



ADELAIDE RADIO - SURVEY 6 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	12.8	13.1	-0.3	2.9	3.9	-1.0	1.0	1.2	-0.2	2.8	2.8	0.0	13.3	11.1	2.2	19.0	16.4	2.6	21.9	26.7	-4.8
CRUISE1323	9.2	8.7	0.5	2.7	1.9	0.8	3.8	2.9	0.9	4.6	2.6	2.0	5.4	3.6	1.8	14.7	16.7	-2.0	16.0	16.4	-0.4
MIX102.3	13.6	15.1	-1.5	26.5	23.1	3.4	15.0	11.0	4.0	7.2	12.6	-5.4	19.2	20.9	-1.7	13.9	15.9	-2.0	8.3	9.2	-0.9
5MMM	10.0	9.8	0.2	8.2	6.6	1.6	4.8	7.8	-3.0	8.4	6.8	1.6	16.8	15.0	1.8	15.0	18.2	-3.2	3.2	2.2	1.0
NOVA91.9	8.8	9.9	-1.1	24.8	26.4	-1.6	22.3	24.1	-1.8	15.0	20.4	-5.4	8.3	7.7	0.6	2.3	2.2	0.1	0.7	0.8	-0.1
HIT 107	8.8	9.0	-0.2	16.7	18.6	-1.9	25.3	20.9	4.4	19.6	20.0	-0.4	7.2	7.8	-0.6	2.3	2.5	-0.2	0.1	0.5	-0.4
ABC ADE	10.0	8.5	1.5	0.5	1.0	-0.5	0.7	1.2	-0.5	1.8	2.1	-0.3	5.5	5.5	0.0	15.3	10.2	5.1	22.3	19.3	3.0
5RN	2.9	3.2	-0.3	0.1	0.1	0.0	0.4	1.7	-1.3	1.4	1.5	-0.1	1.4	2.8	-1.4	3.0	2.3	0.7	6.9	6.6	0.3
ABC NEWS	1.7	1.8	-0.1	1.7	0.9	0.8	1.7	1.3	0.4	1.5	1.5	0.0	0.7	2.0	-1.3	1.6	1.3	0.3	2.7	2.8	-0.1
5JJJ	5.7	5.2	0.5	6.7	3.1	3.6	11.7	12.2	-0.5	15.8	12.1	3.7	4.3	6.1	-1.8	1.4	1.6	-0.2	0.4	0.4	0.0
ABCFM	3.1	2.5	0.6	*	0.3	*	0.1	0.6	-0.5	0.7	0.8	-0.1	1.1	1.0	0.1	2.1	1.4	0.7	9.1	7.2	1.9

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	13.0	13.0	0.0	15.6	14.6	1.0	13.5	15.2	-1.7	8.4	9.0	-0.6	13.0	12.2	0.8	17.3	15.7	1.6	12.3	13.6	-1.3						
CRUISE1323	8.7	8.2	0.5	7.7	6.9	0.8	10.2	8.8	1.4	9.8	9.9	-0.1	7.7	7.8	-0.1	6.6	6.4	0.2	11.0	10.3	0.7						
MIX102.3	13.6	15.4	-1.8	13.2	14.0	-0.8	12.9	15.5	-2.6	15.9	18.5	-2.6	13.5	14.6	-1.1	10.0	12.2	-2.2	13.7	14.1	-0.4						
5MMM	10.6	10.2	0.4	10.9	10.8	0.1	11.6	10.8	0.8	11.4	10.6	0.8	9.6	9.2	0.4	6.9	7.4	-0.5	8.1	8.6	-0.5						
NOVA91.9	8.8	10.0	-1.2	8.2	9.3	-1.1	6.4	8.0	-1.6	8.9	10.2	-1.3	11.7	13.6	-1.9	10.7	10.5	0.2	8.9	9.5	-0.6						
HIT 107	9.1	9.4	-0.3	6.2	7.5	-1.3	9.6	9.0	0.6	11.6	11.2	0.4	9.3	10.6	-1.3	8.7	8.9	-0.2	8.0	7.5	0.5						
ABC ADE	10.0	8.3	1.7	12.8	11.9	0.9	10.4	7.8	2.6	7.5	5.9	1.6	7.7	5.7	2.0	11.8	11.2	0.6	10.2	8.9	1.3						
5RN	2.9	3.1	-0.2	4.0	4.4	-0.4	2.7	2.8	-0.1	1.7	2.0	-0.3	3.0	3.0	0.0	3.0	3.5	-0.5	3.0	3.3	-0.3						
ABC NEWS	1.6	1.7	-0.1	2.6	2.8	-0.2	1.1	0.9	0.2	0.9	1.3	-0.4	1.1	1.1	0.0	2.5	3.2	-0.7	1.9	2.2	-0.3						
5JJJ	5.8	5.5	0.3	4.8	4.6	0.2	5.6	5.9	-0.3	6.2	5.9	0.3	6.6	6.5	0.1	6.1	4.0	2.1	5.3	4.2	1.1						
ABCFM	3.0	2.3	0.7	3.1	2.3	0.8	2.7	2.4	0.3	3.1	2.3	0.8	3.1	2.4	0.7	2.7	2.3	0.4	3.4	3.0	0.4						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	11	12	-1	2	3	-1	1	*	*	3	2	1	2	5	-3	2	2	0	*	*	*
Chemist Warehouse Remix	1	2	-1	*	*	*	*	*	*	1	2	-1	*	*	*	*	1	*	*	*	*
Coles Radio	17	17	0	1	2	-1	1	1	0	7	4	3	4	6	-2	4	3	1	1	*	*
EASY HITS	12	8	4	1	*	*	2	2	0	2	2	0	4	3	1	2	1	1	2	1	1
Edge Digital	5	3	2	*	1	*	1	*	*	3	2	1	1	*	*	*	*	*	*	*	*
Kinderling Kids	6	8	-2	2	3	-1	*	*	*	3	3	0	1	1	0	*	*	*	*	*	*
MMM COUNTRY	1	n/a	*	1	n/a	*	*	n/a	*	*	n/a	*	*	n/a	*	*	n/a	*	*	n/a	*
MMM GREATEST HITS	6	6	0	2	2	0	2	1	1	*	*	*	2	3	-1	*	*	*	*	*	*
MMM MODERN DIGITAL	4	2	2	*	*	*	*	*	*	2	1	1	2	1	1	1	*	*	*	*	*
OLDSKOOL HITS	17	22	-5	4	3	1	1	3	-2	4	6	-2	6	7	-1	*	1	*	2	1	1
Smooth	14	15	-1	*	2	*	1	1	0	2	3	-1	2	3	-1	5	6	-1	3	2	1
The 80s iHeartRadio	13	19	-6	2	3	-1	*	2	*	1	3	-2	8	8	0	2	2	0	*	*	*
The 90s iHeartRadio	25	22	3	5	4	1	6	3	3	5	6	-1	5	6	-1	1	1	0	3	2	1
triple j Uneathed	9	10	-1	1	1	0	1	4	-3	5	2	3	1	*	*	1	2	-1	*	*	*
ABC Country	5	7	-2	1	1	0	1	1	0	*	1	*	1	1	0	3	3	0	*	*	*
ABC Grandstand	5	11	-6	*	*	*	1	*	*	1	*	*	*	5	*	1	3	-2	2	3	-1
ABC Jazz	9	15	-6	1	2	-1	*	1	*	2	5	-3	1	3	-2	1	2	-1	5	3	2
ABC KIDS LISTEN	5	7	-2	2	2	0	1	*	*	1	3	-2	1	1	0	*	*	*	*	*	*
Double J	19	18	1	1	2	-1	4	2	2	10	6	4	2	6	-4	1	2	-1	1	1	0
Total Digital/Internet Only	148	167	-19	17	19	-2	15	18	-3	39	38	1	38	55	-17	23	25	-2	16	13	3

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 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	+/-
BUDDHA HITS	10	11	-1	5	4	1	5	5	0	5	5	0	4	2	2	3	3	0	5	6	-1
Chemist Warehouse Remix	1	2	-1	*	1	*	*	*	*	1	1	0	1	2	-1	*	1	*	*	*	*
Coles Radio	15	15	0	8	6	2	7	6	1	7	8	-1	6	6	0	1	2	-1	5	6	-1
EASY HITS	8	8	0	4	4	0	4	4	0	4	1	3	5	5	0	2	1	1	9	4	5
Edge Digital	3	3	0	1	1	0	*	*	*	*	1	*	*	2	*	2	1	1	2	1	1
Kinderling Kids	6	8	-2	3	5	-2	4	3	1	3	2	1	3	3	0	2	*	*	3	1	2
MMM COUNTRY	*	n/a	*	*	n/a	*	*	n/a	*	*	n/a	*	*	n/a	*	*	n/a	*	1	n/a	*
MMM GREATEST HITS	6	6	0	3	2	1	5	4	1	5	4	1	4	2	2	*	1	*	1	2	-1
MMM MODERN DIGITAL	4	2	2	4	1	3	1	*	*	2	*	*	4	1	3	*	1	*	4	1	3
OLDSKOOL HITS	16	20	-4	8	11	-3	5	8	-3	5	6	-1	8	10	-2	8	10	-2	11	13	-2
Smooth	11	12	-1	4	7	-3	4	5	-1	7	6	1	2	6	-4	1	1	0	7	11	-4
The 80s iHeartRadio	10	17	-7	2	5	-3	2	8	-6	4	5	-1	6	8	-2	3	5	-2	7	9	-2
The 90s iHeartRadio	24	21	3	9	6	3	9	8	1	9	12	-3	6	9	-3	5	4	1	6	6	0
triple j Uneathed	9	7	2	3	3	0	2	4	-2	2	1	1	2	4	-2	3	4	-1	2	6	-4
ABC Country	4	5	-1	1	2	-1	1	1	0	2	3	-1	2	2	0	1	*	*	4	4	0
ABC Grandstand	1	3	-2	1	1	0	*	*	*	*	2	*	*	2	*	1	2	-1	5	10	-5
ABC Jazz	9	12	-3	2	4	-2	1	3	-2	2	5	-3	3	3	0	5	4	1	7	10	-3
ABC KIDS LISTEN	4	5	-1	2	2	0	1	1	0	2	1	1	2	3	-1	2	3	-1	3	4	-1
Double J	17	12	5	7	6	1	5	4	1	8	4	4	9	6	3	3	4	-1	8	11	-3
Total Digital/Internet Only	132	146	-14	66	71	-5	56	65	-9	63	64	-1	70	77	-7	37	49	-12	90	105	-15