



ADELAIDE RADIO - SURVEY 8 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	9.9	10.9	-1.0	0.1	0.9	-0.8	1.8	2.0	-0.2	3.0	3.4	-0.4	8.8	11.8	-3.0	15.7	14.8	0.9	17.6	18.7	-1.1
CRUISE1323	10.1	10.2	-0.1	1.6	1.7	-0.1	1.0	1.3	-0.3	3.3	5.2	-1.9	8.7	7.9	0.8	13.8	15.1	-1.3	19.1	17.7	1.4
MIX102.3	12.9	13.0	-0.1	16.2	19.2	-3.0	8.3	10.0	-1.7	10.3	9.5	0.8	16.7	18.1	-1.4	17.0	15.0	2.0	8.7	8.5	0.2
5MMM	9.3	8.9	0.4	7.0	10.3	-3.3	8.9	7.4	1.5	9.4	8.3	1.1	12.9	13.6	-0.7	13.1	12.4	0.7	3.9	2.7	1.2
NOVA91.9	10.2	9.6	0.6	28.5	29.3	-0.8	19.8	22.0	-2.2	18.1	14.1	4.0	7.6	8.1	-0.5	6.4	5.4	1.0	0.9	0.8	0.1
HIT 107	9.4	8.1	1.3	20.1	15.0	5.1	18.5	20.6	-2.1	20.4	19.2	1.2	6.5	4.9	1.6	5.8	3.5	2.3	0.5	0.2	0.3
ABC ADE	9.7	10.0	-0.3	3.0	2.0	1.0	2.0	1.3	0.7	1.6	2.2	-0.6	6.4	5.0	1.4	10.6	15.1	-4.5	22.5	21.9	0.6
5RN	2.3	3.0	-0.7	1.5	0.8	0.7	0.3	0.3	0.0	0.9	1.1	-0.2	1.7	1.6	0.1	3.1	4.3	-1.2	4.1	6.1	-2.0
ABC NEWS	1.5	1.7	-0.2	3.3	2.7	0.6	0.3	0.5	-0.2	0.5	1.0	-0.5	1.5	1.4	0.1	2.2	2.1	0.1	1.7	2.2	-0.5
5JJJ	6.5	6.9	-0.4	6.2	8.6	-2.4	16.8	18.9	-2.1	15.5	15.7	-0.2	4.3	4.6	-0.3	4.4	4.1	0.3	0.2	0.3	-0.1
ABCFM	4.2	4.0	0.2	0.3	*	*	0.3	0.4	-0.1	0.8	0.8	0.0	2.4	2.0	0.4	2.0	2.2	-0.2	12.1	11.7	0.4

Share Movement (%) by Session, P10+

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	10.3	11.5	-1.2	13.4	14.6	-1.2	11.4	12.0	-0.6	6.2	7.4	-1.2	7.9	9.6	-1.7	15.7	16.1	-0.4	8.6	9.0	-0.4
CRUISE1323	9.5	9.7	-0.2	7.2	8.3	-1.1	11.4	12.6	-1.2	10.9	10.6	0.3	9.1	8.5	0.6	7.7	6.9	0.8	11.8	11.6	0.2
MIX102.3	12.7	12.9	-0.2	12.8	12.4	0.4	12.8	13.2	-0.4	13.8	14.6	-0.8	12.1	13.2	-1.1	10.1	8.8	1.3	13.4	13.2	0.2
5MMM	10.1	9.4	0.7	9.1	8.9	0.2	12.0	10.4	1.6	12.7	11.6	1.1	7.2	8.1	-0.9	5.0	5.4	-0.4	6.8	7.1	-0.3
NOVA91.9	10.3	9.7	0.6	9.8	9.6	0.2	7.3	6.6	0.7	10.1	9.7	0.4	15.2	12.2	3.0	11.5	12.5	-1.0	9.7	9.4	0.3
HIT 107	9.7	8.1	1.6	7.8	5.7	2.1	10.8	9.3	1.5	12.1	10.6	1.5	9.7	8.4	1.3	5.4	5.3	0.1	8.4	8.1	0.3
ABC ADE	9.9	10.2	-0.3	14.4	13.4	1.0	9.9	11.0	-1.1	7.0	7.2	-0.2	6.4	7.8	-1.4	11.5	11.0	0.5	9.1	9.6	-0.5
5RN	2.1	2.9	-0.8	2.4	4.0	-1.6	1.2	1.7	-0.5	1.5	1.6	-0.1	3.6	4.3	-0.7	2.7	3.8	-1.1	2.7	3.0	-0.3
ABC NEWS	1.5	1.6	-0.1	2.5	2.7	-0.2	0.7	0.8	-0.1	1.1	1.1	0.0	0.9	1.2	-0.3	3.0	2.6	0.4	1.6	1.9	-0.3
5JJJ	6.4	6.8	-0.4	5.9	6.0	-0.1	5.7	5.5	0.2	6.3	6.8	-0.5	8.1	8.3	-0.2	7.2	9.5	-2.3	6.6	7.1	-0.5
ABCFM	4.1	4.0	0.1	4.9	4.4	0.5	3.6	3.8	-0.2	3.6	3.9	-0.3	4.6	4.1	0.5	3.2	2.9	0.3	4.5	4.2	0.3



ADELAIDE RADIO - SURVEY 8 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	140	143	-3	3	5	-2	3	4	-1	13	13	0	32	36	-4	35	32	3	54	54	0
CRUISE1323	179	198	-19	3	5	-2	6	4	2	20	20	0	35	40	-5	42	51	-9	72	79	-7
MIX102.3	324	314	10	40	44	-4	36	38	-2	72	58	14	94	89	5	51	50	1	30	37	-7
5MMM	194	205	-11	17	22	-5	13	19	-6	41	44	-3	63	69	-6	40	34	6	19	17	2
NOVA91.9	322	312	10	65	63	2	70	72	-2	105	96	9	54	55	-1	22	20	2	6	6	0
HIT 107	235	226	9	42	30	12	41	48	-7	89	95	-6	46	37	9	13	12	1	5	4	1
ABC ADE	169	171	-2	8	5	3	3	3	0	11	13	-2	33	27	6	33	43	-10	80	80	0
5RN	61	57	4	6	3	3	1	2	-1	10	8	2	14	10	4	12	11	1	17	22	-5
ABC NEWS	74	74	0	10	7	3	2	3	-1	15	15	0	18	20	-2	15	11	4	14	17	-3
5JJJ	157	161	-4	18	20	-2	40	39	1	55	56	-1	25	28	-3	15	14	1	3	4	-1
ABCFM	87	73	14	2	*	*	3	3	0	17	8	9	18	16	2	12	10	2	36	35	1
Total	1082	1084	-2	108	109	-1	118	118	0	248	247	1	243	246	-3	156	156	0	210	208	2

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	131	140	-9	94	100	-6	69	71	-2	74	73	1	61	66	-5	42	52	-10	98	105	-7						
CRUISE1323	166	181	-15	78	86	-8	96	108	-12	107	116	-9	92	97	-5	44	47	-3	118	134	-16						
MIX102.3	289	289	0	170	176	-6	147	146	1	164	165	-1	155	155	0	81	83	-2	209	202	7						
5MMM	171	177	-6	107	106	1	91	90	1	99	98	1	89	99	-10	40	42	-2	107	125	-18						
NOVA91.9	307	292	15	177	177	0	113	104	9	162	165	-3	191	169	22	93	104	-11	199	196	3						
HIT 107	218	202	16	133	111	22	102	101	1	132	124	8	121	112	9	51	51	0	146	143	3						
ABC ADE	157	157	0	114	116	-2	88	95	-7	84	84	0	74	77	-3	59	61	-2	120	120	0						
5RN	57	55	2	32	36	-4	25	26	-1	26	29	-3	32	33	-1	16	24	-8	39	40	-1						
ABC NEWS	70	70	0	43	44	-1	18	16	2	24	23	1	23	21	2	23	20	3	40	42	-2						
5JJJ	143	146	-3	86	86	0	65	63	2	81	82	-1	89	95	-6	55	57	-2	106	100	6						
ABCFM	80	65	15	46	39	7	39	34	5	40	39	1	40	33	7	32	27	5	56	53	3						
Total	1065	1060	5	845	849	-4	693	703	-10	778	783	-5	776	770	6	498	494	4	930	935	-5						



ADELAIDE RADIO - SURVEY 8 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	14	16	-2	*	*	*	*	*	*	1	1	0	3	4	-1	4	4	0	6	7	-1
CRUISE1323	15	15	0	*	*	*	*	*	*	1	1	0	3	3	0	3	4	-1	7	7	0
MIX102.3	19	19	0	2	2	0	1	1	0	3	3	0	6	6	0	4	4	0	3	3	0
5MMM	13	13	0	1	1	0	1	1	0	2	2	0	4	5	-1	3	3	0	1	1	0
NOVA91.9	15	14	1	3	3	0	2	2	0	5	4	1	3	3	0	2	1	1	*	*	*
HIT 107	14	12	2	2	2	0	2	2	0	5	5	0	2	2	0	1	1	0	*	*	*
ABC ADE	14	15	-1	*	*	*	*	*	*	*	1	*	2	2	0	3	4	-1	8	8	0
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
5JJJ	9	10	-1	1	1	0	2	2	0	4	4	0	1	2	-1	1	1	0	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	4	0
Total	145	147	-2	11	12	-1	11	11	0	27	27	0	35	34	1	25	25	0	36	38	-2

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	16	18	-2	28	32	-4	24	24	0	12	14	-2	12	15	-3	8	9	-1	10	11	-1						
CRUISE1323	15	15	0	15	18	-3	24	25	-1	21	19	2	14	13	1	4	4	0	14	15	-1						
MIX102.3	20	20	0	27	28	-1	27	26	1	26	27	-1	18	20	-2	5	5	0	16	17	-1						
5MMM	16	15	1	19	20	-1	26	21	5	24	21	3	11	12	-1	2	3	-1	8	9	-1						
NOVA91.9	16	15	1	21	21	0	16	13	3	19	18	1	23	19	4	6	7	-1	12	12	0						
HIT 107	15	13	2	17	13	4	23	19	4	23	20	3	15	13	2	3	3	0	10	10	0						
ABC ADE	15	16	-1	31	30	1	21	22	-1	13	13	0	10	12	-2	6	6	0	11	12	-1						
5RN	3	5	-2	5	9	-4	3	3	0	3	3	0	5	7	-2	1	2	-1	3	4	-1						
ABC NEWS	2	3	-1	5	6	-1	2	2	0	2	2	0	1	2	-1	2	1	1	2	2	0						
5JJJ	10	11	-1	12	13	-1	12	11	1	12	12	0	12	13	-1	4	5	-1	8	9	-1						
ABCFM	6	6	0	10	10	0	8	8	0	7	7	0	7	6	1	2	2	0	5	5	0						
Total	154	154	0	212	221	-9	214	200	14	192	184	8	150	155	-5	50	57	-7	121	127	-6						



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	21	14	7	1	2	-1	1	2	-1	13	5	8	3	2	1	2	2	0	1	*	*
Chemist Warehouse Remix	6	2	4	1	1	0	1	*	*	2	1	1	1	1	0	*	*	*	*	*	*
Coles Radio	33	17	16	3	1	2	6	2	4	13	7	6	10	5	5	1	1	0	1	1	0
EASY HITS	19	19	0	3	3	0	*	2	*	10	5	5	3	5	-2	2	2	0	*	2	*
Edge Digital	14	9	5	2	*	*	*	2	*	10	5	5	2	3	-1	*	*	*	*	*	*
Elf Radio	9	na	*	2	na	*	1	na	*	5	na	*	1	na	*	*	na	*	*	na	*
Kinderling Kids	12	9	3	1	1	0	*	*	*	10	7	3	*	1	*	*	*	*	*	*	*
MMM COUNTRY	11	6	5	*	*	*	1	1	0	6	3	3	3	2	1	1	1	0	1	*	*
MMM GREATEST HITS	14	7	7	*	*	*	1	4	-3	5	1	4	5	2	3	3	1	2	*	*	*
MMM MODERN DIGITAL	5	4	1	*	*	*	*	*	*	4	1	3	1	2	-1	*	1	*	*	*	*
OLDSKOOL HITS	25	15	10	2	2	0	1	1	0	10	3	7	8	6	2	3	2	1	1	2	-1
Smooth	18	16	2	1	2	-1	2	1	1	6	4	2	3	4	-1	1	2	-1	4	4	0
The 80s iHeartRadio	27	23	4	4	3	1	3	1	2	7	4	3	11	13	-2	3	2	1	1	*	*
triple j Unearthed	15	12	3	5	1	4	2	1	1	6	7	-1	2	2	0	*	*	*	1	*	*
ABC Country	10	8	2	*	*	*	1	1	0	4	2	2	2	2	0	2	2	0	*	*	*
ABC Grandstand	21	10	11	1	1	0	1	3	-2	9	1	8	6	5	1	2	1	1	2	*	*
ABC Jazz	36	17	19	6	1	5	*	*	*	16	3	13	6	4	2	2	*	*	6	9	-3
ABC KIDS LISTEN	17	5	12	2	1	1	*	*	*	13	2	11	1	1	0	*	*	*	1	*	*
Double J	30	22	8	4	3	1	5	2	3	11	12	-1	7	2	5	1	2	-1	2	2	0
Total Digital/Internet Only	210	171	39	24	19	5	22	16	6	63	51	12	63	49	14	21	17	4	18	20	-2

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1143]

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	18	12	6	7	4	3	5	5	0	8	6	2	5	7	-2	8	6	2	10	5	5
Chemist Warehouse Remix	5	2	3	1	1	0	1	*	*	2	1	1	3	1	2	1	1	0	3	1	2
Coles Radio	28	16	12	9	7	2	11	6	5	8	6	2	8	5	3	9	3	6	17	5	12
EASY HITS	14	12	2	6	5	1	1	4	-3	4	4	0	5	4	1	8	5	3	8	12	-4
Edge Digital	11	5	6	5	2	3	4	1	3	2	1	1	2	1	1	8	4	4	5	6	-1
Elf Radio	6	na	*	3	na	*	2	na	*	*	na	*	2	na	*	2	na	*	5	na	*
Kinderling Kids	9	9	0	5	4	1	1	4	-3	3	2	1	3	1	2	5	4	1	5	4	1
MMM COUNTRY	7	4	3	6	3	3	*	*	*	1	*	*	2	1	1	2	1	1	6	3	3
MMM GREATEST HITS	8	6	2	2	3	-1	3	2	1	4	4	0	3	3	0	3	*	*	7	4	3
MMM MODERN DIGITAL	4	4	0	2	3	-1	1	1	0	*	2	*	*	3	*	2	*	*	1	4	-3
OLDSKOOL HITS	21	13	8	9	5	4	7	4	3	13	7	6	11	6	5	10	4	6	11	11	0
Smooth	15	13	2	2	2	0	2	2	0	10	12	-2	4	*	*	3	1	2	9	7	2
The 80s iHeartRadio	21	18	3	9	6	3	8	7	1	11	9	2	7	8	-1	8	8	0	15	14	1
triple j Unearthed	11	11	0	3	3	0	6	3	3	4	4	0	5	3	2	5	4	1	10	5	5
ABC Country	10	8	2	5	2	3	3	4	-1	1	3	-2	4	5	-1	6	4	2	1	2	-1
ABC Grandstand	17	6	11	6	1	5	3	2	1	8	4	4	6	3	3	7	2	5	14	8	6
ABC Jazz	28	14	14	11	3	8	4	3	1	6	3	3	12	8	4	12	7	5	17	13	4
ABC KIDS LISTEN	13	5	8	6	3	3	4	1	3	5	2	3	3	2	1	5	1	4	9	3	6
Double J	25	19	6	8	5	3	7	6	1	13	12	1	9	9	0	6	4	2	14	10	4
Total Digital/Internet Only	182	150	32	75	62	13	69	57	12	103	89	14	87	77	10	82	53	29	136	109	27