



ADELAIDE RADIO - SURVEY 3 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	10.4	10.5	-0.1	1.1	2.2	-1.1	3.4	0.5	2.9	1.3	2.2	-0.9	7.2	10.6	-3.4	12.5	13.9	-1.4	21.8	19.3	2.5
CRUISE1323	8.4	9.3	-0.9	1.5	2.1	-0.6	1.6	0.5	1.1	2.7	3.7	-1.0	6.3	8.3	-2.0	13.9	13.9	0.0	13.5	15.8	-2.3
MIX102.3	14.8	15.7	-0.9	20.9	16.2	4.7	16.6	13.4	3.2	11.8	15.5	-3.7	18.5	20.3	-1.8	20.1	19.1	1.0	8.5	10.6	-2.1
5MMM	10.9	10.9	0.0	11.5	4.8	6.7	8.2	7.6	0.6	11.5	12.5	-1.0	19.4	18.6	0.8	13.4	15.8	-2.4	2.8	2.9	-0.1
NOVA91.9	9.8	9.8	0.0	31.5	37.9	-6.4	23.0	19.8	3.2	16.4	14.7	1.7	10.8	9.1	1.7	2.9	3.1	-0.2	0.9	0.8	0.1
HIT 107	8.0	8.4	-0.4	12.9	13.8	-0.9	16.8	23.6	-6.8	24.4	19.1	5.3	5.1	6.5	-1.4	1.8	2.3	-0.5	0.1	0.1	0.0
ABC ADE	11.4	10.7	0.7	1.1	1.3	-0.2	0.1	1.2	-1.1	1.3	1.7	-0.4	7.9	6.2	1.7	14.7	11.8	2.9	24.1	25.5	-1.4
5RN	3.3	2.7	0.6	0.3	0.3	0.0	0.1	0.2	-0.1	0.4	0.4	0.0	1.0	1.2	-0.2	4.9	3.5	1.4	7.4	6.3	1.1
ABC NEWS	2.1	1.9	0.2	1.7	2.0	-0.3	1.1	1.3	-0.2	0.7	0.7	0.0	2.3	1.7	0.6	2.2	2.5	-0.3	3.1	2.6	0.5
5JJJ	5.0	5.5	-0.5	5.0	7.2	-2.2	17.0	17.5	-0.5	11.3	12.2	-0.9	5.0	4.2	0.8	0.8	1.8	-1.0	0.4	0.2	0.2
ABC FM	3.8	3.6	0.2	*	0.1	*	1.4	1.7	-0.3	0.8	1.5	-0.7	1.9	3.1	-1.2	3.4	2.2	1.2	9.1	7.9	1.2

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	10.9	0.0	12.6	12.2	0.4	12.2	13.5	-1.3	7.1	6.9	0.2	9.6	8.3	1.3	16.1	16.0	0.1	8.9	9.0	-0.1				8.9	9.0	-0.1
CRUISE1323	7.9	8.8	-0.9	6.3	7.2	-0.9	9.6	9.7	-0.1	9.3	10.4	-1.1	6.7	8.8	-2.1	6.2	6.9	-0.7	9.9	11.0	-1.1				9.9	11.0	-1.1
MIX102.3	14.6	16.0	-1.4	14.3	14.7	-0.4	15.3	17.2	-1.9	16.3	19.9	-3.6	13.1	14.1	-1.0	11.7	9.1	2.6	15.4	14.7	0.7				15.4	14.7	0.7
5MMM	11.5	11.5	0.0	10.5	11.6	-1.1	12.2	11.7	0.5	14.1	12.9	1.2	10.4	10.8	-0.4	6.9	8.1	-1.2	9.1	9.0	0.1				9.1	9.0	0.1
NOVA91.9	10.1	9.7	0.4	9.2	9.1	0.1	8.3	8.4	-0.1	10.1	9.3	0.8	13.6	13.0	0.6	10.3	10.7	-0.4	9.1	10.1	-1.0				9.1	10.1	-1.0
HIT 107	8.5	8.7	-0.2	7.0	8.1	-1.1	8.4	9.2	-0.8	10.5	10.2	0.3	9.3	8.3	1.0	5.3	5.9	-0.6	6.7	7.2	-0.5				6.7	7.2	-0.5
ABC ADE	11.2	10.5	0.7	15.6	13.7	1.9	10.6	9.2	1.4	8.3	8.3	0.0	9.5	9.7	-0.2	11.9	12.5	-0.6	11.9	11.3	0.6				11.9	11.3	0.6
5RN	3.1	2.6	0.5	4.2	4.2	0.0	2.7	2.0	0.7	2.3	1.5	0.8	3.2	2.8	0.4	3.3	2.3	1.0	3.7	2.7	1.0				3.7	2.7	1.0
ABC NEWS	1.9	1.7	0.2	3.3	2.6	0.7	1.3	0.9	0.4	1.3	1.2	0.1	1.2	1.3	-0.1	2.6	2.9	-0.3	2.5	2.5	0.0				2.5	2.5	0.0
5JJJ	5.2	5.6	-0.4	4.8	5.2	-0.4	4.5	5.1	-0.6	5.2	5.9	-0.7	6.9	7.7	-0.8	4.9	4.0	0.9	4.3	5.2	-0.9				4.3	5.2	-0.9
ABC FM	3.5	3.3	0.2	3.8	3.8	0.0	3.6	3.0	0.6	2.6	2.5	0.1	3.7	3.5	0.2	5.2	4.1	1.1	4.7	4.8	-0.1				4.7	4.8	-0.1



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	16	17	-1	3	5	-2	*	*	*	7	5	2	3	3	0	2	2	0	2	2	0
Chemist Warehouse Remix	3	3	0	*	1	*	1	1	0	1	*	*	1	1	0	*	*	*	*	*	*
Coles Radio	21	20	1	2	3	-1	4	5	-1	8	6	2	5	3	2	2	2	0	*	1	*
EASY HITS	7	7	0	1	*	*	*	*	*	2	2	0	2	3	-1	1	1	0	1	1	0
Edge Digital	3	4	-1	2	2	0	*	1	*	*	*	*	1	1	0	*	*	*	*	1	*
Kinderling Kids	5	4	1	2	1	1	*	*	*	1	3	-2	2	1	1	*	*	*	*	*	*
MMM GREATEST HITS	14	13	1	1	*	*	*	*	*	5	3	2	5	7	-2	3	3	0	*	*	*
MMM MODERN DIGITAL	7	6	1	2	1	1	*	*	*	1	2	-1	4	4	0	*	*	*	*	*	*
OLDSKOOL HITS	10	12	-2	1	2	-1	1	2	-1	4	4	0	4	3	1	*	1	*	*	*	*
Smooth	14	15	-1	2	1	1	1	3	-2	3	3	0	3	5	-2	3	3	0	2	1	1
The 80s iHeartRadio	23	18	5	2	2	0	1	*	*	5	3	2	12	10	2	2	2	0	*	1	*
The 90s iHeartRadio	23	25	-2	4	7	-3	3	1	2	7	7	0	7	6	1	1	3	-2	*	1	*
triple j Unearthed	12	11	1	3	2	1	1	*	*	4	3	1	4	5	-1	*	1	*	*	*	*
ABC Country	11	7	4	1	1	0	1	*	*	4	1	3	*	1	*	2	1	1	4	4	0
ABC Grandstand	9	5	4	1	1	0	*	*	*	3	2	1	3	1	2	1	1	0	1	*	*
ABC Jazz	16	12	4	3	4	-1	2	*	*	4	3	1	2	2	0	4	3	1	2	1	1
ABC KIDS LISTEN	8	n.a.	*	3	n.a.	*	1	n.a.	*	3	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Double J	19	13	6	3	1	2	3	1	2	4	6	-2	8	4	4	2	2	0	1	*	*
Total Digital/Internet Only	174	161	13	24	25	-1	13	14	-1	52	44	8	48	43	5	24	21	3	12	14	-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	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	14	15	-1	3	3	0	5	7	-2	6	7	-1	7	7	0	5	6	-1	7	8	-1
Chemist Warehouse Remix	3	2	1	1	1	0	3	2	1	1	1	0	1	*	*	*	*	*	*	1	*
Coles Radio	18	18	0	6	6	0	11	10	1	12	8	4	8	7	1	1	5	-4	10	9	1
EASY HITS	6	7	-1	2	2	0	1	2	-1	3	3	0	3	3	0	1	1	0	3	3	0
Edge Digital	2	2	0	2	1	1	*	1	*	1	1	0	*	1	*	*	*	*	2	3	-1
Kinderling Kids	4	3	1	1	1	0	3	3	0	2	*	*	3	1	2	2	1	1	5	4	1
MMM GREATEST HITS	11	10	1	5	4	1	8	6	2	8	5	3	3	2	1	1	1	0	5	5	0
MMM MODERN DIGITAL	7	6	1	2	2	0	3	2	1	6	5	1	5	2	3	*	1	*	1	*	*
OLDSKOOL HITS	8	10	-2	5	5	0	3	4	-1	4	4	0	3	4	-1	2	1	1	7	7	0
Smooth	13	14	-1	4	3	1	6	8	-2	8	6	2	5	3	2	3	5	-2	8	9	-1
The 80s iHeartRadio	18	14	4	8	6	2	5	4	1	11	7	4	7	7	0	6	4	2	14	9	5
The 90s iHeartRadio	17	18	-1	5	5	0	6	4	2	9	7	2	10	10	0	9	7	2	11	13	-2
triple j Unearthed	8	11	-3	3	4	-1	4	7	-3	3	5	-2	2	2	0	1	2	-1	6	3	3
ABC Country	9	5	4	4	2	2	4	2	2	6	2	4	3	2	1	1	2	-1	4	4	0
ABC Grandstand	6	3	3	2	1	1	*	*	*	3	2	1	2	*	*	3	1	2	5	2	3
ABC Jazz	12	10	2	5	7	-2	4	2	2	4	3	1	6	5	1	5	5	0	14	9	5
ABC KIDS LISTEN	7	n.a.	*	2	n.a.	*	2	n.a.	*	4	n.a.	*	3	n.a.	*	2	n.a.	*	3	n.a.	*
Double J	15	10	5	5	3	2	8	4	4	8	4	4	6	5	1	5	4	1	10	6	4
Total Digital/Internet Only	141	137	4	58	52	6	69	66	3	84	64	20	71	63	8	49	49	0	115	98	17