



# ADELAIDE RADIO - SURVEY 1 2018

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	10.8	11.7	-0.9	2.2	2.3	-0.1	0.4	1.6	-1.2	2.5	1.6	0.9	9.1	9.0	0.1	14.1	13.1	1.0	22.8	27.5	-4.7
CRUISE1323	9.0	9.4	-0.4	2.0	3.8	-1.8	0.8	2.9	-2.1	3.3	2.1	1.2	8.2	7.2	1.0	14.2	16.9	-2.7	15.3	16.2	-0.9
MIX102.3	16.1	12.3	3.8	20.9	11.7	9.2	11.7	17.2	-5.5	16.3	12.3	4.0	22.9	14.2	8.7	17.0	16.8	0.2	9.0	5.7	3.3
5MMM	10.6	9.3	1.3	7.0	6.2	0.8	5.9	5.9	0.0	13.3	7.9	5.4	14.1	16.1	-2.0	16.5	14.2	2.3	3.5	2.1	1.4
NOVA91.9	9.6	12.0	-2.4	32.8	43.6	-10.8	20.0	23.0	-3.0	13.1	19.5	-6.4	10.1	10.4	-0.3	2.5	5.0	-2.5	0.9	0.7	0.2
HIT 107	9.1	9.0	0.1	14.2	12.1	2.1	25.4	21.0	4.4	16.0	19.0	-3.0	9.0	8.1	0.9	4.0	3.8	0.2	0.3	0.6	-0.3
ABC ADE	10.4	8.7	1.7	2.2	0.5	1.7	1.9	0.6	1.3	3.2	1.8	1.4	4.4	6.0	-1.6	11.6	11.1	0.5	26.5	20.3	6.2
5RN	2.3	2.7	-0.4	0.1	0.4	-0.3	0.5	0.2	0.3	0.5	0.4	0.1	0.8	2.1	-1.3	3.3	4.2	-0.9	5.6	5.7	-0.1
ABC NEWS	1.3	1.7	-0.4	0.2	1.6	-1.4	1.2	0.7	0.5	0.6	0.9	-0.3	1.0	1.7	-0.7	2.1	1.8	0.3	2.0	2.6	-0.6
5JJJ	6.9	6.6	0.3	6.4	6.6	-0.2	17.0	9.2	7.8	14.3	17.1	-2.8	6.8	7.2	-0.4	3.3	1.5	1.8	0.4	0.3	0.1
ABCFM	3.4	2.7	0.7	0.2	0.4	-0.2	1.6	0.5	1.1	3.3	2.1	1.2	2.4	0.9	1.5	1.7	1.0	0.7	7.0	7.8	-0.8

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	11.3	11.8	-0.5	13.8	14.9	-1.1	13.2	11.5	1.7	7.6	7.2	0.4	9.6	10.1	-0.5	12.8	19.6	-6.8	9.2	11.2	-2.0						
CRUISE1323	8.6	8.8	-0.2	6.9	7.3	-0.4	9.7	11.0	-1.3	10.3	11.1	-0.8	8.8	7.2	1.6	5.2	5.3	-0.1	10.3	11.4	-1.1						
MIX102.3	16.6	12.5	4.1	15.1	11.8	3.3	17.9	12.7	5.2	19.8	13.8	6.0	15.2	12.8	2.4	10.9	9.8	1.1	14.6	11.8	2.8						
5MMM	11.1	10.2	0.9	11.5	10.7	0.8	10.9	11.1	-0.2	12.0	11.2	0.8	10.3	8.7	1.6	8.6	6.5	2.1	8.9	6.6	2.3						
NOVA91.9	9.4	11.7	-2.3	8.5	10.2	-1.7	8.5	10.0	-1.5	8.9	12.2	-3.3	12.3	15.3	-3.0	11.6	12.0	-0.4	9.9	13.1	-3.2						
HIT 107	9.4	9.3	0.1	8.0	8.8	-0.8	9.6	9.4	0.2	10.9	10.3	0.6	10.0	10.2	-0.2	7.4	6.8	0.6	8.1	8.0	0.1						
ABC ADE	10.5	8.6	1.9	13.7	12.6	1.1	9.9	8.9	1.0	7.6	5.5	2.1	8.7	6.0	2.7	13.6	9.3	4.3	10.4	9.1	1.3						
5RN	2.3	2.7	-0.4	4.0	3.9	0.1	1.4	2.0	-0.6	1.1	1.7	-0.6	2.6	3.0	-0.4	2.0	3.4	-1.4	2.3	2.7	-0.4						
ABC NEWS	1.2	1.7	-0.5	2.1	2.8	-0.7	0.8	0.9	-0.1	0.5	1.0	-0.5	0.8	1.1	-0.3	2.1	3.3	-1.2	1.8	1.8	0.0						
5JJJ	6.3	6.8	-0.5	5.1	6.2	-1.1	6.2	6.9	-0.7	6.5	6.8	-0.3	8.4	8.0	0.4	5.7	5.7	0.0	8.8	6.2	2.6						
ABCFM	3.1	2.5	0.6	3.4	2.3	1.1	2.6	2.5	0.1	3.3	2.3	1.0	2.7	3.2	-0.5	3.7	2.3	1.4	4.2	3.5	0.7						



# ADELAIDE RADIO - SURVEY 1 2018

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	144	158	-14	6	10	-4	2	4	-2	16	7	9	36	37	-1	28	34	-6	55	66	-11
CRUISE1323	167	172	-5	6	7	-1	3	6	-3	13	14	-1	37	29	8	44	49	-5	64	68	-4
MIX102.3	347	308	39	41	36	5	34	42	-8	78	76	2	104	80	24	53	46	7	37	29	8
5MMM	224	203	21	22	19	3	22	20	2	60	38	22	69	71	-2	34	39	-5	17	15	2
NOVA91.9	301	333	-32	67	68	-1	57	62	-5	95	110	-15	58	65	-7	16	21	-5	8	7	1
HIT 107	243	247	-4	37	34	3	50	52	-2	83	98	-15	53	42	11	16	14	2	4	7	-3
ABC ADE	196	173	23	5	3	2	7	3	4	25	17	8	38	37	1	43	37	6	78	75	3
5RN	54	52	2	1	1	0	1	1	0	3	3	0	5	12	-7	16	14	2	27	22	5
ABC NEWS	57	54	3	1	4	-3	4	3	1	8	7	1	14	9	5	12	11	1	18	19	-1
5JJJ	175	155	20	19	17	2	42	27	15	65	60	5	37	41	-4	9	7	2	3	4	-1
ABCFM	70	57	13	2	2	0	4	3	1	14	8	6	10	10	0	11	8	3	29	27	2
Total	1083	1081	2	108	108	0	119	123	-4	245	248	-3	246	246	0	161	157	4	205	199	6

Cumulative Audience (000's) by Session, P10+ [Potential: 1143]

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	139	150	-11	96	100	-4	85	84	1	73	82	-9	73	76	-3	49	57	-8	97	110	-13						
CRUISE1323	154	152	2	85	81	4	93	96	-3	101	101	0	83	87	-4	39	43	-4	121	121	0						
MIX102.3	316	278	38	186	157	29	169	140	29	188	164	24	173	149	24	79	88	-9	223	200	23						
5MMM	205	189	16	117	105	12	100	95	5	115	107	8	107	98	9	60	50	10	144	116	28						
NOVA91.9	277	305	-28	155	181	-26	133	137	-4	146	180	-34	170	178	-8	90	99	-9	190	232	-42						
HIT 107	232	224	8	128	131	-3	112	120	-8	145	124	21	131	131	0	69	68	1	138	153	-15						
ABC ADE	171	159	12	123	111	12	101	85	16	87	76	11	82	72	10	54	53	1	129	118	11						
5RN	46	47	-1	31	32	-1	17	26	-9	19	21	-2	22	33	-11	13	15	-2	36	38	-2						
ABC NEWS	50	49	1	30	37	-7	12	17	-5	18	18	0	16	21	-5	11	17	-6	32	36	-4						
5JJJ	160	148	12	94	85	9	73	77	-4	73	81	-8	103	85	18	54	48	6	111	93	18						
ABCFM	66	51	15	38	28	10	28	28	0	34	27	7	31	27	4	19	15	4	46	40	6						
Total	1064	1054	10	846	819	27	730	717	13	769	778	-9	764	778	-14	480	489	-9	914	928	-14						



# ADELAIDE RADIO - SURVEY 1 2018

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	17	-2	*	*	*	*	*	*	1	*	*	3	3	0	3	3	0	8	9	-1
CRUISE1323	13	13	0	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	5	6	-1
MIX102.3	23	17	6	2	1	1	1	2	-1	4	3	1	8	5	3	4	4	0	3	2	1
5MMM	15	13	2	1	1	0	1	1	0	4	2	2	5	6	-1	4	3	1	1	1	0
NOVA91.9	13	17	-4	3	4	-1	2	3	-1	4	5	-1	3	4	-1	1	1	0	*	*	*
HIT 107	13	13	0	1	1	0	3	2	1	4	5	-1	3	3	0	1	1	0	*	*	*
ABC ADE	15	12	3	*	*	*	*	*	*	1	*	*	1	2	-1	3	3	0	9	7	2
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
5J JJ	10	9	1	1	1	0	2	1	1	4	5	-1	2	3	-1	1	*	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	1	0	1	*	*	*	*	*	2	3	-1
Total	141	142	-1	10	9	1	11	12	-1	28	28	0	34	35	-1	24	24	0	35	34	1

Average Audience (000's) by Session, P10+ [Potential: 1143]

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	17	18	-1	30	31	-1	28	23	5	14	13	1	14	16	-2	6	10	-4	11	13	-2						
CRUISE1323	13	13	0	15	15	0	21	22	-1	19	20	-1	13	12	1	3	3	0	12	13	-1						
MIX102.3	25	19	6	32	25	7	39	25	14	36	24	12	22	21	1	5	5	0	17	14	3						
5MMM	17	15	2	25	23	2	23	22	1	22	20	2	15	14	1	4	3	1	10	8	2						
NOVA91.9	14	18	-4	18	22	-4	18	20	-2	16	22	-6	18	24	-6	6	6	0	11	15	-4						
HIT 107	14	14	0	17	19	-2	21	19	2	20	18	2	14	16	-2	4	4	0	9	9	0						
ABC ADE	16	13	3	30	27	3	21	18	3	14	10	4	13	10	3	7	5	2	12	11	1						
5RN	3	4	-1	9	8	1	3	4	-1	2	3	-1	4	5	-1	1	2	-1	3	3	0						
ABC NEWS	2	3	-1	5	6	-1	2	2	0	1	2	-1	1	2	-1	1	2	-1	2	2	0						
5J JJ	10	10	0	11	13	-2	13	14	-1	12	12	0	12	13	-1	3	3	0	10	7	3						
ABCFM	5	4	1	7	5	2	6	5	1	6	4	2	4	5	-1	2	1	1	5	4	1						
Total	152	151	1	215	212	3	215	200	15	181	178	3	144	160	-16	49	53	-4	115	118	-3						