



ADELAIDE RADIO - SURVEY 1 2016

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	9.6	10.2	-0.6	0.3	4.2	-3.9	0.4	2.7	-2.3	4.0	2.4	1.6	8.0	8.4	-0.4	10.6	11.7	-1.1	22.2	22.8	-0.6
CRUISE1323	7.2	8.5	-1.3	1.7	2.2	-0.5	0.9	5.5	-4.6	3.4	4.1	-0.7	4.7	7.0	-2.3	18.3	17.4	0.9	9.4	10.6	-1.2
MIX102.3	11.4	13.0	-1.6	13.4	13.2	0.2	7.7	6.4	1.3	12.4	16.4	-4.0	15.2	17.7	-2.5	13.2	13.1	0.1	5.6	7.1	-1.5
5MMM	10.2	8.7	1.5	9.1	6.5	2.6	5.6	9.0	-3.4	7.9	8.2	-0.3	20.5	12.4	8.1	10.7	13.1	-2.4	2.4	2.3	0.1
NOVA91.9	11.6	11.2	0.4	37.0	39.5	-2.5	22.4	17.5	4.9	17.8	18.5	-0.7	11.0	9.8	1.2	4.0	3.2	0.8	0.8	1.3	-0.5
hit107	10.1	8.4	1.7	14.4	13.1	1.3	31.3	25.2	6.1	18.9	15.0	3.9	7.3	7.4	-0.1	2.9	3.0	-0.1	0.6	0.2	0.4
ABC891	12.6	12.4	0.2	3.6	3.0	0.6	0.6	1.0	-0.4	1.5	4.3	-2.8	6.1	6.3	-0.2	16.9	14.8	2.1	34.5	31.5	3.0
5RN	2.0	2.2	-0.2	0.3	1.5	-1.2	*	1.6	*	0.6	0.1	0.5	3.0	2.3	0.7	2.3	3.8	-1.5	3.4	3.4	0.0
NEWSR	1.9	1.8	0.1	0.3	1.3	-1.0	*	0.7	*	0.9	0.8	0.1	0.9	1.1	-0.2	1.9	2.4	-0.5	5.1	3.7	1.4
5JJJ	8.1	6.8	1.3	6.3	3.2	3.1	18.3	15.2	3.1	18.9	14.4	4.5	6.7	8.7	-2.0	2.6	1.1	1.5	0.2	0.1	0.1
ABCFM	2.7	3.6	-0.9	1.3	0.1	1.2	0.4	0.6	-0.2	0.8	0.8	0.0	1.2	2.7	-1.5	2.0	2.9	-0.9	8.2	9.7	-1.5

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	9.9	10.8	-0.9	11.9	12.8	-0.9	11.1	11.8	-0.7	6.6	7.6	-1.0	9.5	10.8	-1.3	10.5	11.7	-1.2	8.7	8.4	0.3
CRUISE1323	6.9	7.9	-1.0	6.2	6.3	-0.1	8.5	8.9	-0.4	7.3	10.0	-2.7	6.0	7.3	-1.3	5.6	5.8	-0.2	8.4	10.2	-1.8
MIX102.3	11.4	12.7	-1.3	11.3	12.7	-1.4	11.1	13.0	-1.9	12.8	13.4	-0.6	11.0	12.5	-1.5	9.4	10.4	-1.0	11.4	14.0	-2.6
5MMM	10.8	9.1	1.7	9.6	8.7	0.9	11.8	9.9	1.9	12.5	9.8	2.7	10.2	8.7	1.5	8.4	7.2	1.2	8.1	7.3	0.8
NOVA91.9	11.4	11.4	0.0	10.7	10.6	0.1	10.7	10.1	0.6	11.2	11.6	-0.4	14.2	13.3	0.9	10.9	12.8	-1.9	12.4	10.7	1.7
hit107	10.5	8.7	1.8	8.1	5.7	2.4	11.3	8.2	3.1	13.1	10.6	2.5	11.1	11.7	-0.6	7.7	7.8	-0.1	8.7	7.6	1.1
ABC891	12.3	12.6	-0.3	18.9	17.8	1.1	10.7	11.6	-0.9	8.4	10.2	-1.8	8.7	9.0	-0.3	14.2	13.5	0.7	13.8	11.7	2.1
5RN	1.9	2.1	-0.2	2.6	3.5	-0.9	1.7	1.6	0.1	1.4	1.0	0.4	1.8	1.9	-0.1	2.6	2.9	-0.3	2.4	2.6	-0.2
NEWSR	1.7	1.7	0.0	2.8	2.6	0.2	1.1	1.7	-0.6	0.7	0.9	-0.2	0.9	1.0	-0.1	3.9	2.3	1.6	2.6	2.2	0.4
5JJJ	8.6	7.1	1.5	6.7	5.9	0.8	7.3	7.2	0.1	10.1	7.9	2.2	10.6	7.7	2.9	9.1	6.6	2.5	6.5	5.9	0.6
ABCFM	2.7	3.4	-0.7	2.5	3.2	-0.7	2.8	3.3	-0.5	2.4	2.6	-0.2	3.6	3.6	0.0	2.6	6.1	-3.5	2.7	4.2	-1.5



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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	14	14	0	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	7	7	0
CRUISE1323	10	12	-2	*	*	*	*	1	*	1	1	0	2	2	0	4	4	0	3	3	0
MIX102.3	16	18	-2	1	1	0	1	1	0	4	5	-1	6	6	0	3	3	0	2	2	0
5MMM	15	12	3	1	1	0	1	1	0	2	2	0	7	4	3	3	3	0	1	1	0
NOVA91.9	17	16	1	3	4	-1	3	2	1	5	5	0	4	3	1	1	1	0	*	*	*
hit107	15	12	3	1	1	0	4	3	1	6	4	2	3	3	0	1	1	0	*	*	*
ABC891	18	17	1	*	*	*	*	*	*	*	1	*	2	2	0	4	3	1	11	10	1
5RN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	1	1
5JJJ	12	9	3	1	*	*	2	2	0	6	4	2	2	3	-1	1	*	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	3	3	0
Total	145	138	7	9	10	-1	13	12	1	30	28	2	36	35	1	24	23	1	32	32	0

Average Audience (000's) by Session, P10+ [Potential: 1125]

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	15	16	-1	25	26	-1	24	23	1	12	13	-1	16	17	-1	6	6	0	10	10	0						
CRUISE1323	11	12	-1	13	13	0	18	17	1	13	17	-4	10	11	-1	3	3	0	10	12	-2						
MIX102.3	18	19	-1	24	26	-2	24	25	-1	23	23	0	18	19	-1	5	5	0	13	16	-3						
5MMM	17	13	4	21	18	3	25	19	6	22	17	5	17	13	4	5	4	1	9	9	0						
NOVA91.9	18	17	1	23	22	1	23	20	3	20	20	0	23	20	3	6	7	-1	14	12	2						
hit107	16	13	3	17	12	5	24	16	8	23	18	5	18	18	0	4	4	0	10	9	1						
ABC891	19	19	0	40	37	3	23	23	0	15	18	-3	14	14	0	8	7	1	16	14	2						
5RN	3	3	0	5	7	-2	4	3	1	2	2	0	3	3	0	1	2	-1	3	3	0						
NEWSR	3	2	1	6	5	1	2	3	-1	1	2	-1	2	2	0	2	1	1	3	3	0						
5JJJ	13	10	3	14	12	2	16	14	2	18	14	4	17	12	5	5	3	2	8	7	1						
ABCFM	4	5	-1	5	7	-2	6	6	0	4	4	0	6	6	0	1	3	-2	3	5	-2						
Total	156	147	9	215	206	9	215	194	21	180	173	7	164	154	10	56	53	3	116	117	-1						



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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	148	157	-9	4	7	-3	3	6	-3	16	13	3	34	39	-5	30	36	-6	62	56	6
CRUISE1323	168	166	2	4	7	-3	5	8	-3	16	13	3	31	36	-5	57	49	8	56	53	3
MIX102.3	307	325	-18	39	34	5	35	33	2	64	87	-23	91	90	1	54	51	3	24	30	-6
5MMM	223	205	18	22	22	0	17	24	-7	55	42	13	81	71	10	35	31	4	12	15	-3
NOVA91.9	312	321	-9	68	70	-2	58	64	-6	93	106	-13	69	63	6	16	12	4	9	5	4
hit107	235	253	-18	40	40	0	55	60	-5	82	85	-3	45	49	-4	7	14	-7	6	5	1
ABC891	224	209	15	8	10	-2	4	6	-2	20	27	-7	45	45	0	50	38	12	98	82	16
5RN	51	46	5	2	3	-1	*	4	*	6	1	5	13	9	4	9	13	-4	21	16	5
NEWSR	67	66	1	1	6	-5	*	6	*	10	8	2	16	12	4	14	14	0	26	20	6
5JJJ	180	148	32	17	13	4	38	34	4	72	60	12	44	31	13	8	9	-1	1	2	-1
ABCFM	66	73	-7	3	2	1	2	5	-3	10	9	1	11	12	-1	8	12	-4	30	33	-3
Total	1068	1058	10	109	108	1	123	123	0	242	239	3	247	249	-2	151	153	-2	196	186	10

Cumulative Audience (000's) by Session, P10+ [Potential: 1125]

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	142	152	-10	104	108	-4	83	82	1	69	69	0	82	80	2	43	41	2	92	98	-6
CRUISE1323	144	145	-1	76	72	4	89	80	9	85	90	-5	79	77	2	38	43	-5	117	113	4
MIX102.3	273	297	-24	154	171	-17	135	146	-11	164	180	-16	157	158	-1	88	90	-2	199	209	-10
5MMM	200	182	18	118	102	16	102	89	13	118	103	15	117	100	17	54	57	-3	127	123	4
NOVA91.9	292	292	0	173	169	4	137	125	12	177	170	7	189	181	8	103	108	-5	209	208	1
hit107	217	234	-17	121	126	-5	112	105	7	138	134	4	138	153	-15	65	81	-16	156	147	9
ABC891	205	191	14	149	135	14	104	96	8	101	98	3	99	95	4	71	63	8	151	146	5
5RN	44	41	3	29	32	-3	21	19	2	20	18	2	17	19	-2	16	17	-1	37	34	3
NEWSR	54	57	-3	37	33	4	21	25	-4	17	17	0	16	18	-2	20	19	1	50	47	3
5JJJ	165	136	29	98	78	20	80	62	18	95	82	13	113	85	28	72	47	25	117	91	26
ABCFM	57	67	-10	30	34	-4	27	37	-10	30	34	-4	31	34	-3	15	26	-11	41	50	-9
Total	1055	1036	19	839	815	24	721	689	32	781	757	24	823	789	34	526	512	14	922	902	20