



ADELAIDE RADIO - SURVEY 2 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	11.6	11.3	0.3	1.1	2.0	-0.9	*	0.8	*	3.3	4.8	-1.5	9.1	6.4	2.7	12.5	15.0	-2.5	27.2	24.6	2.6
CRUISE1323	10.0	8.6	1.4	5.3	0.9	4.4	4.8	2.0	2.8	3.6	4.5	-0.9	8.1	7.2	0.9	14.1	12.7	1.4	17.1	14.7	2.4
MIX102.3	12.5	12.0	0.5	16.8	17.4	-0.6	15.0	7.4	7.6	13.4	12.2	1.2	17.5	19.3	-1.8	12.3	12.4	-0.1	5.0	4.5	0.5
5MMM	9.8	9.2	0.6	6.7	7.2	-0.5	4.0	4.1	-0.1	11.6	9.0	2.6	15.9	17.4	-1.5	12.4	11.1	1.3	3.1	2.4	0.7
NOVA91.9	10.6	10.3	0.3	35.9	35.2	0.7	27.7	25.4	2.3	17.8	17.0	0.8	7.7	7.3	0.4	3.1	3.1	0.0	0.3	0.9	-0.6
HIT 107	8.0	8.8	-0.8	14.6	15.4	-0.8	20.8	20.2	0.6	19.2	21.9	-2.7	3.7	4.6	-0.9	3.6	3.2	0.4	*	0.4	*
ABC ADE	11.8	10.9	0.9	0.2	1.1	-0.9	1.0	0.1	0.9	1.5	1.6	-0.1	8.8	5.0	3.8	17.0	15.6	1.4	26.2	27.2	-1.0
5RN	1.9	2.5	-0.6	0.5	0.6	-0.1	0.5	1.0	-0.5	0.6	1.7	-1.1	1.5	3.1	-1.6	3.1	3.0	0.1	3.5	3.2	0.3
ABC NEWS	2.2	1.9	0.3	1.4	1.0	0.4	*	*	*	1.7	1.3	0.4	3.2	2.0	1.2	3.0	2.9	0.1	2.0	2.5	-0.5
5JJJ	6.6	9.2	-2.6	6.9	6.9	0.0	11.3	27.2	-15.9	10.2	14.8	-4.6	11.2	12.8	-1.6	2.4	2.4	0.0	0.6	0.8	-0.2
ABCFM	3.5	3.8	-0.3	0.3	0.2	0.1	0.5	1.7	-1.2	1.2	0.3	0.9	2.2	2.6	-0.4	6.1	6.3	-0.2	6.4	7.7	-1.3

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	11.8	11.8	0.0	14.5	14.7	-0.2	13.4	12.6	0.8	7.4	8.8	-1.4	10.6	9.9	0.7	14.1	12.8	1.3	11.0	9.6	1.4
CRUISE1323	9.6	8.3	1.3	7.7	5.8	1.9	11.7	10.1	1.6	11.4	9.6	1.8	8.3	7.7	0.6	7.6	8.3	-0.7	11.2	9.8	1.4
MIX102.3	12.9	12.1	0.8	12.1	11.5	0.6	13.9	12.5	1.4	14.4	13.2	1.2	11.7	12.1	-0.4	10.9	10.1	0.8	11.1	11.5	-0.4
5MMM	10.7	9.7	1.0	10.3	9.4	0.9	11.0	11.7	-0.7	13.0	11.9	1.1	9.8	6.8	3.0	6.2	5.1	1.1	7.0	7.4	-0.4
NOVA91.9	10.4	10.0	0.4	10.0	9.4	0.6	8.7	8.7	0.0	9.9	9.8	0.1	13.4	12.7	0.7	12.1	11.1	1.0	11.1	11.1	0.0
HIT 107	8.1	9.2	-1.1	6.1	6.7	-0.6	7.8	8.8	-1.0	9.2	10.7	-1.5	10.0	11.2	-1.2	8.7	9.9	-1.2	7.7	7.5	0.2
ABC ADE	11.7	10.7	1.0	15.7	16.3	-0.6	11.1	10.2	0.9	9.0	7.2	1.8	7.7	7.6	0.1	15.0	11.0	4.0	12.2	11.7	0.5
5RN	1.8	2.4	-0.6	2.8	3.3	-0.5	1.3	1.9	-0.6	0.9	1.4	-0.5	2.0	3.0	-1.0	2.0	2.6	-0.6	2.4	2.8	-0.4
ABC NEWS	2.0	1.8	0.2	3.6	3.3	0.3	0.8	0.9	-0.1	1.2	0.8	0.4	1.2	1.1	0.1	3.8	3.7	0.1	2.9	2.4	0.5
5JJJ	6.9	9.5	-2.6	7.5	8.2	-0.7	6.2	8.3	-2.1	6.2	10.6	-4.4	8.6	12.2	-3.6	5.2	8.7	-3.5	5.8	8.2	-2.4
ABCFM	3.2	3.6	-0.4	3.0	3.6	-0.6	3.5	3.5	0.0	3.6	3.4	0.2	3.1	4.2	-1.1	2.4	3.7	-1.3	4.1	4.3	-0.2

Please note the following name changes ABC 891 to ABC ADE effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.



ADELAIDE RADIO - SURVEY 2 2017

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	17	16	1	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	9	9	0
CRUISE1323	14	12	2	1	*	*	*	*	*	1	1	0	3	2	1	4	3	1	6	5	1
MIX102.3	18	17	1	2	2	0	2	1	1	4	4	0	6	6	0	3	3	0	2	2	0
5MMM	14	13	1	1	1	0	*	*	*	3	3	0	5	6	-1	3	3	0	1	1	0
NOVA91.9	15	15	0	4	3	1	3	3	0	5	5	0	3	2	1	1	1	0	*	*	*
HIT 107	11	13	-2	1	1	0	2	2	0	6	7	-1	1	2	-1	1	1	0	*	*	*
ABC ADE	17	16	1	*	*	*	*	*	*	*	*	*	3	2	1	4	4	0	9	10	-1
5RN	3	4	-1	*	*	*	*	*	*	*	1	*	*	*	1	1	0	1	1	0	0
ABC NEWS	3	3	0	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	1	1	0
5JJJ	9	13	-4	1	1	0	1	3	-2	3	4	-1	4	4	0	1	1	0	*	*	*
ABC FM	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1
Total	143	145	-2	10	10	0	10	11	-1	30	30	0	33	33	0	25	25	0	35	35	0

Average Audience (000's) by Session, P10+ [Potential: 1139]

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	18	18	0	32	32	0	29	28	1	13	16	-3	16	15	1	7	7	0	13	11	2						
CRUISE1323	15	13	2	17	12	5	25	22	3	20	18	2	13	12	1	4	5	-1	13	12	1						
MIX102.3	20	19	1	27	25	2	30	27	3	25	24	1	18	19	-1	6	5	1	13	13	0						
5MMM	16	15	1	23	20	3	23	26	-3	23	22	1	15	10	5	3	3	0	8	9	-1						
NOVA91.9	16	16	0	22	20	2	19	19	0	17	18	-1	20	20	0	6	6	0	13	13	0						
HIT 107	12	14	-2	13	14	-1	17	19	-2	16	19	-3	15	17	-2	5	5	0	9	9	0						
ABC ADE	18	17	1	35	35	0	24	23	1	16	13	3	12	12	0	8	6	2	14	14	0						
5RN	3	4	-1	6	7	-1	3	4	-1	2	3	-1	3	5	-2	1	1	0	3	3	0						
ABC NEWS	3	3	0	8	7	1	2	2	0	2	2	0	2	2	0	2	2	0	3	3	0						
5JJJ	11	15	-4	17	18	-1	13	18	-5	11	19	-8	13	19	-6	3	5	-2	7	10	-3						
ABC FM	5	6	-1	7	8	-1	8	8	0	6	6	0	5	6	-1	1	2	-1	5	5	0						
Total	154	155	-1	223	216	7	214	220	-6	177	182	-5	152	153	-1	52	55	-3	116	117	-1						

Please note the following name changes ABC 891 to ABC ADE effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.



ADELAIDE RADIO - SURVEY 2 2017

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	158	151	7	4	6	-2	1	2	-1	17	16	1	36	26	10	36	38	-2	64	62	2
CRUISE1323	171	165	6	5	5	0	9	4	5	13	14	-1	29	29	0	47	44	3	68	69	-1
MIX102.3	317	306	11	36	34	2	37	30	7	75	78	-3	85	90	-5	56	49	7	28	25	3
5MMM	209	200	9	26	25	1	17	20	-3	43	43	0	74	71	3	36	32	4	13	10	3
NOVA91.9	322	307	15	73	68	5	71	73	-2	98	94	4	59	53	6	15	15	0	5	5	0
HIT 107	240	251	-11	40	42	-2	54	59	-5	91	89	2	37	42	-5	16	14	2	2	5	-3
ABC ADE	206	200	6	2	4	-2	3	2	1	20	23	-3	48	39	9	48	41	7	86	91	-5
5RN	55	59	-4	1	2	-1	2	2	0	7	10	-3	11	13	-2	13	15	-2	21	16	5
ABC NEWS	72	76	-4	2	2	0	1	2	-1	18	17	1	15	16	-1	18	21	-3	18	19	-1
5JJJ	166	185	-19	14	14	0	41	39	2	60	74	-14	39	44	-5	9	9	0	2	4	-2
ABCFM	62	72	-10	3	2	1	2	4	-2	6	4	2	10	14	-4	11	12	-1	30	35	-5
Total	1081	1079	2	107	109	-2	122	122	0	248	246	2	243	244	-1	158	157	1	202	202	0

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	149	143	6	100	99	1	96	79	17	81	78	3	81	71	10	54	54	0	108	98	10
CRUISE1323	155	146	9	81	71	10	102	88	14	103	93	10	85	80	5	48	50	-2	123	121	2
MIX102.3	290	276	14	171	157	14	146	146	0	167	147	20	153	146	7	87	84	3	198	194	4
5MMM	183	181	2	108	101	7	85	95	-10	100	99	1	101	94	7	49	44	5	126	116	10
NOVA91.9	295	284	11	185	169	16	137	134	3	165	152	13	171	168	3	106	102	4	208	196	12
HIT 107	216	229	-13	124	122	2	107	115	-8	120	132	-12	125	129	-4	64	74	-10	143	155	-12
ABC ADE	185	179	6	137	135	2	101	102	-1	97	82	15	80	80	0	71	60	11	147	140	7
5RN	47	47	0	30	33	-3	22	24	-2	22	27	-5	23	30	-7	14	16	-2	38	43	-5
ABC NEWS	66	66	0	48	42	6	18	23	-5	22	22	0	23	26	-3	21	19	2	52	49	3
5JJJ	149	173	-24	103	110	-7	77	94	-17	89	112	-23	93	115	-22	48	67	-19	103	121	-18
ABCFM	57	68	-11	31	37	-6	31	40	-9	40	40	0	30	41	-11	18	26	-8	38	47	-9
Total	1061	1062	-1	858	841	17	741	743	-2	787	785	2	778	786	-8	496	511	-15	929	929	0

Please note the following name changes ABC 891 to ABC ADE effective Jan 9 2017 and News Radio to ABC NEWS effective April 10 2017.