



# ADELAIDE RADIO - SURVEY 4 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	11.8	10.4	1.4	1.6	1.1	0.5	3.4	3.4	0.0	2.1	1.3	0.8	5.6	7.2	-1.6	12.7	12.5	0.2	28.8	21.8	7.0
CRUISE1323	8.2	8.4	-0.2	1.0	1.5	-0.5	1.6	1.6	0.0	1.7	2.7	-1.0	4.9	6.3	-1.4	16.9	13.9	3.0	13.5	13.5	0.0
MIX102.3	15.4	14.8	0.6	21.2	20.9	0.3	12.8	16.6	-3.8	13.6	11.8	1.8	21.7	18.5	3.2	19.3	20.1	-0.8	7.1	8.5	-1.4
5MMM	9.9	10.9	-1.0	12.9	11.5	1.4	8.7	8.2	0.5	8.4	11.5	-3.1	14.8	19.4	-4.6	16.4	13.4	3.0	1.4	2.8	-1.4
NOVA91.9	10.5	9.8	0.7	28.6	31.5	-2.9	26.7	23.0	3.7	18.5	16.4	2.1	10.7	10.8	-0.1	2.5	2.9	-0.4	0.8	0.9	-0.1
HIT 107	8.3	8.0	0.3	14.9	12.9	2.0	14.8	16.8	-2.0	23.0	24.4	-1.4	6.9	5.1	1.8	2.1	1.8	0.3	0.4	0.1	0.3
ABC ADE	9.7	11.4	-1.7	1.0	1.1	-0.1	1.0	0.1	0.9	2.2	1.3	0.9	6.4	7.9	-1.5	10.5	14.7	-4.2	22.3	24.1	-1.8
5RN	3.7	3.3	0.4	0.1	0.3	-0.2	1.7	0.1	1.6	0.7	0.4	0.3	2.5	1.0	1.5	5.5	4.9	0.6	7.1	7.4	-0.3
ABC NEWS	1.9	2.1	-0.2	0.6	1.7	-1.1	1.0	1.1	-0.1	0.8	0.7	0.1	2.5	2.3	0.2	1.6	2.2	-0.6	2.8	3.1	-0.3
5JJJ	5.4	5.0	0.4	4.1	5.0	-0.9	13.9	17.0	-3.1	11.2	11.3	-0.1	7.4	5.0	2.4	1.5	0.8	0.7	0.3	0.4	-0.1
ABCFM	2.8	3.8	-1.0	0.3	*	*	1.5	1.4	0.1	1.0	0.8	0.2	0.4	1.9	-1.5	2.1	3.4	-1.3	7.7	9.1	-1.4

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	11.9	10.9	1.0	14.4	12.6	1.8	13.9	12.2	1.7	8.1	7.1	1.0	9.8	9.6	0.2	14.3	16.1	-1.8	11.5	8.9	2.6						
CRUISE1323	7.9	7.9	0.0	6.8	6.3	0.5	8.9	9.6	-0.7	9.4	9.3	0.1	7.0	6.7	0.3	5.4	6.2	-0.8	9.3	9.9	-0.6						
MIX102.3	15.4	14.6	0.8	13.9	14.3	-0.4	16.1	15.3	0.8	17.1	16.3	0.8	14.6	13.1	1.5	14.3	11.7	2.6	15.4	15.4	0.0						
5MMM	10.1	11.5	-1.4	10.3	10.5	-0.2	10.0	12.2	-2.2	11.6	14.1	-2.5	9.4	10.4	-1.0	7.8	6.9	0.9	9.3	9.1	0.2						
NOVA91.9	10.9	10.1	0.8	10.0	9.2	0.8	9.2	8.3	0.9	11.4	10.1	1.3	13.8	13.6	0.2	11.0	10.3	0.7	9.3	9.1	0.2						
HIT 107	8.8	8.5	0.3	6.7	7.0	-0.3	8.6	8.4	0.2	10.7	10.5	0.2	10.9	9.3	1.6	5.8	5.3	0.5	6.9	6.7	0.2						
ABC ADE	9.5	11.2	-1.7	13.5	15.6	-2.1	9.9	10.6	-0.7	6.9	8.3	-1.4	7.0	9.5	-2.5	9.9	11.9	-2.0	10.2	11.9	-1.7						
5RN	3.6	3.1	0.5	5.1	4.2	0.9	2.6	2.7	-0.1	2.6	2.3	0.3	3.8	3.2	0.6	4.2	3.3	0.9	4.0	3.7	0.3						
ABC NEWS	1.8	1.9	-0.1	3.2	3.3	-0.1	1.0	1.3	-0.3	1.3	1.3	0.0	1.1	1.2	-0.1	2.1	2.6	-0.5	2.3	2.5	-0.2						
5JJJ	5.7	5.2	0.5	5.1	4.8	0.3	5.4	4.5	0.9	5.9	5.2	0.7	6.9	6.9	0.0	6.0	4.9	1.1	4.5	4.3	0.2						
ABCFM	2.6	3.5	-0.9	2.5	3.8	-1.3	2.6	3.6	-1.0	2.2	2.6	-0.4	2.6	3.7	-1.1	4.0	5.2	-1.2	3.2	4.7	-1.5						



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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	151	140	11	2	3	-1	5	5	0	13	11	2	29	30	-1	35	35	0	67	58	9
CRUISE1323	165	173	-8	5	9	-4	4	4	0	13	18	-5	32	28	4	44	43	1	67	70	-3
MIX102.3	339	338	1	43	39	4	31	37	-6	75	76	-1	102	94	8	60	60	0	28	32	-4
5MMM	201	230	-29	29	29	0	19	21	-2	46	50	-4	65	81	-16	36	37	-1	7	12	-5
NOVA91.9	319	311	8	60	62	-2	62	61	1	115	107	8	56	56	0	20	19	1	6	6	0
HIT 107	222	221	1	31	32	-1	39	43	-4	98	95	3	42	34	8	10	15	-5	2	2	0
ABC ADE	180	187	-7	4	4	0	4	1	3	13	9	4	39	33	6	32	43	-11	88	96	-8
5RN	56	60	-4	1	1	0	2	1	1	5	4	1	9	8	1	9	12	-3	30	33	-3
ABC NEWS	71	70	1	3	3	0	4	4	0	10	8	2	22	19	3	14	17	-3	18	19	-1
5JJJ	165	154	11	15	15	0	38	38	0	64	61	3	35	25	10	10	10	0	4	5	-1
ABCFM	63	69	-6	1	*	*	6	5	1	12	9	3	8	14	-6	8	12	-4	27	29	-2
Total	1085	1084	1	108	108	0	122	120	2	245	244	1	245	244	1	159	160	-1	206	207	-1

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	141	133	8	99	94	5	80	78	2	80	75	5	83	76	7	50	49	1	104	89	15						
CRUISE1323	149	158	-9	76	79	-3	83	90	-7	98	107	-9	77	75	2	43	43	0	115	118	-3						
MIX102.3	304	304	0	184	184	0	152	148	4	170	170	0	169	163	6	95	93	2	232	222	10						
5MMM	175	205	-30	107	116	-9	80	100	-20	99	125	-26	99	113	-14	54	58	-4	126	138	-12						
NOVA91.9	299	293	6	172	174	-2	124	125	-1	171	162	9	176	173	3	91	85	6	201	196	5						
HIT 107	208	206	2	117	127	-10	100	93	7	129	122	7	132	116	16	62	53	9	132	127	5						
ABC ADE	158	171	-13	114	125	-11	92	98	-6	89	97	-8	75	93	-18	57	64	-7	129	135	-6						
5RN	51	53	-2	35	35	0	27	27	0	26	28	-2	30	31	-1	24	20	4	38	41	-3						
ABC NEWS	63	64	-1	48	44	4	20	24	-4	26	29	-3	17	22	-5	11	16	-5	44	44	0						
5JJJ	150	141	9	78	82	-4	67	61	6	75	74	1	92	82	10	56	50	6	98	86	12						
ABCFM	56	64	-8	30	38	-8	24	31	-7	28	33	-5	30	34	-4	15	25	-10	42	47	-5						
Total	1063	1061	2	843	847	-4	707	708	-1	771	803	-32	795	790	5	500	495	5	940	929	11						



# ADELAIDE RADIO - SURVEY 4 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	17	15	2	*	*	*	*	*	*	1	*	*	2	2	0	3	3	0	11	9	2	
CRUISE1323	12	12	0	*	*	*	*	*	*	*	1	*	2	2	0	4	4	0	5	5	0	
MIX102.3	23	22	1	2	2	0	1	2	-1	3	3	0	8	6	2	5	5	0	3	3	0	
5MMM	15	16	-1	1	1	0	1	1	0	2	3	-1	5	6	-1	4	4	0	1	1	0	
NOVA91.9	16	15	1	3	3	0	3	2	1	5	5	0	4	3	1	1	1	0	*	*	*	
HIT 107	12	12	0	2	1	1	2	2	0	6	7	-1	3	2	1	1	*	*	*	*	*	*
ABC ADE	14	17	-3	*	*	*	*	*	*	1	*	*	2	3	-1	3	4	-1	9	10	-1	
5RN	5	5	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	3	3	0	
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0	
5JJJ	8	7	1	*	*	*	2	2	0	3	3	0	3	2	1	*	*	*	*	*	*	
ABCFM	4	6	-2	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	4	-1	
<b>Total</b>	<b>148</b>	<b>147</b>	<b>1</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>12</b>	<b>10</b>	<b>2</b>	<b>25</b>	<b>28</b>	<b>-3</b>	<b>36</b>	<b>32</b>	<b>4</b>	<b>27</b>	<b>27</b>	<b>0</b>	<b>38</b>	<b>41</b>	<b>-3</b>	

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	19	17	2	31	27	4	30	27	3	15	13	2	16	15	1	8	9	-1	14	11	3						
CRUISE1323	12	12	0	15	14	1	19	21	-2	17	18	-1	11	11	0	3	3	0	12	12	0						
MIX102.3	24	23	1	30	31	-1	35	34	1	32	31	1	24	21	3	8	6	2	19	19	0						
5MMM	16	18	-2	22	23	-1	22	27	-5	22	27	-5	15	17	-2	4	4	0	12	11	1						
NOVA91.9	17	16	1	21	20	1	20	19	1	21	19	2	22	22	0	6	6	0	12	11	1						
HIT 107	14	13	1	14	15	-1	19	19	0	20	20	0	18	15	3	3	3	0	9	8	1						
ABC ADE	15	18	-3	29	34	-5	21	24	-3	13	16	-3	11	15	-4	6	6	0	13	14	-1						
5RN	6	5	1	11	9	2	6	6	0	5	4	1	6	5	1	2	2	0	5	4	1						
ABC NEWS	3	3	0	7	7	0	2	3	-1	2	3	-1	2	2	0	1	1	0	3	3	0						
5JJJ	9	8	1	11	10	1	12	10	2	11	10	1	11	11	0	3	3	0	6	5	1						
ABCFM	4	6	-2	5	8	-3	6	8	-2	4	5	-1	4	6	-2	2	3	-1	4	6	-2						
<b>Total</b>	<b>158</b>	<b>158</b>	<b>0</b>	<b>215</b>	<b>215</b>	<b>0</b>	<b>217</b>	<b>223</b>	<b>-6</b>	<b>187</b>	<b>189</b>	<b>-2</b>	<b>162</b>	<b>159</b>	<b>3</b>	<b>56</b>	<b>54</b>	<b>2</b>	<b>124</b>	<b>121</b>	<b>3</b>						