



ADELAIDE RADIO - SURVEY 2 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	9.0	9.3	-0.3	0.9	1.3	-0.4	0.1	0.3	-0.2	2.2	1.5	0.7	6.7	4.7	2.0	11.9	13.7	-1.8	19.2	21.6	-2.4
CRUISE1323	9.1	8.6	0.5	1.1	1.3	-0.2	2.3	3.0	-0.7	2.5	2.1	0.4	7.6	7.1	0.5	12.8	14.5	-1.7	16.9	14.5	2.4
MIX102.3	13.9	13.3	0.6	16.8	18.9	-2.1	13.5	10.2	3.3	14.5	14.2	0.3	16.6	17.3	-0.7	19.9	16.7	3.2	6.4	5.5	0.9
5MMM	8.8	9.4	-0.6	11.6	10.7	0.9	11.3	8.5	2.8	6.8	8.0	-1.2	13.1	15.5	-2.4	8.8	10.7	-1.9	4.6	3.5	1.1
NOVA91.9	10.3	11.2	-0.9	33.0	32.5	0.5	22.5	26.1	-3.6	15.4	16.2	-0.8	10.7	12.4	-1.7	4.9	4.5	0.4	0.6	0.5	0.1
HIT 107	10.0	9.6	0.4	16.0	16.9	-0.9	16.2	18.5	-2.3	19.2	18.3	0.9	12.1	10.5	1.6	5.1	5.7	-0.6	0.7	0.2	0.5
ABC ADE	10.2	9.4	0.8	1.4	1.3	0.1	0.7	1.2	-0.5	1.7	1.8	-0.1	5.4	4.2	1.2	10.9	9.3	1.6	25.7	25.1	0.6
5RN	2.6	2.8	-0.2	0.6	0.4	0.2	0.6	1.0	-0.4	0.7	0.9	-0.2	1.8	1.6	0.2	2.8	3.3	-0.5	5.9	6.1	-0.2
ABC NEWS	2.0	2.2	-0.2	0.8	0.5	0.3	0.7	0.9	-0.2	0.8	1.6	-0.8	0.6	1.2	-0.6	5.0	4.6	0.4	2.9	2.7	0.2
5JJJ	7.1	6.8	0.3	7.7	5.9	1.8	19.4	16.9	2.5	15.1	16.3	-1.2	7.3	6.4	0.9	2.2	2.5	-0.3	0.4	0.5	-0.1
ABC CLASSIC	2.9	3.6	-0.7	0.4	0.3	0.1	1.0	0.5	0.5	0.5	1.6	-1.1	0.6	1.0	-0.4	2.1	2.4	-0.3	8.7	10.1	-1.4

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	9.3	9.7	-0.4	11.1	12.4	-1.3	9.8	10.2	-0.4	5.8	5.4	0.4	7.7	8.3	-0.6	15.5	15.7	-0.2	8.1	7.9	0.2				8.1	7.9	0.2
CRUISE1323	8.4	7.8	0.6	5.9	5.9	0.0	9.4	8.6	0.8	10.2	9.0	1.2	8.8	8.0	0.8	7.4	7.0	0.4	11.4	11.4	0.0				11.4	11.4	0.0
MIX102.3	14.0	13.6	0.4	13.5	13.3	0.2	15.2	14.3	0.9	16.3	15.3	1.0	12.7	12.6	0.1	8.8	9.5	-0.7	13.6	12.3	1.3				13.6	12.3	1.3
5MMM	9.2	10.1	-0.9	9.4	9.2	0.2	9.6	11.2	-1.6	10.0	12.7	-2.7	9.6	9.7	-0.1	4.5	3.7	0.8	7.3	7.0	0.3				7.3	7.0	0.3
NOVA91.9	10.1	10.9	-0.8	10.1	9.9	0.2	7.5	8.4	-0.9	10.0	11.7	-1.7	13.1	13.5	-0.4	11.6	12.7	-1.1	11.0	12.2	-1.2				11.0	12.2	-1.2
HIT 107	10.4	10.1	0.3	9.3	9.7	-0.4	10.8	10.9	-0.1	11.6	11.3	0.3	10.9	9.3	1.6	8.1	7.6	0.5	8.5	7.8	0.7				8.5	7.8	0.7
ABC ADE	10.2	9.4	0.8	14.7	13.3	1.4	10.8	10.0	0.8	5.9	6.1	-0.2	7.4	7.1	0.3	12.5	10.2	2.3	10.1	9.4	0.7				10.1	9.4	0.7
5RN	2.6	2.8	-0.2	4.0	4.3	-0.3	1.3	1.6	-0.3	1.7	1.6	0.1	3.3	3.0	0.3	3.4	4.2	-0.8	2.6	2.8	-0.2				2.6	2.8	-0.2
ABC NEWS	1.8	2.0	-0.2	2.7	2.7	0.0	1.2	1.2	0.0	1.2	1.3	-0.1	1.4	1.6	-0.2	3.2	4.4	-1.2	2.5	2.8	-0.3				2.5	2.8	-0.3
5JJJ	7.4	6.8	0.6	6.7	6.1	0.6	7.2	6.2	1.0	8.1	7.4	0.7	8.4	9.0	-0.6	5.6	4.8	0.8	6.2	6.8	-0.6				6.2	6.8	-0.6
ABC CLASSIC	2.7	3.2	-0.5	2.6	3.7	-1.1	2.7	3.1	-0.4	2.4	2.8	-0.4	3.1	3.3	-0.2	3.7	3.6	0.1	3.5	4.6	-1.1				3.5	4.6	-1.1



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2019

Cumulative Audience (000's) 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	+/-	
BUDDHA HITS	15	13	2	1	2	-1	*	*	*	6	3	3	4	6	-2	2	2	0	2	*	*	*
Chemist Warehouse Remix	2	3	-1	*	2	*	*	*	*	*	1	*	1	1	0	*	*	*	*	*	*	*
Coles Radio	20	21	-1	2	2	0	3	4	-1	7	8	-1	4	5	-1	1	1	0	3	1	2	
EASY HITS	16	12	4	*	1	*	1	1	0	1	1	0	9	5	4	4	2	2	2	1	1	
Edge Digital	8	7	1	3	1	2	*	*	*	1	1	0	2	2	0	2	1	1	*	1	*	
Kinderling Kids	6	7	-1	2	2	0	*	*	*	2	3	-1	1	2	-1	*	*	*	1	*	*	
MMM AUSSIE	5	5	0	1	*	*	2	*	*	*	*	*	3	5	-2	*	*	*	*	*	*	
MMM CLASSIC ROCK	17	14	3	5	2	3	1	*	*	1	2	-1	8	4	4	1	4	-3	1	1	0	
MMM COUNTRY	5	3	2	1	1	0	1	*	*	1	*	*	*	*	*	1	*	*	1	1	0	
MMM GREATEST HITS	12	14	-2	1	2	-1	1	*	*	2	5	-3	5	6	-1	2	2	0	1	*	*	
OLDSKOOL HITS	15	14	1	2	3	-1	1	1	0	6	3	3	5	5	0	1	1	0	1	*	*	
Smooth	19	14	5	1	1	0	2	1	1	4	2	2	5	2	3	4	4	0	4	3	1	
The 80s iHeartRadio	20	12	8	4	2	2	1	1	0	6	2	4	6	4	2	2	3	-1	1	*	*	
The 90s iHeartRadio	38	28	10	4	5	-1	1	3	-2	10	6	4	10	6	4	6	4	2	7	3	4	
URBAN HITS	2	5	-3	*	*	*	2	*	*	1	2	-1	*	1	*	*	1	*	*	*	*	
triple j Unearthed	16	16	0	8	6	2	2	7	-5	3	2	1	3	2	1	*	1	*	*	*	*	
ABC Country	7	5	2	*	*	*	1	*	*	1	1	0	3	*	*	1	1	0	1	3	-2	
ABC Grandstand	10	15	-5	*	*	*	*	1	*	1	5	-4	1	2	-1	2	3	-1	5	4	1	
ABC Jazz	15	14	1	2	2	0	*	*	*	2	1	1	1	1	0	2	3	-1	7	6	1	
ABC KIDS LISTEN	4	5	-1	*	3	*	*	*	*	2	1	1	1	1	0	1	1	0	*	*	*	
Double J	27	23	4	5	3	2	2	2	0	11	10	1	5	4	1	3	2	1	1	1	0	
Total Digital/Internet Only	193	189	4	23	27	-4	14	21	-7	46	45	1	45	42	3	31	30	1	34	24	10	

Cumulative Audience (000's) by Session, 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	12	10	2	5	3	2	6	6	0	5	5	0	6	6	0	7	4	3	7	8	-1
Chemist Warehouse Remix	1	2	-1	1	1	0	*	*	*	1	*	*	1	*	*	*	1	*	2	3	-1
Coles Radio	16	16	0	5	4	1	5	5	0	10	10	0	7	8	-1	1	2	-1	9	10	-1
EASY HITS	14	11	3	9	8	1	5	4	1	5	5	0	6	6	0	2	*	*	6	4	2
Edge Digital	6	4	2	3	*	*	1	1	0	2	2	0	*	1	*	1	1	0	2	4	-2
Kinderling Kids	6	5	1	3	3	0	2	2	0	2	*	*	1	3	-2	*	2	*	3	6	-3
MMM AUSSIE	4	5	-1	*	2	*	2	2	0	2	2	0	1	2	-1	*	1	*	2	2	0
MMM CLASSIC ROCK	14	13	1	4	4	0	6	5	1	7	5	2	2	5	-3	3	1	2	6	6	0
MMM COUNTRY	4	3	1	1	1	0	3	1	2	2	1	1	*	*	*	*	*	*	2	1	1
MMM GREATEST HITS	11	14	-3	3	9	-6	5	10	-5	6	6	0	5	7	-2	2	4	-2	4	4	0
OLDSKOOL HITS	9	11	-2	4	4	0	3	3	0	7	4	3	4	6	-2	2	4	-2	8	7	1
Smooth	15	11	4	7	6	1	9	8	1	10	8	2	5	5	0	3	2	1	12	8	4
The 80s iHeartRadio	19	10	9	10	5	5	11	5	6	8	4	4	7	7	0	3	4	-1	9	7	2
The 90s iHeartRadio	28	25	3	11	10	1	14	11	3	9	6	3	8	6	2	4	5	-1	15	6	9
URBAN HITS	2	3	-1	2	*	*	2	2	0	1	1	0	1	1	0	*	1	*	*	2	*
triple j Unearthed	13	11	2	2	2	0	3	3	0	5	5	0	3	4	-1	7	5	2	6	7	-1
ABC Country	5	3	2	2	1	1	*	1	*	3	1	2	3	2	1	1	1	0	2	3	-1
ABC Grandstand	5	9	-4	1	1	0	2	2	0	1	5	-4	2	5	-3	2	3	-1	7	12	-5
ABC Jazz	13	13	0	1	2	-1	3	3	0	5	3	2	5	3	2	8	7	1	10	7	3
ABC KIDS LISTEN	3	4	-1	1	3	-2	1	2	-1	1	1	0	1	*	*	1	1	0	2	4	-2
Double J	23	20	3	9	7	2	8	8	0	11	10	1	9	9	0	7	7	0	16	12	4
Total Digital/Internet Only	165	156	9	75	64	11	80	75	5	83	77	6	66	79	-13	50	50	0	114	116	-2