



ADELAIDE RADIO - SURVEY 7 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	10.3	10.0	0.3	2.1	2.3	-0.2	0.8	1.3	-0.5	4.4	6.1	-1.7	6.5	7.2	-0.7	9.9	12.9	-3.0	22.9	17.9	5.0
CRUISE1323	9.4	9.2	0.2	3.3	2.7	0.6	0.5	0.7	-0.2	2.0	2.5	-0.5	4.7	5.2	-0.5	17.5	15.8	1.7	18.3	17.5	0.8
MIX102.3	11.9	12.3	-0.4	19.1	16.0	3.1	13.6	10.1	3.5	8.9	10.2	-1.3	16.3	19.0	-2.7	15.0	13.5	1.5	5.9	6.8	-0.9
5MMM	9.7	10.0	-0.3	8.0	5.9	2.1	8.0	11.2	-3.2	10.5	9.0	1.5	16.1	17.7	-1.6	10.9	11.1	-0.2	3.5	4.0	-0.5
NOVA91.9	12.0	11.3	0.7	28.5	29.1	-0.6	32.1	31.5	0.6	18.2	16.8	1.4	12.6	8.7	3.9	5.6	7.9	-2.3	0.9	1.0	-0.1
HIT 107	9.6	9.4	0.2	16.7	17.3	-0.6	15.9	14.3	1.6	20.4	17.5	2.9	10.5	12.3	-1.8	4.6	4.2	0.4	0.2	0.6	-0.4
ABC ADE	10.0	10.2	-0.2	1.9	1.9	0.0	0.8	0.8	0.0	2.0	2.5	-0.5	3.5	4.7	-1.2	14.4	15.2	-0.8	23.6	22.4	1.2
5RN	1.9	2.5	-0.6	*	0.3	*	*	0.1	*	0.1	0.4	-0.3	0.9	1.5	-0.6	1.5	2.0	-0.5	5.4	6.5	-1.1
ABC NEWS	1.2	1.5	-0.3	0.3	0.7	-0.4	1.1	1.3	-0.2	0.6	0.7	-0.1	1.9	0.8	1.1	1.3	1.6	-0.3	1.4	2.9	-1.5
5JJJ	5.4	5.9	-0.5	7.4	10.2	-2.8	12.6	12.2	0.4	7.8	12.3	-4.5	8.6	6.5	2.1	2.2	1.9	0.3	0.4	0.2	0.2
ABC CLASSIC	3.4	3.5	-0.1	0.8	0.3	0.5	0.1	1.0	-0.9	2.1	1.2	0.9	1.3	1.4	-0.1	1.5	2.7	-1.2	9.1	9.1	0.0

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	10.5	10.4	0.1	12.7	12.1	0.6	11.4	10.6	0.8	6.0	6.2	-0.2	10.1	10.5	-0.4	15.7	17.4	-1.7	9.4	8.4	1.0
CRUISE1323	9.0	8.7	0.3	6.8	6.9	-0.1	11.4	10.8	0.6	11.1	10.8	0.3	7.9	7.6	0.3	6.1	5.0	1.1	10.8	10.7	0.1
MIX102.3	12.1	12.1	0.0	11.4	11.9	-0.5	12.2	12.3	-0.1	13.2	14.2	-1.0	12.2	11.2	1.0	10.2	8.2	2.0	11.4	12.7	-1.3
5MMM	10.5	10.7	-0.2	10.0	10.1	-0.1	12.3	11.5	0.8	13.4	12.8	0.6	7.6	9.0	-1.4	4.3	7.6	-3.3	7.2	7.9	-0.7
NOVA91.9	11.9	11.3	0.6	10.9	10.5	0.4	8.5	9.2	-0.7	12.5	11.2	1.3	16.4	14.7	1.7	13.0	12.2	0.8	12.2	11.3	0.9
HIT 107	9.8	9.9	-0.1	8.7	8.9	-0.2	9.5	9.7	-0.2	10.9	11.3	-0.4	10.9	10.8	0.1	8.0	8.1	-0.1	9.0	7.5	1.5
ABC ADE	9.9	10.2	-0.3	14.2	13.5	0.7	10.4	11.0	-0.6	6.2	7.3	-1.1	6.6	7.5	-0.9	12.9	12.5	0.4	10.3	10.2	0.1
5RN	1.7	2.4	-0.7	3.2	4.0	-0.8	0.7	1.1	-0.4	0.9	1.4	-0.5	2.0	2.6	-0.6	2.0	3.4	-1.4	2.4	3.0	-0.6
ABC NEWS	1.3	1.4	-0.1	1.8	2.0	-0.2	1.1	1.0	0.1	0.7	1.1	-0.4	1.1	1.1	0.0	2.0	2.3	-0.3	1.2	1.8	-0.6
5JJJ	5.6	5.8	-0.2	5.8	5.9	-0.1	5.1	5.6	-0.5	5.6	6.0	-0.4	7.4	6.8	0.6	3.4	4.2	-0.8	4.8	5.9	-1.1
ABC CLASSIC	3.2	3.4	-0.2	3.3	3.5	-0.2	3.2	3.9	-0.7	2.8	3.4	-0.6	3.2	3.5	-0.3	3.8	1.9	1.9	4.2	3.8	0.4



ADELAIDE RADIO - SURVEY 7 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	158	169	-11	5	7	-2	5	7	-2	17	21	-4	35	39	-4	28	35	-7	69	60	9
CRUISE1323	192	188	4	15	13	2	2	6	-4	13	11	2	32	28	4	51	53	-2	78	76	2
MIX102.3	314	323	-9	43	39	4	39	40	-1	64	68	-4	85	89	-4	55	55	0	27	31	-4
5MMM	243	241	2	30	23	7	25	32	-7	60	58	2	68	62	6	39	44	-5	21	22	-1
NOVA91.9	338	327	11	70	69	1	64	70	-6	97	91	6	75	64	11	21	21	0	10	12	-2
HIT 107	261	267	-6	53	48	5	40	54	-14	90	85	5	53	58	-5	23	19	4	4	5	-1
ABC ADE	193	197	-4	5	7	-2	11	9	2	20	25	-5	25	29	-4	37	41	-4	95	87	8
5RN	48	65	-17	*	2	*	*	1	*	3	6	-3	8	15	-7	9	11	-2	29	31	-2
ABC NEWS	65	70	-5	6	5	1	4	6	-2	14	15	-1	15	15	0	10	9	1	15	20	-5
5JJJ	169	179	-10	19	17	2	36	38	-2	54	71	-17	47	38	9	9	10	-1	4	4	0
ABC CLASSIC	79	72	7	5	3	2	1	4	-3	13	8	5	11	9	2	11	11	0	38	36	2
Total	1087	1086	1	111	109	2	115	120	-5	247	249	-2	243	240	3	157	158	-1	214	211	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	148	157	-9	94	94	0	75	77	-2	62	66	-4	75	83	-8	49	56	-7	109	113	-4
CRUISE1323	167	164	3	88	83	5	96	100	-4	107	108	-1	83	79	4	41	38	3	123	118	5
MIX102.3	287	292	-5	170	171	-1	132	147	-15	162	176	-14	146	145	1	74	78	-4	196	205	-9
5MMM	215	214	1	115	108	7	101	95	6	117	118	-1	101	113	-12	42	50	-8	134	141	-7
NOVA91.9	308	303	5	179	179	0	128	130	-2	180	163	17	200	182	18	93	96	-3	214	208	6
HIT 107	233	251	-18	140	148	-8	109	125	-16	131	130	1	139	137	2	67	64	3	163	147	16
ABC ADE	172	179	-7	120	132	-12	103	98	5	82	92	-10	75	75	0	62	60	2	131	127	4
5RN	43	58	-15	25	36	-11	15	18	-3	23	26	-3	21	32	-11	12	24	-12	33	41	-8
ABC NEWS	57	61	-4	33	35	-2	21	23	-2	18	21	-3	20	20	0	14	19	-5	32	43	-11
5JJJ	153	165	-12	93	103	-10	64	70	-6	86	92	-6	89	92	-3	39	43	-4	99	113	-14
ABC CLASSIC	67	64	3	35	39	-4	37	38	-1	38	40	-2	33	37	-4	17	14	3	52	46	6
Total	1070	1073	-3	846	862	-16	719	737	-18	781	781	0	799	801	-2	468	480	-12	919	926	-7



ADELAIDE RADIO - SURVEY 7 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	14	1	*	*	*	*	*	*	1	2	-1	2	2	0	2	3	-1	9	7	2
CRUISE1323	13	13	0	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	7	7	0
MIX102.3	17	18	-1	2	2	0	1	1	0	2	3	-1	5	6	-1	3	3	0	2	3	-1
5MMM	14	15	-1	1	1	0	1	1	0	3	2	1	5	6	-1	3	3	0	1	2	-1
NOVA91.9	17	16	1	3	3	0	3	4	-1	5	5	0	4	3	1	1	2	-1	*	*	*
HIT 107	14	14	0	2	2	0	2	2	0	6	5	1	4	4	0	1	1	0	*	*	*
ABC ADE	14	15	-1	*	*	*	*	*	*	1	1	0	1	2	-1	3	4	-1	9	9	0
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	-1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0
5JJJ	8	8	0	1	1	0	1	1	0	2	3	-1	3	2	1	1	*	*	*	*	*
ABC CLASSIC	5	5	0	*	*	*	*	*	*	1	*	*	*	*	*	*	1	*	3	3	0
Total	142	145	-3	10	10	0	10	12	-2	28	27	1	34	34	0	23	24	-1	37	38	-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	16	0	27	26	1	24	22	2	11	12	-1	16	17	-1	8	9	-1	11	10	1
CRUISE1323	14	14	0	14	15	-1	23	23	0	20	20	0	12	12	0	3	3	0	12	13	-1
MIX102.3	18	19	-1	24	25	-1	25	26	-1	24	26	-2	19	18	1	5	4	1	13	15	-2
5MMM	16	17	-1	21	22	-1	25	24	1	24	24	0	12	15	-3	2	4	-2	8	9	-1
NOVA91.9	18	17	1	23	22	1	18	19	-1	23	21	2	25	24	1	7	6	1	14	13	1
HIT 107	15	15	0	18	19	-1	20	20	0	20	21	-1	17	18	-1	4	4	0	10	9	1
ABC ADE	15	16	-1	30	29	1	21	23	-2	11	14	-3	10	12	-2	6	6	0	12	12	0
5RN	3	4	-1	7	8	-1	1	2	-1	2	3	-1	3	4	-1	1	2	-1	3	4	-1
ABC NEWS	2	2	0	4	4	0	2	2	0	1	2	-1	2	2	0	1	1	0	1	2	-1
5JJJ	9	9	0	12	13	-1	10	12	-2	10	11	-1	11	11	0	2	2	0	6	7	-1
ABC CLASSIC	5	5	0	7	7	0	7	8	-1	5	6	-1	5	6	-1	2	1	1	5	5	0
Total	152	155	-3	212	213	-1	206	210	-4	183	187	-4	155	164	-9	50	51	-1	116	118	-2



ADELAIDE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	+/-
Chemist Warehouse Remix	3	3	0	1	*	*	*	*	*	*	*	2	2	0	*	1	*	*	*	*	*
Coles Radio	21	17	4	4	2	2	3	3	0	10	6	4	2	3	-1	2	2	0	1	1	0
Edge Digital	7	7	0	1	1	0	*	*	*	4	5	-1	2	1	1	1	*	*	*	*	*
HIT BUDDHA	14	18	-4	2	2	0	1	*	*	3	5	-2	3	5	-2	3	4	-1	2	2	0
HIT EASY	13	12	1	5	2	3	*	1	*	4	3	1	2	5	-3	1	*	*	2	1	1
HIT OLDSKOOL	16	14	2	1	1	0	3	2	1	8	4	4	3	5	-2	1	1	0	*	*	*
HIT URBAN	5	5	0	1	1	0	2	1	1	1	2	-1	1	1	0	*	*	*	*	*	*
Kinderling Kids	4	6	-2	2	2	0	*	*	*	1	1	0	2	3	-1	*	*	*	*	1	*
Mix 80s	11	11	0	2	3	-1	1	*	*	1	2	-1	4	5	-1	3	1	2	1	*	*
Mix 90s	23	11	12	6	3	3	4	2	2	9	4	5	2	2	0	1	*	*	1	1	0
MMM AUSSIE	5	5	0	*	*	*	2	1	1	3	3	0	*	*	*	1	*	*	*	1	*
MMM CLASSIC ROCK	14	11	3	1	2	-1	1	1	0	1	1	0	5	3	2	5	4	1	1	1	0
MMM COUNTRY	2	7	-5	*	*	*	*	*	*	*	1	*	1	1	0	2	3	-1	*	1	*
MMM GREATEST HITS	13	13	0	1	4	-3	2	1	1	4	1	3	4	2	2	2	3	-1	*	1	*
Smooth	19	13	6	3	1	2	*	*	*	3	1	2	7	6	1	3	1	2	2	3	-1
triple j Unearthed	11	8	3	4	4	0	1	1	0	4	3	1	*	*	*	1	1	0	*	*	*
ABC Country	4	7	-3	1	*	*	*	*	*	*	2	*	*	*	*	1	1	0	2	4	-2
ABC Grandstand	9	15	-6	*	*	*	*	1	*	4	4	0	4	4	0	1	1	0	1	5	-4
ABC Jazz	11	17	-6	1	1	0	5	4	1	2	4	-2	*	3	*	1	2	-1	2	3	-1
ABC KIDS LISTEN	11	10	1	3	1	2	1	1	0	4	5	-1	2	2	0	*	*	*	1	1	0
Double J	19	19	0	*	*	*	*	*	*	8	7	1	10	10	0	1	1	0	*	*	*
Total Digital/Internet Only	176	178	-2	22	23	-1	14	10	4	56	53	3	45	47	-2	24	22	2	15	24	-9

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	+/-
Chemist Warehouse Remix	2	2	0	1	*	*	1	*	*	1	2	-1	1	*	*	*	*	*	3	2	1
Coles Radio	18	13	5	4	3	1	8	7	1	7	8	-1	7	5	2	4	1	3	10	7	3
Edge Digital	6	6	0	4	4	0	3	6	-3	2	5	-3	2	2	0	3	1	2	3	3	0
HIT BUDDHA	13	15	-2	6	6	0	5	5	0	6	6	0	6	11	-5	1	3	-2	8	9	-1
HIT EASY	10	11	-1	4	7	-3	5	9	-4	4	5	-1	5	3	2	3	4	-1	7	6	1
HIT OLDSKOOL	15	9	6	5	4	1	5	3	2	7	3	4	9	6	3	5	4	1	11	9	2
HIT URBAN	4	4	0	2	*	*	1	2	-1	2	2	0	3	2	1	2	1	1	3	3	0
Kinderling Kids	4	5	-1	2	1	1	1	2	-1	2	2	0	3	2	1	1	1	0	2	4	-2
Mix 80s	10	9	1	4	4	0	3	4	-1	7	7	0	4	3	1	2	1	1	7	6	1
Mix 90s	20	10	10	5	1	4	10	4	6	9	4	5	7	4	3	3	3	0	10	6	4
MMM AUSSIE	5	3	2	1	1	0	1	1	0	1	2	-1	1	1	0	3	1	2	*	2	*
MMM CLASSIC ROCK	12	8	4	2	3	-1	4	2	2	7	4	3	5	5	0	2	3	-1	5	7	-2
MMM COUNTRY	2	5	-3	1	1	0	2	3	-1	2	4	-2	1	3	-2	1	1	0	1	3	-2
MMM GREATEST HITS	11	11	0	4	3	1	6	4	2	6	4	2	3	3	0	3	5	-2	8	5	3
Smooth	18	11	7	9	6	3	7	7	0	8	8	0	9	6	3	9	3	6	14	10	4
triple j Unearthed	9	5	4	1	1	0	3	2	1	2	1	1	3	1	2	4	3	1	4	5	-1
ABC Country	2	6	-4	1	4	-3	1	3	-2	2	5	-3	1	3	-2	*	2	*	4	5	-1
ABC Grandstand	4	6	-2	1	1	0	1	1	0	*	1	*	2	2	0	3	5	-2	8	14	-6
ABC Jazz	10	15	-5	5	4	1	3	6	-3	4	5	-1	4	5	-1	5	8	-3	6	10	-4
ABC KIDS LISTEN	8	6	2	5	3	2	4	4	0	3	2	1	4	3	1	2	2	0	8	7	1
Double J	15	15	0	8	8	0	4	5	-1	8	5	3	5	7	-2	3	4	-1	13	12	1
Total Digital/Internet Only	152	145	7	68	60	8	73	74	-1	81	78	3	77	72	5	54	54	0	116	119	-3

Please note: BUDDHA HITS, EASY HITS, OLDSKOOL HITS, URBAN HITS changed to HIT BUDDHA, HIT EASY, HIT OLDSKOOL, HIT URBAN effective Sept 29.