	1.2	0.7	0.5	0.6	0.9	-0.3	1.0	1.7	-0.7	2.1	1.8	0.3	2.0	2.6	-0.6
5JJJ	6.9	6.6	0.3	6.4	6.6	-0.2	17.0	9.2	7.8	14.3	17.1	-2.8	6.8	7.2	-0.4	3.3	1.5	1.8	0.4	0.3	0.1
ABCFM	3.4	2.7	0.7	0.2	0.4	-0.2	1.6	0.5	1.1	3.3	2.1	1.2	2.4	0.9	1.5	1.7	1.0	0.7	7.0	7.8	-0.8

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	11.3	11.8	-0.5	13.8	14.9	-1.1	13.2	11.5	1.7	7.6	7.2	0.4	9.6	10.1	-0.5	12.8	19.6	-6.8	9.2	11.2	-2.0						
CRUISE1323	8.6	8.8	-0.2	6.9	7.3	-0.4	9.7	11.0	-1.3	10.3	11.1	-0.8	8.8	7.2	1.6	5.2	5.3	-0.1	10.3	11.4	-1.1						
MIX102.3	16.6	12.5	4.1	15.1	11.8	3.3	17.9	12.7	5.2	19.8	13.8	6.0	15.2	12.8	2.4	10.9	9.8	1.1	14.6	11.8	2.8						
5MMM	11.1	10.2	0.9	11.5	10.7	0.8	10.9	11.1	-0.2	12.0	11.2	0.8	10.3	8.7	1.6	8.6	6.5	2.1	8.9	6.6	2.3						
NOVA91.9	9.4	11.7	-2.3	8.5	10.2	-1.7	8.5	10.0	-1.5	8.9	12.2	-3.3	12.3	15.3	-3.0	11.6	12.0	-0.4	9.9	13.1	-3.2						
HIT 107	9.4	9.3	0.1	8.0	8.8	-0.8	9.6	9.4	0.2	10.9	10.3	0.6	10.0	10.2	-0.2	7.4	6.8	0.6	8.1	8.0	0.1						
ABC ADE	10.5	8.6	1.9	13.7	12.6	1.1	9.9	8.9	1.0	7.6	5.5	2.1	8.7	6.0	2.7	13.6	9.3	4.3	10.4	9.1	1.3						
5RN	2.3	2.7	-0.4	4.0	3.9	0.1	1.4	2.0	-0.6	1.1	1.7	-0.6	2.6	3.0	-0.4	2.0	3.4	-1.4	2.3	2.7	-0.4						
ABC NEWS	1.2	1.7	-0.5	2.1	2.8	-0.7	0.8	0.9	-0.1	0.5	1.0	-0.5	0.8	1.1	-0.3	2.1	3.3	-1.2	1.8	1.8	0.0						
5JJJ	6.3	6.8	-0.5	5.1	6.2	-1.1	6.2	6.9	-0.7	6.5	6.8	-0.3	8.4	8.0	0.4	5.7	5.7	0.0	8.8	6.2	2.6						
ABCFM	3.1	2.5	0.6	3.4	2.3	1.1	2.6	2.5	0.1	3.3	2.3	1.0	2.7	3.2	-0.5	3.7	2.3	1.4	4.2	3.5	0.7						



# ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 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 RADIO	17	16	1	2	2	0	1	1	0	7	4	3	4	6	-2	4	4	0	*	*	*
Chemist Warehouse Remix	1	2	-1	1	1	0	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
Coles Radio	20	13	7	3	3	0	6	2	4	6	4	2	2	3	-1	3	2	1	1	*	*
EASY HITS RADIO	9	8	1	*	1	*	1	1	0	1	1	0	5	3	2	1	2	-1	1	*	*
Edge Digital	2	2	0	1	*	*	1	*	*	*	1	*	*	*	*	*	*	*	1	1	0
Kinderling Kids	4	6	-2	1	*	*	*	1	*	3	4	-1	*	1	*	*	*	*	*	*	*
MMM GREATEST HITS	11	8	3	2	2	0	*	1	*	2	*	*	6	3	3	1	2	-1	*	*	*
MMM MODERN DIGITAL	5	3	2	1	1	0	*	*	*	2	*	*	1	1	0	1	*	*	*	*	*
OLDSKOOL HITS RADIO	8	18	-10	2	1	1	1	4	-3	3	6	-3	2	6	-4	*	*	*	*	*	*
Smooth	9	13	-4	*	1	*	2	*	*	*	1	*	3	5	-2	3	4	-1	1	2	-1
The 80s iHeartRadio	17	12	5	3	3	0	1	1	0	2	3	-1	9	4	5	1	2	-1	1	*	*
The 90s iHeartRadio	22	15	7	7	2	5	1	3	-2	7	5	2	4	5	-1	3	1	2	1	*	*
triple j Uneathed	10	6	4	2	2	0	1	1	0	3	1	2	2	2	0	1	*	*	*	*	*
ABC Country	7	5	2	1	1	0	*	1	*	1	*	*	1	*	*	1	*	*	3	3	0
ABC Extra	2	3	-1	*	1	*	*	*	*	1	1	0	1	1	0	*	*	*	*	*	*
ABC Grandstand	8	14	-6	*	1	*	*	2	*	1	1	0	3	6	-3	3	1	2	1	3	-2
ABC Jazz	13	15	-2	3	2	1	1	1	0	3	2	1	3	4	-1	2	3	-1	*	4	*
Double J	22	15	7	3	*	*	3	2	1	8	4	4	6	3	3	2	3	-1	*	2	*
Total Digital/Internet Only	146	140	6	22	16	6	13	11	2	39	36	3	39	41	-2	20	20	0	13	15	-2

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			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	+/-
BUDDHA HITS RADIO	13	15	-2	4	4	0	5	8	-3	5	7	-2	7	10	-3	5	5	0	9	7	2
Chemist Warehouse Remix	*	2	*	*	*	*	*	*	*	*	2	*	*	1	*	*	*	*	1	1	0
Coles Radio	18	11	7	6	3	3	9	3	6	8	7	1	8	5	3	6	*	*	8	6	2
EASY HITS RADIO	8	8	0	3	1	2	4	1	3	4	3	1	5	7	-2	1	3	-2	4	3	1
Edge Digital	1	2	-1	1	1	0	1	*	*	*	*	*	1	1	0	1	1	0	2	1	1
Kinderling Kids	3	5	-2	2	3	-1	3	3	0	1	3	-2	1	4	-3	1	2	-1	4	5	-1
MMM GREATEST HITS	9	6	3	3	3	0	3	3	0	2	3	-1	2	3	-1	1	2	-1	4	5	-1
MMM MODERN DIGITAL	5	3	2	1	1	0	1	*	*	2	*	*	*	2	*	2	2	0	1	2	-1
OLDSKOOL HITS RADIO	8	16	-8	3	6	-3	4	9	-5	3	9	-6	4	9	-5	1	5	-4	4	11	-7
Smooth	8	10	-2	1	4	-3	5	4	1	2	6	-4	1	3	-2	3	3	0	3	9	-6
The 80s iHeartRadio	14	10	4	5	8	-3	6	5	1	6	6	0	3	6	-3	3	1	2	9	7	2
The 90s iHeartRadio	19	11	8	10	2	8	5	4	1	4	2	2	6	5	1	3	4	-1	6	7	-1
triple j Uneathed	8	6	2	3	3	0	4	1	3	2	*	*	3	2	1	2	1	1	4	1	3
ABC Country	5	5	0	*	1	*	2	3	-1	2	2	0	1	3	-2	2	2	0	4	3	1
ABC Extra	1	3	-2	*	1	*	*	1	*	*	*	*	*	2	*	1	*	*	1	*	*
ABC Grandstand	4	8	-4	1	*	*	*	2	*	2	4	-2	2	4	-2	2	4	-2	6	12	-6
ABC Jazz	11	13	-2	4	4	0	4	4	0	4	6	-2	7	6	1	4	5	-1	7	8	-1
Double J	16	12	4	5	4	1	5	6	-1	5	6	-1	9	7	2	3	4	-1	11	10	1
Total Digital/Internet Only	122	117	5	43	48	-5	59	55	4	50	62	-12	58	73	-15	39	42	-3	87	89	-2