



ADELAIDE RADIO - SURVEY 2 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	9.0	9.3	-0.3	0.9	1.3	-0.4	0.1	0.3	-0.2	2.2	1.5	0.7	6.7	4.7	2.0	11.9	13.7	-1.8	19.2	21.6	-2.4
CRUISE1323	9.1	8.6	0.5	1.1	1.3	-0.2	2.3	3.0	-0.7	2.5	2.1	0.4	7.6	7.1	0.5	12.8	14.5	-1.7	16.9	14.5	2.4
MIX102.3	13.9	13.3	0.6	16.8	18.9	-2.1	13.5	10.2	3.3	14.5	14.2	0.3	16.6	17.3	-0.7	19.9	16.7	3.2	6.4	5.5	0.9
5MMM	8.8	9.4	-0.6	11.6	10.7	0.9	11.3	8.5	2.8	6.8	8.0	-1.2	13.1	15.5	-2.4	8.8	10.7	-1.9	4.6	3.5	1.1
NOVA91.9	10.3	11.2	-0.9	33.0	32.5	0.5	22.5	26.1	-3.6	15.4	16.2	-0.8	10.7	12.4	-1.7	4.9	4.5	0.4	0.6	0.5	0.1
HIT 107	10.0	9.6	0.4	16.0	16.9	-0.9	16.2	18.5	-2.3	19.2	18.3	0.9	12.1	10.5	1.6	5.1	5.7	-0.6	0.7	0.2	0.5
ABC ADE	10.2	9.4	0.8	1.4	1.3	0.1	0.7	1.2	-0.5	1.7	1.8	-0.1	5.4	4.2	1.2	10.9	9.3	1.6	25.7	25.1	0.6
5RN	2.6	2.8	-0.2	0.6	0.4	0.2	0.6	1.0	-0.4	0.7	0.9	-0.2	1.8	1.6	0.2	2.8	3.3	-0.5	5.9	6.1	-0.2
ABC NEWS	2.0	2.2	-0.2	0.8	0.5	0.3	0.7	0.9	-0.2	0.8	1.6	-0.8	0.6	1.2	-0.6	5.0	4.6	0.4	2.9	2.7	0.2
5JJJ	7.1	6.8	0.3	7.7	5.9	1.8	19.4	16.9	2.5	15.1	16.3	-1.2	7.3	6.4	0.9	2.2	2.5	-0.3	0.4	0.5	-0.1
ABC CLASSIC	2.9	3.6	-0.7	0.4	0.3	0.1	1.0	0.5	0.5	0.5	1.6	-1.1	0.6	1.0	-0.4	2.1	2.4	-0.3	8.7	10.1	-1.4

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	9.3	9.7	-0.4	11.1	12.4	-1.3	9.8	10.2	-0.4	5.8	5.4	0.4	7.7	8.3	-0.6	15.5	15.7	-0.2	8.1	7.9	0.2				8.1	7.9	0.2
CRUISE1323	8.4	7.8	0.6	5.9	5.9	0.0	9.4	8.6	0.8	10.2	9.0	1.2	8.8	8.0	0.8	7.4	7.0	0.4	11.4	11.4	0.0				11.4	11.4	0.0
MIX102.3	14.0	13.6	0.4	13.5	13.3	0.2	15.2	14.3	0.9	16.3	15.3	1.0	12.7	12.6	0.1	8.8	9.5	-0.7	13.6	12.3	1.3				13.6	12.3	1.3
5MMM	9.2	10.1	-0.9	9.4	9.2	0.2	9.6	11.2	-1.6	10.0	12.7	-2.7	9.6	9.7	-0.1	4.5	3.7	0.8	7.3	7.0	0.3				7.3	7.0	0.3
NOVA91.9	10.1	10.9	-0.8	10.1	9.9	0.2	7.5	8.4	-0.9	10.0	11.7	-1.7	13.1	13.5	-0.4	11.6	12.7	-1.1	11.0	12.2	-1.2				11.0	12.2	-1.2
HIT 107	10.4	10.1	0.3	9.3	9.7	-0.4	10.8	10.9	-0.1	11.6	11.3	0.3	10.9	9.3	1.6	8.1	7.6	0.5	8.5	7.8	0.7				8.5	7.8	0.7
ABC ADE	10.2	9.4	0.8	14.7	13.3	1.4	10.8	10.0	0.8	5.9	6.1	-0.2	7.4	7.1	0.3	12.5	10.2	2.3	10.1	9.4	0.7				10.1	9.4	0.7
5RN	2.6	2.8	-0.2	4.0	4.3	-0.3	1.3	1.6	-0.3	1.7	1.6	0.1	3.3	3.0	0.3	3.4	4.2	-0.8	2.6	2.8	-0.2				2.6	2.8	-0.2
ABC NEWS	1.8	2.0	-0.2	2.7	2.7	0.0	1.2	1.2	0.0	1.2	1.3	-0.1	1.4	1.6	-0.2	3.2	4.4	-1.2	2.5	2.8	-0.3				2.5	2.8	-0.3
5JJJ	7.4	6.8	0.6	6.7	6.1	0.6	7.2	6.2	1.0	8.1	7.4	0.7	8.4	9.0	-0.6	5.6	4.8	0.8	6.2	6.8	-0.6				6.2	6.8	-0.6
ABC CLASSIC	2.7	3.2	-0.5	2.6	3.7	-1.1	2.7	3.1	-0.4	2.4	2.8	-0.4	3.1	3.3	-0.2	3.7	3.6	0.1	3.5	4.6	-1.1				3.5	4.6	-1.1



ADELAIDE RADIO - SURVEY 2 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	151	148	3	6	6	0	2	2	0	11	11	0	35	30	5	34	34	0	63	65	-2
CRUISE1323	169	168	1	6	6	0	4	7	-3	13	10	3	30	26	4	41	49	-8	74	71	3
MIX102.3	344	339	5	43	43	0	43	38	5	74	75	-1	94	96	-2	55	50	5	34	38	-4
5MMM	224	202	22	27	24	3	27	16	11	47	49	-2	72	69	3	29	27	2	21	16	5
NOVA91.9	338	335	3	70	73	-3	63	65	-2	103	96	7	72	75	-3	22	19	3	8	6	2
HIT 107	265	250	15	41	37	4	42	49	-7	102	92	10	55	53	2	20	17	3	6	2	4
ABC ADE	195	195	0	7	8	-1	4	3	1	18	20	-2	30	34	-4	42	42	0	94	90	4
5RN	67	66	1	2	2	0	3	5	-2	6	7	-1	12	11	1	13	13	0	31	29	2
ABC NEWS	74	64	10	7	4	3	2	3	-1	11	11	0	9	11	-2	18	16	2	27	20	7
5JJJ	158	165	-7	22	16	6	37	35	2	55	68	-13	30	29	1	11	13	-2	4	4	0
ABC CLASSIC	60	71	-11	2	3	-1	3	2	1	6	12	-6	8	9	-1	9	11	-2	33	34	-1
Total	1090	1088	2	111	110	1	118	119	-1	250	247	3	242	242	0	157	158	-1	212	212	0

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	140	141	-1	92	97	-5	81	80	1	66	67	-1	67	66	1	53	58	-5	99	95	4						
CRUISE1323	153	152	1	78	80	-2	96	96	0	104	97	7	83	85	-2	54	49	5	117	125	-8						
MIX102.3	309	308	1	188	180	8	157	141	16	190	176	14	174	166	8	83	87	-4	224	214	10						
5MMM	202	181	21	121	110	11	90	87	3	102	99	3	109	100	9	52	38	14	127	117	10						
NOVA91.9	316	319	-3	190	192	-2	136	146	-10	173	180	-7	183	194	-11	111	116	-5	213	212	1						
HIT 107	245	231	14	152	148	4	129	120	9	135	134	1	142	136	6	70	66	4	164	156	8						
ABC ADE	179	180	-1	125	121	4	102	103	-1	78	84	-6	77	79	-2	59	53	6	127	125	2						
5RN	59	62	-3	39	38	1	25	26	-1	32	31	1	29	30	-1	20	23	-3	45	45	0						
ABC NEWS	64	59	5	43	42	1	24	19	5	20	25	-5	25	23	2	24	21	3	50	45	5						
5JJJ	147	153	-6	97	100	-3	73	72	1	87	87	0	87	91	-4	46	42	4	97	112	-15						
ABC CLASSIC	57	66	-9	26	36	-10	30	35	-5	29	37	-8	33	43	-10	20	25	-5	44	55	-11						
Total	1069	1066	3	879	855	24	727	729	-2	786	776	10	787	796	-9	498	504	-6	921	916	5						



ADELAIDE RADIO - SURVEY 2 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	*	*	3	2	1	3	4	-1	7	8	-1
CRUISE1323	14	13	1	*	*	*	*	*	*	1	1	0	3	3	0	3	4	-1	6	5	1
MIX102.3	21	20	1	2	2	0	1	1	0	4	4	0	6	6	0	5	4	1	2	2	0
5MMM	13	14	-1	1	1	0	1	1	0	2	2	0	5	6	-1	2	3	-1	2	1	1
NOVA91.9	16	17	-1	3	3	0	2	3	-1	5	5	0	4	5	-1	1	1	0	*	*	*
HIT 107	15	14	1	2	2	0	2	2	0	6	5	1	5	4	1	1	1	0	*	*	*
ABC ADE	15	14	1	*	*	*	*	*	*	*	*	*	2	2	0	3	2	1	10	9	1
5RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
5JJJ	11	10	1	1	1	0	2	2	0	4	5	-1	3	2	1	1	1	0	*	*	*
ABC CLASSIC	4	5	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	4	-1
Total	151	150	1	10	11	-1	11	11	0	29	28	1	38	37	1	25	26	-1	38	37	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	15	16	-1	26	28	-2	22	23	-1	11	10	1	12	13	-1	9	9	0	10	10	0
CRUISE1323	14	13	1	14	13	1	21	19	2	20	17	3	14	13	1	4	4	0	14	14	0
MIX102.3	23	22	1	31	30	1	34	32	2	32	29	3	20	20	0	5	5	0	16	15	1
5MMM	15	16	-1	22	21	1	21	25	-4	20	24	-4	16	16	0	2	2	0	9	8	1
NOVA91.9	17	18	-1	23	22	1	17	19	-2	20	22	-2	21	22	-1	6	7	-1	13	15	-2
HIT 107	17	16	1	22	22	0	24	24	0	23	22	1	18	15	3	4	4	0	10	9	1
ABC ADE	17	15	2	34	29	5	24	23	1	12	12	0	12	11	1	7	6	1	12	11	1
5RN	4	4	0	9	10	-1	3	4	-1	3	3	0	5	5	0	2	2	0	3	3	0
ABC NEWS	3	3	0	6	6	0	3	3	0	2	3	-1	2	3	-1	2	2	0	3	3	0
5JJJ	12	11	1	16	14	2	16	14	2	16	14	2	14	15	-1	3	3	0	7	8	-1
ABC CLASSIC	4	5	-1	6	8	-2	6	7	-1	5	5	0	5	5	0	2	2	0	4	6	-2
Total	163	161	2	231	223	8	221	225	-4	196	191	5	162	162	0	55	56	-1	119	120	-1



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	+/-	
BUDDHA HITS	15	13	2	1	2	-1	*	*	*	6	3	3	4	6	-2	2	2	0	2	*	*	*
Chemist Warehouse Remix	2	3	-1	*	2	*	*	*	*	*	1	*	1	1	0	*	*	*	*	*	*	*
Coles Radio	20	21	-1	2	2	0	3	4	-1	7	8	-1	4	5	-1	1	1	0	3	1	2	2
EASY HITS	16	12	4	*	1	*	1	1	0	1	1	0	9	5	4	4	2	2	2	1	1	1
Edge Digital	8	7	1	3	1	2	*	*	*	1	1	0	2	2	0	2	1	1	*	1	*	*
Kinderling Kids	6	7	-1	2	2	0	*	*	*	2	3	-1	1	2	-1	*	*	*	1	*	*	*
MMM AUSSIE	5	5	0	1	*	*	2	*	*	*	*	*	3	5	-2	*	*	*	*	*	*	*
MMM CLASSIC ROCK	17	14	3	5	2	3	1	*	*	1	2	-1	8	4	4	1	4	-3	1	1	0	0
MMM COUNTRY	5	3	2	1	1	0	1	*	*	1	*	*	*	*	*	1	*	*	1	1	0	0
MMM GREATEST HITS	12	14	-2	1	2	-1	1	*	*	2	5	-3	5	6	-1	2	2	0	1	*	*	*
OLDSKOOL HITS	15	14	1	2	3	-1	1	1	0	6	3	3	5	5	0	1	1	0	1	*	*	*
Smooth	19	14	5	1	1	0	2	1	1	4	2	2	5	2	3	4	4	0	4	3	1	1
The 80s iHeartRadio	20	12	8	4	2	2	1	1	0	6	2	4	6	4	2	2	3	-1	1	*	*	*
The 90s iHeartRadio	38	28	10	4	5	-1	1	3	-2	10	6	4	10	6	4	6	4	2	7	3	4	4
URBAN HITS	2	5	-3	*	*	*	2	*	*	1	2	-1	*	1	*	*	1	*	*	*	*	*
triple j Unearthed	16	16	0	8	6	2	2	7	-5	3	2	1	3	2	1	*	1	*	*	*	*	*
ABC Country	7	5	2	*	*	*	1	*	*	1	1	0	3	*	*	1	1	0	1	3	-2	-2
ABC Grandstand	10	15	-5	*	*	*	*	1	*	1	5	-4	1	2	-1	2	3	-1	5	4	1	1
ABC Jazz	15	14	1	2	2	0	*	*	*	2	1	1	1	1	0	2	3	-1	7	6	1	1
ABC KIDS LISTEN	4	5	-1	*	3	*	*	*	*	2	1	1	1	1	0	1	1	0	*	*	*	*
Double J	27	23	4	5	3	2	2	2	0	11	10	1	5	4	1	3	2	1	1	1	0	0
Total Digital/Internet Only	193	189	4	23	27	-4	14	21	-7	46	45	1	45	42	3	31	30	1	34	24	10	10

Cumulative Audience (000's) by Session, 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	12	10	2	5	3	2	6	6	0	5	5	0	6	6	0	7	4	3	7	8	-1	-1
Chemist Warehouse Remix	1	2	-1	1	1	0	*	*	*	1	*	*	1	*	*	*	1	*	2	3	-1	-1
Coles Radio	16	16	0	5	4	1	5	5	0	10	10	0	7	8	-1	1	2	-1	9	10	-1	-1
EASY HITS	14	11	3	9	8	1	5	4	1	5	5	0	6	6	0	2	*	*	6	4	2	2
Edge Digital	6	4	2	3	*	*	1	1	0	2	2	0	*	1	*	1	1	0	2	4	-2	-2
Kinderling Kids	6	5	1	3	3	0	2	2	0	2	*	*	1	3	-2	*	2	*	3	6	-3	-3
MMM AUSSIE	4	5	-1	*	2	*	2	2	0	2	2	0	1	2	-1	*	1	*	2	2	0	0
MMM CLASSIC ROCK	14	13	1	4	4	0	6	5	1	7	5	2	2	5	-3	3	1	2	6	6	0	0
MMM COUNTRY	4	3	1	1	1	0	3	1	2	2	1	1	*	*	*	*	*	*	2	1	1	1
MMM GREATEST HITS	11	14	-3	3	9	-6	5	10	-5	6	6	0	5	7	-2	2	4	-2	4	4	0	0
OLDSKOOL HITS	9	11	-2	4	4	0	3	3	0	7	4	3	4	6	-2	2	4	-2	8	7	1	1
Smooth	15	11	4	7	6	1	9	8	1	10	8	2	5	5	0	3	2	1	12	8	4	4
The 80s iHeartRadio	19	10	9	10	5	5	11	5	6	8	4	4	7	7	0	3	4	-1	9	7	2	2
The 90s iHeartRadio	28	25	3	11	10	1	14	11	3	9	6	3	8	6	2	4	5	-1	15	6	9	9
URBAN HITS	2	3	-1	2	*	*	2	2	0	1	1	0	1	1	0	*	1	*	*	2	*	*
triple j Unearthed	13	11	2	2	2	0	3	3	0	5	5	0	3	4	-1	7	5	2	6	7	-1	-1
ABC Country	5	3	2	2	1	1	*	1	*	3	1	2	3	2	1	1	1	0	2	3	-1	-1
ABC Grandstand	5	9	-4	1	1	0	2	2	0	1	5	-4	2	5	-3	2	3	-1	7	12	-5	-5
ABC Jazz	13	13	0	1	2	-1	3	3	0	5	3	2	5	3	2	8	7	1	10	7	3	3
ABC KIDS LISTEN	3	4	-1	1	3	-2	1	2	-1	1	1	0	1	*	*	1	1	0	2	4	-2	-2
Double J	23	20	3	9	7	2	8	8	0	11	10	1	9	9	0	7	7	0	16	12	4	4
Total Digital/Internet Only	165	156	9	75	64	11	80	75	5	83	77	6	66	79	-13	50	50	0	114	116	-2	-2