



# ADELAIDE RADIO - SURVEY 1 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	11.3	10.1	1.2	2.0	2.2	-0.2	0.8	*	*	4.8	3.4	1.4	6.4	8.4	-2.0	15.0	8.1	6.9	24.6	22.6	2.0
CRUISE1323	8.6	8.4	0.2	0.9	1.0	-0.1	2.0	0.6	1.4	4.5	2.2	2.3	7.2	4.3	2.9	12.7	19.3	-6.6	14.7	14.9	-0.2
MIX102.3	12.0	12.9	-0.9	17.4	17.3	0.1	7.4	9.7	-2.3	12.2	10.7	1.5	19.3	19.9	-0.6	12.4	15.6	-3.2	4.5	7.0	-2.5
5MMM	9.2	10.0	-0.8	7.2	7.7	-0.5	4.1	10.3	-6.2	9.0	10.8	-1.8	17.4	17.4	0.0	11.1	12.2	-1.1	2.4	2.1	0.3
NOVA91.9	10.3	10.1	0.2	35.2	34.6	0.6	25.4	17.6	7.8	17.0	15.0	2.0	7.3	11.3	-4.0	3.1	4.4	-1.3	0.9	1.1	-0.2
HIT 107	8.8	10.9	-2.1	15.4	14.1	1.3	20.2	24.3	-4.1	21.9	27.1	-5.2	4.6	7.4	-2.8	3.2	3.6	-0.4	0.4	0.8	-0.4
891 ABC	10.9	11.9	-1.0	1.1	2.0	-0.9	0.1	0.4	-0.3	1.6	3.0	-1.4	5.0	6.7	-1.7	15.6	17.3	-1.7	27.2	25.8	1.4
5RN	2.5	2.8	-0.3	0.6	1.2	-0.6	1.0	0.2	0.8	1.7	1.5	0.2	3.1	0.9	2.2	3.0	4.0	-1.0	3.2	6.0	-2.8
NEWSR	1.9	1.9	0.0	1.0	6.5	-5.5	*	0.5	*	1.3	0.8	0.5	2.0	2.9	-0.9	2.9	1.9	1.0	2.5	1.3	1.2
5JJJ	9.2	5.7	3.5	6.9	3.5	3.4	27.2	18.1	9.1	14.8	11.2	3.6	12.8	5.5	7.3	2.4	2.3	0.1	0.8	0.5	0.3
ABCFM	3.8	4.0	-0.2	0.2	2.8	-2.6	1.7	1.0	0.7	0.3	1.4	-1.1	2.6	0.8	1.8	6.3	2.9	3.4	7.7	10.6	-2.9

## 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	10.6	1.2	14.7	13.0	1.7	12.6	12.4	0.2	8.8	7.6	1.2	9.9	8.7	1.2	12.8	11.3	1.5	9.6	8.6	1.0
CRUISE1323	8.3	7.9	0.4	5.8	6.1	-0.3	10.1	8.6	1.5	9.6	9.9	-0.3	7.7	7.6	0.1	8.3	6.8	1.5	9.8	10.2	-0.4
MIX102.3	12.1	12.8	-0.7	11.5	11.2	0.3	12.5	16.0	-3.5	13.2	15.6	-2.4	12.1	9.4	2.7	10.1	8.6	1.5	11.5	13.3	-1.8
5MMM	9.7	10.6	-0.9	9.4	9.7	-0.3	11.7	10.9	0.8	11.9	12.3	-0.4	6.8	11.1	-4.3	5.1	6.9	-1.8	7.4	7.9	-0.5
NOVA91.9	10.0	10.1	-0.1	9.4	8.7	0.7	8.7	9.1	-0.4	9.8	10.8	-1.0	12.7	11.9	0.8	11.1	11.1	0.0	11.1	10.3	0.8
HIT 107	9.2	11.4	-2.2	6.7	9.4	-2.7	8.8	11.2	-2.4	10.7	13.0	-2.3	11.2	13.2	-2.0	9.9	9.3	0.6	7.5	9.2	-1.7
891 ABC	10.7	12.1	-1.4	16.3	16.8	-0.5	10.2	10.7	-0.5	7.2	8.0	-0.8	7.6	10.9	-3.3	11.0	16.4	-5.4	11.7	11.1	0.6
5RN	2.4	2.6	-0.2	3.3	3.8	-0.5	1.9	2.2	-0.3	1.4	1.9	-0.5	3.0	2.2	0.8	2.6	3.4	-0.8	2.8	3.4	-0.6
NEWSR	1.8	1.9	-0.1	3.3	3.6	-0.3	0.9	0.9	0.0	0.8	0.9	-0.1	1.1	1.2	-0.1	3.7	3.5	0.2	2.4	2.1	0.3
5JJJ	9.5	6.0	3.5	8.2	5.9	2.3	8.3	5.0	3.3	10.6	6.1	4.5	12.2	7.6	4.6	8.7	5.0	3.7	8.2	4.9	3.3
ABCFM	3.6	3.8	-0.2	3.6	4.4	-0.8	3.5	3.9	-0.4	3.4	3.2	0.2	4.2	4.2	0.0	3.7	3.4	0.3	4.3	4.6	-0.3



# ADELAIDE RADIO - SURVEY 1 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	16	14	2	*	*	*	*	*	*	1	1	0	2	3	-1	4	2	2	9	9	0
CRUISE1323	12	12	0	*	*	*	*	*	*	1	1	0	2	1	1	3	4	-1	5	6	-1
MIX102.3	17	18	-1	2	1	1	1	1	0	4	3	1	6	7	-1	3	3	0	2	3	-1
5MMM	13	14	-1	1	1	0	*	1	*	3	3	0	6	6	0	3	3	0	1	1	0
NOVA91.9	15	14	1	3	3	0	3	2	1	5	4	1	2	4	-2	1	1	0	*	*	*
HIT 107	13	15	-2	1	1	0	2	3	-1	7	8	-1	2	2	0	1	1	0	*	*	*
891 ABC	16	17	-1	*	*	*	*	*	*	*	1	*	2	2	0	4	4	0	10	10	0
5RN	4	4	0	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0	1	2	-1
NEWSR	3	3	0	*	1	*	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0
5JJJ	13	8	5	1	*	*	3	2	1	4	3	1	4	2	2	1	*	*	*	*	*
ABCFM	5	6	-1	*	*	*	*	*	*	*	*	*	1	*	*	2	1	1	3	4	-1
<b>Total</b>	<b>145</b>	<b>139</b>	<b>6</b>	<b>10</b>	<b>8</b>	<b>2</b>	<b>11</b>	<b>11</b>	<b>0</b>	<b>30</b>	<b>29</b>	<b>1</b>	<b>33</b>	<b>33</b>	<b>0</b>	<b>25</b>	<b>21</b>	<b>4</b>	<b>35</b>	<b>38</b>	<b>-3</b>

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	16	2	32	27	5	28	25	3	16	14	2	15	14	1	7	6	1	11	10	1						
CRUISE1323	13	12	1	12	13	-1	22	17	5	18	18	0	12	12	0	5	4	1	12	11	1						
MIX102.3	19	19	0	25	23	2	27	32	-5	24	29	-5	19	15	4	5	5	0	13	15	-2						
5MMM	15	16	-1	20	20	0	26	22	4	22	23	-1	10	17	-7	3	4	-1	9	9	0						
NOVA91.9	16	15	1	20	18	2	19	18	1	18	20	-2	20	19	1	6	6	0	13	11	2						
HIT 107	14	17	-3	14	19	-5	19	22	-3	19	24	-5	17	21	-4	5	5	0	9	10	-1						
891 ABC	17	18	-1	35	35	0	23	21	2	13	15	-2	12	17	-5	6	9	-3	14	12	2						
5RN	4	4	0	7	8	-1	4	4	0	3	4	-1	5	3	2	1	2	-1	3	4	-1						
NEWSR	3	3	0	7	7	0	2	2	0	2	2	0	2	2	0	2	2	0	3	2	1						
5JJJ	15	9	6	18	12	6	18	10	8	19	11	8	19	12	7	5	3	2	10	5	5						
ABCFM	6	6	0	8	9	-1	8	8	0	6	6	0	6	7	-1	2	2	0	5	5	0						
<b>Total</b>	<b>155</b>	<b>151</b>	<b>4</b>	<b>216</b>	<b>207</b>	<b>9</b>	<b>220</b>	<b>200</b>	<b>20</b>	<b>182</b>	<b>183</b>	<b>-1</b>	<b>153</b>	<b>157</b>	<b>-4</b>	<b>55</b>	<b>53</b>	<b>2</b>	<b>117</b>	<b>111</b>	<b>6</b>						



# ADELAIDE RADIO - SURVEY 1 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	151	141	10	6	4	2	2	*	*	16	17	-1	26	36	-10	38	24	14	62	60	2
CRUISE1323	165	166	-1	5	8	-3	4	2	2	14	9	5	29	32	-3	44	46	-2	69	69	0
MIX102.3	306	327	-21	34	46	-12	30	30	0	78	72	6	90	100	-10	49	47	2	25	32	-7
5MMM	200	217	-17	25	21	4	20	20	0	43	56	-13	71	74	-3	32	34	-2	10	12	-2
NOVA91.9	307	316	-9	68	70	-2	73	57	16	94	103	-9	53	60	-7	15	19	-4	5	6	-1
HIT 107	251	262	-11	42	41	1	59	57	2	89	102	-13	42	46	-4	14	11	3	5	5	0
891 ABC	200	206	-6	4	6	-2	2	4	-2	23	23	0	39	45	-6	41	44	-3	91	85	6
5RN	59	58	1	2	4	-2	2	1	1	10	5	5	13	10	3	15	12	3	16	25	-9
NEWSR	76	69	7	2	3	-1	2	4	-2	17	13	4	16	21	-5	21	12	9	19	16	3
5JJJ	185	146	39	14	13	1	39	34	5	74	57	17	44	26	18	9	10	-1	4	6	-2
ABCFM	72	68	4	2	4	-2	4	4	0	4	9	-5	14	8	6	12	10	2	35	32	3
<b>Total</b>	<b>1079</b>	<b>1066</b>	<b>13</b>	<b>109</b>	<b>107</b>	<b>2</b>	<b>122</b>	<b>119</b>	<b>3</b>	<b>246</b>	<b>246</b>	<b>0</b>	<b>244</b>	<b>243</b>	<b>1</b>	<b>157</b>	<b>150</b>	<b>7</b>	<b>202</b>	<b>200</b>	<b>2</b>

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	134	9	99	80	19	79	80	-1	78	63	15	71	73	-2	54	44	10	98	94	4
CRUISE1323	146	149	-3	71	75	-4	88	77	11	93	100	-7	80	85	-5	50	39	11	121	118	3
MIX102.3	276	293	-17	157	161	-4	146	156	-10	147	176	-29	146	151	-5	84	84	0	194	204	-10
5MMM	181	202	-21	101	116	-15	95	94	1	99	114	-15	94	126	-32	44	60	-16	116	128	-12
NOVA91.9	284	288	-4	169	160	9	134	123	11	152	177	-25	168	159	9	102	102	0	196	214	-18
HIT 107	229	245	-16	122	137	-15	115	121	-6	132	149	-17	129	158	-29	74	78	-4	155	159	-4
891 ABC	179	192	-13	135	136	-1	102	111	-9	82	99	-17	80	110	-30	60	69	-9	140	141	-1
5RN	47	51	-4	33	35	-2	24	26	-2	27	23	4	30	24	6	16	19	-3	43	41	2
NEWSR	66	65	1	42	38	4	23	21	2	22	19	3	26	21	5	19	24	-5	49	40	9
5JJJ	173	138	35	110	75	35	94	59	35	112	74	38	115	87	28	67	52	15	121	85	36
ABCFM	68	63	5	37	38	-1	40	38	2	40	38	2	41	36	5	26	20	6	47	48	-1
<b>Total</b>	<b>1062</b>	<b>1050</b>	<b>12</b>	<b>841</b>	<b>824</b>	<b>17</b>	<b>743</b>	<b>702</b>	<b>41</b>	<b>785</b>	<b>771</b>	<b>14</b>	<b>786</b>	<b>797</b>	<b>-11</b>	<b>511</b>	<b>515</b>	<b>-4</b>	<b>929</b>	<b>908</b>	<b>21</b>