



ADELAIDE RADIO - SURVEY 6 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	10.0	11.0	-1.0	2.3	1.7	0.6	1.3	1.0	0.3	6.1	4.5	1.6	7.2	8.3	-1.1	12.9	15.3	-2.4	17.9	20.3	-2.4
CRUISE1323	9.2	9.3	-0.1	2.7	1.0	1.7	0.7	1.7	-1.0	2.5	2.0	0.5	5.2	6.5	-1.3	15.8	15.4	0.4	17.5	17.4	0.1
MIX102.3	12.3	13.3	-1.0	16.0	18.2	-2.2	10.1	12.4	-2.3	10.2	14.5	-4.3	19.0	18.8	0.2	13.5	13.8	-0.3	6.8	6.4	0.4
5MMM	10.0	9.2	0.8	5.9	7.2	-1.3	11.2	9.3	1.9	9.0	10.3	-1.3	17.7	15.7	2.0	11.1	8.3	2.8	4.0	3.6	0.4
NOVA91.9	11.3	10.9	0.4	29.1	33.2	-4.1	31.5	23.9	7.6	16.8	18.1	-1.3	8.7	6.8	1.9	7.9	9.9	-2.0	1.0	1.1	-0.1
HIT 107	9.4	7.9	1.5	17.3	15.5	1.8	14.3	15.9	-1.6	17.5	13.2	4.3	12.3	10.1	2.2	4.2	3.5	0.7	0.6	0.7	-0.1
ABC ADE	10.2	9.3	0.9	1.9	1.2	0.7	0.8	0.8	0.0	2.5	3.0	-0.5	4.7	5.4	-0.7	15.2	12.2	3.0	22.4	19.8	2.6
5RN	2.5	2.3	0.2	0.3	0.5	-0.2	0.1	0.1	0.0	0.4	0.5	-0.1	1.5	1.8	-0.3	2.0	2.7	-0.7	6.5	4.9	1.6
ABC NEWS	1.5	2.1	-0.6	0.7	1.2	-0.5	1.3	0.9	0.4	0.7	0.8	-0.1	0.8	1.1	-0.3	1.6	2.7	-1.1	2.9	4.0	-1.1
5JJJ	5.9	5.6	0.3	10.2	6.2	4.0	12.2	13.3	-1.1	12.3	12.3	0.0	6.5	6.4	0.1	1.9	1.7	0.2	0.2	0.2	0.0
ABC CLASSIC	3.5	3.9	-0.4	0.3	0.7	-0.4	1.0	1.4	-0.4	1.2	0.8	0.4	1.4	1.9	-0.5	2.7	2.5	0.2	9.1	10.1	-1.0

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	10.4	11.5	-1.1	12.1	13.8	-1.7	10.6	13.6	-3.0	6.2	6.1	0.1	10.5	10.9	-0.4	17.4	15.6	1.8	8.4	9.4	-1.0						
CRUISE1323	8.7	8.7	0.0	6.9	7.1	-0.2	10.8	9.9	0.9	10.8	10.6	0.2	7.6	7.7	-0.1	5.0	6.8	-1.8	10.7	11.4	-0.7						
MIX102.3	12.1	13.0	-0.9	11.9	11.6	0.3	12.3	13.5	-1.2	14.2	16.0	-1.8	11.2	13.1	-1.9	8.2	7.1	1.1	12.7	14.2	-1.5						
5MMM	10.7	9.8	0.9	10.1	10.0	0.1	11.5	9.1	2.4	12.8	11.0	1.8	9.0	9.5	-0.5	7.6	8.1	-0.5	7.9	7.2	0.7						
NOVA91.9	11.3	10.9	0.4	10.5	10.6	-0.1	9.2	9.3	-0.1	11.2	10.8	0.4	14.7	13.8	0.9	12.2	10.8	1.4	11.3	11.1	0.2						
HIT 107	9.9	8.3	1.6	8.9	7.2	1.7	9.7	8.0	1.7	11.3	9.7	1.6	10.8	8.5	2.3	8.1	8.2	-0.1	7.5	6.4	1.1						
ABC ADE	10.2	9.5	0.7	13.5	13.4	0.1	11.0	9.2	1.8	7.3	6.2	1.1	7.5	7.4	0.1	12.5	12.3	0.2	10.2	8.6	1.6						
5RN	2.4	2.2	0.2	4.0	3.4	0.6	1.1	1.1	0.0	1.4	1.2	0.2	2.6	1.9	0.7	3.4	4.2	-0.8	3.0	2.8	0.2						
ABC NEWS	1.4	2.0	-0.6	2.0	3.1	-1.1	1.0	1.3	-0.3	1.1	1.3	-0.2	1.1	1.6	-0.5	2.3	3.0	-0.7	1.8	2.4	-0.6						
5JJJ	5.8	5.7	0.1	5.9	5.4	0.5	5.6	5.4	0.2	6.0	6.1	-0.1	6.8	6.7	0.1	4.2	4.2	0.0	5.9	5.3	0.6						
ABC CLASSIC	3.4	3.7	-0.3	3.5	3.5	0.0	3.9	4.5	-0.6	3.4	3.8	-0.4	3.5	3.5	0.0	1.9	2.2	-0.3	3.8	4.6	-0.8						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	18	16	2	2	3	-1	*	*	*	5	5	0	5	6	-1	4	1	3	2	1	1
Chemist Warehouse Remix	3	3	0	*	1	*	*	*	*	*	1	*	2	1	1	1	1	0	*	*	*
Coles Radio	17	16	1	2	1	1	3	5	-2	6	3	3	3	4	-1	2	2	0	1	2	-1
EASY HITS	12	8	4	2	1	1	1	1	0	3	*	*	5	4	1	*	1	*	1	1	0
Edge Digital	7	6	1	1	2	-1	*	*	*	5	4	1	1	*	*	*	1	*	*	*	*
Kinderling Kids	6	7	-1	2	1	1	*	1	*	1	1	0	3	3	0	*	1	*	1	*	*
Mix 80s	11	17	-6	3	3	0	*	1	*	2	4	-2	5	7	-2	1	2	-1	*	1	*
Mix 90s	11	16	-5	3	3	0	2	3	-1	4	6	-2	2	3	-1	*	*	*	1	1	0
MMM AUSSIE	5	5	0	*	*	*	1	*	*	3	3	0	*	*	*	*	1	*	1	1	0
MMM CLASSIC ROCK	11	8	3	2	2	0	1	*	*	1	1	0	3	3	0	4	2	2	1	*	*
MMM COUNTRY	7	9	-2	*	1	*	*	1	*	1	1	0	1	5	-4	3	1	2	1	1	0
MMM GREATEST HITS	13	13	0	4	4	0	1	*	*	1	1	0	2	3	-1	3	4	-1	1	1	0
OLDSKOOL HITS	14	18	-4	1	2	-1	2	2	0	4	6	-2	5	8	-3	1	2	-1	*	*	*
Smooth	13	9	4	1	1	0	*	*	*	1	1	0	6	3	3	1	1	0	3	3	0
URBAN HITS	5	9	-4	1	1	0	1	3	-2	2	3	-1	1	1	0	*	1	*	*	*	*
triple j Unearthed	8	4	4	4	2	2	1	1	0	3	*	*	*	*	*	1	1	0	*	*	*
ABC Country	7	9	-2	*	1	*	*	1	*	2	3	-1	*	*	*	1	1	0	4	3	1
ABC Grandstand	15	15	0	*	1	*	1	1	0	4	*	*	4	6	-2	1	1	0	5	7	-2
ABC Jazz	17	15	2	1	2	-1	4	1	3	4	3	1	3	5	-2	2	1	1	3	3	0
ABC KIDS LISTEN	10	10	0	1	3	-2	1	1	0	5	5	0	2	2	0	*	*	*	1	*	*
Double J	19	17	2	*	2	*	*	*	*	7	7	0	10	6	4	1	1	0	*	*	*
Total Digital/Internet Only	178	175	3	23	21	2	10	14	-4	53	47	6	47	50	-3	22	21	1	24	22	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1148]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
BUDDHA HITS	15	13	2	6	6	0	5	5	0	6	5	1	11	9	2	3	3	0	9	10	-1
Chemist Warehouse Remix	2	3	-1	*	*	*	*	*	*	2	1	1	*	1	*	*	2	*	2	*	*
Coles Radio	13	15	-2	3	2	1	7	8	-1	8	7	1	5	4	1	1	3	-2	7	4	3
EASY HITS	11	6	5	7	3	4	9	4	5	5	3	2	3	2	1	4	1	3	6	4	2
Edge Digital	6	5	1	4	1	3	6	4	2	5	3	2	2	3	-1	1	*	*	3	3	0
Kinderling Kids	5	5	0	1	*	*	2	3	-1	2	1	1	2	1	1	1	*	*	4	4	0
Mix 80s	9	14	-5	4	6	-2	4	8	-4	7	10	-3	3	7	-4	1	3	-2	6	9	-3
Mix 90s	10	14	-4	1	2	-1	4	4	0	4	5	-1	4	6	-2	3	4	-1	6	5	1
MMM AUSSIE	3	3	0	1	2	-1	1	2	-1	2	2	0	1	2	-1	1	*	*	2	3	-1
MMM CLASSIC ROCK	8	5	3	3	2	1	2	2	0	4	2	2	5	3	2	3	3	0	7	6	1
MMM COUNTRY	5	8	-3	1	*	*	3	3	0	4	3	1	3	3	0	1	1	0	3	5	-2
MMM GREATEST HITS	11	11	0	3	4	-1	4	4	0	4	5	-1	3	3	0	5	4	1	5	5	0
OLDSKOOL HITS	9	11	-2	4	7	-3	3	3	0	3	6	-3	6	6	0	4	5	-1	9	12	-3
Smooth	11	8	3	6	3	3	7	5	2	8	5	3	6	2	4	3	2	1	10	6	4
URBAN HITS	4	7	-3	*	2	*	2	3	-1	2	4	-2	2	2	0	1	2	-1	3	5	-2
triple j Unearthed	5	2	3	1	2	-1	2	1	1	1	1	0	1	1	0	3	1	2	5	3	2
ABC Country	6	8	-2	4	5	-1	3	5	-2	5	5	0	3	3	0	2	3	-1	5	4	1
ABC Grandstand	6	7	-1	1	1	0	1	*	*	1	2	-1	2	2	0	5	5	0	14	13	1
ABC Jazz	15	13	2	4	2	2	6	4	2	5	4	1	5	5	0	8	7	1	10	11	-1
ABC KIDS LISTEN	6	9	-3	3	3	0	4	3	1	2	2	0	3	3	0	2	2	0	7	6	1
Double J	15	15	0	8	7	1	5	7	-2	5	9	-4	7	8	-1	4	4	0	12	8	4
Total Digital/Internet Only	145	148	-3	60	54	6	74	68	6	78	77	1	72	70	2	54	56	-2	119	110	9