



# ADELAIDE RADIO - SURVEY 1 2019

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      | 9.3        | 9.9  | -0.6 | 1.3          | 0.1  | 1.2  | 0.3          | 1.8  | -1.5 | 1.5          | 3.0  | -1.5 | 4.7          | 8.8  | -4.1 | 13.7         | 15.7 | -2.0 | 21.6       | 17.6 | 4.0  |
| CRUISE1323  | 8.6        | 10.1 | -1.5 | 1.3          | 1.6  | -0.3 | 3.0          | 1.0  | 2.0  | 2.1          | 3.3  | -1.2 | 7.1          | 8.7  | -1.6 | 14.5         | 13.8 | 0.7  | 14.5       | 19.1 | -4.6 |
| MIX102.3    | 13.3       | 12.9 | 0.4  | 18.9         | 16.2 | 2.7  | 10.2         | 8.3  | 1.9  | 14.2         | 10.3 | 3.9  | 17.3         | 16.7 | 0.6  | 16.7         | 17.0 | -0.3 | 5.5        | 8.7  | -3.2 |
| 5MMM        | 9.4        | 9.3  | 0.1  | 10.7         | 7.0  | 3.7  | 8.5          | 8.9  | -0.4 | 8.0          | 9.4  | -1.4 | 15.5         | 12.9 | 2.6  | 10.7         | 13.1 | -2.4 | 3.5        | 3.9  | -0.4 |
| NOVA91.9    | 11.2       | 10.2 | 1.0  | 32.5         | 28.5 | 4.0  | 26.1         | 19.8 | 6.3  | 16.2         | 18.1 | -1.9 | 12.4         | 7.6  | 4.8  | 4.5          | 6.4  | -1.9 | 0.5        | 0.9  | -0.4 |
| HIT 107     | 9.6        | 9.4  | 0.2  | 16.9         | 20.1 | -3.2 | 18.5         | 18.5 | 0.0  | 18.3         | 20.4 | -2.1 | 10.5         | 6.5  | 4.0  | 5.7          | 5.8  | -0.1 | 0.2        | 0.5  | -0.3 |
| ABC ADE     | 9.4        | 9.7  | -0.3 | 1.3          | 3.0  | -1.7 | 1.2          | 2.0  | -0.8 | 1.8          | 1.6  | 0.2  | 4.2          | 6.4  | -2.2 | 9.3          | 10.6 | -1.3 | 25.1       | 22.5 | 2.6  |
| 5RN         | 2.8        | 2.3  | 0.5  | 0.4          | 1.5  | -1.1 | 1.0          | 0.3  | 0.7  | 0.9          | 0.9  | 0.0  | 1.6          | 1.7  | -0.1 | 3.3          | 3.1  | 0.2  | 6.1        | 4.1  | 2.0  |
| ABC NEWS    | 2.2        | 1.5  | 0.7  | 0.5          | 3.3  | -2.8 | 0.9          | 0.3  | 0.6  | 1.6          | 0.5  | 1.1  | 1.2          | 1.5  | -0.3 | 4.6          | 2.2  | 2.4  | 2.7        | 1.7  | 1.0  |
| 5JJJ        | 6.8        | 6.5  | 0.3  | 5.9          | 6.2  | -0.3 | 16.9         | 16.8 | 0.1  | 16.3         | 15.5 | 0.8  | 6.4          | 4.3  | 2.1  | 2.5          | 4.4  | -1.9 | 0.5        | 0.2  | 0.3  |
| ABC CLASSIC | 3.6        | 4.2  | -0.6 | 0.3          | 0.3  | 0.0  | 0.5          | 0.3  | 0.2  | 1.6          | 0.8  | 0.8  | 1.0          | 2.4  | -1.4 | 2.4          | 2.0  | 0.4  | 10.1       | 12.1 | -2.0 |

Share Movement (%) by Session, P10+

| 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 | +/-  |
| FIVEaa      | 9.7                 | 10.3 | -0.6 | 12.4                  | 13.4 | -1.0 | 10.2                   | 11.4 | -1.2 | 5.4                    | 6.2  | -0.8 | 8.3                   | 7.9  | 0.4  | 15.7                   | 15.7 | 0.0  | 7.9                 | 8.6  | -0.7 |
| CRUISE1323  | 7.8                 | 9.5  | -1.7 | 5.9                   | 7.2  | -1.3 | 8.6                    | 11.4 | -2.8 | 9.0                    | 10.9 | -1.9 | 8.0                   | 9.1  | -1.1 | 7.0                    | 7.7  | -0.7 | 11.4                | 11.8 | -0.4 |
| MIX102.3    | 13.6                | 12.7 | 0.9  | 13.3                  | 12.8 | 0.5  | 14.3                   | 12.8 | 1.5  | 15.3                   | 13.8 | 1.5  | 12.6                  | 12.1 | 0.5  | 9.5                    | 10.1 | -0.6 | 12.3                | 13.4 | -1.1 |
| 5MMM        | 10.1                | 10.1 | 0.0  | 9.2                   | 9.1  | 0.1  | 11.2                   | 12.0 | -0.8 | 12.7                   | 12.7 | 0.0  | 9.7                   | 7.2  | 2.5  | 3.7                    | 5.0  | -1.3 | 7.0                 | 6.8  | 0.2  |
| NOVA91.9    | 10.9                | 10.3 | 0.6  | 9.9                   | 9.8  | 0.1  | 8.4                    | 7.3  | 1.1  | 11.7                   | 10.1 | 1.6  | 13.5                  | 15.2 | -1.7 | 12.7                   | 11.5 | 1.2  | 12.2                | 9.7  | 2.5  |
| HIT 107     | 10.1                | 9.7  | 0.4  | 9.7                   | 7.8  | 1.9  | 10.9                   | 10.8 | 0.1  | 11.3                   | 12.1 | -0.8 | 9.3                   | 9.7  | -0.4 | 7.6                    | 5.4  | 2.2  | 7.8                 | 8.4  | -0.6 |
| ABC ADE     | 9.4                 | 9.9  | -0.5 | 13.3                  | 14.4 | -1.1 | 10.0                   | 9.9  | 0.1  | 6.1                    | 7.0  | -0.9 | 7.1                   | 6.4  | 0.7  | 10.2                   | 11.5 | -1.3 | 9.4                 | 9.1  | 0.3  |
| 5RN         | 2.8                 | 2.1  | 0.7  | 4.3                   | 2.4  | 1.9  | 1.6                    | 1.2  | 0.4  | 1.6                    | 1.5  | 0.1  | 3.0                   | 3.6  | -0.6 | 4.2                    | 2.7  | 1.5  | 2.8                 | 2.7  | 0.1  |
| ABC NEWS    | 2.0                 | 1.5  | 0.5  | 2.7                   | 2.5  | 0.2  | 1.2                    | 0.7  | 0.5  | 1.3                    | 1.1  | 0.2  | 1.6                   | 0.9  | 0.7  | 4.4                    | 3.0  | 1.4  | 2.8                 | 1.6  | 1.2  |
| 5JJJ        | 6.8                 | 6.4  | 0.4  | 6.1                   | 5.9  | 0.2  | 6.2                    | 5.7  | 0.5  | 7.4                    | 6.3  | 1.1  | 9.0                   | 8.1  | 0.9  | 4.8                    | 7.2  | -2.4 | 6.8                 | 6.6  | 0.2  |
| ABC CLASSIC | 3.2                 | 4.1  | -0.9 | 3.7                   | 4.9  | -1.2 | 3.1                    | 3.6  | -0.5 | 2.8                    | 3.6  | -0.8 | 3.3                   | 4.6  | -1.3 | 3.6                    | 3.2  | 0.4  | 4.6                 | 4.5  | 0.1  |

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



# ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2019

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                 | 13         | 21   | -8  | 2            | 1    | 1   | *            | 1    | *   | 3            | 13   | -10 | 6            | 3    | 3   | 2            | 2    | 0   | *          | 1    | *   |
| Chemist Warehouse Remix     | 3          | 6    | -3  | 2            | 1    | 1   | *            | 1    | *   | 1            | 2    | -1  | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| Coles Radio                 | 21         | 33   | -12 | 2            | 3    | -1  | 4            | 6    | -2  | 8            | 13   | -5  | 5            | 10   | -5  | 1            | 1    | 0   | 1          | 1    | 0   |
| EASY HITS                   | 12         | 19   | -7  | 1            | 3    | -2  | 1            | *    | *   | 1            | 10   | -9  | 5            | 3    | 2   | 2            | 2    | 0   | 1          | *    | *   |
| Edge Digital                | 7          | 14   | -7  | 1            | 2    | -1  | *            | *    | *   | 1            | 10   | -9  | 2            | 2    | 0   | 1            | *    | *   | 1          | *    | *   |
| Kinderling Kids             | 7          | 12   | -5  | 2            | 1    | 1   | *            | *    | *   | 3            | 10   | -7  | 2            | *    | *   | *            | *    | *   | *          | *    | *   |
| MMM AUSSIE                  | 5          | na   | *   | *            | na   | *   | *            | na   | *   | *            | na   | *   | 5            | na   | *   | *            | na   | *   | *          | na   | *   |
| MMM CLASSIC ROCK            | 14         | na   | *   | 2            | na   | *   | *            | na   | *   | 2            | na   | *   | 4            | na   | *   | 4            | na   | *   | 1          | na   | *   |
| MMM COUNTRY                 | 3          | 11   | -8  | 1            | *    | *   | *            | 1    | *   | *            | 6    | *   | *            | 3    | *   | *            | 1    | *   | 1          | 1    | 0   |
| MMM GREATEST HITS           | 14         | 14   | 0   | 2            | *    | *   | *            | 1    | *   | 5            | 5    | 0   | 6            | 5    | 1   | 2            | 3    | -1  | *          | *    | *   |
| OLDSKOOL HITS               | 14         | 25   | -11 | 3            | 2    | 1   | 1            | 1    | 0   | 3            | 10   | -7  | 5            | 8    | -3  | 1            | 3    | -2  | *          | 1    | *   |
| Smooth                      | 14         | 18   | -4  | 1            | 1    | 0   | 1            | 2    | -1  | 2            | 6    | -4  | 2            | 3    | -1  | 4            | 1    | 3   | 3          | 4    | -1  |
| The 80s iHeartRadio         | 12         | 27   | -15 | 2            | 4    | -2  | 1            | 3    | -2  | 2            | 7    | -5  | 4            | 11   | -7  | 3            | 3    | 0   | *          | 1    | *   |
| The 90s iHeartRadio         | 28         | na   | *   | 5            | na   | *   | 3            | na   | *   | 6            | na   | *   | 6            | na   | *   | 4            | na   | *   | 3          | na   | *   |
| URBAN HITS                  | 5          | na   | *   | *            | na   | *   | *            | na   | *   | 2            | na   | *   | 1            | na   | *   | 1            | na   | *   | *          | na   | *   |
| triple j Uneathed           | 16         | 15   | 1   | 6            | 5    | 1   | 7            | 2    | 5   | 2            | 6    | -4  | 2            | 2    | 0   | 1            | *    | *   | *          | 1    | *   |
| ABC Country                 | 5          | 10   | -5  | *            | *    | *   | *            | 1    | *   | 1            | 4    | -3  | *            | 2    | *   | 1            | 2    | -1  | 3          | *    | *   |
| ABC Grandstand              | 15         | 21   | -6  | *            | 1    | *   | 1            | 1    | 0   | 5            | 9    | -4  | 2            | 6    | -4  | 3            | 2    | 1   | 4          | 2    | 2   |
| ABC Jazz                    | 14         | 36   | -22 | 2            | 6    | -4  | *            | *    | *   | 1            | 16   | -15 | 1            | 6    | -5  | 3            | 2    | 1   | 6          | 6    | 0   |
| ABC KIDS LISTEN             | 5          | 17   | -12 | 3            | 2    | 1   | *            | *    | *   | 1            | 13   | -12 | 1            | 1    | 0   | 1            | *    | *   | *          | 1    | *   |
| Double J                    | 23         | 30   | -7  | 3            | 4    | -1  | 2            | 5    | -3  | 10           | 11   | -1  | 4            | 7    | -3  | 2            | 1    | 1   | 1          | 2    | -1  |
| Total Digital/Internet Only | 189        | 210  | -21 | 27           | 24   | 3   | 21           | 22   | -1  | 45           | 63   | -18 | 42           | 63   | -21 | 30           | 21   | 9   | 24         | 18   | 6   |

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1148]

| Station                     | Mon-Fri 5:30am-12mn |      |     | Breakfast Mon-Fri 5:30am-9:00am |      |     | Morning Mon-Fri 9:00am-12:00md |      |     | Afternoon Mon-Fri 12:00md-4:00pm |      |     | Drive Mon-Fri 4:00pm-7:00pm |      |     | Evening Mon-Fri 7:00pm-12:00mn |      |     | Weekend Sat-Sun 5:30am-12mn |      |     |
|-----------------------------|---------------------|------|-----|---------------------------------|------|-----|--------------------------------|------|-----|----------------------------------|------|-----|-----------------------------|------|-----|--------------------------------|------|-----|-----------------------------|------|-----|
|                             | This                | Last | +/- | This                            | Last | +/- | This                           | Last | +/- | This                             | Last | +/- | This                        | Last | +/- | This                           | Last | +/- | This                        | Last | +/- |
| BUDDHA HITS                 | 10                  | 18   | -8  | 3                               | 7    | -4  | 6                              | 5    | 1   | 5                                | 8    | -3  | 6                           | 5    | 1   | 4                              | 8    | -4  | 8                           | 10   | -2  |
| Chemist Warehouse Remix     | 2                   | 5    | -3  | 1                               | 1    | 0   | *                              | 1    | *   | *                                | 2    | *   | *                           | 3    | *   | 1                              | 1    | 0   | 3                           | 3    | 0   |
| Coles Radio                 | 16                  | 28   | -12 | 4                               | 9    | -5  | 5                              | 11   | -6  | 10                               | 8    | 2   | 8                           | 8    | 0   | 2                              | 9    | -7  | 10                          | 17   | -7  |
| EASY HITS                   | 11                  | 14   | -3  | 8                               | 6    | 2   | 4                              | 1    | 3   | 5                                | 4    | 1   | 6                           | 5    | 1   | *                              | 8    | *   | 4                           | 8    | -4  |
| Edge Digital                | 4                   | 11   | -7  | *                               | 5    | *   | 1                              | 4    | -3  | 2                                | 2    | 0   | 1                           | 2    | -1  | 1                              | 8    | -7  | 4                           | 5    | -1  |
| Kinderling Kids             | 5                   | 9    | -4  | 3                               | 5    | -2  | 2                              | 1    | 1   | *                                | 3    | *   | 3                           | 3    | 0   | 2                              | 5    | -3  | 6                           | 5    | 1   |
| MMM AUSSIE                  | 5                   | na   | *   | 2                               | na   | *   | 2                              | na   | *   | 2                                | na   | *   | 2                           | na   | *   | 1                              | na   | *   | 2                           | na   | *   |
| MMM CLASSIC ROCK            | 13                  | na   | *   | 4                               | na   | *   | 5                              | na   | *   | 5                                | na   | *   | 5                           | na   | *   | 1                              | na   | *   | 6                           | na   | *   |
| MMM COUNTRY                 | 3                   | 7    | -4  | 1                               | 6    | -5  | 1                              | *    | *   | 1                                | 1    | 0   | *                           | 2    | *   | *                              | 2    | *   | 1                           | 6    | -5  |
| MMM GREATEST HITS           | 14                  | 8    | 6   | 9                               | 2    | 7   | 10                             | 3    | 7   | 6                                | 4    | 2   | 7                           | 3    | 4   | 4                              | 3    | 1   | 4                           | 7    | -3  |
| OLDSKOOL HITS               | 11                  | 21   | -10 | 4                               | 9    | -5  | 3                              | 7    | -4  | 4                                | 13   | -9  | 6                           | 11   | -5  | 4                              | 10   | -6  | 7                           | 11   | -4  |
| Smooth                      | 11                  | 15   | -4  | 6                               | 2    | 4   | 8                              | 2    | 6   | 8                                | 10   | -2  | 5                           | 4    | 1   | 2                              | 3    | -1  | 8                           | 9    | -1  |
| The 80s iHeartRadio         | 10                  | 21   | -11 | 5                               | 9    | -4  | 5                              | 8    | -3  | 4                                | 11   | -7  | 7                           | 7    | 0   | 4                              | 8    | -4  | 7                           | 15   | -8  |
| The 90s iHeartRadio         | 25                  | na   | *   | 10                              | na   | *   | 11                             | na   | *   | 6                                | na   | *   | 6                           | na   | *   | 5                              | na   | *   | 6                           | na   | *   |
| URBAN HITS                  | 3                   | na   | *   | *                               | na   | *   | 2                              | na   | *   | 1                                | na   | *   | 1                           | na   | *   | 1                              | na   | *   | 2                           | na   | *   |
| triple j Uneathed           | 11                  | 11   | 0   | 2                               | 3    | -1  | 3                              | 6    | -3  | 5                                | 4    | 1   | 4                           | 5    | -1  | 5                              | 5    | 0   | 7                           | 10   | -3  |
| ABC Country                 | 3                   | 10   | -7  | 1                               | 5    | -4  | 1                              | 3    | -2  | 1                                | 1    | 0   | 2                           | 4    | -2  | 1                              | 6    | -5  | 3                           | 1    | 2   |
| ABC Grandstand              | 9                   | 17   | -8  | 1                               | 6    | -5  | 2                              | 3    | -1  | 5                                | 8    | -3  | 5                           | 6    | -1  | 3                              | 7    | -4  | 12                          | 14   | -2  |
| ABC Jazz                    | 13                  | 28   | -15 | 2                               | 11   | -9  | 3                              | 4    | -1  | 3                                | 6    | -3  | 3                           | 12   | -9  | 7                              | 12   | -5  | 7                           | 17   | -10 |
| ABC KIDS LISTEN             | 4                   | 13   | -9  | 3                               | 6    | -3  | 2                              | 4    | -2  | 1                                | 5    | -4  | *                           | 3    | *   | 1                              | 5    | -4  | 4                           | 9    | -5  |
| Double J                    | 20                  | 25   | -5  | 7                               | 8    | -1  | 8                              | 7    | 1   | 10                               | 13   | -3  | 9                           | 9    | 0   | 7                              | 6    | 1   | 12                          | 14   | -2  |
| Total Digital/Internet Only | 156                 | 182  | -26 | 64                              | 75   | -11 | 75                             | 69   | 6   | 77                               | 103  | -26 | 79                          | 87   | -8  | 50                             | 82   | -32 | 116                         | 136  | -20 |