



ADELAIDE RADIO - SURVEY 5 2016

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	11.6	-0.3	0.4	4.5	-4.1	2.1	1.5	0.6	2.0	1.5	0.5	7.0	5.4	1.6	14.0	14.8	-0.8	26.3	28.4	-2.1
CRUISE1323	8.2	8.0	0.2	2.8	4.6	-1.8	5.5	1.2	4.3	1.5	2.1	-0.6	4.5	5.7	-1.2	16.4	15.0	1.4	13.8	13.0	0.8
MIX102.3	14.5	12.6	1.9	13.1	11.3	1.8	9.6	9.6	0.0	16.6	14.1	2.5	20.6	18.3	2.3	18.4	15.0	3.4	6.0	5.7	0.3
5MMM	9.7	9.3	0.4	8.2	6.9	1.3	7.4	3.3	4.1	10.1	8.3	1.8	17.4	18.1	-0.7	9.2	12.3	-3.1	2.9	2.0	0.9
NOVA91.9	9.9	11.2	-1.3	37.8	37.7	0.1	19.8	24.2	-4.4	15.0	18.7	-3.7	9.6	10.9	-1.3	3.8	2.2	1.6	0.7	0.4	0.3
HIT 107	9.1	9.1	0.0	21.2	14.0	7.2	24.9	28.0	-3.1	18.1	18.3	-0.2	8.8	8.3	0.5	1.5	2.2	-0.7	0.4	0.1	0.3
ABC891	10.9	11.0	-0.1	2.2	2.4	-0.2	1.9	1.5	0.4	3.8	3.7	0.1	6.0	5.7	0.3	14.4	17.2	-2.8	23.9	23.1	0.8
5RN	3.3	3.2	0.1	0.8	1.5	-0.7	0.3	0.5	-0.2	0.2	0.3	-0.1	4.7	4.0	0.7	4.4	3.1	1.3	4.9	6.2	-1.3
NEWSR	2.2	2.2	0.0	1.7	1.7	0.0	1.0	0.8	0.2	2.3	2.4	-0.1	0.7	0.9	-0.2	2.4	2.8	-0.4	4.2	3.4	0.8
5JJJ	4.9	5.4	-0.5	4.2	4.4	-0.2	16.2	16.9	-0.7	9.6	12.2	-2.6	4.6	5.4	-0.8	2.0	0.6	1.4	0.3	0.2	0.1
ABCFM	4.0	4.4	-0.4	0.6	0.5	0.1	1.4	0.9	0.5	1.4	1.0	0.4	1.6	2.0	-0.4	2.8	5.1	-2.3	10.9	11.1	-0.2

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	11.9	-0.7	11.0	13.1	-2.1	14.2	14.1	0.1	8.7	9.2	-0.5	10.5	10.8	-0.3	13.2	12.6	0.6	11.6	10.8	0.8
CRUISE1323	7.8	7.5	0.3	6.4	6.2	0.2	9.5	9.0	0.5	9.4	9.1	0.3	6.2	6.5	-0.3	6.1	5.8	0.3	9.7	9.3	0.4
MIX102.3	14.7	12.6	2.1	13.5	11.4	2.1	15.1	11.9	3.2	18.0	14.9	3.1	12.4	12.4	0.0	12.3	12.4	-0.1	14.1	12.6	1.5
5MMM	9.9	9.3	0.6	10.1	9.4	0.7	9.5	9.8	-0.3	9.2	9.9	-0.7	11.6	8.5	3.1	8.6	7.8	0.8	9.3	9.2	0.1
NOVA91.9	9.8	11.2	-1.4	10.4	11.7	-1.3	7.7	9.6	-1.9	10.0	11.0	-1.0	12.2	13.6	-1.4	7.9	10.0	-2.1	10.1	11.2	-1.1
HIT 107	9.8	9.6	0.2	8.6	7.6	1.0	9.9	9.6	0.3	10.9	10.9	0.0	11.5	12.9	-1.4	7.3	6.4	0.9	6.9	7.4	-0.5
ABC891	11.0	11.2	-0.2	16.3	16.6	-0.3	10.2	10.8	-0.6	7.5	7.3	0.2	8.1	7.8	0.3	12.0	13.4	-1.4	10.9	10.6	0.3
5RN	3.4	3.2	0.2	4.8	4.7	0.1	3.0	2.7	0.3	2.2	2.2	0.0	3.3	2.9	0.4	3.2	3.7	-0.5	3.2	3.2	0.0
NEWSR	2.2	2.0	0.2	2.8	2.6	0.2	1.6	1.2	0.4	1.1	1.5	-0.4	1.6	1.6	0.0	5.9	4.3	1.6	2.4	2.7	-0.3
5JJJ	5.0	5.6	-0.6	4.6	5.4	-0.8	4.3	5.5	-1.2	5.6	6.2	-0.6	6.0	6.3	-0.3	4.2	4.3	-0.1	4.6	4.7	-0.1
ABCFM	3.9	4.2	-0.3	3.4	4.1	-0.7	3.9	4.3	-0.4	3.9	4.0	-0.1	4.4	4.4	0.0	4.6	4.2	0.4	4.5	5.1	-0.6

ADELAIDE RADIO - SURVEY 5 2016

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	16	0	*	*	*	*	*	*	1	*	*	3	2	1	3	4	-1	9	10	-1
CRUISE1323	12	11	1	*	*	*	1	*	*	*	1	*	2	2	0	4	4	0	5	5	0
MIX102.3	21	18	3	1	1	0	1	1	0	5	4	1	8	6	2	4	4	0	2	2	0
5MMM	14	13	1	1	1	0	1	*	*	3	2	1	6	6	0	2	3	-1	1	1	0
NOVA91.9	14	16	-2	3	4	-1	2	3	-1	4	5	-1	4	4	0	1	1	0	*	*	*
HIT 107	13	13	0	2	1	1	3	3	0	5	5	0	3	3	0	*	1	*	*	*	*
ABC891	16	16	0	*	*	*	*	*	*	1	1	0	2	2	0	3	4	-1	9	8	1
5RN	5	5	0	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	2	1	1
5JJJ	7	8	-1	*	*	*	2	2	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC FM	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	4	0
Total	143	141	2	9	10	-1	10	11	-1	27	27	0	37	34	3	24	24	0	36	35	1

Average Audience (000's) by Session, P10+ [Potential: 1125]

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	17	18	-1	24	27	-3	29	28	1	16	16	0	16	17	-1	7	7	0	14	13	1						
CRUISE1323	12	11	1	14	13	1	19	18	1	17	16	1	10	10	0	3	3	0	11	11	0						
MIX102.3	22	19	3	29	24	5	31	24	7	32	26	6	19	20	-1	6	7	-1	17	15	2						
5MMM	15	14	1	22	20	2	19	20	-1	17	17	0	18	13	5	5	4	1	11	11	0						
NOVA91.9	15	17	-2	23	24	-1	16	19	-3	18	19	-1	19	21	-2	4	6	-2	12	13	-1						
HIT 107	15	14	1	19	16	3	20	19	1	20	19	1	18	20	-2	4	4	0	8	9	-1						
ABC891	17	17	0	35	34	1	21	21	0	14	13	1	13	12	1	6	8	-2	13	13	0						
5RN	5	5	0	10	10	0	6	5	1	4	4	0	5	5	0	2	2	0	4	4	0						
NEWSR	3	3	0	6	5	1	3	2	1	2	3	-1	2	3	-1	3	2	1	3	3	0						
5JJJ	8	8	0	10	11	-1	9	11	-2	10	11	-1	9	10	-1	2	2	0	5	6	-1						
ABC FM	6	6	0	7	9	-2	8	9	-1	7	7	0	7	7	0	2	2	0	5	6	-1						
Total	152	150	2	217	208	9	203	199	4	180	172	8	157	157	0	52	57	-5	118	120	-2						



ADELAIDE RADIO - SURVEY 5 2016

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	144	154	-10	2	5	-3	3	3	0	12	11	1	33	31	2	28	32	-4	66	72	-6
CRUISE1323	164	168	-4	8	7	1	10	4	6	13	16	-3	28	33	-5	42	45	-3	64	62	2
MIX102.3	298	319	-21	40	37	3	31	39	-8	63	68	-5	89	96	-7	49	54	-5	27	25	2
5MMM	213	232	-19	25	23	2	19	21	-2	53	53	0	72	90	-18	30	33	-3	14	12	2
NOVA91.9	308	330	-22	63	71	-8	63	68	-5	94	109	-15	68	66	2	15	11	4	5	4	1
HIT 107	246	258	-12	46	46	0	54	62	-8	83	85	-2	48	51	-3	13	11	2	4	2	2
ABC891	208	200	8	8	7	1	8	7	1	29	24	5	35	33	2	44	46	-2	85	84	1
5RN	71	65	6	5	5	0	2	2	0	6	5	1	21	14	7	16	14	2	23	26	-3
NEWSR	75	75	0	4	6	-2	4	4	0	18	14	4	11	15	-4	12	12	0	25	24	1
5JJJ	156	155	1	15	16	-1	35	33	2	61	62	-1	33	35	-2	9	7	2	2	2	0
ABCFM	83	80	3	3	3	0	5	4	1	15	12	3	15	16	-1	14	13	1	31	33	-2
Total	1068	1066	2	108	108	0	122	121	1	245	245	0	244	246	-2	149	149	0	198	196	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1125]

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	136	142	-6	90	97	-7	77	73	4	67	72	-5	74	78	-4	49	57	-8	107	115	-8
CRUISE1323	149	152	-3	73	75	-2	83	89	-6	88	91	-3	79	83	-4	37	41	-4	114	113	1
MIX102.3	270	284	-14	159	161	-2	136	139	-3	163	171	-8	146	155	-9	86	92	-6	197	194	3
5MMM	186	202	-16	110	113	-3	92	96	-4	93	99	-6	104	110	-6	60	61	-1	137	139	-2
NOVA91.9	287	301	-14	177	186	-9	122	130	-8	166	166	0	177	181	-4	88	98	-10	205	225	-20
HIT 107	235	242	-7	139	127	12	103	108	-5	132	134	-2	143	153	-10	69	73	-4	144	155	-11
ABC891	189	183	6	137	132	5	101	98	3	92	85	7	96	92	4	64	68	-4	142	141	1
5RN	65	59	6	48	45	3	33	30	3	26	28	-2	29	29	0	18	21	-3	46	46	0
NEWSR	65	62	3	38	35	3	23	21	2	21	23	-2	23	27	-4	27	25	2	47	44	3
5JJJ	138	139	-1	79	83	-4	60	72	-12	82	74	8	91	80	11	45	49	-4	92	87	5
ABCFM	74	69	5	48	41	7	37	35	2	42	37	5	39	36	3	19	20	-1	51	53	-2
Total	1052	1053	-1	845	837	8	703	708	-5	751	753	-2	791	786	5	477	515	-38	915	915	0