



ADELAIDE RADIO - SURVEY 5 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	13.1	11.8	1.3	3.9	1.6	2.3	1.2	3.4	-2.2	2.8	2.1	0.7	11.1	5.6	5.5	16.4	12.7	3.7	26.7	28.8	-2.1
CRUISE1323	8.7	8.2	0.5	1.9	1.0	0.9	2.9	1.6	1.3	2.6	1.7	0.9	3.6	4.9	-1.3	16.7	16.9	-0.2	16.4	13.5	2.9
MIX102.3	15.1	15.4	-0.3	23.1	21.2	1.9	11.0	12.8	-1.8	12.6	13.6	-1.0	20.9	21.7	-0.8	15.9	19.3	-3.4	9.2	7.1	2.1
5MMM	9.8	9.9	-0.1	6.6	12.9	-6.3	7.8	8.7	-0.9	6.8	8.4	-1.6	15.0	14.8	0.2	18.2	16.4	1.8	2.2	1.4	0.8
NOVA91.9	9.9	10.5	-0.6	26.4	28.6	-2.2	24.1	26.7	-2.6	20.4	18.5	1.9	7.7	10.7	-3.0	2.2	2.5	-0.3	0.8	0.8	0.0
HIT 107	9.0	8.3	0.7	18.6	14.9	3.7	20.9	14.8	6.1	20.0	23.0	-3.0	7.8	6.9	0.9	2.5	2.1	0.4	0.5	0.4	0.1
ABC ADE	8.5	9.7	-1.2	1.0	1.0	0.0	1.2	1.0	0.2	2.1	2.2	-0.1	5.5	6.4	-0.9	10.2	10.5	-0.3	19.3	22.3	-3.0
5RN	3.2	3.7	-0.5	0.1	0.1	0.0	1.7	1.7	0.0	1.5	0.7	0.8	2.8	2.5	0.3	2.3	5.5	-3.2	6.6	7.1	-0.5
ABC NEWS	1.8	1.9	-0.1	0.9	0.6	0.3	1.3	1.0	0.3	1.5	0.8	0.7	2.0	2.5	-0.5	1.3	1.6	-0.3	2.8	2.8	0.0
5JJJ	5.2	5.4	-0.2	3.1	4.1	-1.0	12.2	13.9	-1.7	12.1	11.2	0.9	6.1	7.4	-1.3	1.6	1.5	0.1	0.4	0.3	0.1
ABC FM	2.5	2.8	-0.3	0.3	0.3	0.0	0.6	1.5	-0.9	0.8	1.0	-0.2	1.0	0.4	0.6	1.4	2.1	-0.7	7.2	7.7	-0.5

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	13.0	11.9	1.1	14.6	14.4	0.2	15.2	13.9	1.3	9.0	8.1	0.9	12.2	9.8	2.4	15.7	14.3	1.4	13.6	11.5	2.1						
CRUISE1323	8.2	7.9	0.3	6.9	6.8	0.1	8.8	8.9	-0.1	9.9	9.4	0.5	7.8	7.0	0.8	6.4	5.4	1.0	10.3	9.3	1.0						
MIX102.3	15.4	15.4	0.0	14.0	13.9	0.1	15.5	16.1	-0.6	18.5	17.1	1.4	14.6	14.6	0.0	12.2	14.3	-2.1	14.1	15.4	-1.3						
5MMM	10.2	10.1	0.1	10.8	10.3	0.5	10.8	10.0	0.8	10.6	11.6	-1.0	9.2	9.4	-0.2	7.4	7.8	-0.4	8.6	9.3	-0.7						
NOVA91.9	10.0	10.9	-0.9	9.3	10.0	-0.7	8.0	9.2	-1.2	10.2	11.4	-1.2	13.6	13.8	-0.2	10.5	11.0	-0.5	9.5	9.3	0.2						
HIT 107	9.4	8.8	0.6	7.5	6.7	0.8	9.0	8.6	0.4	11.2	10.7	0.5	10.6	10.9	-0.3	8.9	5.8	3.1	7.5	6.9	0.6						
ABC ADE	8.3	9.5	-1.2	11.9	13.5	-1.6	7.8	9.9	-2.1	5.9	6.9	-1.0	5.7	7.0	-1.3	11.2	9.9	1.3	8.9	10.2	-1.3						
5RN	3.1	3.6	-0.5	4.4	5.1	-0.7	2.8	2.6	0.2	2.0	2.6	-0.6	3.0	3.8	-0.8	3.5	4.2	-0.7	3.3	4.0	-0.7						
ABC NEWS	1.7	1.8	-0.1	2.8	3.2	-0.4	0.9	1.0	-0.1	1.3	1.3	0.0	1.1	1.1	0.0	3.2	2.1	1.1	2.2	2.3	-0.1						
5JJJ	5.5	5.7	-0.2	4.6	5.1	-0.5	5.9	5.4	0.5	5.9	5.9	0.0	6.5	6.9	-0.4	4.0	6.0	-2.0	4.2	4.5	-0.3						
ABC FM	2.3	2.6	-0.3	2.3	2.5	-0.2	2.4	2.6	-0.2	2.3	2.2	0.1	2.4	2.6	-0.2	2.3	4.0	-1.7	3.0	3.2	-0.2						



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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	156	151	5	5	2	3	2	5	-3	11	13	-2	33	29	4	40	35	5	64	67	-3
CRUISE1323	180	165	15	8	5	3	5	4	1	13	13	0	31	32	-1	50	44	6	72	67	5
MIX102.3	324	339	-15	45	43	2	36	31	5	69	75	-6	95	102	-7	49	60	-11	31	28	3
5MMM	204	201	3	24	29	-5	16	19	-3	47	46	1	63	65	-2	42	36	6	12	7	5
NOVA91.9	308	319	-11	65	60	5	67	62	5	106	115	-9	46	56	-10	16	20	-4	7	6	1
HIT 107	239	222	17	40	31	9	46	39	7	89	98	-9	49	42	7	11	10	1	4	2	2
ABC ADE	179	180	-1	5	4	1	4	4	0	14	13	1	40	39	1	36	32	4	80	88	-8
5RN	58	56	2	1	1	0	3	2	1	10	5	5	9	9	0	7	9	-2	28	30	-2
ABC NEWS	73	71	2	5	3	2	7	4	3	11	10	1	19	22	-3	12	14	-2	20	18	2
5J JJ	170	165	5	14	15	-1	33	38	-5	70	64	6	38	35	3	11	10	1	5	4	1
ABCFM	58	63	-5	1	1	0	3	6	-3	9	12	-3	7	8	-1	8	8	0	30	27	3
Total	1082	1085	-3	107	108	-1	121	122	-1	242	245	-3	245	245	0	160	159	1	208	206	2

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	149	141	8	106	99	7	86	80	6	86	80	6	85	83	2	60	50	10	116	104	12						
CRUISE1323	155	149	6	78	76	2	90	83	7	103	98	5	90	77	13	44	43	1	134	115	19						
MIX102.3	297	304	-7	177	184	-7	143	152	-9	175	170	5	166	169	-3	84	95	-11	209	232	-23						
5MMM	173	175	-2	104	107	-3	83	80	3	91	99	-8	95	99	-4	46	54	-8	119	126	-7						
NOVA91.9	285	299	-14	167	172	-5	117	124	-7	168	171	-3	169	176	-7	90	91	-1	195	201	-6						
HIT 107	222	208	14	120	117	3	108	100	8	133	129	4	128	132	-4	66	62	4	139	132	7						
ABC ADE	161	158	3	105	114	-9	89	92	-3	90	89	1	78	75	3	53	57	-4	118	129	-11						
5RN	53	51	2	36	35	1	25	27	-2	25	26	-1	25	30	-5	20	24	-4	41	38	3						
ABC NEWS	65	63	2	46	48	-2	18	20	-2	20	26	-6	18	17	1	17	11	6	43	44	-1						
5J JJ	150	150	0	80	78	2	68	67	1	78	75	3	95	92	3	41	56	-15	99	98	1						
ABCFM	52	56	-4	27	30	-3	26	24	2	30	28	2	31	30	1	11	15	-4	37	42	-5						
Total	1068	1063	5	850	843	7	704	707	-3	792	771	21	797	795	2	477	500	-23	932	940	-8						



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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	20	17	3	*	*	*	*	*	*	1	1	0	4	2	2	4	3	1	10	11	-1
CRUISE1323	13	12	1	*	*	*	*	*	*	1	*	*	1	2	-1	4	4	0	6	5	1
MIX102.3	23	23	0	3	2	1	1	1	0	3	3	0	8	8	0	4	5	-1	3	3	0
5MMM	15	15	0	1	1	0	1	1	0	2	2	0	6	5	1	5	4	1	1	1	0
NOVA91.9	15	16	-1	3	3	0	3	3	0	5	5	0	3	4	-1	1	1	0	*	*	*
HIT 107	13	12	1	2	2	0	3	2	1	5	6	-1	3	3	0	1	1	0	*	*	*
ABC ADE	13	14	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	7	9	-2
5RN	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
5J JJ	8	8	0	*	*	*	1	2	-1	3	3	0	2	3	-1	*	*	*	*	*	*
ABCFM	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	3	3	0
Total	150	148	2	11	10	1	12	12	0	25	25	0	38	36	2	26	27	-1	37	38	-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	21	19	2	32	31	1	34	30	4	17	15	2	20	16	4	8	8	0	17	14	3						
CRUISE1323	13	12	1	15	15	0	20	19	1	19	17	2	13	11	2	3	3	0	13	12	1						
MIX102.3	25	24	1	31	30	1	35	35	0	35	32	3	24	24	0	6	8	-2	18	19	-1						
5MMM	16	16	0	24	22	2	24	22	2	20	22	-2	15	15	0	4	4	0	11	12	-1						
NOVA91.9	16	17	-1	20	21	-1	18	20	-2	19	21	-2	22	22	0	5	6	-1	12	12	0						
HIT 107	15	14	1	17	14	3	20	19	1	22	20	2	17	18	-1	5	3	2	9	9	0						
ABC ADE	13	15	-2	26	29	-3	17	21	-4	11	13	-2	9	11	-2	6	6	0	11	13	-2						
5RN	5	6	-1	10	11	-1	6	6	0	4	5	-1	5	6	-1	2	2	0	4	5	-1						
ABC NEWS	3	3	0	6	7	-1	2	2	0	3	2	1	2	2	0	2	1	1	3	3	0						
5J JJ	9	9	0	10	11	-1	13	12	1	11	11	0	11	11	0	2	3	-1	5	6	-1						
ABCFM	4	4	0	5	5	0	5	6	-1	4	4	0	4	4	0	1	2	-1	4	4	0						
Total	160	158	2	220	215	5	223	217	6	192	187	5	163	162	1	52	56	-4	124	124	0						