



# ADELAIDE RADIO - SURVEY 7 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	10.9	12.8	-1.9	0.9	2.9	-2.0	2.0	1.0	1.0	3.4	2.8	0.6	11.8	13.3	-1.5	14.8	19.0	-4.2	18.7	21.9	-3.2
CRUISE1323	10.2	9.2	1.0	1.7	2.7	-1.0	1.3	3.8	-2.5	5.2	4.6	0.6	7.9	5.4	2.5	15.1	14.7	0.4	17.7	16.0	1.7
MIX102.3	13.0	13.6	-0.6	19.2	26.5	-7.3	10.0	15.0	-5.0	9.5	7.2	2.3	18.1	19.2	-1.1	15.0	13.9	1.1	8.5	8.3	0.2
5MMM	8.9	10.0	-1.1	10.3	8.2	2.1	7.4	4.8	2.6	8.3	8.4	-0.1	13.6	16.8	-3.2	12.4	15.0	-2.6	2.7	3.2	-0.5
NOVA91.9	9.6	8.8	0.8	29.3	24.8	4.5	22.0	22.3	-0.3	14.1	15.0	-0.9	8.1	8.3	-0.2	5.4	2.3	3.1	0.8	0.7	0.1
HIT 107	8.1	8.8	-0.7	15.0	16.7	-1.7	20.6	25.3	-4.7	19.2	19.6	-0.4	4.9	7.2	-2.3	3.5	2.3	1.2	0.2	0.1	0.1
ABC ADE	10.0	10.0	0.0	2.0	0.5	1.5	1.3	0.7	0.6	2.2	1.8	0.4	5.0	5.5	-0.5	15.1	15.3	-0.2	21.9	22.3	-0.4
5RN	3.0	2.9	0.1	0.8	0.1	0.7	0.3	0.4	-0.1	1.1	1.4	-0.3	1.6	1.4	0.2	4.3	3.0	1.3	6.1	6.9	-0.8
ABC NEWS	1.7	1.7	0.0	2.7	1.7	1.0	0.5	1.7	-1.2	1.0	1.5	-0.5	1.4	0.7	0.7	2.1	1.6	0.5	2.2	2.7	-0.5
5JJJ	6.9	5.7	1.2	8.6	6.7	1.9	18.9	11.7	7.2	15.7	15.8	-0.1	4.6	4.3	0.3	4.1	1.4	2.7	0.3	0.4	-0.1
ABCFM	4.0	3.1	0.9	*	*	*	0.4	0.1	0.3	0.8	0.7	0.1	2.0	1.1	0.9	2.2	2.1	0.1	11.7	9.1	2.6

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	11.5	13.0	-1.5	14.6	15.6	-1.0	12.0	13.5	-1.5	7.4	8.4	-1.0	9.6	13.0	-3.4	16.1	17.3	-1.2	9.0	12.3	-3.3							
CRUISE1323	9.7	8.7	1.0	8.3	7.7	0.6	12.6	10.2	2.4	10.6	9.8	0.8	8.5	7.7	0.8	6.9	6.6	0.3	11.6	11.0	0.6							
MIX102.3	12.9	13.6	-0.7	12.4	13.2	-0.8	13.2	12.9	0.3	14.6	15.9	-1.3	13.2	13.5	-0.3	8.8	10.0	-1.2	13.2	13.7	-0.5							
5MMM	9.4	10.6	-1.2	8.9	10.9	-2.0	10.4	11.6	-1.2	11.6	11.4	0.2	8.1	9.6	-1.5	5.4	6.9	-1.5	7.1	8.1	-1.0							
NOVA91.9	9.7	8.8	0.9	9.6	8.2	1.4	6.6	6.4	0.2	9.7	8.9	0.8	12.2	11.7	0.5	12.5	10.7	1.8	9.4	8.9	0.5							
HIT 107	8.1	9.1	-1.0	5.7	6.2	-0.5	9.3	9.6	-0.3	10.6	11.6	-1.0	8.4	9.3	-0.9	5.3	8.7	-3.4	8.1	8.0	0.1							
ABC ADE	10.2	10.0	0.2	13.4	12.8	0.6	11.0	10.4	0.6	7.2	7.5	-0.3	7.8	7.7	0.1	11.0	11.8	-0.8	9.6	10.2	-0.6							
5RN	2.9	2.9	0.0	4.0	4.0	0.0	1.7	2.7	-1.0	1.6	1.7	-0.1	4.3	3.0	1.3	3.8	3.0	0.8	3.0	3.0	0.0							
ABC NEWS	1.6	1.6	0.0	2.7	2.6	0.1	0.8	1.1	-0.3	1.1	0.9	0.2	1.2	1.1	0.1	2.6	2.5	0.1	1.9	1.9	0.0							
5JJJ	6.8	5.8	1.0	6.0	4.8	1.2	5.5	5.6	-0.1	6.8	6.2	0.6	8.3	6.6	1.7	9.5	6.1	3.4	7.1	5.3	1.8							
ABCFM	4.0	3.0	1.0	4.4	3.1	1.3	3.8	2.7	1.1	3.9	3.1	0.8	4.1	3.1	1.0	2.9	2.7	0.2	4.2	3.4	0.8							



# ADELAIDE RADIO - SURVEY 7 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	143	157	-14	5	5	0	4	3	1	13	12	1	36	38	-2	32	40	-8	54	59	-5
CRUISE1323	198	199	-1	5	9	-4	4	4	0	20	18	2	40	36	4	51	57	-6	79	75	4
MIX102.3	314	316	-2	44	50	-6	38	42	-4	58	52	6	89	91	-2	50	44	6	37	37	0
5MMM	205	228	-23	22	23	-1	19	19	0	44	50	-6	69	78	-9	34	42	-8	17	17	0
NOVA91.9	312	295	17	63	60	3	72	70	2	96	89	7	55	55	0	20	15	5	6	6	0
HIT 107	226	238	-12	30	32	-2	48	53	-5	95	93	2	37	45	-8	12	12	0	4	4	0
ABC ADE	171	181	-10	5	3	2	3	2	1	13	14	-1	27	30	-3	43	48	-5	80	85	-5
5RN	57	61	-4	3	1	2	2	2	0	8	12	-4	10	8	2	11	10	1	22	28	-6
ABC NEWS	74	71	3	7	5	2	3	7	-4	15	13	2	20	13	7	11	12	-1	17	21	-4
5JJJ	161	164	-3	20	17	3	39	29	10	56	71	-15	28	31	-3	14	12	2	4	5	-1
ABCFM	73	58	15	*	*	*	3	1	2	8	6	2	16	7	9	10	12	-2	35	33	2
Total	1084	1084	0	109	107	2	118	116	2	247	245	2	246	246	0	156	160	-4	208	209	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 1143]

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	140	151	-11	100	114	-14	71	79	-8	73	81	-8	66	87	-21	52	64	-12	105	125	-20						
CRUISE1323	181	178	3	86	85	1	108	105	3	116	117	-1	97	98	-1	47	48	-1	134	147	-13						
MIX102.3	289	293	-4	176	180	-4	146	138	8	165	164	1	155	162	-7	83	87	-4	202	200	2						
5MMM	177	196	-19	106	119	-13	90	97	-7	98	104	-6	99	111	-12	42	47	-5	125	137	-12						
NOVA91.9	292	271	21	177	168	9	104	105	-1	165	160	5	169	157	12	104	99	5	196	188	8						
HIT 107	202	216	-14	111	114	-3	101	109	-8	124	129	-5	112	115	-3	51	61	-10	143	144	-1						
ABC ADE	157	167	-10	116	112	4	95	97	-2	84	96	-12	77	86	-9	61	58	3	120	126	-6						
5RN	55	57	-2	36	38	-2	26	26	0	29	29	0	33	28	5	24	22	2	40	44	-4						
ABC NEWS	70	65	5	44	43	1	16	19	-3	23	21	2	21	18	3	20	19	1	42	38	4						
5JJJ	146	144	2	86	80	6	63	64	-1	82	76	6	95	94	1	57	45	12	100	95	5						
ABCFM	65	53	12	39	27	12	34	28	6	39	35	4	33	32	1	27	16	11	53	40	13						
Total	1060	1067	-7	849	869	-20	703	706	-3	783	802	-19	770	801	-31	494	489	5	935	938	-3						



# ADELAIDE RADIO - SURVEY 7 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	16	20	-4	*	*	*	*	*	*	1	1	0	4	5	-1	4	5	-1	7	9	-2
CRUISE1323	15	14	1	*	*	*	*	*	*	1	1	0	3	2	1	4	4	0	7	6	1
MIX102.3	19	21	-2	2	3	-1	1	2	-1	3	2	1	6	7	-1	4	4	0	3	3	0
5MMM	13	15	-2	1	1	0	1	1	0	2	2	0	5	6	-1	3	4	-1	1	1	0
NOVA91.9	14	14	0	3	3	0	2	2	0	4	4	0	3	3	0	1	1	0	*	*	*
HIT 107	12	14	-2	2	2	0	2	3	-1	5	6	-1	2	3	-1	1	1	0	*	*	*
ABC ADE	15	16	-1	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	8	9	-1
5RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
5JJJ	10	9	1	1	1	0	2	1	1	4	5	-1	2	2	0	1	*	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	4	4	0
Total	147	155	-8	12	12	0	11	11	0	27	29	-2	34	37	-3	25	27	-2	38	39	-1

Average Audience (000's) by Session, P10+ [Potential: 1143]

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	18	21	-3	32	36	-4	24	30	-6	14	16	-2	15	22	-7	9	10	-1	11	16	-5						
CRUISE1323	15	14	1	18	18	0	25	23	2	19	19	0	13	13	0	4	4	0	15	14	1						
MIX102.3	20	22	-2	28	31	-3	26	29	-3	27	31	-4	20	23	-3	5	6	-1	17	18	-1						
5MMM	15	17	-2	20	25	-5	21	26	-5	21	22	-1	12	16	-4	3	4	-1	9	10	-1						
NOVA91.9	15	14	1	21	19	2	13	14	-1	18	17	1	19	20	-1	7	6	1	12	12	0						
HIT 107	13	15	-2	13	15	-2	19	21	-2	20	23	-3	13	16	-3	3	5	-2	10	10	0						
ABC ADE	16	16	0	30	30	0	22	23	-1	13	15	-2	12	13	-1	6	7	-1	12	13	-1						
5RN	5	5	0	9	9	0	3	6	-3	3	3	0	7	5	2	2	2	0	4	4	0						
ABC NEWS	3	3	0	6	6	0	2	2	0	2	2	0	2	2	0	1	1	0	2	2	0						
5JJJ	11	9	2	13	11	2	11	13	-2	12	12	0	13	11	2	5	3	2	9	7	2						
ABCFM	6	5	1	10	7	3	8	6	2	7	6	1	6	5	1	2	1	1	5	4	1						
Total	154	165	-11	221	233	-12	200	223	-23	184	193	-9	155	169	-14	57	56	1	127	130	-3						



# ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	14	11	3	2	2	0	2	1	1	5	3	2	2	2	0	2	2	0	*	*	*
Chemist Warehouse Remix	2	1	1	1	*	*	*	*	*	1	1	0	1	*	*	*	*	*	*	*	*
Coles Radio	17	17	0	1	1	0	2	1	1	7	7	0	5	4	1	1	4	-3	1	1	0
EASY HITS	19	12	7	3	1	2	2	2	0	5	2	3	5	4	1	2	2	0	2	2	0
Edge Digital	9	5	4	*	*	*	2	1	1	5	3	2	3	1	2	*	*	*	*	*	*
Kinderling Kids	9	6	3	1	2	-1	*	*	*	7	3	4	1	1	0	*	*	*	*	*	*
MMM COUNTRY	6	1	5	*	1	*	1	*	*	3	*	*	2	*	*	1	*	*	*	*	*
MMM GREATEST HITS	7	6	1	*	2	*	4	2	2	1	*	*	2	2	0	1	*	*	*	*	*
MMM MODERN DIGITAL	4	4	0	*	*	*	*	*	*	1	2	-1	2	2	0	1	1	0	*	*	*
OLDSKOOL HITS	15	17	-2	2	4	-2	1	1	0	3	4	-1	6	6	0	2	*	*	2	2	0
Smooth	16	14	2	2	*	*	1	1	0	4	2	2	4	2	2	2	5	-3	4	3	1
The 80s iHeartRadio	23	13	10	3	2	1	1	*	*	4	1	3	13	8	5	2	2	0	*	*	*
The 90s iHeartRadio	21	25	-4	5	5	0	2	6	-4	4	5	-1	7	5	2	*	1	*	4	3	1
triple j Uearthed	12	9	3	1	1	0	1	1	0	7	5	2	2	1	1	*	1	*	*	*	*
ABC Country	8	5	3	*	1	*	1	1	0	2	*	*	2	1	1	2	3	-1	*	*	*
ABC Grandstand	10	5	5	1	*	*	3	1	2	1	1	0	5	*	*	1	1	0	*	2	*
ABC Jazz	17	9	8	1	1	0	*	*	*	3	2	1	4	1	3	*	1	*	9	5	4
ABC KIDS LISTEN	5	5	0	1	2	-1	*	1	*	2	1	1	1	1	0	*	*	*	*	*	*
Double J	22	19	3	3	1	2	2	4	-2	12	10	2	2	2	0	2	1	1	2	1	1
Total Digital/Internet Only	171	148	23	19	17	2	16	15	1	51	39	12	49	38	11	17	23	-6	20	16	4

## 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 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	+/-
BUDDHA HITS	12	10	2	4	5	-1	5	5	0	6	5	1	7	4	3	6	3	3	5	5	0
Chemist Warehouse Remix	2	1	1	1	*	*	*	*	*	1	1	0	1	1	0	1	*	*	1	*	*
Coles Radio	16	15	1	7	8	-1	6	7	-1	6	7	-1	5	6	-1	3	1	2	5	5	0
EASY HITS	12	8	4	5	4	1	4	4	0	4	4	0	4	5	-1	5	2	3	12	9	3
Edge Digital	5	3	2	2	1	1	1	*	*	1	*	*	1	*	*	4	2	2	6	2	4
Kinderling Kids	9	6	3	4	3	1	4	4	0	2	3	-1	1	3	-2	4	2	2	4	3	1
MMM COUNTRY	4	*	*	3	*	*	*	*	*	*	*	*	1	*	*	1	*	*	3	1	2
MMM GREATEST HITS	6	6	0	3	3	0	2	5	-3	4	5	-1	3	4	-1	*	*	*	4	1	3
MMM MODERN DIGITAL	4	4	0	3	4	-1	1	1	0	2	2	0	3	4	-1	*	*	*	4	4	0
OLDSKOOL HITS	13	16	-3	5	8	-3	4	5	-1	7	5	2	6	8	-2	4	8	-4	11	11	0
Smooth	13	11	2	2	4	-2	2	4	-2	12	7	5	*	2	*	1	1	0	7	7	0
The 80s iHeartRadio	18	10	8	6	2	4	7	2	5	9	4	5	8	6	2	8	3	5	14	7	7
The 90s iHeartRadio	19	24	-5	5	9	-4	2	9	-7	8	9	-1	6	6	0	5	5	0	7	6	1
triple j Uearthed	11	9	2	3	3	0	3	2	1	4	2	2	3	2	1	4	3	1	5	2	3
ABC Country	8	4	4	2	1	1	4	1	3	3	2	1	5	2	3	4	1	3	2	4	-2
ABC Grandstand	6	1	5	1	1	0	2	*	*	4	*	*	3	*	*	2	1	1	8	5	3
ABC Jazz	14	9	5	3	2	1	3	1	2	3	2	1	8	3	5	7	5	2	13	7	6
ABC KIDS LISTEN	5	4	1	3	2	1	1	1	0	2	2	0	2	2	0	1	2	-1	3	3	0
Double J	19	17	2	5	7	-2	6	5	1	12	8	4	9	9	0	4	3	1	10	8	2
Total Digital/Internet Only	150	132	18	62	66	-4	57	56	1	89	63	26	77	70	7	53	37	16	109	90	19