



ADELAIDE RADIO - SURVEY 8 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	10.1	10.1	0.0	2.2	3.0	-0.8	*	1.3	*	3.4	3.9	-0.5	8.4	9.0	-0.6	8.1	11.2	-3.1	22.6	20.2	2.4
CRUISE1323	8.4	8.6	-0.2	1.0	1.2	-0.2	0.6	1.9	-1.3	2.2	3.2	-1.0	4.3	5.7	-1.4	19.3	16.6	2.7	14.9	14.5	0.4
MIX102.3	12.9	14.0	-1.1	17.3	22.4	-5.1	9.7	11.1	-1.4	10.7	11.5	-0.8	19.9	18.5	1.4	15.6	18.8	-3.2	7.0	7.6	-0.6
5MMM	10.0	9.7	0.3	7.7	7.6	0.1	10.3	11.8	-1.5	10.8	8.5	2.3	17.4	19.4	-2.0	12.2	7.7	4.5	2.1	2.5	-0.4
NOVA91.9	10.1	11.3	-1.2	34.6	29.0	5.6	17.6	17.3	0.3	15.0	17.9	-2.9	11.3	13.2	-1.9	4.4	5.1	-0.7	1.1	1.8	-0.7
HIT 107	10.9	10.4	0.5	14.1	14.4	-0.3	24.3	20.9	3.4	27.1	23.6	3.5	7.4	8.3	-0.9	3.6	4.0	-0.4	0.8	1.1	-0.3
ABC891	11.9	11.4	0.5	2.0	3.2	-1.2	0.4	1.3	-0.9	3.0	3.6	-0.6	6.7	3.7	3.0	17.3	14.8	2.5	25.8	28.4	-2.6
5RN	2.8	2.3	0.5	1.2	1.4	-0.2	0.2	0.4	-0.2	1.5	0.6	0.9	0.9	1.2	-0.3	4.0	3.1	0.9	6.0	5.1	0.9
NEWSR	1.9	1.8	0.1	6.5	4.8	1.7	0.5	0.2	0.3	0.8	0.9	-0.1	2.9	1.3	1.6	1.9	4.5	-2.6	1.3	1.3	0.0
5JJJ	5.7	6.1	-0.4	3.5	4.9	-1.4	18.1	20.2	-2.1	11.2	11.7	-0.5	5.5	5.2	0.3	2.3	2.7	-0.4	0.5	0.4	0.1
ABCFM	4.0	3.0	1.0	2.8	0.1	2.7	1.0	1.1	-0.1	1.4	1.7	-0.3	0.8	0.8	0.0	2.9	2.5	0.4	10.6	8.0	2.6

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	10.6	10.3	0.3	13.0	12.3	0.7	12.4	11.2	1.2	7.6	6.9	0.7	8.7	10.6	-1.9	11.3	11.3	0.0	8.6	9.5	-0.9
CRUISE1323	7.9	8.2	-0.3	6.1	6.8	-0.7	8.6	9.6	-1.0	9.9	10.0	-0.1	7.6	6.6	1.0	6.8	6.5	0.3	10.2	10.1	0.1
MIX102.3	12.8	14.0	-1.2	11.2	12.8	-1.6	16.0	15.2	0.8	15.6	16.0	-0.4	9.4	11.8	-2.4	8.6	13.2	-4.6	13.3	14.0	-0.7
5MMM	10.6	10.0	0.6	9.7	9.3	0.4	10.9	9.7	1.2	12.3	11.3	1.0	11.1	10.7	0.4	6.9	7.8	-0.9	7.9	8.5	-0.6
NOVA91.9	10.1	11.3	-1.2	8.7	10.0	-1.3	9.1	10.4	-1.3	10.8	11.8	-1.0	11.9	13.2	-1.3	11.1	11.7	-0.6	10.3	11.4	-1.1
HIT 107	11.4	10.8	0.6	9.4	8.8	0.6	11.2	10.6	0.6	13.0	12.1	0.9	13.2	13.4	-0.2	9.3	7.8	1.5	9.2	9.2	0.0
ABC891	12.1	11.7	0.4	16.8	16.6	0.2	10.7	10.0	0.7	8.0	7.6	0.4	10.9	10.0	0.9	16.4	16.6	-0.2	11.1	10.5	0.6
5RN	2.6	2.2	0.4	3.8	3.5	0.3	2.2	1.6	0.6	1.9	1.3	0.6	2.2	1.9	0.3	3.4	2.9	0.5	3.4	2.7	0.7
NEWSR	1.9	1.8	0.1	3.6	2.9	0.7	0.9	1.1	-0.2	0.9	0.9	0.0	1.2	1.2	0.0	3.5	3.4	0.1	2.1	2.1	0.0
5JJJ	6.0	6.2	-0.2	5.9	5.7	0.2	5.0	6.2	-1.2	6.1	6.9	-0.8	7.6	6.7	0.9	5.0	4.9	0.1	4.9	5.5	-0.6
ABCFM	3.8	3.0	0.8	4.4	3.4	1.0	3.9	2.9	1.0	3.2	2.7	0.5	4.2	3.4	0.8	3.4	1.7	1.7	4.6	3.3	1.3



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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	14	14	0	*	*	*	*	*	*	1	1	0	3	3	0	2	3	-1	9	7	2
CRUISE1323	12	12	0	*	*	*	*	*	*	1	1	0	1	2	-1	4	4	0	6	5	1
MIX102.3	18	20	-2	1	2	-1	1	1	0	3	4	-1	7	6	1	3	4	-1	3	3	0
5MMM	14	14	0	1	1	0	1	1	0	3	3	0	6	7	-1	3	2	1	1	1	0
NOVA91.9	14	16	-2	3	2	1	2	2	0	4	6	-2	4	5	-1	1	1	0	*	1	*
HIT 107	15	15	0	1	1	0	3	2	1	8	7	1	2	3	-1	1	1	0	*	*	*
ABC891	17	16	1	*	*	*	*	*	*	1	1	0	2	1	1	4	3	1	10	10	0
5RN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
NEWSR	3	3	0	1	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	*	*
5JJJ	8	9	-1	*	*	*	2	2	0	3	4	-1	2	2	0	*	1	*	*	*	*
ABC FM	6	4	2	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	4	3	1
Total	139	143	-4	8	9	-1	11	10	1	29	31	-2	33	34	-1	21	23	-2	38	35	3

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	16	16	0	27	26	1	25	23	2	14	13	1	14	17	-3	6	6	0	10	11	-1						
CRUISE1323	12	13	-1	13	14	-1	17	20	-3	18	19	-1	12	11	1	4	3	1	11	11	0						
MIX102.3	19	22	-3	23	27	-4	32	32	0	29	30	-1	15	19	-4	5	7	-2	15	16	-1						
5MMM	16	16	0	20	20	0	22	20	2	23	21	2	17	18	-1	4	4	0	9	10	-1						
NOVA91.9	15	18	-3	18	21	-3	18	22	-4	20	22	-2	19	21	-2	6	6	0	11	13	-2						
HIT 107	17	17	0	19	19	0	22	22	0	24	23	1	21	22	-1	5	4	1	10	10	0						
ABC891	18	18	0	35	35	0	21	21	0	15	14	1	17	16	1	9	9	0	12	12	0						
5RN	4	3	1	8	8	0	4	3	1	4	2	2	3	3	0	2	1	1	4	3	1						
NEWSR	3	3	0	7	6	1	2	2	0	2	2	0	2	2	0	2	2	0	2	2	0						
5JJJ	9	10	-1	12	12	0	10	13	-3	11	13	-2	12	11	1	3	3	0	5	6	-1						
ABC FM	6	5	1	9	7	2	8	6	2	6	5	1	7	6	1	2	1	1	5	4	1						
Total	151	155	-4	207	213	-6	200	209	-9	183	189	-6	157	163	-6	53	51	2	111	113	-2						



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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	141	145	-4	4	5	-1	*	3	*	17	20	-3	36	39	-3	24	27	-3	60	51	9
CRUISE1323	166	166	0	8	9	-1	2	4	-2	9	14	-5	32	32	0	46	44	2	69	63	6
MIX102.3	327	323	4	46	49	-3	30	27	3	72	68	4	100	95	5	47	53	-6	32	31	1
5MMM	217	227	-10	21	20	1	20	20	0	56	58	-2	74	83	-9	34	34	0	12	12	0
NOVA91.9	316	319	-3	70	66	4	57	54	3	103	101	2	60	71	-11	19	20	-1	6	7	-1
HIT 107	262	253	9	41	37	4	57	54	3	102	95	7	46	46	0	11	14	-3	5	6	-1
ABC891	206	199	7	6	8	-2	4	8	-4	23	27	-4	45	22	23	44	42	2	85	93	-8
5RN	58	51	7	4	3	1	1	2	-1	5	7	-2	10	12	-2	12	8	4	25	19	6
NEWSR	69	63	6	3	3	0	4	2	2	13	13	0	21	17	4	12	12	0	16	16	0
5JJJ	146	149	-3	13	16	-3	34	32	2	57	54	3	26	28	-2	10	15	-5	6	4	2
ABCFM	68	65	3	4	1	3	4	4	0	9	11	-2	8	11	-3	10	9	1	32	29	3
Total	1066	1068	-2	107	109	-2	119	118	1	246	245	1	243	245	-2	150	151	-1	200	200	0

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	134	138	-4	80	90	-10	80	78	2	63	72	-9	73	88	-15	44	47	-3	94	100	-6
CRUISE1323	149	144	5	75	81	-6	77	80	-3	100	96	4	85	80	5	39	41	-2	118	122	-4
MIX102.3	293	299	-6	161	167	-6	156	150	6	176	175	1	151	161	-10	84	92	-8	204	201	3
5MMM	202	204	-2	116	115	1	94	90	4	114	107	7	126	122	4	60	56	4	128	143	-15
NOVA91.9	288	302	-14	160	184	-24	123	141	-18	177	170	7	159	163	-4	102	94	8	214	209	5
HIT 107	245	230	15	137	128	9	121	116	5	149	125	24	158	150	8	78	64	14	159	160	-1
ABC891	192	185	7	136	138	-2	111	102	9	99	96	3	110	90	20	69	71	-2	141	131	10
5RN	51	43	8	35	32	3	26	21	5	23	18	5	24	23	1	19	15	4	41	35	6
NEWSR	65	55	10	38	36	2	21	17	4	19	17	2	21	18	3	24	17	7	40	36	4
5JJJ	138	138	0	75	77	-2	59	60	-1	74	76	-2	87	87	0	52	43	9	85	94	-9
ABCFM	63	60	3	38	38	0	38	34	4	38	37	1	36	40	-4	20	13	7	48	46	2
Total	1050	1052	-2	824	846	-22	702	715	-13	771	755	16	797	799	-2	515	488	27	908	909	-1