



# ADELAIDE RADIO - SURVEY 1 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	9.3	9.9	-0.6	1.3	0.1	1.2	0.3	1.8	-1.5	1.5	3.0	-1.5	4.7	8.8	-4.1	13.7	15.7	-2.0	21.6	17.6	4.0
CRUISE1323	8.6	10.1	-1.5	1.3	1.6	-0.3	3.0	1.0	2.0	2.1	3.3	-1.2	7.1	8.7	-1.6	14.5	13.8	0.7	14.5	19.1	-4.6
MIX102.3	13.3	12.9	0.4	18.9	16.2	2.7	10.2	8.3	1.9	14.2	10.3	3.9	17.3	16.7	0.6	16.7	17.0	-0.3	5.5	8.7	-3.2
5MMM	9.4	9.3	0.1	10.7	7.0	3.7	8.5	8.9	-0.4	8.0	9.4	-1.4	15.5	12.9	2.6	10.7	13.1	-2.4	3.5	3.9	-0.4
NOVA91.9	11.2	10.2	1.0	32.5	28.5	4.0	26.1	19.8	6.3	16.2	18.1	-1.9	12.4	7.6	4.8	4.5	6.4	-1.9	0.5	0.9	-0.4
HIT 107	9.6	9.4	0.2	16.9	20.1	-3.2	18.5	18.5	0.0	18.3	20.4	-2.1	10.5	6.5	4.0	5.7	5.8	-0.1	0.2	0.5	-0.3
ABC ADE	9.4	9.7	-0.3	1.3	3.0	-1.7	1.2	2.0	-0.8	1.8	1.6	0.2	4.2	6.4	-2.2	9.3	10.6	-1.3	25.1	22.5	2.6
5RN	2.8	2.3	0.5	0.4	1.5	-1.1	1.0	0.3	0.7	0.9	0.9	0.0	1.6	1.7	-0.1	3.3	3.1	0.2	6.1	4.1	2.0
ABC NEWS	2.2	1.5	0.7	0.5	3.3	-2.8	0.9	0.3	0.6	1.6	0.5	1.1	1.2	1.5	-0.3	4.6	2.2	2.4	2.7	1.7	1.0
5JJJ	6.8	6.5	0.3	5.9	6.2	-0.3	16.9	16.8	0.1	16.3	15.5	0.8	6.4	4.3	2.1	2.5	4.4	-1.9	0.5	0.2	0.3
ABC CLASSIC	3.6	4.2	-0.6	0.3	0.3	0.0	0.5	0.3	0.2	1.6	0.8	0.8	1.0	2.4	-1.4	2.4	2.0	0.4	10.1	12.1	-2.0

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	9.7	10.3	-0.6	12.4	13.4	-1.0	10.2	11.4	-1.2	5.4	6.2	-0.8	8.3	7.9	0.4	15.7	15.7	0.0	7.9	8.6	-0.7
CRUISE1323	7.8	9.5	-1.7	5.9	7.2	-1.3	8.6	11.4	-2.8	9.0	10.9	-1.9	8.0	9.1	-1.1	7.0	7.7	-0.7	11.4	11.8	-0.4
MIX102.3	13.6	12.7	0.9	13.3	12.8	0.5	14.3	12.8	1.5	15.3	13.8	1.5	12.6	12.1	0.5	9.5	10.1	-0.6	12.3	13.4	-1.1
5MMM	10.1	10.1	0.0	9.2	9.1	0.1	11.2	12.0	-0.8	12.7	12.7	0.0	9.7	7.2	2.5	3.7	5.0	-1.3	7.0	6.8	0.2
NOVA91.9	10.9	10.3	0.6	9.9	9.8	0.1	8.4	7.3	1.1	11.7	10.1	1.6	13.5	15.2	-1.7	12.7	11.5	1.2	12.2	9.7	2.5
HIT 107	10.1	9.7	0.4	9.7	7.8	1.9	10.9	10.8	0.1	11.3	12.1	-0.8	9.3	9.7	-0.4	7.6	5.4	2.2	7.8	8.4	-0.6
ABC ADE	9.4	9.9	-0.5	13.3	14.4	-1.1	10.0	9.9	0.1	6.1	7.0	-0.9	7.1	6.4	0.7	10.2	11.5	-1.3	9.4	9.1	0.3
5RN	2.8	2.1	0.7	4.3	2.4	1.9	1.6	1.2	0.4	1.6	1.5	0.1	3.0	3.6	-0.6	4.2	2.7	1.5	2.8	2.7	0.1
ABC NEWS	2.0	1.5	0.5	2.7	2.5	0.2	1.2	0.7	0.5	1.3	1.1	0.2	1.6	0.9	0.7	4.4	3.0	1.4	2.8	1.6	1.2
5JJJ	6.8	6.4	0.4	6.1	5.9	0.2	6.2	5.7	0.5	7.4	6.3	1.1	9.0	8.1	0.9	4.8	7.2	-2.4	6.8	6.6	0.2
ABC CLASSIC	3.2	4.1	-0.9	3.7	4.9	-1.2	3.1	3.6	-0.5	2.8	3.6	-0.8	3.3	4.6	-1.3	3.6	3.2	0.4	4.6	4.5	0.1

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



# ADELAIDE RADIO - SURVEY 1 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	+/-
FIVEaa	148	140	8	6	3	3	2	3	-1	11	13	-2	30	32	-2	34	35	-1	65	54	11
CRUISE1323	168	179	-11	6	3	3	7	6	1	10	20	-10	26	35	-9	49	42	7	71	72	-1
MIX102.3	339	324	15	43	40	3	38	36	2	75	72	3	96	94	2	50	51	-1	38	30	8
5MMM	202	194	8	24	17	7	16	13	3	49	41	8	69	63	6	27	40	-13	16	19	-3
NOVA91.9	335	322	13	73	65	8	65	70	-5	96	105	-9	75	54	21	19	22	-3	6	6	0
HIT 107	250	235	15	37	42	-5	49	41	8	92	89	3	53	46	7	17	13	4	2	5	-3
ABC ADE	195	169	26	8	8	0	3	3	0	20	11	9	34	33	1	42	33	9	90	80	10
5RN	66	61	5	2	6	-4	5	1	4	7	10	-3	11	14	-3	13	12	1	29	17	12
ABC NEWS	64	74	-10	4	10	-6	3	2	1	11	15	-4	11	18	-7	16	15	1	20	14	6
5JJJ	165	157	8	16	18	-2	35	40	-5	68	55	13	29	25	4	13	15	-2	4	3	1
ABC CLASSIC	71	87	-16	3	2	1	2	3	-1	12	17	-5	9	18	-9	11	12	-1	34	36	-2
Total	1088	1082	6	110	108	2	119	118	1	247	248	-1	242	243	-1	158	156	2	212	210	2

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

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	141	131	10	97	94	3	80	69	11	67	74	-7	66	61	5	58	42	16	95	98	-3							
CRUISE1323	152	166	-14	80	78	2	96	96	0	97	107	-10	85	92	-7	49	44	5	125	118	7							
MIX102.3	308	289	19	180	170	10	141	147	-6	176	164	12	166	155	11	87	81	6	214	209	5							
5MMM	181	171	10	110	107	3	87	91	-4	99	99	0	100	89	11	38	40	-2	117	107	10							
NOVA91.9	319	307	12	192	177	15	146	113	33	180	162	18	194	191	3	116	93	23	212	199	13							
HIT 107	231	218	13	148	133	15	120	102	18	134	132	2	136	121	15	66	51	15	156	146	10							
ABC ADE	180	157	23	121	114	7	103	88	15	84	84	0	79	74	5	53	59	-6	125	120	5							
5RN	62	57	5	38	32	6	26	25	1	31	26	5	30	32	-2	23	16	7	45	39	6							
ABC NEWS	59	70	-11	42	43	-1	19	18	1	25	24	1	23	23	0	21	23	-2	45	40	5							
5JJJ	153	143	10	100	86	14	72	65	7	87	81	6	91	89	2	42	55	-13	112	106	6							
ABC CLASSIC	66	80	-14	36	46	-10	35	39	-4	37	40	-3	43	40	3	25	32	-7	55	56	-1							
Total	1066	1065	1	855	845	10	729	693	36	776	778	-2	796	776	20	504	498	6	916	930	-14							

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



# ADELAIDE RADIO - SURVEY 1 2019

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	14	0	*	*	*	*	*	*	*	1	*	2	3	-1	4	4	0	8	6	2
CRUISE1323	13	15	-2	*	*	*	*	*	*	1	1	0	3	3	0	4	3	1	5	7	-2
MIX102.3	20	19	1	2	2	0	1	1	0	4	3	1	6	6	0	4	4	0	2	3	-1
5MMM	14	13	1	1	1	0	1	1	0	2	2	0	6	4	2	3	3	0	1	1	0
NOVA91.9	17	15	2	3	3	0	3	2	1	5	5	0	5	3	2	1	2	-1	*	*	*
HIT 107	14	14	0	2	2	0	2	2	0	5	5	0	4	2	2	1	1	0	*	*	*
ABC ADE	14	14	0	*	*	*	*	*	*	*	*	*	2	2	0	2	3	-1	9	8	1
5RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0
5JJJ	10	9	1	1	1	0	2	2	0	5	4	1	2	1	1	1	1	0	*	*	*
ABC CLASSIC	5	6	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	4	4	0
Total	150	145	5	11	11	0	11	11	0	28	27	1	37	35	2	26	25	1	37	36	1

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	16	16	0	28	28	0	23	24	-1	10	12	-2	13	12	1	9	8	1	10	10	0
CRUISE1323	13	15	-2	13	15	-2	19	24	-5	17	21	-4	13	14	-1	4	4	0	14	14	0
MIX102.3	22	20	2	30	27	3	32	27	5	29	26	3	20	18	2	5	5	0	15	16	-1
5MMM	16	16	0	21	19	2	25	26	-1	24	24	0	16	11	5	2	2	0	8	8	0
NOVA91.9	18	16	2	22	21	1	19	16	3	22	19	3	22	23	-1	7	6	1	15	12	3
HIT 107	16	15	1	22	17	5	24	23	1	22	23	-1	15	15	0	4	3	1	9	10	-1
ABC ADE	15	15	0	29	31	-2	23	21	2	12	13	-1	11	10	1	6	6	0	11	11	0
5RN	4	3	1	10	5	5	4	3	1	3	3	0	5	5	0	2	1	1	3	3	0
ABC NEWS	3	2	1	6	5	1	3	2	1	3	2	1	3	1	2	2	2	0	3	2	1
5JJJ	11	10	1	14	12	2	14	12	2	14	12	2	15	12	3	3	4	-1	8	8	0
ABC CLASSIC	5	6	-1	8	10	-2	7	8	-1	5	7	-2	5	7	-2	2	2	0	6	5	1
Total	161	154	7	223	212	11	225	214	11	191	192	-1	162	150	12	56	50	6	120	121	-1

Please note the following change ABCFM to ABC CLASSIC effective Jan 20 2019.



## ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2019

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	13	21	-8	2	1	1	*	1	*	3	13	-10	6	3	3	2	2	0	*	1	*
Chemist Warehouse Remix	3	6	-3	2	1	1	*	1	*	1	2	-1	1	1	0	*	*	*	*	*	*
Coles Radio	21	33	-12	2	3	-1	4	6	-2	8	13	-5	5	10	-5	1	1	0	1	1	0
EASY HITS	12	19	-7	1	3	-2	1	*	*	1	10	-9	5	3	2	2	2	0	1	*	*
Edge Digital	7	14	-7	1	2	-1	*	*	*	1	10	-9	2	2	0	1	*	*	1	*	*
Kinderling Kids	7	12	-5	2	1	1	*	*	*	3	10	-7	2	*	*	*	*	*	*	*	*
MMM AUSSIE	5	na	*	*	na	*	*	na	*	*	na	*	5	na	*	*	na	*	*	na	*
MMM CLASSIC ROCK	14	na	*	2	na	*	*	na	*	2	na	*	4	na	*	4	na	*	1	na	*
MMM COUNTRY	3	11	-8	1	*	*	*	1	*	*	6	*	*	3	*	*	1	*	1	1	0
MMM GREATEST HITS	14	14	0	2	*	*	*	1	*	5	5	0	6	5	1	2	3	-1	*	*	*
OLDSKOOL HITS	14	25	-11	3	2	1	1	1	0	3	10	-7	5	8	-3	1	3	-2	*	1	*
Smooth	14	18	-4	1	1	0	1	2	-1	2	6	-4	2	3	-1	4	1	3	3	4	-1
The 80s iHeartRadio	12	27	-15	2	4	-2	1	3	-2	2	7	-5	4	11	-7	3	3	0	*	1	*
The 90s iHeartRadio	28	na	*	5	na	*	3	na	*	6	na	*	6	na	*	4	na	*	3	na	*
URBAN HITS	5	na	*	*	na	*	*	na	*	2	na	*	1	na	*	1	na	*	*	na	*
triple j Uneathed	16	15	1	6	5	1	7	2	5	2	6	-4	2	2	0	1	*	*	*	1	*
ABC Country	5	10	-5	*	*	*	*	1	*	1	4	-3	*	2	*	1	2	-1	3	*	*
ABC Grandstand	15	21	-6	*	1	*	1	1	0	5	9	-4	2	6	-4	3	2	1	4	2	2
ABC Jazz	14	36	-22	2	6	-4	*	*	*	1	16	-15	1	6	-5	3	2	1	6	6	0
ABC KIDS LISTEN	5	17	-12	3	2	1	*	*	*	1	13	-12	1	1	0	1	*	*	*	1	*
Double J	23	30	-7	3	4	-1	2	5	-3	10	11	-1	4	7	-3	2	1	1	1	2	-1
Total Digital/Internet Only	189	210	-21	27	24	3	21	22	-1	45	63	-18	42	63	-21	30	21	9	24	18	6

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 1148]

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	10	18	-8	3	7	-4	6	5	1	5	8	-3	6	5	1	4	8	-4	8	10	-2
Chemist Warehouse Remix	2	5	-3	1	1	0	*	1	*	*	2	*	*	3	*	1	1	0	3	3	0
Coles Radio	16	28	-12	4	9	-5	5	11	-6	10	8	2	8	8	0	2	9	-7	10	17	-7
EASY HITS	11	14	-3	8	6	2	4	1	3	5	4	1	6	5	1	*	8	*	4	8	-4
Edge Digital	4	11	-7	*	5	*	1	4	-3	2	2	0	1	2	-1	1	8	-7	4	5	-1
Kinderling Kids	5	9	-4	3	5	-2	2	1	1	*	3	*	3	3	0	2	5	-3	6	5	1
MMM AUSSIE	5	na	*	2	na	*	2	na	*	2	na	*	2	na	*	1	na	*	2	na	*
MMM CLASSIC ROCK	13	na	*	4	na	*	5	na	*	5	na	*	5	na	*	1	na	*	6	na	*
MMM COUNTRY	3	7	-4	1	6	-5	1	*	*	1	1	0	*	2	*	*	2	*	1	6	-5
MMM GREATEST HITS	14	8	6	9	2	7	10	3	7	6	4	2	7	3	4	4	3	1	4	7	-3
OLDSKOOL HITS	11	21	-10	4	9	-5	3	7	-4	4	13	-9	6	11	-5	4	10	-6	7	11	-4
Smooth	11	15	-4	6	2	4	8	2	6	8	10	-2	5	4	1	2	3	-1	8	9	-1
The 80s iHeartRadio	10	21	-11	5	9	-4	5	8	-3	4	11	-7	7	7	0	4	8	-4	7	15	-8
The 90s iHeartRadio	25	na	*	10	na	*	11	na	*	6	na	*	6	na	*	5	na	*	6	na	*
URBAN HITS	3	na	*	*	na	*	2	na	*	1	na	*	1	na	*	1	na	*	2	na	*
triple j Uneathed	11	11	0	2	3	-1	3	6	-3	5	4	1	4	5	-1	5	5	0	7	10	-3
ABC Country	3	10	-7	1	5	-4	1	3	-2	1	1	0	2	4	-2	1	6	-5	3	1	2
ABC Grandstand	9	17	-8	1	6	-5	2	3	-1	5	8	-3	5	6	-1	3	7	-4	12	14	-2
ABC Jazz	13	28	-15	2	11	-9	3	4	-1	3	6	-3	3	12	-9	7	12	-5	7	17	-10
ABC KIDS LISTEN	4	13	-9	3	6	-3	2	4	-2	1	5	-4	*	3	*	1	5	-4	4	9	-5
Double J	20	25	-5	7	8	-1	8	7	1	10	13	-3	9	9	0	7	6	1	12	14	-2
Total Digital/Internet Only	156	182	-26	64	75	-11	75	69	6	77	103	-26	79	87	-8	50	82	-32	116	136	-20