



# ADELAIDE RADIO - SURVEY 3 2019

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	10.5	9.0	1.5	3.7	0.9	2.8	1.7	0.1	1.6	2.5	2.2	0.3	8.0	6.7	1.3	11.7	11.9	-0.2	21.8	19.2	2.6
CRUISE1323	8.8	9.1	-0.3	1.9	1.1	0.8	0.6	2.3	-1.7	2.0	2.5	-0.5	6.4	7.6	-1.2	14.8	12.8	2.0	15.6	16.9	-1.3
MIX102.3	12.2	13.9	-1.7	14.6	16.8	-2.2	13.4	13.5	-0.1	11.9	14.5	-2.6	14.8	16.6	-1.8	16.4	19.9	-3.5	6.4	6.4	0.0
5MMM	8.4	8.8	-0.4	11.1	11.6	-0.5	8.4	11.3	-2.9	4.6	6.8	-2.2	13.0	13.1	-0.1	11.6	8.8	2.8	4.4	4.6	-0.2
NOVA91.9	10.3	10.3	0.0	32.8	33.0	-0.2	21.0	22.5	-1.5	17.1	15.4	1.7	10.7	10.7	0.0	3.7	4.9	-1.2	1.2	0.6	0.6
HIT 107	9.2	10.0	-0.8	11.8	16.0	-4.2	17.4	16.2	1.2	18.2	19.2	-1.0	12.7	12.1	0.6	3.3	5.1	-1.8	0.6	0.7	-0.1
ABC ADE	10.9	10.2	0.7	1.4	1.4	0.0	0.9	0.7	0.2	2.0	1.7	0.3	4.9	5.4	-0.5	11.7	10.9	0.8	26.8	25.7	1.1
5RN	2.5	2.6	-0.1	2.2	0.6	1.6	*	0.6	*	1.0	0.7	0.3	2.7	1.8	0.9	2.5	2.8	-0.3	4.3	5.9	-1.6
ABC NEWS	1.6	2.0	-0.4	1.2	0.8	0.4	0.8	0.7	0.1	0.7	0.8	-0.1	0.8	0.6	0.2	2.7	5.0	-2.3	2.5	2.9	-0.4
5JJJ	7.4	7.1	0.3	7.7	7.7	0.0	22.2	19.4	2.8	18.2	15.1	3.1	5.8	7.3	-1.5	2.3	2.2	0.1	0.4	0.4	0.0
ABC CLASSIC	2.9	2.9	0.0	0.6	0.4	0.2	0.8	1.0	-0.2	0.5	0.5	0.0	1.2	0.6	0.6	3.2	2.1	1.1	7.1	8.7	-1.6

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	10.6	9.3	1.3	12.5	11.1	1.4	11.3	9.8	1.5	6.3	5.8	0.5	9.1	7.7	1.4	17.4	15.5	1.9	10.4	8.1	2.3						
CRUISE1323	8.2	8.4	-0.2	6.9	5.9	1.0	9.2	9.4	-0.2	10.3	10.2	0.1	7.2	8.8	-1.6	5.8	7.4	-1.6	10.6	11.4	-0.8						
MIX102.3	12.4	14.0	-1.6	12.2	13.5	-1.3	13.1	15.2	-2.1	14.4	16.3	-1.9	11.6	12.7	-1.1	7.7	8.8	-1.1	11.3	13.6	-2.3						
5MMM	8.6	9.2	-0.6	8.2	9.4	-1.2	9.1	9.6	-0.5	9.7	10.0	-0.3	8.3	9.6	-1.3	5.8	4.5	1.3	7.8	7.3	0.5						
NOVA91.9	10.3	10.1	0.2	9.4	10.1	-0.7	8.0	7.5	0.5	10.7	10.0	0.7	13.5	13.1	0.4	11.8	11.6	0.2	10.2	11.0	-0.8						
HIT 107	9.6	10.4	-0.8	8.0	9.3	-1.3	9.0	10.8	-1.8	11.1	11.6	-0.5	11.4	10.9	0.5	8.3	8.1	0.2	7.8	8.5	-0.7						
ABC ADE	10.8	10.2	0.6	15.5	14.7	0.8	11.7	10.8	0.9	6.6	5.9	0.7	7.7	7.4	0.3	11.8	12.5	-0.7	11.1	10.1	1.0						
5RN	2.6	2.6	0.0	3.9	4.0	-0.1	1.5	1.3	0.2	1.8	1.7	0.1	3.4	3.3	0.1	2.6	3.4	-0.8	2.3	2.6	-0.3						
ABC NEWS	1.6	1.8	-0.2	2.3	2.7	-0.4	1.0	1.2	-0.2	1.2	1.2	0.0	1.4	1.4	0.0	2.0	3.2	-1.2	1.6	2.5	-0.9						
5JJJ	7.8	7.4	0.4	7.5	6.7	0.8	8.0	7.2	0.8	8.3	8.1	0.2	8.4	8.4	0.0	5.8	5.6	0.2	6.2	6.2	0.0						
ABC CLASSIC	2.8	2.7	0.1	2.9	2.6	0.3	2.4	2.7	-0.3	2.3	2.4	-0.1	3.4	3.1	0.3	4.2	3.7	0.5	3.2	3.5	-0.3						



# ADELAIDE RADIO - SURVEY 3 2019

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	163	151	12	8	6	2	5	2	3	10	11	-1	36	35	1	29	34	-5	75	63	12
CRUISE1323	172	169	3	6	6	0	3	4	-1	13	13	0	33	30	3	47	41	6	70	74	-4
MIX102.3	326	344	-18	47	43	4	40	43	-3	66	74	-8	84	94	-10	57	55	2	33	34	-1
5MMM	224	224	0	31	27	4	29	27	2	39	47	-8	67	72	-5	38	29	9	21	21	0
NOVA91.9	321	338	-17	63	70	-7	62	63	-1	104	103	1	65	72	-7	19	22	-3	8	8	0
HIT 107	255	265	-10	40	41	-1	46	42	4	90	102	-12	54	55	-1	18	20	-2	7	6	1
ABC ADE	186	195	-9	5	7	-2	5	4	1	18	18	0	28	30	-2	37	42	-5	93	94	-1
5RN	60	67	-7	5	2	3	1	3	-2	8	6	2	10	12	-2	12	13	-1	25	31	-6
ABC NEWS	69	74	-5	10	7	3	2	2	0	11	11	0	11	9	2	13	18	-5	23	27	-4
5JJJ	160	158	2	19	22	-3	33	37	-4	67	55	12	25	30	-5	11	11	0	4	4	0
ABC CLASSIC	62	60	2	5	2	3	2	3	-1	9	6	3	10	8	2	8	9	-1	29	33	-4
Total	1090	1090	0	112	111	1	117	118	-1	250	250	0	239	242	-3	159	157	2	213	212	1

Cumulative Audience (000's) by Session, P10+ [Potential: 1148]

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	152	140	12	101	92	9	87	81	6	67	66	1	76	67	9	56	53	3	111	99	12						
CRUISE1323	153	153	0	83	78	5	91	96	-5	101	104	-3	76	83	-7	43	54	-11	119	117	2						
MIX102.3	298	309	-11	173	188	-15	165	157	8	178	190	-12	157	174	-17	79	83	-4	201	224	-23						
5MMM	203	202	1	114	121	-7	86	90	-4	109	102	7	104	109	-5	52	52	0	131	127	4						
NOVA91.9	300	316	-16	172	190	-18	118	136	-18	167	173	-6	178	183	-5	107	111	-4	201	213	-12						
HIT 107	237	245	-8	138	152	-14	113	129	-16	133	135	-2	136	142	-6	71	70	1	149	164	-15						
ABC ADE	173	179	-6	126	125	1	105	102	3	90	78	12	78	77	1	61	59	2	128	127	1						
5RN	55	59	-4	35	39	-4	22	25	-3	29	32	-3	28	29	-1	15	20	-5	40	45	-5						
ABC NEWS	58	64	-6	36	43	-7	22	24	-2	19	20	-1	24	25	-1	17	24	-7	41	50	-9						
5JJJ	149	147	2	92	97	-5	73	73	0	80	87	-7	89	87	2	53	46	7	93	97	-4						
ABC CLASSIC	55	57	-2	33	26	7	33	30	3	25	29	-4	30	33	-3	21	20	1	43	44	-1						
Total	1072	1069	3	858	879	-21	731	727	4	778	786	-8	787	787	0	501	498	3	918	921	-3						



# ADELAIDE RADIO - SURVEY 3 2019

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	15	14	1	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	8	7	1
CRUISE1323	13	14	-1	*	*	*	*	*	*	1	1	0	2	3	-1	4	3	1	6	6	0
MIX102.3	17	21	-4	1	2	-1	1	1	0	3	4	-1	5	6	-1	4	5	-1	2	2	0
5MMM	12	13	-1	1	1	0	1	1	0	1	2	-1	4	5	-1	3	2	1	2	2	0
NOVA91.9	15	16	-1	3	3	0	2	2	0	5	5	0	4	4	0	1	1	0	*	*	*
HIT 107	13	15	-2	1	2	-1	2	2	0	5	6	-1	4	5	-1	1	1	0	*	*	*
ABC ADE	16	15	1	*	*	*	*	*	*	1	*	*	2	2	0	3	3	0	10	10	0
5RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
5JJJ	11	11	0	1	1	0	2	2	0	5	4	1	2	3	-1	1	1	0	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	3	0
<b>Total</b>	<b>143</b>	<b>151</b>	<b>-8</b>	<b>9</b>	<b>10</b>	<b>-1</b>	<b>10</b>	<b>11</b>	<b>-1</b>	<b>27</b>	<b>29</b>	<b>-2</b>	<b>34</b>	<b>38</b>	<b>-4</b>	<b>25</b>	<b>25</b>	<b>0</b>	<b>38</b>	<b>38</b>	<b>0</b>

Average Audience (000's) by Session, P10+ [Potential: 1148]

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	16	15	1	27	26	1	24	22	2	11	11	0	14	12	2	10	9	1	12	10	2						
CRUISE1323	13	14	-1	15	14	1	20	21	-1	19	20	-1	11	14	-3	3	4	-1	12	14	-2						
MIX102.3	19	23	-4	26	31	-5	28	34	-6	26	32	-6	18	20	-2	4	5	-1	13	16	-3						
5MMM	13	15	-2	18	22	-4	19	21	-2	18	20	-2	13	16	-3	3	2	1	9	9	0						
NOVA91.9	16	17	-1	20	23	-3	17	17	0	20	20	0	20	21	-1	6	6	0	12	13	-1						
HIT 107	15	17	-2	17	22	-5	19	24	-5	20	23	-3	17	18	-1	5	4	1	9	10	-1						
ABC ADE	17	17	0	34	34	0	25	24	1	12	12	0	12	12	0	6	7	-1	13	12	1						
5RN	4	4	0	8	9	-1	3	3	0	3	3	0	5	5	0	1	2	-1	3	3	0						
ABC NEWS	2	3	-1	5	6	-1	2	3	-1	2	2	0	2	2	0	1	2	-1	2	3	-1						
5JJJ	12	12	0	16	16	0	17	16	1	15	16	-1	13	14	-1	3	3	0	7	7	0						
ABC CLASSIC	4	4	0	6	6	0	5	6	-1	4	5	-1	5	5	0	2	2	0	4	4	0						
<b>Total</b>	<b>154</b>	<b>163</b>	<b>-9</b>	<b>217</b>	<b>231</b>	<b>-14</b>	<b>213</b>	<b>221</b>	<b>-8</b>	<b>182</b>	<b>196</b>	<b>-14</b>	<b>151</b>	<b>162</b>	<b>-11</b>	<b>55</b>	<b>55</b>	<b>0</b>	<b>114</b>	<b>119</b>	<b>-5</b>						