

STATION PROFILE

Radio Adelaide

UPDATED NOVEMBER 2019

RADIO 101.5
ADELAIDE
RICH & REAL



ABOUT RADIO ADELAIDE

Radio Adelaide is a for-purpose broadcaster bringing rich and real Adelaide arts, music and ideas to curious listeners.

It's an integrally independent and inclusive voice, heard across the Adelaide metropolitan area and beyond on 101.5 FM, DAB+, online via live or on-demand streaming, and on your favourite podcast app.

We produce over 120 hours of original, local content every week, giving a voice to our diverse communities to tell uniquely Adelaide stories. Radio Adelaide is also South Australia's leading source of new media talent, providing training and industry experience to over 200 aspiring radio and podcast producers every year.

Our production arm, Podcast Works, turns great ideas into compelling podcast series for clients including the University of Adelaide, City of Adelaide, Kelly Services, Adelaide Central Market and MOD.



180,000
**MONTHLY LISTENERS ON
FM AND DAB+**



37,000
**UNIQUE WEBSITE
VISITORS PER MONTH**

WHO IS THE RADIO ADELAIDE AUDIENCE?

55%
**OF LISTENERS
ARE 25-54**

**COMPARED TO 49%
OF POPULATION**

91%
**ARE THE MAIN
GROCERY BUYER
IN THE HOUSE**

**COMPARED TO 78%
OF POPULATION**

22% ARE
PROFESSIONALS
COMPARED TO 18% OF POPULATION

63% WORK FULL-TIME
OR PART-TIME
COMPARED TO 49% OF POPULATION

42% EARN OVER
\$60K PA
COMPARED TO 32% OF POPULATION

50% HAVE A
UNIVERSITY DEGREE
COMPARED TO 31% OF POPULATION

35% MARRIED/PARTNERED
WITH CHILDREN AT HOME
COMPARED TO 28% OF POPULATION

50% MALE 50% FEMALE

**PASSIONATE ABOUT LOCAL
AND AUSTRALIAN MUSIC**

**PASSIONATE ABOUT LOCAL
ARTS AND CULTURE**

**INTERESTED IN LOCAL NEWS
AND IN-DEPTH STORIES
ABOUT LOCAL ISSUES**

**LISTENS FOR AN AVERAGE
9.7 HOURS PER WEEK**

**INCREASINGLY LISTENING
ONLINE VIA DESKTOP AND
MOBILE**

AUDIENCE INTENT TO PURCHASE

IN THE NEXT 2 YEARS

	RADIO ADELAIDE (FM/DAB+)’S WEEKLY CUMULATIVE AUDIENCE	ADELAIDE’S POPULATION (15+)
Whitegoods/large appliances (eg refrigerator, washing machine, air conditioner, BBQ etc..)	59%	42%
A motor vehicle (eg car, motorcycle, caravan, motorhome)	50%	36%
Financial investment products (eg investments, stock market advice, superannuation, financial planning)	35%	21%
A loan or mortgage (new or refinancing)	26%	17%
Real Estate (buy, sell or build house/property)	33%	19%
Home renovations (eg new bathroom, kitchen, extensions, pool, garage, shed, landscaping etc.)	39%	32%
Floor/window coverings (eg rugs, carpet, tiles, timber shutters, curtains, blinds etc.)	43%	37%

FEATURED PROGRAMS



WEEKDAYS 6.30AM TO 9.00AM

BREAKFAST

Breakfast on Radio Adelaide is a real breakfast radio alternative

It's your morning brief of local news, arts, music and culture with Zoe, Tom and Bonnie.

Breakfast gets into the issues that matter today and the unique stories that define Adelaide.



WEEKDAYS 9.00AM TO 12.00PM

LOCAL NOISE

Local Noise is all about local and touring artists, playing 100% Australian music

Featuring new tracks, artist interviews and weekly feature albums, *Local Noise* is the voice of Adelaide's thriving music scene.

Tune in for our picks on what you need to be listening to and the gigs to see this weekend!



WEEKDAYS 12.00PM TO 1.00PM

PACKED LUNCH

A midday spread of the best stories and features from across Radio Adelaide

Featuring highlights from the 120 hours of local radio made every week at Radio Adelaide, including stories, profiles and interviews, plus selected features from the national Community Radio Network.

It's lunchtime nourishment for your ears!

FEATURED PROGRAMS



WEEKDAYS 1.00PM TO 3.00PM

FESTIVAL CITY

Festival City is your year-round guide to Adelaide arts and culture

Join us every afternoon for the latest in Adelaide culture including arts, music, food and wine and more, plus book and movie reviews.

Tune in for your guide to what to see, do, read, eat and drink around Adelaide.



WEEKDAYS 3.00PM TO 5.30PM

THE RANGE

The Range is Adelaide's alternative drive time with Mark Tripodi

From the latest international acts to emerging local bands, you'll hear it on *The Range*. Featuring new releases, gig news and interviews with touring artists.

Tune in for your daily wrap of what's happening locally and beyond in contemporary music.

THE
wire

WEEKDAYS 5.30PM TO 6.00PM

THE WIRE

The Wire is the alternative, community voice in Australian current affairs

Broadcast exclusively on community and indigenous radio stations around Australia, *The Wire* has been the community radio sector's flagship national program since 2004.

Tune in for an in-depth and independent perspective on the day's current affairs.