



ADELAIDE RADIO - SURVEY 5 2017

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	11.4	11.7	-0.3	0.6	0.5	0.1	0.5	0.4	0.1	4.5	4.6	-0.1	6.6	6.0	0.6	12.2	14.5	-2.3	27.4	27.5	-0.1
CRUISE1323	9.8	8.3	1.5	0.5	0.8	-0.3	4.5	1.0	3.5	4.6	1.3	3.3	7.9	7.6	0.3	14.7	13.9	0.8	16.7	14.8	1.9
MIX102.3	13.1	12.8	0.3	14.9	19.0	-4.1	15.9	7.2	8.7	10.2	10.2	0.0	19.2	19.5	-0.3	18.4	18.5	-0.1	4.0	4.5	-0.5
5MMM	12.1	10.9	1.2	5.3	4.1	1.2	7.0	7.0	0.0	15.7	14.0	1.7	21.2	19.0	2.2	10.6	11.1	-0.5	4.0	3.4	0.6
NOVA91.9	11.2	9.7	1.5	41.3	35.0	6.3	19.9	20.4	-0.5	15.4	14.5	0.9	13.4	9.6	3.8	3.8	3.0	0.8	0.6	0.8	-0.2
HIT 107	7.9	10.1	-2.2	16.2	14.7	1.5	24.1	32.9	-8.8	15.6	21.7	-6.1	5.7	7.2	-1.5	2.9	3.0	-0.1	0.6	0.5	0.1
ABC ADE	10.1	10.5	-0.4	0.8	2.5	-1.7	2.9	2.8	0.1	2.7	1.7	1.0	5.2	3.5	1.7	15.0	16.7	-1.7	22.5	24.5	-2.0
5RN	1.8	2.5	-0.7	0.2	0.4	-0.2	0.1	0.4	-0.3	0.3	0.1	0.2	0.7	1.0	-0.3	3.8	5.2	-1.4	3.7	5.3	-1.6
ABC NEWS	1.2	1.7	-0.5	0.2	0.5	-0.3	1.5	1.4	0.1	0.6	0.6	0.0	1.1	1.4	-0.3	2.5	3.0	-0.5	1.1	2.3	-1.2
5JJJ	5.6	6.8	-1.2	5.5	10.5	-5.0	9.3	14.8	-5.5	11.6	14.0	-2.4	6.6	7.2	-0.6	3.6	2.7	0.9	*	0.2	*
ABCFM	3.7	3.6	0.1	1.6	1.6	0.0	0.1	0.6	-0.5	1.5	1.8	-0.3	1.7	2.6	-0.9	1.8	2.1	-0.3	10.3	8.4	1.9

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	11.8	11.9	-0.1	13.6	13.0	0.6	12.9	13.7	-0.8	8.4	8.5	-0.1	10.8	10.7	0.1	15.4	16.5	-1.1	10.3	11.1	-0.8
CRUISE1323	9.7	8.0	1.7	7.2	6.4	0.8	13.0	10.0	3.0	11.5	9.7	1.8	7.9	6.4	1.5	6.7	5.1	1.6	10.2	9.3	0.9
MIX102.3	13.1	12.8	0.3	11.3	11.5	-0.2	13.3	13.6	-0.3	15.0	14.6	0.4	13.8	12.0	1.8	11.1	10.4	0.7	13.1	12.8	0.3
5MMM	13.1	11.5	1.6	13.5	11.4	2.1	15.2	11.6	3.6	15.6	13.6	2.0	9.8	10.6	-0.8	6.4	7.4	-1.0	8.7	9.2	-0.5
NOVA91.9	10.9	9.5	1.4	10.8	9.2	1.6	7.0	6.6	0.4	10.7	9.7	1.0	16.1	12.7	3.4	11.9	10.5	1.4	12.2	10.5	1.7
HIT 107	8.1	10.6	-2.5	7.8	9.8	-2.0	7.6	10.7	-3.1	7.8	11.7	-3.9	9.7	11.8	-2.1	7.7	7.8	-0.1	7.6	8.5	-0.9
ABC ADE	10.4	10.5	-0.1	14.2	14.7	-0.5	9.4	10.4	-1.0	8.2	7.8	0.4	7.0	7.2	-0.2	14.5	12.8	1.7	9.4	10.4	-1.0
5RN	1.7	2.5	-0.8	2.5	3.6	-1.1	1.0	1.6	-0.6	1.0	1.3	-0.3	1.8	3.1	-1.3	2.8	3.9	-1.1	2.2	2.6	-0.4
ABC NEWS	1.1	1.6	-0.5	2.0	2.7	-0.7	0.5	0.7	-0.2	0.5	1.3	-0.8	1.1	1.5	-0.4	1.9	1.8	0.1	1.6	1.8	-0.2
5JJJ	5.5	6.8	-1.3	5.3	5.9	-0.6	5.2	6.5	-1.3	5.7	7.0	-1.3	6.4	8.8	-2.4	4.8	5.5	-0.7	5.7	6.9	-1.2
ABCFM	3.5	3.4	0.1	3.1	3.4	-0.3	3.9	3.4	0.5	3.5	3.5	0.0	3.8	3.4	0.4	3.3	3.5	-0.2	4.1	4.0	0.1



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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	16	17	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	10	-1
CRUISE1323	14	12	2	*	*	*	1	*	*	1	*	*	3	3	0	3	3	0	6	5	1
MIX102.3	18	18	0	1	2	-1	2	1	1	3	3	0	7	7	0	4	4	0	1	2	-1
5MMM	17	16	1	*	*	*	1	1	0	4	4	0	8	7	1	2	3	-1	1	1	0
NOVA91.9	16	14	2	3	3	0	2	2	0	4	4	0	5	3	2	1	1	0	*	*	*
HIT 107	11	14	-3	1	1	0	3	4	-1	4	6	-2	2	3	-1	1	1	0	*	*	*
ABC ADE	14	15	-1	*	*	*	*	*	*	1	*	*	2	1	1	3	4	-1	8	9	-1
5RN	2	4	-2	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	*	1	*
5JJJ	8	10	-2	*	1	*	1	2	-1	3	4	-1	2	3	-1	1	1	0	*	*	*
ABC FM	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	4	3	1
Total	138	142	-4	8	9	-1	11	12	-1	26	26	0	36	36	0	23	23	0	34	36	-2

Average Audience (000's) by Session, P10+ [Potential: 1139]

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	26	26	0	26	28	-2	15	16	-1	16	16	0	8	9	-1	12	13	-1						
CRUISE1323	14	12	2	14	13	1	27	21	6	20	18	2	12	10	2	3	3	0	12	11	1						
MIX102.3	19	19	0	22	23	-1	27	28	-1	27	27	0	21	18	3	6	5	1	15	15	0						
5MMM	19	17	2	26	23	3	31	24	7	28	25	3	15	16	-1	3	4	-1	10	11	-1						
NOVA91.9	16	14	2	21	19	2	14	14	0	19	18	1	24	19	5	6	5	1	14	13	1						
HIT 107	12	16	-4	15	20	-5	15	22	-7	14	21	-7	15	18	-3	4	4	0	9	10	-1						
ABC ADE	15	16	-1	28	30	-2	19	21	-2	15	14	1	11	11	0	7	7	0	11	12	-1						
5RN	2	4	-2	5	7	-2	2	3	-1	2	2	0	3	5	-2	1	2	-1	3	3	0						
ABC NEWS	2	2	0	4	5	-1	1	1	0	1	2	-1	2	2	0	1	1	0	2	2	0						
5JJJ	8	10	-2	10	12	-2	11	13	-2	10	13	-3	10	14	-4	2	3	-1	7	8	-1						
ABC FM	5	5	0	6	7	-1	8	7	1	6	6	0	6	5	1	2	2	0	5	5	0						
Total	147	150	-3	194	203	-9	204	207	-3	178	183	-5	151	153	-2	52	52	0	117	120	-3						



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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	152	150	2	1	3	-2	4	4	0	12	13	-1	33	33	0	32	30	2	70	66	4
CRUISE1323	197	185	12	4	6	-2	13	10	3	21	13	8	34	35	-1	50	46	4	75	75	0
MIX102.3	335	324	11	45	42	3	49	36	13	69	74	-5	94	91	3	53	54	-1	26	27	-1
5MMM	224	231	-7	21	21	0	23	25	-2	51	60	-9	78	71	7	38	40	-2	13	14	-1
NOVA91.9	331	314	17	70	62	8	65	63	2	99	95	4	77	72	5	15	15	0	5	6	-1
HIT 107	242	259	-17	51	49	2	56	60	-4	80	90	-10	39	43	-4	12	13	-1	4	4	0
ABC ADE	179	191	-12	5	9	-4	2	6	-4	15	11	4	35	35	0	44	45	-1	79	85	-6
5RN	49	58	-9	1	3	-2	3	4	-1	5	2	3	8	11	-3	11	16	-5	21	22	-1
ABC NEWS	60	66	-6	2	4	-2	7	8	-1	9	8	1	16	13	3	11	12	-1	15	22	-7
5JJJ	168	177	-9	19	22	-3	30	31	-1	68	72	-4	37	39	-2	12	11	1	1	1	0
ABCFM	75	79	-4	3	5	-2	3	4	-1	15	12	3	14	18	-4	9	13	-4	31	27	4
Total	1079	1080	-1	108	107	1	122	122	0	244	246	-2	247	246	1	156	156	0	203	203	0

Cumulative Audience (000's) by Session, P10+ [Potential: 1139]

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	145	140	5	93	94	-1	81	80	1	80	79	1	79	76	3	56	56	0	101	109	-8
CRUISE1323	174	160	14	78	84	-6	110	102	8	117	104	13	93	79	14	49	47	2	126	118	8
MIX102.3	294	281	13	163	155	8	143	135	8	172	171	1	152	148	4	81	78	3	215	215	0
5MMM	196	203	-7	114	117	-3	105	88	17	113	111	2	103	103	0	53	62	-9	125	134	-9
NOVA91.9	306	288	18	193	164	29	114	107	7	188	178	10	193	172	21	99	97	2	229	211	18
HIT 107	223	241	-18	122	119	3	97	113	-16	123	141	-18	137	145	-8	64	65	-1	143	161	-18
ABC ADE	167	177	-10	115	123	-8	87	96	-9	83	90	-7	73	76	-3	67	68	-1	120	132	-12
5RN	42	54	-12	24	34	-10	21	24	-3	21	23	-2	24	30	-6	16	21	-5	32	36	-4
ABC NEWS	53	57	-4	37	39	-2	16	14	2	17	22	-5	22	25	-3	18	17	1	38	43	-5
5JJJ	149	161	-12	94	103	-9	68	75	-7	76	83	-7	92	105	-13	44	52	-8	97	106	-9
ABCFM	69	73	-4	39	41	-2	36	29	7	41	39	2	40	39	1	22	27	-5	45	49	-4
Total	1056	1057	-1	821	822	-1	707	695	12	792	790	2	783	784	-1	482	486	-4	919	926	-7