



# ADELAIDE RADIO - SURVEY 2 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     | 9.2        | 9.6  | -0.4 | 0.2          | 0.3  | -0.1 | 0.6          | 0.4  | 0.2  | 3.2          | 4.0  | -0.8 | 7.1          | 8.0  | -0.9 | 10.1         | 10.6 | -0.5 | 22.2       | 22.2 | 0.0  |
| CRUISE1323 | 6.8        | 7.2  | -0.4 | 1.3          | 1.7  | -0.4 | 0.7          | 0.9  | -0.2 | 1.7          | 3.4  | -1.7 | 4.2          | 4.7  | -0.5 | 15.7         | 18.3 | -2.6 | 11.5       | 9.4  | 2.1  |
| MIX102.3   | 11.4       | 11.4 | 0.0  | 15.6         | 13.4 | 2.2  | 12.2         | 7.7  | 4.5  | 10.7         | 12.4 | -1.7 | 15.0         | 15.2 | -0.2 | 16.2         | 13.2 | 3.0  | 3.4        | 5.6  | -2.2 |
| 5MMM       | 11.5       | 10.2 | 1.3  | 13.2         | 9.1  | 4.1  | 6.5          | 5.6  | 0.9  | 9.4          | 7.9  | 1.5  | 22.5         | 20.5 | 2.0  | 13.7         | 10.7 | 3.0  | 1.7        | 2.4  | -0.7 |
| NOVA91.9   | 11.5       | 11.6 | -0.1 | 38.0         | 37.0 | 1.0  | 20.0         | 22.4 | -2.4 | 19.4         | 17.8 | 1.6  | 9.9          | 11.0 | -1.1 | 4.9          | 4.0  | 0.9  | 0.5        | 0.8  | -0.3 |
| hit107     | 10.9       | 10.1 | 0.8  | 17.9         | 14.4 | 3.5  | 31.7         | 31.3 | 0.4  | 19.6         | 18.9 | 0.7  | 6.9          | 7.3  | -0.4 | 5.3          | 2.9  | 2.4  | 0.8        | 0.6  | 0.2  |
| ABC891     | 12.3       | 12.6 | -0.3 | 0.9          | 3.6  | -2.7 | 1.3          | 0.6  | 0.7  | 1.9          | 1.5  | 0.4  | 6.8          | 6.1  | 0.7  | 15.5         | 16.9 | -1.4 | 32.9       | 34.5 | -1.6 |
| 5RN        | 2.3        | 2.0  | 0.3  | 0.5          | 0.3  | 0.2  | *            | *    | *    | 0.8          | 0.6  | 0.2  | 2.6          | 3.0  | -0.4 | 2.2          | 2.3  | -0.1 | 5.0        | 3.4  | 1.6  |
| NEWSR      | 2.2        | 1.9  | 0.3  | 0.8          | 0.3  | 0.5  | 0.4          | *    | *    | 1.7          | 0.9  | 0.8  | 1.0          | 0.9  | 0.1  | 2.7          | 1.9  | 0.8  | 4.9        | 5.1  | -0.2 |
| 5JJJ       | 6.8        | 8.1  | -1.3 | 4.1          | 6.3  | -2.2 | 11.8         | 18.3 | -6.5 | 16.8         | 18.9 | -2.1 | 6.5          | 6.7  | -0.2 | 2.7          | 2.6  | 0.1  | 0.1        | 0.2  | -0.1 |
| ABCFM      | 3.6        | 2.7  | 0.9  | 1.2          | 1.3  | -0.1 | 0.9          | 0.4  | 0.5  | 0.6          | 0.8  | -0.2 | 3.4          | 1.2  | 2.2  | 2.5          | 2.0  | 0.5  | 9.2        | 8.2  | 1.0  |

## 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     | 9.3                 | 9.9  | -0.6 | 11.0                  | 11.9 | -0.9 | 11.0                   | 11.1 | -0.1 | 6.5                    | 6.6  | -0.1 | 8.4                   | 9.5  | -1.1 | 9.5                    | 10.5 | -1.0 | 9.1                 | 8.7  | 0.4  |
| CRUISE1323 | 6.4                 | 6.9  | -0.5 | 5.5                   | 6.2  | -0.7 | 8.0                    | 8.5  | -0.5 | 7.3                    | 7.3  | 0.0  | 5.3                   | 6.0  | -0.7 | 4.9                    | 5.6  | -0.7 | 8.2                 | 8.4  | -0.2 |
| MIX102.3   | 11.5                | 11.4 | 0.1  | 12.3                  | 11.3 | 1.0  | 11.0                   | 11.1 | -0.1 | 12.0                   | 12.8 | -0.8 | 11.5                  | 11.0 | 0.5  | 8.8                    | 9.4  | -0.6 | 11.4                | 11.4 | 0.0  |
| 5MMM       | 12.0                | 10.8 | 1.2  | 10.5                  | 9.6  | 0.9  | 12.8                   | 11.8 | 1.0  | 13.6                   | 12.5 | 1.1  | 12.3                  | 10.2 | 2.1  | 9.6                    | 8.4  | 1.2  | 9.9                 | 8.1  | 1.8  |
| NOVA91.9   | 11.4                | 11.4 | 0.0  | 10.9                  | 10.7 | 0.2  | 9.5                    | 10.7 | -1.2 | 11.7                   | 11.2 | 0.5  | 13.7                  | 14.2 | -0.5 | 12.7                   | 10.9 | 1.8  | 11.7                | 12.4 | -0.7 |
| hit107     | 11.2                | 10.5 | 0.7  | 9.2                   | 8.1  | 1.1  | 11.0                   | 11.3 | -0.3 | 12.1                   | 13.1 | -1.0 | 13.6                  | 11.1 | 2.5  | 10.5                   | 7.7  | 2.8  | 9.7                 | 8.7  | 1.0  |
| ABC891     | 12.2                | 12.3 | -0.1 | 17.3                  | 18.9 | -1.6 | 10.9                   | 10.7 | 0.2  | 8.4                    | 8.4  | 0.0  | 9.1                   | 8.7  | 0.4  | 16.5                   | 14.2 | 2.3  | 12.8                | 13.8 | -1.0 |
| 5RN        | 2.3                 | 1.9  | 0.4  | 3.2                   | 2.6  | 0.6  | 2.6                    | 1.7  | 0.9  | 1.3                    | 1.4  | -0.1 | 1.7                   | 1.8  | -0.1 | 3.0                    | 2.6  | 0.4  | 2.5                 | 2.4  | 0.1  |
| NEWSR      | 2.2                 | 1.7  | 0.5  | 3.2                   | 2.8  | 0.4  | 1.9                    | 1.1  | 0.8  | 1.2                    | 0.7  | 0.5  | 1.4                   | 0.9  | 0.5  | 4.1                    | 3.9  | 0.2  | 2.5                 | 2.6  | -0.1 |
| 5JJJ       | 7.2                 | 8.6  | -1.4 | 6.5                   | 6.7  | -0.2 | 7.1                    | 7.3  | -0.2 | 9.1                    | 10.1 | -1.0 | 6.9                   | 10.6 | -3.7 | 5.0                    | 9.1  | -4.1 | 5.4                 | 6.5  | -1.1 |
| ABCFM      | 3.5                 | 2.7  | 0.8  | 2.7                   | 2.5  | 0.2  | 4.0                    | 2.8  | 1.2  | 3.9                    | 2.4  | 1.5  | 3.6                   | 3.6  | 0.0  | 3.6                    | 2.6  | 1.0  | 4.0                 | 2.7  | 1.3  |



# ADELAIDE RADIO - SURVEY 2 2016

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     | 13         | 14   | -1  | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 3            | 3    | 0   | 2            | 3    | -1  | 7          | 7    | 0   |
| CRUISE1323 | 10         | 10   | 0   | *            | *    | *   | *            | *    | *   | *            | 1    | *   | 1            | 2    | -1  | 4            | 4    | 0   | 4          | 3    | 1   |
| MIX102.3   | 16         | 16   | 0   | 1            | 1    | 0   | 2            | 1    | 1   | 3            | 4    | -1  | 5            | 6    | -1  | 4            | 3    | 1   | 1          | 2    | -1  |
| 5MMM       | 17         | 15   | 2   | 1            | 1    | 0   | 1            | 1    | 0   | 3            | 2    | 1   | 8            | 7    | 1   | 3            | 3    | 0   | 1          | 1    | 0   |
| NOVA91.9   | 17         | 17   | 0   | 3            | 3    | 0   | 3            | 3    | 0   | 6            | 5    | 1   | 3            | 4    | -1  | 1            | 1    | 0   | *          | *    | *   |
| hit107     | 16         | 15   | 1   | 2            | 1    | 1   | 4            | 4    | 0   | 6            | 6    | 0   | 2            | 3    | -1  | 1            | 1    | 0   | *          | *    | *   |
| ABC891     | 18         | 18   | 0   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 2            | 2    | 0   | 4            | 4    | 0   | 11         | 11   | 0   |
| 5RN        | 3          | 3    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 1            | 1    | 0   | 2          | 1    | 1   |
| NEWSR      | 3          | 3    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 2          | 2    | 0   |
| 5JJJ       | 10         | 12   | -2  | *            | 1    | *   | 2            | 2    | 0   | 5            | 6    | -1  | 2            | 2    | 0   | 1            | 1    | 0   | *          | *    | *   |
| ABCFM      | 5          | 4    | 1   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 1            | *    | *   | 3          | 3    | 0   |
| Total      | 144        | 145  | -1  | 9            | 9    | 0   | 14           | 13   | 1   | 29           | 30   | -1  | 35           | 36   | -1  | 24           | 24   | 0   | 33         | 32   | 1   |

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     | 14                  | 15   | -1   | 24        | 25                    | -1   | 24      | 24  | 0                      | 12        | 12   | 0   | 13                     | 16   | -3   | 5       | 6                     | -1   | 10      | 10  | 0                      |      |      |     |                     |      |      |
| CRUISE1323 | 10                  | 11   | -1   | 12        | 13                    | -1   | 17      | 18  | -1                     | 13        | 13   | 0   | 8                      | 10   | -2   | 3       | 3                     | 0    | 9       | 10  | -1                     |      |      |     |                     |      |      |
| MIX102.3   | 18                  | 18   | 0    | 27        | 24                    | 3    | 24      | 24  | 0                      | 22        | 23   | -1  | 18                     | 18   | 0    | 5       | 5                     | 0    | 13      | 13  | 0                      |      |      |     |                     |      |      |
| 5MMM       | 19                  | 17   | 2    | 23        | 21                    | 2    | 27      | 25  | 2                      | 25        | 22   | 3   | 20                     | 17   | 3    | 5       | 5                     | 0    | 11      | 9   | 2                      |      |      |     |                     |      |      |
| NOVA91.9   | 18                  | 18   | 0    | 24        | 23                    | 1    | 20      | 23  | -3                     | 21        | 20   | 1   | 22                     | 23   | -1   | 7       | 6                     | 1    | 13      | 14  | -1                     |      |      |     |                     |      |      |
| hit107     | 17                  | 16   | 1    | 20        | 17                    | 3    | 24      | 24  | 0                      | 22        | 23   | -1  | 22                     | 18   | 4    | 6       | 4                     | 2    | 11      | 10  | 1                      |      |      |     |                     |      |      |
| ABC891     | 19                  | 19   | 0    | 37        | 40                    | -3   | 23      | 23  | 0                      | 15        | 15   | 0   | 14                     | 14   | 0    | 9       | 8                     | 1    | 15      | 16  | -1                     |      |      |     |                     |      |      |
| 5RN        | 4                   | 3    | 1    | 7         | 5                     | 2    | 5       | 4   | 1                      | 2         | 2    | 0   | 3                      | 3    | 0    | 2       | 1                     | 1    | 3       | 3   | 0                      |      |      |     |                     |      |      |
| NEWSR      | 3                   | 3    | 0    | 7         | 6                     | 1    | 4       | 2   | 2                      | 2         | 1    | 1   | 2                      | 2    | 0    | 2       | 2                     | 0    | 3       | 3   | 0                      |      |      |     |                     |      |      |
| 5JJJ       | 11                  | 13   | -2   | 14        | 14                    | 0    | 15      | 16  | -1                     | 17        | 18   | -1  | 11                     | 17   | -6   | 3       | 5                     | -2   | 6       | 8   | -2                     |      |      |     |                     |      |      |
| ABCFM      | 6                   | 4    | 2    | 6         | 5                     | 1    | 9       | 6   | 3                      | 7         | 4    | 3   | 6                      | 6    | 0    | 2       | 1                     | 1    | 5       | 3   | 2                      |      |      |     |                     |      |      |
| Total      | 156                 | 156  | 0    | 217       | 215                   | 2    | 215     | 215 | 0                      | 181       | 180  | 1   | 159                    | 164  | -5   | 56      | 56                    | 0    | 114     | 116 | -2                     |      |      |     |                     |      |      |



## ADELAIDE RADIO - SURVEY 2 2016

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     | 144        | 148  | -4  | 1            | 4    | -3  | 4            | 3    | 1   | 16           | 16   | 0   | 30           | 34   | -4  | 27           | 30   | -3  | 65         | 62   | 3   |
| CRUISE1323 | 158        | 168  | -10 | 5            | 4    | 1   | 6            | 5    | 1   | 11           | 16   | -5  | 28           | 31   | -3  | 48           | 57   | -9  | 61         | 56   | 5   |
| MIX102.3   | 311        | 307  | 4   | 44           | 39   | 5   | 39           | 35   | 4   | 61           | 64   | -3  | 93           | 91   | 2   | 54           | 54   | 0   | 20         | 24   | -4  |
| 5MMM       | 212        | 223  | -11 | 23           | 22   | 1   | 19           | 17   | 2   | 46           | 55   | -9  | 83           | 81   | 2   | 32           | 35   | -3  | 9          | 12   | -3  |
| NOVA91.9   | 304        | 312  | -8  | 70           | 68   | 2   | 51           | 58   | -7  | 89           | 93   | -4  | 69           | 69   | 0   | 20           | 16   | 4   | 5          | 9    | -4  |
| hit107     | 261        | 235  | 26  | 46           | 40   | 6   | 58           | 55   | 3   | 91           | 82   | 9   | 45           | 45   | 0   | 15           | 7    | 8   | 6          | 6    | 0   |
| ABC891     | 221        | 224  | -3  | 6            | 8    | -2  | 7            | 4    | 3   | 21           | 20   | 1   | 40           | 45   | -5  | 46           | 50   | -4  | 101        | 98   | 3   |
| 5RN        | 60         | 51   | 9   | 3            | 2    | 1   | *            | *    | *   | 9            | 6    | 3   | 12           | 13   | -1  | 10           | 9    | 1   | 26         | 21   | 5   |
| NEWSR      | 67         | 67   | 0   | 2            | 1    | 1   | 3            | *    | *   | 9            | 10   | -1  | 11           | 16   | -5  | 16           | 14   | 2   | 26         | 26   | 0   |
| 5JJJ       | 154        | 180  | -26 | 15           | 17   | -2  | 31           | 38   | -7  | 62           | 72   | -10 | 34           | 44   | -10 | 10           | 8    | 2   | 1          | 1    | 0   |
| ABCFM      | 73         | 66   | 7   | 3            | 3    | 0   | 3            | 2    | 1   | 9            | 10   | -1  | 12           | 11   | 1   | 10           | 8    | 2   | 37         | 30   | 7   |
| Total      | 1067       | 1068 | -1  | 109          | 109  | 0   | 122          | 123  | -1  | 242          | 242  | 0   | 247          | 247  | 0   | 151          | 151  | 0   | 197        | 196  | 1   |

### 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     | 138                 | 142  | -4  | 91                    | 104  | -13 | 76                     | 83   | -7  | 64                     | 69   | -5  | 70                    | 82   | -12 | 45                     | 43   | 2   | 90                  | 92   | -2  |
| CRUISE1323 | 141                 | 144  | -3  | 73                    | 76   | -3  | 87                     | 89   | -2  | 88                     | 85   | 3   | 71                    | 79   | -8  | 34                     | 38   | -4  | 107                 | 117  | -10 |
| MIX102.3   | 278                 | 273  | 5   | 165                   | 154  | 11  | 132                    | 135  | -3  | 154                    | 164  | -10 | 152                   | 157  | -5  | 86                     | 88   | -2  | 195                 | 199  | -4  |
| 5MMM       | 198                 | 200  | -2  | 124                   | 118  | 6   | 101                    | 102  | -1  | 101                    | 118  | -17 | 117                   | 117  | 0   | 59                     | 54   | 5   | 129                 | 127  | 2   |
| NOVA91.9   | 288                 | 292  | -4  | 189                   | 173  | 16  | 127                    | 137  | -10 | 187                    | 177  | 10  | 179                   | 189  | -10 | 110                    | 103  | 7   | 207                 | 209  | -2  |
| hit107     | 246                 | 217  | 29  | 140                   | 121  | 19  | 120                    | 112  | 8   | 148                    | 138  | 10  | 158                   | 138  | 20  | 95                     | 65   | 30  | 171                 | 156  | 15  |
| ABC891     | 203                 | 205  | -2  | 149                   | 149  | 0   | 110                    | 104  | 6   | 103                    | 101  | 2   | 93                    | 99   | -6  | 77                     | 71   | 6   | 151                 | 151  | 0   |
| 5RN        | 52                  | 44   | 8   | 31                    | 29   | 2   | 28                     | 21   | 7   | 25                     | 20   | 5   | 25                    | 17   | 8   | 17                     | 16   | 1   | 36                  | 37   | -1  |
| NEWSR      | 59                  | 54   | 5   | 39                    | 37   | 2   | 22                     | 21   | 1   | 23                     | 17   | 6   | 20                    | 16   | 4   | 22                     | 20   | 2   | 47                  | 50   | -3  |
| 5JJJ       | 142                 | 165  | -23 | 97                    | 98   | -1  | 69                     | 80   | -11 | 80                     | 95   | -15 | 89                    | 113  | -24 | 46                     | 72   | -26 | 102                 | 117  | -15 |
| ABCFM      | 64                  | 57   | 7   | 33                    | 30   | 3   | 34                     | 27   | 7   | 36                     | 30   | 6   | 38                    | 31   | 7   | 22                     | 15   | 7   | 47                  | 41   | 6   |
| Total      | 1053                | 1055 | -2  | 865                   | 839  | 26  | 696                    | 721  | -25 | 762                    | 781  | -19 | 801                   | 823  | -22 | 515                    | 526  | -11 | 916                 | 922  | -6  |