



ADELAIDE RADIO - SURVEY 6 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	10.0	11.0	-1.0	2.3	1.7	0.6	1.3	1.0	0.3	6.1	4.5	1.6	7.2	8.3	-1.1	12.9	15.3	-2.4	17.9	20.3	-2.4
CRUISE1323	9.2	9.3	-0.1	2.7	1.0	1.7	0.7	1.7	-1.0	2.5	2.0	0.5	5.2	6.5	-1.3	15.8	15.4	0.4	17.5	17.4	0.1
MIX102.3	12.3	13.3	-1.0	16.0	18.2	-2.2	10.1	12.4	-2.3	10.2	14.5	-4.3	19.0	18.8	0.2	13.5	13.8	-0.3	6.8	6.4	0.4
5MMM	10.0	9.2	0.8	5.9	7.2	-1.3	11.2	9.3	1.9	9.0	10.3	-1.3	17.7	15.7	2.0	11.1	8.3	2.8	4.0	3.6	0.4
NOVA91.9	11.3	10.9	0.4	29.1	33.2	-4.1	31.5	23.9	7.6	16.8	18.1	-1.3	8.7	6.8	1.9	7.9	9.9	-2.0	1.0	1.1	-0.1
HIT 107	9.4	7.9	1.5	17.3	15.5	1.8	14.3	15.9	-1.6	17.5	13.2	4.3	12.3	10.1	2.2	4.2	3.5	0.7	0.6	0.7	-0.1
ABC ADE	10.2	9.3	0.9	1.9	1.2	0.7	0.8	0.8	0.0	2.5	3.0	-0.5	4.7	5.4	-0.7	15.2	12.2	3.0	22.4	19.8	2.6
5RN	2.5	2.3	0.2	0.3	0.5	-0.2	0.1	0.1	0.0	0.4	0.5	-0.1	1.5	1.8	-0.3	2.0	2.7	-0.7	6.5	4.9	1.6
ABC NEWS	1.5	2.1	-0.6	0.7	1.2	-0.5	1.3	0.9	0.4	0.7	0.8	-0.1	0.8	1.1	-0.3	1.6	2.7	-1.1	2.9	4.0	-1.1
5JJJ	5.9	5.6	0.3	10.2	6.2	4.0	12.2	13.3	-1.1	12.3	12.3	0.0	6.5	6.4	0.1	1.9	1.7	0.2	0.2	0.2	0.0
ABC CLASSIC	3.5	3.9	-0.4	0.3	0.7	-0.4	1.0	1.4	-0.4	1.2	0.8	0.4	1.4	1.9	-0.5	2.7	2.5	0.2	9.1	10.1	-1.0

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	10.4	11.5	-1.1	12.1	13.8	-1.7	10.6	13.6	-3.0	6.2	6.1	0.1	10.5	10.9	-0.4	17.4	15.6	1.8	8.4	9.4	-1.0						
CRUISE1323	8.7	8.7	0.0	6.9	7.1	-0.2	10.8	9.9	0.9	10.8	10.6	0.2	7.6	7.7	-0.1	5.0	6.8	-1.8	10.7	11.4	-0.7						
MIX102.3	12.1	13.0	-0.9	11.9	11.6	0.3	12.3	13.5	-1.2	14.2	16.0	-1.8	11.2	13.1	-1.9	8.2	7.1	1.1	12.7	14.2	-1.5						
5MMM	10.7	9.8	0.9	10.1	10.0	0.1	11.5	9.1	2.4	12.8	11.0	1.8	9.0	9.5	-0.5	7.6	8.1	-0.5	7.9	7.2	0.7						
NOVA91.9	11.3	10.9	0.4	10.5	10.6	-0.1	9.2	9.3	-0.1	11.2	10.8	0.4	14.7	13.8	0.9	12.2	10.8	1.4	11.3	11.1	0.2						
HIT 107	9.9	8.3	1.6	8.9	7.2	1.7	9.7	8.0	1.7	11.3	9.7	1.6	10.8	8.5	2.3	8.1	8.2	-0.1	7.5	6.4	1.1						
ABC ADE	10.2	9.5	0.7	13.5	13.4	0.1	11.0	9.2	1.8	7.3	6.2	1.1	7.5	7.4	0.1	12.5	12.3	0.2	10.2	8.6	1.6						
5RN	2.4	2.2	0.2	4.0	3.4	0.6	1.1	1.1	0.0	1.4	1.2	0.2	2.6	1.9	0.7	3.4	4.2	-0.8	3.0	2.8	0.2						
ABC NEWS	1.4	2.0	-0.6	2.0	3.1	-1.1	1.0	1.3	-0.3	1.1	1.3	-0.2	1.1	1.6	-0.5	2.3	3.0	-0.7	1.8	2.4	-0.6						
5JJJ	5.8	5.7	0.1	5.9	5.4	0.5	5.6	5.4	0.2	6.0	6.1	-0.1	6.8	6.7	0.1	4.2	4.2	0.0	5.9	5.3	0.6						
ABC CLASSIC	3.4	3.7	-0.3	3.5	3.5	0.0	3.9	4.5	-0.6	3.4	3.8	-0.4	3.5	3.5	0.0	1.9	2.2	-0.3	3.8	4.6	-0.8						



ADELAIDE RADIO - SURVEY 6 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	169	182	-13	7	11	-4	7	5	2	21	21	0	39	42	-3	35	34	1	60	70	-10
CRUISE1323	188	187	1	13	8	5	6	8	-2	11	14	-3	28	25	3	53	52	1	76	80	-4
MIX102.3	323	344	-21	39	45	-6	40	40	0	68	77	-9	89	89	0	55	57	-2	31	36	-5
5MMM	241	228	13	23	22	1	32	29	3	58	55	3	62	66	-4	44	36	8	22	18	4
NOVA91.9	327	308	19	69	64	5	70	65	5	91	91	0	64	54	10	21	25	-4	12	9	3
HIT 107	267	242	25	48	42	6	54	51	3	85	79	6	58	47	11	19	17	2	5	5	0
ABC ADE	197	183	14	7	7	0	9	6	3	25	23	2	29	30	-1	41	38	3	87	78	9
5RN	65	68	-3	2	2	0	1	1	0	6	7	-1	15	17	-2	11	11	0	31	29	2
ABC NEWS	70	73	-3	5	8	-3	6	4	2	15	11	4	15	13	2	9	10	-1	20	27	-7
5J JJ	179	184	-5	17	12	5	38	44	-6	71	67	4	38	45	-7	10	11	-1	4	5	-1
ABC CLASSIC	72	77	-5	3	4	-1	4	6	-2	8	7	1	9	11	-2	11	12	-1	36	38	-2
Total	1086	1088	-2	109	109	0	120	121	-1	249	248	1	240	241	-1	158	159	-1	211	210	1

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	157	168	-11	94	101	-7	77	88	-11	66	69	-3	83	83	0	56	56	0	113	119	-6
CRUISE1323	164	167	-3	83	81	2	100	100	0	108	106	2	79	85	-6	38	43	-5	118	124	-6
MIX102.3	292	313	-21	171	178	-7	147	158	-11	176	189	-13	145	163	-18	78	76	2	205	226	-21
5MMM	214	199	15	108	112	-4	95	87	8	118	112	6	113	109	4	50	48	2	141	133	8
NOVA91.9	303	293	10	179	186	-7	130	131	-1	163	168	-5	182	178	4	96	91	5	208	201	7
HIT 107	251	224	27	148	129	19	125	108	17	130	118	12	137	111	26	64	62	2	147	135	12
ABC ADE	179	170	9	132	125	7	98	85	13	92	83	9	75	68	7	60	60	0	127	120	7
5RN	58	57	1	36	37	-1	18	20	-2	26	21	5	32	27	5	24	23	1	41	47	-6
ABC NEWS	61	62	-1	35	42	-7	23	23	0	21	21	0	20	19	1	19	19	0	43	51	-8
5J JJ	165	167	-2	103	95	8	70	70	0	92	87	5	92	90	2	43	48	-5	113	116	-3
ABC CLASSIC	64	69	-5	39	41	-2	38	45	-7	40	42	-2	37	34	3	14	15	-1	46	53	-7
Total	1073	1072	1	862	850	12	737	721	16	781	773	8	801	783	18	480	476	4	926	937	-11



ADELAIDE RADIO - SURVEY 6 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	15	-1	*	*	*	*	*	*	2	1	1	2	3	-1	3	4	-1	7	8	-1
CRUISE1323	13	13	0	*	*	*	*	*	*	1	*	*	2	2	0	4	4	0	7	6	1
MIX102.3	18	18	0	2	2	0	1	2	-1	3	4	-1	6	6	0	3	3	0	3	2	1
5MMM	15	13	2	1	1	0	1	1	0	2	3	-1	6	5	1	3	2	1	2	1	1
NOVA91.9	16	15	1	3	3	0	4	3	1	5	4	1	3	2	1	2	2	0	*	*	*
HIT 107	14	11	3	2	1	1	2	2	0	5	3	2	4	3	1	1	1	0	*	*	*
ABC ADE	15	13	2	*	*	*	*	*	*	1	1	0	2	2	0	4	3	1	9	7	2
5RN	4	3	1	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	3	2	1
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
5J JJ	8	8	0	1	1	0	1	2	-1	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	5	5	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	4	-1
Total	145	139	6	10	8	2	12	12	0	27	24	3	34	33	1	24	23	1	38	37	1

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	16	17	-1	26	29	-3	22	27	-5	12	11	1	17	17	0	9	7	2	10	11	-1
CRUISE1323	14	13	1	15	15	0	23	20	3	20	18	2	12	12	0	3	3	0	13	13	0
MIX102.3	19	19	0	25	24	1	26	27	-1	26	28	-2	18	20	-2	4	3	1	15	17	-2
5MMM	17	14	3	22	21	1	24	18	6	24	19	5	15	15	0	4	4	0	9	8	1
NOVA91.9	17	16	1	22	22	0	19	19	0	21	19	2	24	21	3	6	5	1	13	13	0
HIT 107	15	12	3	19	15	4	20	16	4	21	17	4	18	13	5	4	4	0	9	8	1
ABC ADE	16	14	2	29	28	1	23	19	4	14	11	3	12	11	1	6	6	0	12	10	2
5RN	4	3	1	8	7	1	2	2	0	3	2	1	4	3	1	2	2	0	4	3	1
ABC NEWS	2	3	-1	4	6	-2	2	3	-1	2	2	0	2	2	0	1	1	0	2	3	-1
5J JJ	9	8	1	13	11	2	12	11	1	11	11	0	11	10	1	2	2	0	7	6	1
ABC CLASSIC	5	5	0	7	7	0	8	9	-1	6	7	-1	6	5	1	1	1	0	5	5	0
Total	155	147	8	213	208	5	210	202	8	187	173	14	164	153	11	51	48	3	118	117	1



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 6 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	18	16	2	2	3	-1	*	*	*	5	5	0	5	6	-1	4	1	3	2	1	1
Chemist Warehouse Remix	3	3	0	*	1	*	*	*	*	*	1	*	2	1	1	1	1	0	*	*	*
Coles Radio	17	16	1	2	1	1	3	5	-2	6	3	3	3	4	-1	2	2	0	1	2	-1
EASY HITS	12	8	4	2	1	1	1	1	0	3	*	*	5	4	1	*	1	*	1	1	0
Edge Digital	7	6	1	1	2	-1	*	*	*	5	4	1	1	*	*	*	1	*	*	*	*
Kinderling Kids	6	7	-1	2	1	1	*	1	*	1	1	0	3	3	0	*	1	*	1	*	*
Mix 80s	11	17	-6	3	3	0	*	1	*	2	4	-2	5	7	-2	1	2	-1	*	1	*
Mix 90s	11	16	-5	3	3	0	2	3	-1	4	6	-2	2	3	-1	*	*	*	1	1	0
MMM AUSSIE	5	5	0	*	*	*	1	*	*	3	3	0	*	*	*	*	1	*	1	1	0
MMM CLASSIC ROCK	11	8	3	2	2	0	1	*	*	1	1	0	3	3	0	4	2	2	1	*	*
MMM COUNTRY	7	9	-2	*	1	*	*	1	*	1	1	0	1	5	-4	3	1	2	1	1	0
MMM GREATEST HITS	13	13	0	4	4	0	1	*	*	1	1	0	2	3	-1	3	4	-1	1	1	0
OLDSKOOL HITS	14	18	-4	1	2	-1	2	2	0	4	6	-2	5	8	-3	1	2	-1	*	*	*
Smooth	13	9	4	1	1	0	*	*	*	1	1	0	6	3	3	1	1	0	3	3	0
URBAN HITS	5	9	-4	1	1	0	1	3	-2	2	3	-1	1	1	0	*	1	*	*	*	*
triple j Unearthed	8	4	4	4	2	2	1	1	0	3	*	*	*	*	*	1	1	0	*	*	*
ABC Country	7	9	-2	*	1	*	*	1	*	2	3	-1	*	*	*	1	1	0	4	3	1
ABC Grandstand	15	15	0	*	1	*	1	1	0	4	*	*	4	6	-2	1	1	0	5	7	-2
ABC Jazz	17	15	2	1	2	-1	4	1	3	4	3	1	3	5	-2	2	1	1	3	3	0
ABC KIDS LISTEN	10	10	0	1	3	-2	1	1	0	5	5	0	2	2	0	*	*	*	1	*	*
Double J	19	17	2	*	2	*	*	*	*	7	7	0	10	6	4	1	1	0	*	*	*
Total Digital/Internet Only	178	175	3	23	21	2	10	14	-4	53	47	6	47	50	-3	22	21	1	24	22	2

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-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn
BUDDHA HITS	15	13	2	6	6	0	5	5	0	6	5	1	11	9	2	3	3	0	9	10	-1
Chemist Warehouse Remix	2	3	-1	*	*	*	*	*	*	2	1	1	*	1	*	*	2	*	2	*	*
Coles Radio	13	15	-2	3	2	1	7	8	-1	8	7	1	5	4	1	1	3	-2	7	4	3
EASY HITS	11	6	5	7	3	4	9	4	5	5	3	2	3	2	1	4	1	3	6	4	2
Edge Digital	6	5	1	4	1	3	6	4	2	5	3	2	2	3	-1	1	*	*	3	3	0
Kinderling Kids	5	5	0	1	*	*	2	3	-1	2	1	1	2	1	1	1	*	*	4	4	0
Mix 80s	9	14	-5	4	6	-2	4	8	-4	7	10	-3	3	7	-4	1	3	-2	6	9	-3
Mix 90s	10	14	-4	1	2	-1	4	4	0	4	5	-1	4	6	-2	3	4	-1	6	5	1
MMM AUSSIE	3	3	0	1	2	-1	1	2	-1	2	2	0	1	2	-1	1	*	*	2	3	-1
MMM CLASSIC ROCK	8	5	3	3	2	1	2	2	0	4	2	2	5	3	2	3	3	0	7	6	1
MMM COUNTRY	5	8	-3	1	*	*	3	3	0	4	3	1	3	3	0	1	1	0	3	5	-2
MMM GREATEST HITS	11	11	0	3	4	-1	4	4	0	4	5	-1	3	3	0	5	4	1	5	5	0
OLDSKOOL HITS	9	11	-2	4	7	-3	3	3	0	3	6	-3	6	6	0	4	5	-1	9	12	-3
Smooth	11	8	3	6	3	3	7	5	2	8	5	3	6	2	4	3	2	1	10	6	4
URBAN HITS	4	7	-3	*	2	*	2	3	-1	2	4	-2	2	2	0	1	2	-1	3	5	-2
triple j Unearthed	5	2	3	1	2	-1	2	1	1	1	1	0	1	1	0	3	1	2	5	3	2
ABC Country	6	8	-2	4	5	-1	3	5	-2	5	5	0	3	3	0	2	3	-1	5	4	1
ABC Grandstand	6	7	-1	1	1	0	1	*	*	1	2	-1	2	2	0	5	5	0	14	13	1
ABC Jazz	15	13	2	4	2	2	6	4	2	5	4	1	5	5	0	8	7	1	10	11	-1
ABC KIDS LISTEN	6	9	-3	3	3	0	4	3	1	2	2	0	3	3	0	2	2	0	7	6	1
Double J	15	15	0	8	7	1	5	7	-2	5	9	-4	7	8	-1	4	4	0	12	8	4
Total Digital/Internet Only	145	148	-3	60	54	6	74	68	6	78	77	1	72	70	2	54	56	-2	119	110	9