



ADELAIDE RADIO - SURVEY 2 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	10.5	10.8	-0.3	2.2	2.2	0.0	0.5	0.4	0.1	2.2	2.5	-0.3	10.6	9.1	1.5	13.9	14.1	-0.2	19.3	22.8	-3.5
CRUISE1323	9.3	9.0	0.3	2.1	2.0	0.1	0.5	0.8	-0.3	3.7	3.3	0.4	8.3	8.2	0.1	13.9	14.2	-0.3	15.8	15.3	0.5
MIX102.3	15.7	16.1	-0.4	16.2	20.9	-4.7	13.4	11.7	1.7	15.5	16.3	-0.8	20.3	22.9	-2.6	19.1	17.0	2.1	10.6	9.0	1.6
5MMM	10.9	10.6	0.3	4.8	7.0	-2.2	7.6	5.9	1.7	12.5	13.3	-0.8	18.6	14.1	4.5	15.8	16.5	-0.7	2.9	3.5	-0.6
NOVA91.9	9.8	9.6	0.2	37.9	32.8	5.1	19.8	20.0	-0.2	14.7	13.1	1.6	9.1	10.1	-1.0	3.1	2.5	0.6	0.8	0.9	-0.1
HIT 107	8.4	9.1	-0.7	13.8	14.2	-0.4	23.6	25.4	-1.8	19.1	16.0	3.1	6.5	9.0	-2.5	2.3	4.0	-1.7	0.1	0.3	-0.2
ABC ADE	10.7	10.4	0.3	1.3	2.2	-0.9	1.2	1.9	-0.7	1.7	3.2	-1.5	6.2	4.4	1.8	11.8	11.6	0.2	25.5	26.5	-1.0
5RN	2.7	2.3	0.4	0.3	0.1	0.2	0.2	0.5	-0.3	0.4	0.5	-0.1	1.2	0.8	0.4	3.5	3.3	0.2	6.3	5.6	0.7
ABC NEWS	1.9	1.3	0.6	2.0	0.2	1.8	1.3	1.2	0.1	0.7	0.6	0.1	1.7	1.0	0.7	2.5	2.1	0.4	2.6	2.0	0.6
5JJJ	5.5	6.9	-1.4	7.2	6.4	0.8	17.5	17.0	0.5	12.2	14.3	-2.1	4.2	6.8	-2.6	1.8	3.3	-1.5	0.2	0.4	-0.2
ABCFM	3.6	3.4	0.2	0.1	0.2	-0.1	1.7	1.6	0.1	1.5	3.3	-1.8	3.1	2.4	0.7	2.2	1.7	0.5	7.9	7.0	0.9

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	11.3	-0.4	12.2	13.8	-1.6	13.5	13.2	0.3	6.9	7.6	-0.7	8.3	9.6	-1.3	16.0	12.8	3.2	9.0	9.2	-0.2						
CRUISE1323	8.8	8.6	0.2	7.2	6.9	0.3	9.7	9.7	0.0	10.4	10.3	0.1	8.8	8.8	0.0	6.9	5.2	1.7	11.0	10.3	0.7						
MIX102.3	16.0	16.6	-0.6	14.7	15.1	-0.4	17.2	17.9	-0.7	19.9	19.8	0.1	14.1	15.2	-1.1	9.1	10.9	-1.8	14.7	14.6	0.1						
5MMM	11.5	11.1	0.4	11.6	11.5	0.1	11.7	10.9	0.8	12.9	12.0	0.9	10.8	10.3	0.5	8.1	8.6	-0.5	9.0	8.9	0.1						
NOVA91.9	9.7	9.4	0.3	9.1	8.5	0.6	8.4	8.5	-0.1	9.3	8.9	0.4	13.0	12.3	0.7	10.7	11.6	-0.9	10.1	9.9	0.2						
HIT 107	8.7	9.4	-0.7	8.1	8.0	0.1	9.2	9.6	-0.4	10.2	10.9	-0.7	8.3	10.0	-1.7	5.9	7.4	-1.5	7.2	8.1	-0.9						
ABC ADE	10.5	10.5	0.0	13.7	13.7	0.0	9.2	9.9	-0.7	8.3	7.6	0.7	9.7	8.7	1.0	12.5	13.6	-1.1	11.3	10.4	0.9						
5RN	2.6	2.3	0.3	4.2	4.0	0.2	2.0	1.4	0.6	1.5	1.1	0.4	2.8	2.6	0.2	2.3	2.0	0.3	2.7	2.3	0.4						
ABC NEWS	1.7	1.2	0.5	2.6	2.1	0.5	0.9	0.8	0.1	1.2	0.5	0.7	1.3	0.8	0.5	2.9	2.1	0.8	2.5	1.8	0.7						
5JJJ	5.6	6.3	-0.7	5.2	5.1	0.1	5.1	6.2	-1.1	5.9	6.5	-0.6	7.7	8.4	-0.7	4.0	5.7	-1.7	5.2	8.8	-3.6						
ABCFM	3.3	3.1	0.2	3.8	3.4	0.4	3.0	2.6	0.4	2.5	3.3	-0.8	3.5	2.7	0.8	4.1	3.7	0.4	4.8	4.2	0.6						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	17	0	5	2	3	*	1	*	5	7	-2	3	4	-1	2	4	-2	2	*	*
Chemist Warehouse Remix	3	1	2	1	1	0	1	*	*	*	*	*	1	*	*	*	*	*	*	*	*
Coles Radio	20	20	0	3	3	0	5	6	-1	6	6	0	3	2	1	2	3	-1	1	1	0
EASY HITS RADIO	7	9	-2	*	*	*	*	1	*	2	1	1	3	5	-2	1	1	0	1	1	0
Edge Digital	4	2	2	2	1	1	1	1	0	*	*	*	1	*	*	*	*	*	1	1	0
Kinderling Kids	4	4	0	1	1	0	*	*	*	3	3	0	1	*	*	*	*	*	*	*	*
MMM GREATEST HITS	13	11	2	*	2	*	*	*	*	3	2	1	7	6	1	3	1	2	*	*	*
MMM MODERN DIGITAL	6	5	1	1	1	0	*	*	*	2	2	0	4	1	3	*	1	*	*	*	*
OLDSKOOL HITS RADIO	12	8	4	2	2	0	2	1	1	4	3	1	3	2	1	1	*	*	*	*	*
Smooth	15	9	6	1	*	*	3	2	1	3	*	*	5	3	2	3	3	0	1	1	0
The 80s iHeartRadio	18	17	1	2	3	-1	*	1	*	3	2	1	10	9	1	2	1	1	1	1	0
The 90s iHeartRadio	25	22	3	7	7	0	1	1	0	7	7	0	6	4	2	3	3	0	1	1	0
triple j Unearthed	11	10	1	2	2	0	*	1	*	3	3	0	5	2	3	1	1	0	*	*	*
ABC Country	7	7	0	1	1	0	*	*	*	1	1	0	1	1	0	1	1	0	4	3	1
ABC Grandstand	5	8	-3	1	*	*	*	*	*	2	1	1	1	3	-2	1	3	-2	*	1	*
ABC Jazz	12	13	-1	4	3	1	*	1	*	3	3	0	2	3	-1	3	2	1	1	*	*
Double J	13	22	-9	1	3	-2	1	3	-2	6	8	-2	4	6	-2	2	2	0	*	*	*
Total Digital/Internet Only	161	146	15	25	22	3	14	13	1	44	39	5	43	39	4	21	20	1	14	13	1

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	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
BUDDHA HITS RADIO	15	13	2	3	4	-1	7	5	2	7	5	2	7	7	0	6	5	1	8	9	-1						
Chemist Warehouse Remix	2	*	*	1	*	*	2	*	*	1	*	*	*	*	*	*	*	*	1	1	0						
Coles Radio	18	18	0	6	6	0	10	9	1	8	8	0	7	8	-1	5	6	-1	9	8	1						
EASY HITS RADIO	7	8	-1	2	3	-1	2	4	-2	3	4	-1	3	5	-2	1	1	0	3	4	-1						
Edge Digital	2	1	1	1	1	0	1	1	0	1	*	*	1	1	0	*	1	*	3	2	1						
Kinderling Kids	3	3	0	1	2	-1	3	3	0	*	1	*	1	1	0	1	1	0	4	4	0						
MMM GREATEST HITS	10	9	1	4	3	1	6	3	3	5	2	3	2	2	0	1	1	0	5	4	1						
MMM MODERN DIGITAL	6	5	1	2	1	1	2	1	1	5	2	3	2	*	*	1	2	-1	*	1	*						
OLDSKOOL HITS RADIO	10	8	2	5	3	2	4	4	0	4	3	1	4	4	0	1	1	0	7	4	3						
Smooth	14	8	6	3	1	2	8	5	3	6	2	4	3	1	2	5	3	2	9	3	6						
The 80s iHeartRadio	14	14	0	6	5	1	4	6	-2	7	6	1	7	3	4	4	3	1	9	9	0						
The 90s iHeartRadio	18	19	-1	5	10	-5	4	5	-1	7	4	3	10	6	4	7	3	4	13	6	7						
triple j Unearthed	11	8	3	4	3	1	7	4	3	5	2	3	2	3	-1	2	2	0	3	4	-1						
ABC Country	5	5	0	2	*	*	2	2	0	2	2	0	2	1	1	2	2	0	4	4	0						
ABC Grandstand	3	4	-1	1	1	0	*	*	*	2	2	0	*	2	*	1	2	-1	2	6	-4						
ABC Jazz	10	11	-1	7	4	3	2	4	-2	3	4	-1	5	7	-2	5	4	1	9	7	2						
Double J	10	16	-6	3	5	-2	4	5	-1	4	5	-1	5	9	-4	4	3	1	6	11	-5						
Total Digital/Internet Only	137	122	15	52	43	9	66	59	7	64	50	14	63	58	5	49	39	10	98	87	11						