

# EMBARGOED UNTIL 9:30AM (AEDT)



## ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 2017

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 RADIO           | 16         | 21   | -5  | 2            | 2    | 0   | 1            | *    | *   | 4            | 8    | -4  | 6            | 7    | -1  | 4            | 4    | 0   | *          | 1    | *   |
| Chemist Warehouse Remix     | 2          | 3    | -1  | 1            | *    | *   | *            | 1    | *   | 1            | 2    | -1  | *            | *    | *   | *            | *    | *   | *          | *    | *   |
| Coles Radio                 | 13         | 14   | -1  | 3            | 3    | 0   | 2            | 4    | -2  | 4            | 3    | 1   | 3            | 4    | -1  | 2            | 1    | 1   | *          | *    | *   |
| EASY HITS RADIO             | 8          | 7    | 1   | 1            | 1    | 0   | 1            | 1    | 0   | 1            | 2    | -1  | 3            | 3    | 0   | 2            | *    | *   | *          | 1    | *   |
| Edge Digital                | 2          | 4    | -2  | *            | *    | *   | *            | *    | *   | 1            | 4    | -3  | *            | *    | *   | *            | *    | *   | 1          | *    | *   |
| Kinderling Kids             | 6          | 5    | 1   | *            | *    | *   | 1            | 1    | 0   | 4            | 4    | 0   | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| MMM GREATEST HITS           | 8          | 7    | 1   | 2            | 1    | 1   | 1            | 1    | 0   | *            | 1    | *   | 3            | 2    | 1   | 2            | 1    | 1   | *          | 1    | *   |
| MMM MODERN DIGITAL          | 3          | 1    | 2   | 1            | *    | *   | *            | *    | *   | *            | 1    | *   | 1            | *    | *   | *            | *    | *   | *          | *    | *   |
| OLDSKOOL HITS RADIO         | 18         | 20   | -2  | 1            | *    | *   | 4            | 4    | 0   | 6            | 7    | -1  | 6            | 8    | -2  | *            | *    | *   | *          | *    | *   |
| Smooth                      | 13         | 18   | -5  | 1            | 2    | -1  | *            | *    | *   | 1            | 5    | -4  | 5            | 5    | 0   | 4            | 5    | -1  | 2          | 2    | 0   |
| The 80s iHeartRadio         | 12         | 18   | -6  | 3            | 3    | 0   | 1            | *    | *   | 3            | 5    | -2  | 4            | 8    | -4  | 2            | 2    | 0   | *          | *    | *   |
| The 90s iHeartRadio         | 15         | 21   | -6  | 2            | 2    | 0   | 3            | 2    | 1   | 5            | 6    | -1  | 5            | 7    | -2  | 1            | 3    | -2  | *          | *    | *   |
| triple j Unearthed          | 6          | 6    | 0   | 2            | 1    | 1   | 1            | 1    | 0   | 1            | 2    | -1  | 2            | 1    | 1   | *            | *    | *   | *          | 1    | *   |
| ABC Country                 | 5          | 6    | -1  | 1            | *    | *   | 1            | 1    | 0   | *            | 1    | *   | *            | 1    | *   | *            | *    | *   | 3          | 3    | 0   |
| ABC Extra                   | 3          | 4    | -1  | 1            | 1    | 0   | *            | *    | *   | 1            | 2    | -1  | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| ABC Grandstand              | 14         | 7    | 7   | 1            | *    | *   | 2            | 1    | 1   | 1            | 1    | 0   | 6            | 1    | 5   | 1            | 1    | 0   | 3          | 2    | 1   |
| ABC Jazz                    | 15         | 18   | -3  | 2            | 2    | 0   | 1            | *    | *   | 2            | 4    | -2  | 4            | 4    | 0   | 3            | 2    | 1   | 4          | 6    | -2  |
| Double J                    | 15         | 17   | -2  | *            | *    | *   | 2            | 3    | -1  | 4            | 8    | -4  | 3            | 4    | -1  | 3            | *    | *   | 2          | 2    | 0   |
| Total Digital/Internet Only | 140        | 146  | -6  | 16           | 12   | 4   | 11           | 11   | 0   | 36           | 39   | -3  | 41           | 46   | -5  | 20           | 17   | 3   | 15         | 19   | -4  |

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1139]

| Station                     | Mon-Fri 5:30am-12mn |      |     | Breakfast 5:30am-9:00am |      |     | Morning 9:00am-12:00md |      |     | Afternoon 12:00md-4:00pm |      |     | Drive 4:00pm-7:00pm |      |     | Evening 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 RADIO           | 15                  | 20   | -5  | 4                       | 8    | -4  | 8                      | 11   | -3  | 7                        | 10   | -3  | 10                  | 13   | -3  | 5                      | 7    | -2  | 7                           | 10   | -3  |
| Chemist Warehouse Remix     | 2                   | 3    | -1  | *                       | *    | *   | *                      | 1    | *   | 2                        | 1    | 1   | 1                   | *    | *   | *                      | *    | *   | 1                           | 2    | -1  |
| Coles Radio                 | 11                  | 13   | -2  | 3                       | 5    | -2  | 3                      | 3    | 0   | 7                        | 6    | 1   | 5                   | 4    | 1   | *                      | 1    | *   | 6                           | 5    | 1   |
| EASY HITS RADIO             | 8                   | 6    | 2   | 1                       | 2    | -1  | 1                      | *    | *   | 3                        | 3    | 0   | 7                   | 5    | 2   | 3                      | *    | *   | 3                           | 5    | -2  |
| Edge Digital                | 2                   | 3    | -1  | 1                       | 3    | -2  | *                      | *    | *   | 1                        | 1    | 0   | 1                   | 1    | 0   | 1                      | *    | *   | 1                           | 4    | -3  |
| Kinderling Kids             | 5                   | 4    | 1   | 3                       | 3    | 0   | 3                      | 2    | 1   | 3                        | 1    | 2   | 4                   | 3    | 1   | 2                      | 1    | 1   | 5                           | 4    | 1   |
| MMM GREATEST HITS           | 6                   | 7    | -1  | 3                       | 3    | 0   | 3                      | 2    | 1   | 3                        | 2    | 1   | 3                   | 4    | -1  | 2                      | 4    | -2  | 5                           | 2    | 3   |
| MMM MODERN DIGITAL          | 3                   | 1    | 2   | 1                       | *    | *   | *                      | 1    | *   | 2                        | *    | *   | 2                   | *    | *   | 2                      | *    | *   | 2                           | *    | *   |
| OLDSKOOL HITS RADIO         | 16                  | 17   | -1  | 6                       | 6    | 0   | 9                      | 3    | 6   | 9                        | 9    | 0   | 9                   | 12   | -3  | 5                      | 5    | 0   | 11                          | 13   | -2  |
| Smooth                      | 10                  | 15   | -5  | 4                       | 5    | -1  | 4                      | 5    | -1  | 6                        | 7    | -1  | 3                   | 6    | -3  | 3                      | 4    | -1  | 9                           | 12   | -3  |
| The 80s iHeartRadio         | 10                  | 13   | -3  | 8                       | 7    | 1   | 5                      | 3    | 2   | 6                        | 7    | -1  | 6                   | 6    | 0   | 1                      | 2    | -1  | 7                           | 12   | -5  |
| The 90s iHeartRadio         | 11                  | 19   | -8  | 2                       | 7    | -5  | 4                      | 4    | 0   | 2                        | 6    | -4  | 5                   | 11   | -6  | 4                      | 5    | -1  | 7                           | 8    | -1  |
| triple j Unearthed          | 6                   | 5    | 1   | 3                       | 2    | 1   | 1                      | 1    | 0   | *                        | *    | *   | 2                   | 2    | 0   | 1                      | 1    | 0   | 1                           | 2    | -1  |
| ABC Country                 | 5                   | 6    | -1  | 1                       | 1    | 0   | 3                      | 3    | 0   | 2                        | 3    | -1  | 3                   | 3    | 0   | 2                      | 1    | 1   | 3                           | 4    | -1  |
| ABC Extra                   | 3                   | 4    | -1  | 1                       | 1    | 0   | 1                      | 1    | 0   | *                        | *    | *   | 2                   | 2    | 0   | *                      | 1    | *   | *                           | 1    | *   |
| ABC Grandstand              | 8                   | 4    | 4   | *                       | *    | *   | 2                      | 1    | 1   | 4                        | 1    | 3   | 4                   | 1    | 3   | 4                      | 3    | 1   | 12                          | 4    | 8   |
| ABC Jazz                    | 13                  | 13   | 0   | 4                       | 4    | 0   | 4                      | 4    | 0   | 6                        | 6    | 0   | 6                   | 8    | -2  | 5                      | 6    | -1  | 8                           | 12   | -4  |
| Double J                    | 12                  | 16   | -4  | 4                       | 6    | -2  | 6                      | 6    | 0   | 6                        | 9    | -3  | 7                   | 7    | 0   | 4                      | 4    | 0   | 10                          | 7    | 3   |
| Total Digital/Internet Only | 117                 | 127  | -10 | 48                      | 54   | -6  | 55                     | 48   | 7   | 62                       | 61   | 1   | 73                  | 77   | -4  | 42                     | 45   | -3  | 89                          | 94   | -5  |