



ADELAIDE RADIO - SURVEY 8 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	11.7	10.9	0.8	2.3	1.6	0.7	1.6	0.1	1.5	1.6	1.9	-0.3	9.0	7.7	1.3	13.1	13.0	0.1	27.5	25.6	1.9
CRUISE1323	9.4	7.9	1.5	3.8	1.2	2.6	2.9	1.8	1.1	2.1	1.3	0.8	7.2	5.4	1.8	16.9	18.5	-1.6	16.2	12.2	4.0
MIX102.3	12.3	11.8	0.5	11.7	12.7	-1.0	17.2	13.0	4.2	12.3	12.1	0.2	14.2	17.2	-3.0	16.8	12.7	4.1	5.7	5.1	0.6
5MMM	9.3	10.0	-0.7	6.2	4.9	1.3	5.9	6.9	-1.0	7.9	13.8	-5.9	16.1	16.5	-0.4	14.2	12.8	1.4	2.1	1.2	0.9
NOVA91.9	12.0	11.2	0.8	43.6	42.8	0.8	23.0	23.0	0.0	19.5	16.2	3.3	10.4	10.1	0.3	5.0	4.2	0.8	0.7	1.1	-0.4
HIT 107	9.0	9.8	-0.8	12.1	17.1	-5.0	21.0	22.3	-1.3	19.0	19.0	0.0	8.1	9.8	-1.7	3.8	4.1	-0.3	0.6	0.5	0.1
ABC ADE	8.7	10.4	-1.7	0.5	1.0	-0.5	0.6	1.2	-0.6	1.8	2.1	-0.3	6.0	4.5	1.5	11.1	12.0	-0.9	20.3	27.1	-6.8
5RN	2.7	2.6	0.1	0.4	0.2	0.2	0.2	0.4	-0.2	0.4	0.4	0.0	2.1	1.0	1.1	4.2	5.9	-1.7	5.7	4.9	0.8
ABC NEWS	1.7	2.2	-0.5	1.6	3.7	-2.1	0.7	0.4	0.3	0.9	1.4	-0.5	1.7	1.8	-0.1	1.8	2.6	-0.8	2.6	3.0	-0.4
5JJJ	6.6	5.2	1.4	6.6	5.1	1.5	9.2	11.2	-2.0	17.1	11.5	5.6	7.2	5.2	2.0	1.5	2.7	-1.2	0.3	0.3	0.0
ABCFM	2.7	3.3	-0.6	0.4	1.8	-1.4	0.5	0.3	0.2	2.1	2.0	0.1	0.9	1.4	-0.5	1.0	2.5	-1.5	7.8	8.1	-0.3

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	11.3	0.5	14.9	12.6	2.3	11.5	11.3	0.2	7.2	8.0	-0.8	10.1	11.5	-1.4	19.6	16.9	2.7	11.2	9.8	1.4
CRUISE1323	8.8	7.2	1.6	7.3	6.6	0.7	11.0	8.7	2.3	11.1	7.9	3.2	7.2	6.0	1.2	5.3	5.9	-0.6	11.4	10.0	1.4
MIX102.3	12.5	11.8	0.7	11.8	12.2	-0.4	12.7	11.6	1.1	13.8	12.4	1.4	12.8	11.2	1.6	9.8	10.7	-0.9	11.8	11.9	-0.1
5MMM	10.2	11.3	-1.1	10.7	11.0	-0.3	11.1	12.8	-1.7	11.2	13.3	-2.1	8.7	9.7	-1.0	6.5	6.7	-0.2	6.6	6.0	0.6
NOVA91.9	11.7	10.8	0.9	10.2	9.9	0.3	10.0	9.2	0.8	12.2	11.1	1.1	15.3	13.2	2.1	12.0	11.6	0.4	13.1	12.5	0.6
HIT 107	9.3	10.1	-0.8	8.8	8.8	0.0	9.4	10.4	-1.0	10.3	11.8	-1.5	10.2	11.0	-0.8	6.8	6.3	0.5	8.0	8.8	-0.8
ABC ADE	8.6	10.3	-1.7	12.6	14.6	-2.0	8.9	10.8	-1.9	5.5	7.2	-1.7	6.0	7.2	-1.2	9.3	11.5	-2.2	9.1	10.7	-1.6
5RN	2.7	2.6	0.1	3.9	2.8	1.1	2.0	2.3	-0.3	1.7	1.9	-0.2	3.0	3.1	-0.1	3.4	3.6	-0.2	2.7	2.6	0.1
ABC NEWS	1.7	2.0	-0.3	2.8	3.5	-0.7	0.9	1.2	-0.3	1.0	1.1	-0.1	1.1	1.1	0.0	3.3	3.8	-0.5	1.8	2.7	-0.9
5JJJ	6.8	5.3	1.5	6.2	5.3	0.9	6.9	4.6	2.3	6.8	5.1	1.7	8.0	6.9	1.1	5.7	4.7	1.0	6.2	4.8	1.4
ABCFM	2.5	3.1	-0.6	2.3	3.5	-1.2	2.5	3.3	-0.8	2.3	2.5	-0.2	3.2	3.3	-0.1	2.3	3.1	-0.8	3.5	3.8	-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	17	15	2	*	*	*	*	*	*	*	1	*	3	3	0	3	3	0	9	9	0
CRUISE1323	13	11	2	*	*	*	*	*	*	1	*	*	2	2	0	4	4	0	6	4	2
MIX102.3	17	17	0	1	1	0	2	1	1	3	3	0	5	6	-1	4	3	1	2	2	0
5MMM	13	14	-1	1	*	*	1	1	0	2	4	-2	6	6	0	3	3	0	1	*	*
NOVA91.9	17	16	1	4	4	0	3	3	0	5	4	1	4	4	0	1	1	0	*	*	*
HIT 107	13	14	-1	1	2	-1	2	2	0	5	5	0	3	3	0	1	1	0	*	*	*
ABC ADE	12	15	-3	*	*	*	*	*	*	*	1	*	2	2	0	3	3	0	7	9	-2
SRN	4	4	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0
5JJJ	9	7	2	1	*	*	1	1	0	5	3	2	3	2	1	*	1	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	1	0	*	*	*	*	1	*	3	3	0
Total	142	140	2	9	9	0	12	11	1	28	26	2	35	35	0	24	23	1	34	35	-1

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	18	17	1	31	26	5	23	22	1	13	14	-1	16	18	-2	10	8	2	13	12	1
CRUISE1323	13	11	2	15	14	1	22	17	5	20	14	6	12	10	2	3	3	0	13	12	1
MIX102.3	19	17	2	25	25	0	25	22	3	24	22	2	21	18	3	5	5	0	14	14	0
5MMM	15	17	-2	23	23	0	22	25	-3	20	23	-3	14	15	-1	3	3	0	8	7	1
NOVA91.9	18	16	2	22	20	2	20	18	2	22	20	2	24	21	3	6	6	0	15	15	0
HIT 107	14	15	-1	19	18	1	19	20	-1	18	21	-3	16	17	-1	4	3	1	9	10	-1
ABC ADE	13	15	-2	27	30	-3	18	21	-3	10	13	-3	10	11	-1	5	6	-1	11	13	-2
SRN	4	4	0	8	6	2	4	5	-1	3	3	0	5	5	0	2	2	0	3	3	0
ABC NEWS	3	3	0	6	7	-1	2	2	0	2	2	0	2	2	0	2	2	0	2	3	-1
5JJJ	10	8	2	13	11	2	14	9	5	12	9	3	13	11	2	3	2	1	7	6	1
ABCFM	4	5	-1	5	7	-2	5	6	-1	4	4	0	5	5	0	1	2	-1	4	5	-1
Total	151	148	3	212	207	5	200	194	6	178	177	1	160	158	2	53	50	3	118	119	-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	158	150	8	10	7	3	4	2	2	7	11	-4	37	35	2	34	33	1	66	62	4
CRUISE1323	172	162	10	7	5	2	6	5	1	14	15	-1	29	30	-1	49	46	3	68	61	7
MIX102.3	308	310	-2	36	42	-6	42	31	11	76	77	-1	80	89	-9	46	47	-1	29	24	5
5MMM	203	202	1	19	17	2	20	16	4	38	54	-16	71	66	5	39	38	1	15	11	4
NOVA91.9	333	317	16	68	75	-7	62	57	5	110	96	14	65	63	2	21	19	2	7	7	0
HIT 107	247	246	1	34	43	-9	52	52	0	98	91	7	42	43	-1	14	12	2	7	4	3
ABC ADE	173	178	-5	3	4	-1	3	6	-3	17	15	2	37	32	5	37	38	-1	75	83	-8
SRN	52	57	-5	1	1	0	1	1	0	3	9	-6	12	8	4	14	16	-2	22	21	1
ABC NEWS	54	54	0	4	6	-2	3	3	0	7	8	-1	9	11	-2	11	11	0	19	14	5
5JJJ	155	143	12	17	13	4	27	27	0	60	52	8	41	37	4	7	9	-2	4	4	0
ABCFM	57	66	-9	2	4	-2	3	2	1	8	7	1	10	12	-2	8	12	-4	27	29	-2
Total	1081	1081	0	108	109	-1	123	121	2	248	249	-1	246	248	-2	157	156	1	199	199	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	150	139	11	100	88	12	84	82	2	82	77	5	76	78	-2	57	45	12	110	99	11
CRUISE1323	152	142	10	81	74	7	96	86	10	101	82	19	87	79	8	43	39	4	121	117	4
MIX102.3	278	272	6	157	162	-5	140	137	3	164	157	7	149	153	-4	88	84	4	200	206	-6
5MMM	189	184	5	105	106	-1	95	91	4	107	118	-11	98	102	-4	50	52	-2	116	109	7
NOVA91.9	305	290	15	181	170	11	137	120	17	180	170	10	178	170	8	99	102	-3	232	210	22
HIT 107	224	227	-3	131	131	0	120	116	4	124	134	-10	131	139	-8	68	66	2	153	151	2
ABC ADE	159	166	-7	111	119	-8	85	86	-1	76	89	-13	72	80	-8	53	53	0	118	125	-7
SRN	47	49	-2	32	30	2	26	26	0	21	24	-3	33	27	6	15	15	0	38	37	1
ABC NEWS	49	47	2	37	32	5	17	18	-1	18	17	1	21	19	2	17	18	-1	36	43	-7
5JJJ	148	135	13	85	78	7	77	63	14	81	78	3	85	80	5	48	48	0	93	82	11
ABCFM	51	58	-7	28	33	-5	28	31	-3	27	32	-5	27	29	-2	15	17	-2	40	44	-4
Total	1054	1055	-1	819	829	-10	717	692	25	778	787	-9	778	787	-9	489	479	10	928	925	3