



ADELAIDE RADIO - SURVEY 5 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	13.1	11.8	1.3	3.9	1.6	2.3	1.2	3.4	-2.2	2.8	2.1	0.7	11.1	5.6	5.5	16.4	12.7	3.7	26.7	28.8	-2.1
CRUISE1323	8.7	8.2	0.5	1.9	1.0	0.9	2.9	1.6	1.3	2.6	1.7	0.9	3.6	4.9	-1.3	16.7	16.9	-0.2	16.4	13.5	2.9
MIX102.3	15.1	15.4	-0.3	23.1	21.2	1.9	11.0	12.8	-1.8	12.6	13.6	-1.0	20.9	21.7	-0.8	15.9	19.3	-3.4	9.2	7.1	2.1
5MMM	9.8	9.9	-0.1	6.6	12.9	-6.3	7.8	8.7	-0.9	6.8	8.4	-1.6	15.0	14.8	0.2	18.2	16.4	1.8	2.2	1.4	0.8
NOVA91.9	9.9	10.5	-0.6	26.4	28.6	-2.2	24.1	26.7	-2.6	20.4	18.5	1.9	7.7	10.7	-3.0	2.2	2.5	-0.3	0.8	0.8	0.0
HIT 107	9.0	8.3	0.7	18.6	14.9	3.7	20.9	14.8	6.1	20.0	23.0	-3.0	7.8	6.9	0.9	2.5	2.1	0.4	0.5	0.4	0.1
ABC ADE	8.5	9.7	-1.2	1.0	1.0	0.0	1.2	1.0	0.2	2.1	2.2	-0.1	5.5	6.4	-0.9	10.2	10.5	-0.3	19.3	22.3	-3.0
5RN	3.2	3.7	-0.5	0.1	0.1	0.0	1.7	1.7	0.0	1.5	0.7	0.8	2.8	2.5	0.3	2.3	5.5	-3.2	6.6	7.1	-0.5
ABC NEWS	1.8	1.9	-0.1	0.9	0.6	0.3	1.3	1.0	0.3	1.5	0.8	0.7	2.0	2.5	-0.5	1.3	1.6	-0.3	2.8	2.8	0.0
5JJJ	5.2	5.4	-0.2	3.1	4.1	-1.0	12.2	13.9	-1.7	12.1	11.2	0.9	6.1	7.4	-1.3	1.6	1.5	0.1	0.4	0.3	0.1
ABC FM	2.5	2.8	-0.3	0.3	0.3	0.0	0.6	1.5	-0.9	0.8	1.0	-0.2	1.0	0.4	0.6	1.4	2.1	-0.7	7.2	7.7	-0.5

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	13.0	11.9	1.1	14.6	14.4	0.2	15.2	13.9	1.3	9.0	8.1	0.9	12.2	9.8	2.4	15.7	14.3	1.4	13.6	11.5	2.1						
CRUISE1323	8.2	7.9	0.3	6.9	6.8	0.1	8.8	8.9	-0.1	9.9	9.4	0.5	7.8	7.0	0.8	6.4	5.4	1.0	10.3	9.3	1.0						
MIX102.3	15.4	15.4	0.0	14.0	13.9	0.1	15.5	16.1	-0.6	18.5	17.1	1.4	14.6	14.6	0.0	12.2	14.3	-2.1	14.1	15.4	-1.3						
5MMM	10.2	10.1	0.1	10.8	10.3	0.5	10.8	10.0	0.8	10.6	11.6	-1.0	9.2	9.4	-0.2	7.4	7.8	-0.4	8.6	9.3	-0.7						
NOVA91.9	10.0	10.9	-0.9	9.3	10.0	-0.7	8.0	9.2	-1.2	10.2	11.4	-1.2	13.6	13.8	-0.2	10.5	11.0	-0.5	9.5	9.3	0.2						
HIT 107	9.4	8.8	0.6	7.5	6.7	0.8	9.0	8.6	0.4	11.2	10.7	0.5	10.6	10.9	-0.3	8.9	5.8	3.1	7.5	6.9	0.6						
ABC ADE	8.3	9.5	-1.2	11.9	13.5	-1.6	7.8	9.9	-2.1	5.9	6.9	-1.0	5.7	7.0	-1.3	11.2	9.9	1.3	8.9	10.2	-1.3						
5RN	3.1	3.6	-0.5	4.4	5.1	-0.7	2.8	2.6	0.2	2.0	2.6	-0.6	3.0	3.8	-0.8	3.5	4.2	-0.7	3.3	4.0	-0.7						
ABC NEWS	1.7	1.8	-0.1	2.8	3.2	-0.4	0.9	1.0	-0.1	1.3	1.3	0.0	1.1	1.1	0.0	3.2	2.1	1.1	2.2	2.3	-0.1						
5JJJ	5.5	5.7	-0.2	4.6	5.1	-0.5	5.9	5.4	0.5	5.9	5.9	0.0	6.5	6.9	-0.4	4.0	6.0	-2.0	4.2	4.5	-0.3						
ABC FM	2.3	2.6	-0.3	2.3	2.5	-0.2	2.4	2.6	-0.2	2.3	2.2	0.1	2.4	2.6	-0.2	2.3	4.0	-1.7	3.0	3.2	-0.2						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	12	14	-2	3	2	1	*	*	*	2	4	-2	5	7	-2	2	1	1	*	*	*
Chemist Warehouse Remix	2	2	0	*	*	*	*	*	*	2	1	1	*	*	*	1	1	0	*	*	*
Coles Radio	17	19	-2	2	2	0	1	2	-1	4	5	-1	6	8	-2	3	2	1	*	1	*
EASY HITS	8	9	-1	*	1	*	2	1	1	2	1	1	3	4	-1	1	1	0	1	*	*
Edge Digital	3	3	0	1	2	-1	*	*	*	2	1	1	*	*	*	*	*	*	*	*	*
Kinderling Kids	8	9	-1	3	3	0	*	*	*	3	2	1	1	4	-3	*	1	*	*	*	*
MMM GREATEST HITS	6	11	-5	2	2	0	1	1	0	*	3	*	3	3	0	*	1	*	*	1	*
MMM MODERN DIGITAL	2	4	-2	*	2	*	*	*	*	1	*	*	1	2	-1	*	*	*	*	*	*
OLDSKOOL HITS	22	16	6	3	2	1	3	2	1	6	6	0	7	6	1	1	1	0	1	*	*
Smooth	15	13	2	2	3	-1	1	*	*	3	3	0	3	2	1	6	3	3	2	2	0
The 80s iHeartRadio	19	28	-9	3	3	0	2	2	0	3	7	-4	8	13	-5	2	2	0	*	*	*
The 90s iHeartRadio	22	23	-1	4	4	0	3	3	0	6	6	0	6	9	-3	1	1	0	2	1	1
triple j Unearthed	10	12	-2	1	2	-1	4	4	0	2	4	-2	*	1	*	2	2	0	*	*	*
ABC Country	7	13	-6	1	1	0	1	2	-1	1	4	-3	1	1	0	3	2	1	*	3	*
ABC Grandstand	11	13	-2	*	1	*	*	*	*	*	1	*	5	6	-1	3	2	1	3	2	1
ABC Jazz	15	22	-7	2	2	0	1	2	-1	5	7	-2	3	4	-1	2	3	-1	3	4	-1
ABC KIDS LISTEN	7	6	1	2	2	0	*	*	*	3	3	0	1	1	0	*	*	*	*	*	*
Double J	18	24	-6	2	4	-2	2	2	0	6	5	1	6	9	-3	2	3	-1	1	1	0
Total Digital/Internet Only	167	188	-21	19	23	-4	18	16	2	38	52	-14	55	60	-5	25	24	1	13	13	0

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	11	12	-1	4	2	2	5	5	0	5	5	0	2	5	-3	3	3	0	6	8	-2						
Chemist Warehouse Remix	2	2	0	1	1	0	*	1	*	1	1	0	2	1	1	1	1	0	*	*	*						
Coles Radio	15	16	-1	6	5	1	6	7	-1	8	11	-3	6	8	-2	2	1	1	6	9	-3						
EASY HITS	8	8	0	4	3	1	4	4	0	1	3	-2	5	6	-1	1	2	-1	4	5	-1						
Edge Digital	3	3	0	1	1	0	*	*	*	1	1	0	2	2	0	1	1	0	1	1	0						
Kinderling Kids	8	8	0	5	5	0	3	4	-1	2	2	0	3	3	0	*	1	*	1	5	-4						
MMM GREATEST HITS	6	9	-3	2	3	-1	4	5	-1	4	6	-2	2	2	0	1	2	-1	2	4	-2						
MMM MODERN DIGITAL	2	4	-2	1	*	*	*	1	*	*	3	*	1	3	-2	1	1	0	1	1	0						
OLDSKOOL HITS	20	14	6	11	8	3	8	5	3	6	7	-1	10	7	3	10	7	3	13	10	3						
Smooth	12	11	1	7	7	0	5	4	1	6	7	-1	6	5	1	1	1	0	11	7	4						
The 80s iHeartRadio	17	23	-6	5	8	-3	8	10	-2	5	11	-6	8	7	1	5	9	-4	9	16	-7						
The 90s iHeartRadio	21	19	2	6	6	0	8	4	4	12	11	1	9	11	-2	4	8	-4	6	8	-2						
triple j Unearthed	7	7	0	3	3	0	4	3	1	1	1	0	4	4	0	4	2	2	6	9	-3						
ABC Country	5	9	-4	2	3	-1	1	3	-2	3	6	-3	2	3	-1	*	1	*	4	6	-2						
ABC Grandstand	3	6	-3	1	1	0	*	*	*	2	3	-1	2	3	-1	2	4	-2	10	10	0						
ABC Jazz	12	16	-4	4	3	1	3	5	-2	5	6	-1	3	7	-4	4	5	-1	10	16	-6						
ABC KIDS LISTEN	5	5	0	2	1	1	1	1	0	1	3	-2	3	2	1	3	1	2	4	3	1						
Double J	12	15	-3	6	5	1	4	6	-2	4	7	-3	6	8	-2	4	5	-1	11	15	-4						
Total Digital/Internet Only	146	154	-8	71	65	6	65	67	-2	64	85	-21	77	82	-5	49	58	-9	105	126	-21						