



ADELAIDE RADIO - SURVEY 3 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	10.4	10.5	-0.1	1.1	2.2	-1.1	3.4	0.5	2.9	1.3	2.2	-0.9	7.2	10.6	-3.4	12.5	13.9	-1.4	21.8	19.3	2.5
CRUISE1323	8.4	9.3	-0.9	1.5	2.1	-0.6	1.6	0.5	1.1	2.7	3.7	-1.0	6.3	8.3	-2.0	13.9	13.9	0.0	13.5	15.8	-2.3
MIX102.3	14.8	15.7	-0.9	20.9	16.2	4.7	16.6	13.4	3.2	11.8	15.5	-3.7	18.5	20.3	-1.8	20.1	19.1	1.0	8.5	10.6	-2.1
5MMM	10.9	10.9	0.0	11.5	4.8	6.7	8.2	7.6	0.6	11.5	12.5	-1.0	19.4	18.6	0.8	13.4	15.8	-2.4	2.8	2.9	-0.1
NOVA91.9	9.8	9.8	0.0	31.5	37.9	-6.4	23.0	19.8	3.2	16.4	14.7	1.7	10.8	9.1	1.7	2.9	3.1	-0.2	0.9	0.8	0.1
HIT 107	8.0	8.4	-0.4	12.9	13.8	-0.9	16.8	23.6	-6.8	24.4	19.1	5.3	5.1	6.5	-1.4	1.8	2.3	-0.5	0.1	0.1	0.0
ABC ADE	11.4	10.7	0.7	1.1	1.3	-0.2	0.1	1.2	-1.1	1.3	1.7	-0.4	7.9	6.2	1.7	14.7	11.8	2.9	24.1	25.5	-1.4
5RN	3.3	2.7	0.6	0.3	0.3	0.0	0.1	0.2	-0.1	0.4	0.4	0.0	1.0	1.2	-0.2	4.9	3.5	1.4	7.4	6.3	1.1
ABC NEWS	2.1	1.9	0.2	1.7	2.0	-0.3	1.1	1.3	-0.2	0.7	0.7	0.0	2.3	1.7	0.6	2.2	2.5	-0.3	3.1	2.6	0.5
5JJJ	5.0	5.5	-0.5	5.0	7.2	-2.2	17.0	17.5	-0.5	11.3	12.2	-0.9	5.0	4.2	0.8	0.8	1.8	-1.0	0.4	0.2	0.2
ABCFM	3.8	3.6	0.2	*	0.1	*	1.4	1.7	-0.3	0.8	1.5	-0.7	1.9	3.1	-1.2	3.4	2.2	1.2	9.1	7.9	1.2

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	10.9	10.9	0.0	12.6	12.2	0.4	12.2	13.5	-1.3	7.1	6.9	0.2	9.6	8.3	1.3	16.1	16.0	0.1	8.9	9.0	-0.1				8.9	9.0	-0.1
CRUISE1323	7.9	8.8	-0.9	6.3	7.2	-0.9	9.6	9.7	-0.1	9.3	10.4	-1.1	6.7	8.8	-2.1	6.2	6.9	-0.7	9.9	11.0	-1.1				9.9	11.0	-1.1
MIX102.3	14.6	16.0	-1.4	14.3	14.7	-0.4	15.3	17.2	-1.9	16.3	19.9	-3.6	13.1	14.1	-1.0	11.7	9.1	2.6	15.4	14.7	0.7				15.4	14.7	0.7
5MMM	11.5	11.5	0.0	10.5	11.6	-1.1	12.2	11.7	0.5	14.1	12.9	1.2	10.4	10.8	-0.4	6.9	8.1	-1.2	9.1	9.0	0.1				9.1	9.0	0.1
NOVA91.9	10.1	9.7	0.4	9.2	9.1	0.1	8.3	8.4	-0.1	10.1	9.3	0.8	13.6	13.0	0.6	10.3	10.7	-0.4	9.1	10.1	-1.0				9.1	10.1	-1.0
HIT 107	8.5	8.7	-0.2	7.0	8.1	-1.1	8.4	9.2	-0.8	10.5	10.2	0.3	9.3	8.3	1.0	5.3	5.9	-0.6	6.7	7.2	-0.5				6.7	7.2	-0.5
ABC ADE	11.2	10.5	0.7	15.6	13.7	1.9	10.6	9.2	1.4	8.3	8.3	0.0	9.5	9.7	-0.2	11.9	12.5	-0.6	11.9	11.3	0.6				11.9	11.3	0.6
5RN	3.1	2.6	0.5	4.2	4.2	0.0	2.7	2.0	0.7	2.3	1.5	0.8	3.2	2.8	0.4	3.3	2.3	1.0	3.7	2.7	1.0				3.7	2.7	1.0
ABC NEWS	1.9	1.7	0.2	3.3	2.6	0.7	1.3	0.9	0.4	1.3	1.2	0.1	1.2	1.3	-0.1	2.6	2.9	-0.3	2.5	2.5	0.0				2.5	2.5	0.0
5JJJ	5.2	5.6	-0.4	4.8	5.2	-0.4	4.5	5.1	-0.6	5.2	5.9	-0.7	6.9	7.7	-0.8	4.9	4.0	0.9	4.3	5.2	-0.9				4.3	5.2	-0.9
ABCFM	3.5	3.3	0.2	3.8	3.8	0.0	3.6	3.0	0.6	2.6	2.5	0.1	3.7	3.5	0.2	5.2	4.1	1.1	4.7	4.8	-0.1				4.7	4.8	-0.1



ADELAIDE RADIO - SURVEY 3 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	140	145	-5	3	6	-3	5	2	3	11	14	-3	30	37	-7	35	30	5	58	55	3
CRUISE1323	173	185	-12	9	10	-1	4	4	0	18	21	-3	28	34	-6	43	44	-1	70	73	-3
MIX102.3	338	342	-4	39	36	3	37	39	-2	76	78	-2	94	97	-3	60	54	6	32	37	-5
5MMM	230	235	-5	29	23	6	21	25	-4	50	56	-6	81	82	-1	37	36	1	12	13	-1
NOVA91.9	311	306	5	62	67	-5	61	61	0	107	101	6	56	54	2	19	16	3	6	7	-1
HIT 107	221	237	-16	32	35	-3	43	51	-8	95	84	11	34	47	-13	15	18	-3	2	2	0
ABC ADE	187	194	-7	4	5	-1	1	4	-3	9	18	-9	33	37	-4	43	42	1	96	86	10
5RN	60	61	-1	1	2	-1	1	2	-1	4	3	1	8	8	0	12	15	-3	33	31	2
ABC NEWS	70	71	-1	3	5	-2	4	5	-1	8	7	1	19	17	2	17	16	1	19	22	-3
5JJJ	154	170	-16	15	18	-3	38	45	-7	61	65	-4	25	31	-6	10	8	2	5	3	2
ABCFM	69	69	0	*	1	*	5	3	2	9	12	-3	14	14	0	12	9	3	29	30	-1
Total	1084	1082	2	108	108	0	120	120	0	244	241	3	244	245	-1	160	161	-1	207	207	0

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	133	140	-7	94	98	-4	78	88	-10	75	76	-1	76	71	5	49	53	-4	89	89	0						
CRUISE1323	158	168	-10	79	93	-14	90	96	-6	107	110	-3	75	87	-12	43	50	-7	118	128	-10						
MIX102.3	304	314	-10	184	183	1	148	154	-6	170	195	-25	163	173	-10	93	91	2	222	209	13						
5MMM	205	216	-11	116	119	-3	100	105	-5	125	124	1	113	111	2	58	64	-6	138	147	-9						
NOVA91.9	293	285	8	174	159	15	125	138	-13	162	162	0	173	174	-1	85	86	-1	196	196	0						
HIT 107	206	225	-19	127	139	-12	93	107	-14	122	134	-12	116	119	-3	53	56	-3	127	132	-5						
ABC ADE	171	174	-3	125	125	0	98	103	-5	97	96	1	93	95	-2	64	61	3	135	126	9						
5RN	53	55	-2	35	35	0	27	23	4	28	25	3	31	26	5	20	17	3	41	41	0						
ABC NEWS	64	62	2	44	37	7	24	21	3	29	25	4	22	24	-2	16	17	-1	44	43	1						
5JJJ	141	160	-19	82	97	-15	61	71	-10	74	78	-4	82	92	-10	50	47	3	86	91	-5						
ABCFM	64	65	-1	38	42	-4	31	29	2	33	32	1	34	35	-1	25	25	0	47	42	5						
Total	1061	1066	-5	847	860	-13	708	732	-24	803	810	-7	790	783	7	495	500	-5	929	901	28						



ADELAIDE RADIO - SURVEY 3 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	15	0	*	*	*	*	*	*	*	1	*	2	3	-1	3	3	0	9	8	1
CRUISE1323	12	14	-2	*	*	*	*	*	*	1	1	0	2	3	-1	4	3	1	5	6	-1
MIX102.3	22	23	-1	2	2	0	2	1	1	3	4	-1	6	7	-1	5	5	0	3	4	-1
5MMM	16	16	0	1	*	*	1	1	0	3	4	-1	6	6	0	4	4	0	1	1	0
NOVA91.9	15	14	1	3	4	-1	2	2	0	5	4	1	3	3	0	1	1	0	*	*	*
HIT 107	12	12	0	1	1	0	2	3	-1	7	6	1	2	2	0	*	1	*	*	*	*
ABC ADE	17	16	1	*	*	*	*	*	*	*	*	*	3	2	1	4	3	1	10	10	0
5RN	5	4	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
5JJJ	7	8	-1	*	1	*	2	2	0	3	4	-1	2	1	1	*	*	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	3	1
Total	147	147	0	10	10	0	10	11	-1	28	29	-1	32	33	-1	27	24	3	41	39	2

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	17	0	27	27	0	27	31	-4	13	13	0	15	12	3	9	8	1	11	11	0						
CRUISE1323	12	14	-2	14	16	-2	21	22	-1	18	19	-1	11	13	-2	3	4	-1	12	13	-1						
MIX102.3	23	25	-2	31	33	-2	34	39	-5	31	37	-6	21	21	0	6	5	1	19	17	2						
5MMM	18	18	0	23	26	-3	27	26	1	27	24	3	17	16	1	4	4	0	11	11	0						
NOVA91.9	16	15	1	20	20	0	19	19	0	19	17	2	22	20	2	6	6	0	11	12	-1						
HIT 107	13	14	-1	15	18	-3	19	21	-2	20	19	1	15	13	2	3	3	0	8	8	0						
ABC ADE	18	17	1	34	31	3	24	21	3	16	15	1	15	15	0	6	7	-1	14	13	1						
5RN	5	4	1	9	10	-1	6	5	1	4	3	1	5	4	1	2	1	1	4	3	1						
ABC NEWS	3	3	0	7	6	1	3	2	1	3	2	1	2	2	0	1	2	-1	3	3	0						
5JJJ	8	9	-1	10	12	-2	10	12	-2	10	11	-1	11	12	-1	3	2	1	5	6	-1						
ABCFM	6	5	1	8	8	0	8	7	1	5	5	0	6	5	1	3	2	1	6	6	0						
Total	158	158	0	215	224	-9	223	227	-4	189	187	2	159	150	9	54	53	1	121	118	3						