



ADELAIDE RADIO - SURVEY 6 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	10.8	11.4	-0.6	0.9	0.6	0.3	0.1	0.5	-0.4	2.9	4.5	-1.6	6.3	6.6	-0.3	11.5	12.2	-0.7	26.5	27.4	-0.9
CRUISE1323	9.5	9.8	-0.3	0.5	0.5	0.0	5.2	4.5	0.7	4.5	4.6	-0.1	8.3	7.9	0.4	15.3	14.7	0.6	14.4	16.7	-2.3
MIX102.3	12.4	13.1	-0.7	15.6	14.9	0.7	15.4	15.9	-0.5	10.9	10.2	0.7	18.4	19.2	-0.8	14.5	18.4	-3.9	4.5	4.0	0.5
5MMM	10.7	12.1	-1.4	5.5	5.3	0.2	8.2	7.0	1.2	14.6	15.7	-1.1	18.2	21.2	-3.0	11.1	10.6	0.5	2.3	4.0	-1.7
NOVA91.9	11.0	11.2	-0.2	41.5	41.3	0.2	22.9	19.9	3.0	14.6	15.4	-0.8	11.0	13.4	-2.4	3.8	3.8	0.0	1.0	0.6	0.4
HIT 107	8.0	7.9	0.1	14.0	16.2	-2.2	23.4	24.1	-0.7	16.3	15.6	0.7	6.1	5.7	0.4	3.4	2.9	0.5	0.4	0.6	-0.2
ABC ADE	11.6	10.1	1.5	0.6	0.8	-0.2	1.8	2.9	-1.1	2.0	2.7	-0.7	6.1	5.2	0.9	13.9	15.0	-1.1	28.5	22.5	6.0
5RN	1.8	1.8	0.0	0.3	0.2	0.1	0.4	0.1	0.3	0.4	0.3	0.1	0.5	0.7	-0.2	6.1	3.8	2.3	2.4	3.7	-1.3
ABC NEWS	1.8	1.2	0.6	3.2	0.2	3.0	0.8	1.5	-0.7	1.0	0.6	0.4	1.6	1.1	0.5	3.1	2.5	0.6	1.8	1.1	0.7
5JJJ	5.6	5.6	0.0	4.7	5.5	-0.8	10.4	9.3	1.1	11.2	11.6	-0.4	7.2	6.6	0.6	3.4	3.6	-0.2	0.2	*	*
ABCFM	3.7	3.7	0.0	1.9	1.6	0.3	0.1	0.1	0.0	1.4	1.5	-0.1	1.7	1.7	0.0	2.9	1.8	1.1	9.7	10.3	-0.6

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	11.2	11.8	-0.6	12.4	13.6	-1.2	12.2	12.9	-0.7	7.7	8.4	-0.7	11.6	10.8	0.8	14.6	15.4	-0.8	9.5	10.3	-0.8
CRUISE1323	9.3	9.7	-0.4	6.9	7.2	-0.3	12.4	13.0	-0.6	10.9	11.5	-0.6	8.1	7.9	0.2	6.9	6.7	0.2	10.0	10.2	-0.2
MIX102.3	12.2	13.1	-0.9	12.1	11.3	0.8	11.7	13.3	-1.6	13.0	15.0	-2.0	11.9	13.8	-1.9	11.2	11.1	0.1	13.1	13.1	0.0
5MMM	11.7	13.1	-1.4	11.4	13.5	-2.1	13.4	15.2	-1.8	13.7	15.6	-1.9	9.6	9.8	-0.2	7.0	6.4	0.6	7.6	8.7	-1.1
NOVA91.9	10.9	10.9	0.0	11.0	10.8	0.2	8.0	7.0	1.0	11.0	10.7	0.3	14.4	16.1	-1.7	10.2	11.9	-1.7	11.4	12.2	-0.8
HIT 107	8.3	8.1	0.2	6.8	7.8	-1.0	8.7	7.6	1.1	9.7	7.8	1.9	9.1	9.7	-0.6	6.2	7.7	-1.5	7.1	7.6	-0.5
ABC ADE	11.7	10.4	1.3	16.2	14.2	2.0	10.3	9.4	0.9	9.1	8.2	0.9	8.4	7.0	1.4	15.3	14.5	0.8	11.2	9.4	1.8
5RN	1.7	1.7	0.0	1.9	2.5	-0.6	1.5	1.0	0.5	1.2	1.0	0.2	1.9	1.8	0.1	2.6	2.8	-0.2	2.1	2.2	-0.1
ABC NEWS	1.6	1.1	0.5	2.8	2.0	0.8	0.9	0.5	0.4	0.9	0.5	0.4	1.1	1.1	0.0	2.7	1.9	0.8	2.5	1.6	0.9
5JJJ	5.6	5.5	0.1	6.1	5.3	0.8	5.2	5.2	0.0	5.3	5.7	-0.4	6.5	6.4	0.1	4.9	4.8	0.1	5.6	5.7	-0.1
ABCFM	3.7	3.5	0.2	3.6	3.1	0.5	4.3	3.9	0.4	3.0	3.5	-0.5	3.9	3.8	0.1	4.1	3.3	0.8	3.8	4.1	-0.3



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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	15	16	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	9	0
CRUISE1323	13	14	-1	*	*	*	1	1	0	1	1	0	3	3	0	3	3	0	5	6	-1
MIX102.3	17	18	-1	1	1	0	2	2	0	3	3	0	6	7	-1	3	4	-1	2	1	1
5MMM	15	17	-2	1	*	*	1	1	0	4	4	0	6	8	-2	2	2	0	1	1	0
NOVA91.9	15	16	-1	4	3	1	2	2	0	4	4	0	4	5	-1	1	1	0	*	*	*
HIT 107	11	11	0	1	1	0	3	3	0	4	4	0	2	2	0	1	1	0	*	*	*
ABC ADE	16	14	2	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	10	8	2
5RN	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	*	*
5JJJ	8	8	0	*	*	*	1	1	0	3	3	0	3	2	1	1	1	0	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	3	4	-1
Total	140	138	2	10	8	2	11	11	0	26	26	0	35	36	-1	22	23	-1	36	34	2

Average 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	16	17	-1	26	26	0	24	26	-2	13	15	-2	18	16	2	7	8	-1	11	12	-1
CRUISE1323	14	14	0	14	14	0	24	27	-3	19	20	-1	13	12	1	3	3	0	12	12	0
MIX102.3	18	19	-1	25	22	3	23	27	-4	22	27	-5	18	21	-3	6	6	0	16	15	1
5MMM	17	19	-2	24	26	-2	26	31	-5	24	28	-4	15	15	0	3	3	0	9	10	-1
NOVA91.9	16	16	0	23	21	2	16	14	2	19	19	0	22	24	-2	5	6	-1	14	14	0
HIT 107	12	12	0	14	15	-1	17	15	2	17	14	3	14	15	-1	3	4	-1	9	9	0
ABC ADE	17	15	2	33	28	5	20	19	1	16	15	1	13	11	2	8	7	1	14	11	3
5RN	2	2	0	4	5	-1	3	2	1	2	2	0	3	3	0	1	1	0	3	3	0
ABC NEWS	2	2	0	6	4	2	2	1	1	2	1	1	2	2	0	1	1	0	3	2	1
5JJJ	8	8	0	12	10	2	10	11	-1	9	10	-1	10	10	0	2	2	0	7	7	0
ABCFM	5	5	0	8	6	2	8	8	0	5	6	-1	6	6	0	2	2	0	5	5	0
Total	147	147	0	207	194	13	197	204	-7	173	178	-5	154	151	3	50	52	-2	121	117	4



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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	151	152	-1	2	1	1	1	4	-3	14	12	2	36	33	3	32	32	0	66	70	-4
CRUISE1323	177	197	-20	4	4	0	10	13	-3	22	21	1	34	34	0	43	50	-7	64	75	-11
MIX102.3	331	335	-4	47	45	2	39	49	-10	69	69	0	99	94	5	51	53	-2	26	26	0
5MMM	211	224	-13	22	21	1	17	23	-6	55	51	4	74	78	-4	33	38	-5	10	13	-3
NOVA91.9	318	331	-13	78	70	8	62	65	-3	92	99	-7	66	77	-11	15	15	0	5	5	0
HIT 107	243	242	1	50	51	-1	57	56	1	86	80	6	37	39	-2	11	12	-1	2	4	-2
ABC ADE	177	179	-2	2	5	-3	5	2	3	14	15	-1	31	35	-4	41	44	-3	84	79	5
5RN	52	49	3	1	1	0	3	3	0	10	5	5	5	8	-3	14	11	3	19	21	-2
ABC NEWS	56	60	-4	4	2	2	5	7	-2	8	9	-1	13	16	-3	13	11	2	14	15	-1
5JJJ	160	168	-8	15	19	-4	28	30	-2	61	68	-7	41	37	4	11	12	-1	3	1	2
ABCFM	71	75	-4	4	3	1	2	3	-1	12	15	-3	13	14	-1	9	9	0	31	31	0
Total	1080	1079	1	109	108	1	119	122	-3	247	244	3	249	247	2	155	156	-1	201	203	-2

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	143	145	-2	91	93	-2	83	81	2	71	80	-9	82	79	3	46	56	-10	98	101	-3
CRUISE1323	158	174	-16	77	78	-1	99	110	-11	97	117	-20	87	93	-6	45	49	-4	122	126	-4
MIX102.3	295	294	1	178	163	15	146	143	3	163	172	-9	152	152	0	80	81	-1	209	215	-6
5MMM	187	196	-9	112	114	-2	95	105	-10	112	113	-1	100	103	-3	51	53	-2	117	125	-8
NOVA91.9	297	306	-9	191	193	-2	117	114	3	177	188	-11	183	193	-10	98	99	-1	211	229	-18
HIT 107	226	223	3	130	122	8	102	97	5	128	123	5	134	137	-3	64	64	0	141	143	-2
ABC ADE	164	167	-3	123	115	8	84	87	-3	85	83	2	81	73	8	62	67	-5	128	120	8
5RN	42	42	0	25	24	1	22	21	1	20	21	-1	21	24	-3	15	16	-1	36	32	4
ABC NEWS	49	53	-4	34	37	-3	20	16	4	16	17	-1	18	22	-4	19	18	1	40	38	2
5JJJ	144	149	-5	93	94	-1	67	68	-1	75	76	-1	92	92	0	52	44	8	98	97	1
ABCFM	67	69	-2	40	39	1	39	36	3	40	41	-1	39	40	-1	23	22	1	42	45	-3
Total	1059	1056	3	852	821	31	698	707	-9	778	792	-14	796	783	13	482	482	0	929	919	10