



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 - SURVEY 6 2018

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	+/-
FIVEaa	157	156	1	5	5	0	3	2	1	12	11	1	38	33	5	40	40	0	59	64	-5
CRUISE1323	199	180	19	9	8	1	4	5	-1	18	13	5	36	31	5	57	50	7	75	72	3
MIX102.3	316	324	-8	50	45	5	42	36	6	52	69	-17	91	95	-4	44	49	-5	37	31	6
5MMM	228	204	24	23	24	-1	19	16	3	50	47	3	78	63	15	42	42	0	17	12	5
NOVA91.9	295	308	-13	60	65	-5	70	67	3	89	106	-17	55	46	9	15	16	-1	6	7	-1
HIT 107	238	239	-1	32	40	-8	53	46	7	93	89	4	45	49	-4	12	11	1	4	4	0
ABC ADE	181	179	2	3	5	-2	2	4	-2	14	14	0	30	40	-10	48	36	12	85	80	5
5RN	61	58	3	1	1	0	2	3	-1	12	10	2	8	9	-1	10	7	3	28	28	0
ABC NEWS	71	73	-2	5	5	0	7	7	0	13	11	2	13	19	-6	12	12	0	21	20	1
5JJJ	164	170	-6	17	14	3	29	33	-4	71	70	1	31	38	-7	12	11	1	5	5	0
ABCFM	58	58	0	*	1	*	1	3	-2	6	9	-3	7	7	0	12	8	4	33	30	3
Total	1084	1082	2	107	107	0	116	121	-5	245	242	3	246	245	1	160	160	0	209	208	1

Cumulative Audience (000's) by Session, 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 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	151	149	2	114	106	8	79	86	-7	81	86	-5	87	85	2	64	60	4	125	116	9
CRUISE1323	178	155	23	85	78	7	105	90	15	117	103	14	98	90	8	48	44	4	147	134	13
MIX102.3	293	297	-4	180	177	3	138	143	-5	164	175	-11	162	166	-4	87	84	3	200	209	-9
5MMM	196	173	23	119	104	15	97	83	14	104	91	13	111	95	16	47	46	1	137	119	18
NOVA91.9	271	285	-14	168	167	1	105	117	-12	160	168	-8	157	169	-12	99	90	9	188	195	-7
HIT 107	216	222	-6	114	120	-6	109	108	1	129	133	-4	115	128	-13	61	66	-5	144	139	5
ABC ADE	167	161	6	112	105	7	97	89	8	96	90	6	86	78	8	58	53	5	126	118	8
5RN	57	53	4	38	36	2	26	25	1	29	25	4	28	25	3	22	20	2	44	41	3
ABC NEWS	65	65	0	43	46	-3	19	18	1	21	20	1	18	18	0	19	17	2	38	43	-5
5JJJ	144	150	-6	80	80	0	64	68	-4	76	78	-2	94	95	-1	45	41	4	95	99	-4
ABCFM	53	52	1	27	27	0	28	26	2	35	30	5	32	31	1	16	11	5	40	37	3
Total	1067	1068	-1	869	850	19	706	704	2	802	792	10	801	797	4	489	477	12	938	932	6



ADELAIDE RADIO - SURVEY 6 2018

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	20	20	0	*	*	*	*	*	*	1	1	0	5	4	1	5	4	1	9	10	-1
CRUISE1323	14	13	1	*	*	*	*	*	*	1	1	0	2	1	1	4	4	0	6	6	0
MIX102.3	21	23	-2	3	3	0	2	1	1	2	3	-1	7	8	-1	4	4	0	3	3	0
5MMM	15	15	0	1	1	0	1	1	0	2	2	0	6	6	0	4	5	-1	1	1	0
NOVA91.9	14	15	-1	3	3	0	2	3	-1	4	5	-1	3	3	0	1	1	0	*	*	*
HIT 107	14	13	1	2	2	0	3	3	0	6	5	1	3	3	0	1	1	0	*	*	*
ABC ADE	16	13	3	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	9	7	2
5RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
5JJJ	9	8	1	1	*	*	1	1	0	5	3	2	2	2	0	*	*	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	4	3	1
Total	155	150	5	12	11	1	11	12	-1	29	25	4	37	38	-1	27	26	1	39	37	2

Average Audience (000's) by Session, 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 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	21	21	0	36	32	4	30	34	-4	16	17	-1	22	20	2	10	8	2	16	17	-1
CRUISE1323	14	13	1	18	15	3	23	20	3	19	19	0	13	13	0	4	3	1	14	13	1
MIX102.3	22	25	-3	31	31	0	29	35	-6	31	35	-4	23	24	-1	6	6	0	18	18	0
5MMM	17	16	1	25	24	1	26	24	2	22	20	2	16	15	1	4	4	0	10	11	-1
NOVA91.9	14	16	-2	19	20	-1	14	18	-4	17	19	-2	20	22	-2	6	5	1	12	12	0
HIT 107	15	15	0	15	17	-2	21	20	1	23	22	1	16	17	-1	5	5	0	10	9	1
ABC ADE	16	13	3	30	26	4	23	17	6	15	11	4	13	9	4	7	6	1	13	11	2
5RN	5	5	0	9	10	-1	6	6	0	3	4	-1	5	5	0	2	2	0	4	4	0
ABC NEWS	3	3	0	6	6	0	2	2	0	2	3	-1	2	2	0	1	2	-1	2	3	-1
5JJJ	9	9	0	11	10	1	13	13	0	12	11	1	11	11	0	3	2	1	7	5	2
ABCFM	5	4	1	7	5	2	6	5	1	6	4	2	5	4	1	1	1	0	4	4	0
Total	165	160	5	233	220	13	223	223	0	193	192	1	169	163	6	56	52	4	130	124	6



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 Uearthed	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 Uearthed	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