



# ADELAIDE RADIO - SURVEY 5 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	11.0	11.1	-0.1	1.7	4.6	-2.9	1.0	1.7	-0.7	4.5	3.0	1.5	8.3	9.1	-0.8	15.3	13.6	1.7	20.3	21.4	-1.1
CRUISE1323	9.3	8.7	0.6	1.0	1.2	-0.2	1.7	2.1	-0.4	2.0	1.3	0.7	6.5	6.4	0.1	15.4	16.0	-0.6	17.4	15.2	2.2
MIX102.3	13.3	12.1	1.2	18.2	17.2	1.0	12.4	13.0	-0.6	14.5	11.9	2.6	18.8	16.2	2.6	13.8	13.2	0.6	6.4	6.5	-0.1
5MMM	9.2	8.9	0.3	7.2	10.2	-3.0	9.3	6.8	2.5	10.3	7.4	2.9	15.7	14.6	1.1	8.3	12.0	-3.7	3.6	3.5	0.1
NOVA91.9	10.9	10.9	0.0	33.2	33.1	0.1	23.9	19.8	4.1	18.1	19.6	-1.5	6.8	8.9	-2.1	9.9	5.6	4.3	1.1	1.4	-0.3
HIT 107	7.9	8.3	-0.4	15.5	10.9	4.6	15.9	17.5	-1.6	13.2	15.4	-2.2	10.1	11.4	-1.3	3.5	3.6	-0.1	0.7	0.2	0.5
ABC ADE	9.3	10.2	-0.9	1.2	1.6	-0.4	0.8	0.6	0.2	3.0	2.8	0.2	5.4	4.7	0.7	12.2	10.2	2.0	19.8	25.1	-5.3
5RN	2.3	2.7	-0.4	0.5	1.4	-0.9	0.1	*	*	0.5	0.9	-0.4	1.8	2.9	-1.1	2.7	2.7	0.0	4.9	4.8	0.1
ABC NEWS	2.1	1.8	0.3	1.2	1.1	0.1	0.9	0.9	0.0	0.8	0.8	0.0	1.1	1.2	-0.1	2.7	2.9	-0.2	4.0	2.6	1.4
5JJJ	5.6	6.4	-0.8	6.2	4.1	2.1	13.3	17.3	-4.0	12.3	15.7	-3.4	6.4	6.0	0.4	1.7	1.9	-0.2	0.2	0.3	-0.1
ABC CLASSIC	3.9	3.5	0.4	0.7	1.0	-0.3	1.4	0.8	0.6	0.8	0.9	-0.1	1.9	1.7	0.2	2.5	2.8	-0.3	10.1	8.7	1.4

## 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	11.5	11.4	0.1	13.8	14.0	-0.2	13.6	13.7	-0.1	6.1	6.1	0.0	10.9	9.8	1.1	15.6	15.3	0.3	9.4	10.1	-0.7
CRUISE1323	8.7	8.1	0.6	7.1	7.2	-0.1	9.9	9.2	0.7	10.6	9.9	0.7	7.7	6.0	1.7	6.8	6.3	0.5	11.4	10.8	0.6
MIX102.3	13.0	12.0	1.0	11.6	10.8	0.8	13.5	12.9	0.6	16.0	14.0	2.0	13.1	12.6	0.5	7.1	7.5	-0.4	14.2	12.2	2.0
5MMM	9.8	9.2	0.6	10.0	9.3	0.7	9.1	8.7	0.4	11.0	10.5	0.5	9.5	9.3	0.2	8.1	6.3	1.8	7.2	7.9	-0.7
NOVA91.9	10.9	10.9	0.0	10.6	9.7	0.9	9.3	8.5	0.8	10.8	11.7	-0.9	13.8	13.9	-0.1	10.8	13.2	-2.4	11.1	10.6	0.5
HIT 107	8.3	8.9	-0.6	7.2	7.1	0.1	8.0	8.4	-0.4	9.7	10.8	-1.1	8.5	9.8	-1.3	8.2	8.2	0.0	6.4	6.6	-0.2
ABC ADE	9.5	10.3	-0.8	13.4	14.1	-0.7	9.2	10.4	-1.2	6.2	6.6	-0.4	7.4	8.5	-1.1	12.3	12.1	0.2	8.6	9.9	-1.3
5RN	2.2	2.6	-0.4	3.4	4.2	-0.8	1.1	1.3	-0.2	1.2	1.7	-0.5	1.9	2.7	-0.8	4.2	3.7	0.5	2.8	2.9	-0.1
ABC NEWS	2.0	1.7	0.3	3.1	2.8	0.3	1.3	1.3	0.0	1.3	1.0	0.3	1.6	1.3	0.3	3.0	2.4	0.6	2.4	1.9	0.5
5JJJ	5.7	6.7	-1.0	5.4	6.3	-0.9	5.4	6.4	-1.0	6.1	7.1	-1.0	6.7	8.4	-1.7	4.2	5.0	-0.8	5.3	5.4	-0.1
ABC CLASSIC	3.7	3.2	0.5	3.5	3.1	0.4	4.5	3.1	1.4	3.8	3.1	0.7	3.5	3.6	-0.1	2.2	3.5	-1.3	4.6	4.3	0.3



# ADELAIDE RADIO - SURVEY 5 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	182	169	13	11	11	0	5	4	1	21	13	8	42	40	2	34	28	6	70	73	-3
CRUISE1323	187	180	7	8	6	2	8	7	1	14	12	2	25	31	-6	52	50	2	80	73	7
MIX102.3	344	333	11	45	52	-7	40	34	6	77	70	7	89	86	3	57	56	1	36	35	1
5MMM	228	219	9	22	30	-8	29	24	5	55	44	11	66	67	-1	36	38	-2	18	16	2
NOVA91.9	308	305	3	64	65	-1	65	59	6	91	95	-4	54	58	-4	25	20	5	9	7	2
HIT 107	242	230	12	42	38	4	51	45	6	79	77	2	47	51	-4	17	15	2	5	4	1
ABC ADE	183	183	0	7	5	2	6	6	0	23	21	2	30	30	0	38	32	6	78	90	-12
5RN	68	62	6	2	3	-1	1	1	0	7	6	1	17	10	7	11	13	-2	29	28	1
ABC NEWS	73	65	8	8	9	-1	4	3	1	11	10	1	13	12	1	10	12	-2	27	21	6
5JJJ	184	179	5	12	11	1	44	39	5	67	75	-8	45	39	6	11	10	1	5	5	0
ABC CLASSIC	77	79	-2	4	6	-2	6	4	2	7	13	-6	11	11	0	12	9	3	38	36	2
Total	1088	1089	-1	109	112	-3	121	118	3	248	248	0	241	239	2	159	159	0	210	213	-3

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

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	168	159	9	101	104	-3	88	90	-2	69	64	5	83	76	7	56	52	4	119	111	8
CRUISE1323	167	161	6	81	83	-2	100	93	7	106	103	3	85	77	8	43	37	6	124	122	2
MIX102.3	313	303	10	178	171	7	158	162	-4	189	173	16	163	154	9	76	78	-2	226	214	12
5MMM	199	193	6	112	111	1	87	77	10	112	116	-4	109	102	7	48	47	1	133	130	3
NOVA91.9	293	287	6	186	175	11	131	114	17	168	174	-6	178	173	5	91	98	-7	201	195	6
HIT 107	224	214	10	129	122	7	108	98	10	118	122	-4	111	116	-5	62	65	-3	135	136	-1
ABC ADE	170	171	-1	125	121	4	85	98	-13	83	91	-8	68	78	-10	60	63	-3	120	122	-2
5RN	57	56	1	37	37	0	20	20	0	21	25	-4	27	26	1	23	14	9	47	41	6
ABC NEWS	62	54	8	42	34	8	23	19	4	21	19	2	19	19	0	19	14	5	51	41	10
5JJJ	167	163	4	95	88	7	70	70	0	87	77	10	90	93	-3	48	55	-7	116	106	10
ABC CLASSIC	69	68	1	41	40	1	45	42	3	42	35	7	34	34	0	15	20	-5	53	58	-5
Total	1072	1072	0	850	837	13	721	719	2	773	773	0	783	777	6	476	486	-10	937	925	12



# ADELAIDE RADIO - SURVEY 5 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	15	15	0	*	*	*	*	*	*	1	1	0	3	3	0	4	3	1	8	8	0
CRUISE1323	13	12	1	*	*	*	*	*	*	*	*	*	2	2	0	4	4	0	6	6	0
MIX102.3	18	17	1	2	2	0	2	2	0	4	3	1	6	5	1	3	3	0	2	2	0
5MMM	13	12	1	1	1	0	1	1	0	3	2	1	5	5	0	2	3	-1	1	1	0
NOVA91.9	15	15	0	3	3	0	3	2	1	4	5	-1	2	3	-1	2	1	1	*	*	*
HIT 107	11	11	0	1	1	0	2	2	0	3	4	-1	3	4	-1	1	1	0	*	*	*
ABC ADE	13	14	-1	*	*	*	*	*	*	1	1	0	2	1	1	3	2	1	7	9	-2
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
5JJJ	8	9	-1	1	*	*	2	2	0	3	4	-1	2	2	0	*	*	*	*	*	*
ABC CLASSIC	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	3	1
Total	139	137	2	8	9	-1	12	12	0	24	26	-2	33	31	2	23	23	0	37	37	0

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

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	17	17	0	29	29	0	27	28	-1	11	10	1	17	14	3	7	8	-1	11	11	0
CRUISE1323	13	12	1	15	15	0	20	19	1	18	17	1	12	9	3	3	3	0	13	12	1
MIX102.3	19	18	1	24	22	2	27	26	1	28	24	4	20	18	2	3	4	-1	17	14	3
5MMM	14	13	1	21	19	2	18	18	0	19	18	1	15	14	1	4	3	1	8	9	-1
NOVA91.9	16	16	0	22	20	2	19	17	2	19	20	-1	21	20	1	5	7	-2	13	12	1
HIT 107	12	13	-1	15	15	0	16	17	-1	17	18	-1	13	14	-1	4	4	0	8	7	1
ABC ADE	14	15	-1	28	29	-1	19	21	-2	11	11	0	11	12	-1	6	6	0	10	11	-1
5RN	3	4	-1	7	9	-2	2	3	-1	2	3	-1	3	4	-1	2	2	0	3	3	0
ABC NEWS	3	3	0	6	6	0	3	3	0	2	2	0	2	2	0	1	1	0	3	2	1
5JJJ	8	10	-2	11	13	-2	11	13	-2	11	12	-1	10	12	-2	2	2	0	6	6	0
ABC CLASSIC	5	5	0	7	6	1	9	6	3	7	5	2	5	5	0	1	2	-1	5	5	0
Total	147	146	1	208	207	1	202	205	-3	173	170	3	153	145	8	48	50	-2	117	113	4



# ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	16	13	3	3	3	0	*	*	*	5	4	1	6	4	2	1	1	0	1	1	0
Chemist Warehouse Remix	3	4	-1	1	1	0	*	1	*	1	1	0	1	2	-1	1	*	*	*	*	*
Coles Radio	16	19	-3	1	1	0	5	4	1	3	3	0	4	6	-2	2	4	-2	2	1	1
EASY HITS	8	9	-1	1	2	-1	1	*	*	*	*	*	4	4	0	1	1	0	1	2	-1
Edge Digital	6	6	0	2	1	1	*	1	*	4	3	1	*	1	*	1	1	0	*	*	*
Kinderling Kids	7	4	3	1	1	0	1	*	*	1	1	0	3	1	2	1	1	0	*	*	*
Mix 80s	17	19	-2	3	3	0	1	1	0	4	4	0	7	8	-1	2	2	0	1	1	0
Mix 90s	16	21	-5	3	4	-1	3	2	1	6	8	-2	3	3	0	*	3	*	1	1	0
MMM AUSSIE	5	5	0	*	*	*	*	1	*	3	1	2	*	1	*	1	1	0	1	*	*
MMM CLASSIC ROCK	8	10	-2	2	1	1	*	*	*	1	1	0	3	4	-1	2	2	0	*	1	*
MMM COUNTRY	9	6	3	1	1	0	1	*	*	1	1	0	5	3	2	1	*	*	1	*	*
MMM GREATEST HITS	13	11	2	4	3	1	*	1	*	1	1	0	3	1	2	4	5	-1	1	1	0
OLDSKOOL HITS	18	17	1	2	2	0	2	*	*	6	6	0	8	5	3	2	2	0	*	*	*
Smooth	9	9	0	1	1	0	*	2	*	1	2	-1	3	1	2	1	2	-1	3	2	1
URBAN HITS	9	8	1	1	1	0	3	4	-1	3	2	1	1	*	*	1	1	0	*	*	*
triple j Unearthed	4	5	-1	2	1	1	1	2	-1	*	1	*	*	1	*	1	*	*	*	*	*
ABC Country	9	7	2	1	1	0	1	1	0	3	1	2	*	*	*	1	2	-1	3	3	0
ABC Grandstand	15	10	5	1	1	0	1	*	*	*	1	*	6	3	3	1	1	0	7	4	3
ABC Jazz	15	13	2	2	3	-1	1	1	0	3	2	1	5	3	2	1	2	-1	3	2	1
ABC KIDS LISTEN	10	10	0	3	3	0	1	1	0	5	5	0	2	1	1	*	*	*	*	*	*
Double J	17	18	-1	2	4	-2	*	1	*	7	8	-1	6	2	4	1	1	0	*	1	*
Total Digital/Internet Only	175	163	12	21	20	1	14	15	-1	47	47	0	50	37	13	21	27	-6	22	16	6

## 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	13	9	4	6	4	2	5	5	0	5	5	0	9	3	6	3	1	2	10	8	2
Chemist Warehouse Remix	3	4	-1	*	1	*	*	1	*	1	1	0	1	1	0	2	2	0	*	1	*
Coles Radio	15	17	-2	2	3	-1	8	9	-1	7	6	1	4	4	0	3	3	0	4	6	-2
EASY HITS	6	6	0	3	3	0	4	4	0	3	2	1	2	3	-1	1	1	0	4	4	0
Edge Digital	5	3	2	1	*	*	4	2	2	3	*	*	3	1	2	*	1	*	3	3	0
Kinderling Kids	5	3	2	*	1	*	3	1	2	1	1	0	1	2	-1	*	*	*	4	2	2
Mix 80s	14	16	-2	6	6	0	8	5	3	10	8	2	7	8	-1	3	7	-4	9	9	0
Mix 90s	14	18	-4	2	3	-1	4	4	0	5	9	-4	6	9	-3	4	7	-3	5	8	-3
MMM AUSSIE	3	4	-1	2	2	0	2	3	-1	2	1	1	2	1	1	*	1	*	3	2	1
MMM CLASSIC ROCK	5	6	-1	2	2	0	2	4	-2	2	3	-1	3	1	2	3	1	2	6	6	0
MMM COUNTRY	8	5	3	*	*	*	3	2	1	3	*	*	3	2	1	1	2	-1	5	3	2
MMM GREATEST HITS	11	11	0	4	5	-1	4	4	0	5	4	1	3	2	1	4	2	2	5	4	1
OLDSKOOL HITS	11	14	-3	7	7	0	3	3	0	6	7	-1	6	7	-1	5	3	2	12	9	3
Smooth	8	8	0	3	3	0	5	4	1	5	5	0	2	3	-1	2	3	-1	6	5	1
URBAN HITS	7	7	0	2	4	-2	3	3	0	4	4	0	2	2	0	2	2	0	5	4	1
triple j Unearthed	2	4	-2	2	1	1	1	1	0	1	1	0	1	1	0	1	2	-1	3	*	*
ABC Country	8	6	2	5	2	3	5	5	0	5	3	2	3	1	2	3	2	1	4	4	0
ABC Grandstand	7	5	2	1	1	0	*	2	*	2	*	*	2	2	0	5	2	3	13	8	5
ABC Jazz	13	10	3	2	4	-2	4	3	1	4	2	2	5	5	0	7	4	3	11	10	1
ABC KIDS LISTEN	9	10	-1	3	4	-1	3	3	0	2	3	-1	3	3	0	2	3	-1	6	7	-1
Double J	15	16	-1	7	7	0	7	8	-1	9	11	-2	8	9	-1	4	3	1	8	8	0
Total Digital/Internet Only	148	144	4	54	54	0	68	68	0	77	72	5	70	65	5	56	52	4	110	98	12

Please note: The 80s iHeartRadio changed to Mix 80s & The 90 iHeartRadio changed to Mix 90s effective Jul 14.