



ADELAIDE RADIO - SURVEY 2 2018

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	10.5	10.8	-0.3	2.2	2.2	0.0	0.5	0.4	0.1	2.2	2.5	-0.3	10.6	9.1	1.5	13.9	14.1	-0.2	19.3	22.8	-3.5
CRUISE1323	9.3	9.0	0.3	2.1	2.0	0.1	0.5	0.8	-0.3	3.7	3.3	0.4	8.3	8.2	0.1	13.9	14.2	-0.3	15.8	15.3	0.5
MIX102.3	15.7	16.1	-0.4	16.2	20.9	-4.7	13.4	11.7	1.7	15.5	16.3	-0.8	20.3	22.9	-2.6	19.1	17.0	2.1	10.6	9.0	1.6
5MMM	10.9	10.6	0.3	4.8	7.0	-2.2	7.6	5.9	1.7	12.5	13.3	-0.8	18.6	14.1	4.5	15.8	16.5	-0.7	2.9	3.5	-0.6
NOVA91.9	9.8	9.6	0.2	37.9	32.8	5.1	19.8	20.0	-0.2	14.7	13.1	1.6	9.1	10.1	-1.0	3.1	2.5	0.6	0.8	0.9	-0.1
HIT 107	8.4	9.1	-0.7	13.8	14.2	-0.4	23.6	25.4	-1.8	19.1	16.0	3.1	6.5	9.0	-2.5	2.3	4.0	-1.7	0.1	0.3	-0.2
ABC ADE	10.7	10.4	0.3	1.3	2.2	-0.9	1.2	1.9	-0.7	1.7	3.2	-1.5	6.2	4.4	1.8	11.8	11.6	0.2	25.5	26.5	-1.0
5RN	2.7	2.3	0.4	0.3	0.1	0.2	0.2	0.5	-0.3	0.4	0.5	-0.1	1.2	0.8	0.4	3.5	3.3	0.2	6.3	5.6	0.7
ABC NEWS	1.9	1.3	0.6	2.0	0.2	1.8	1.3	1.2	0.1	0.7	0.6	0.1	1.7	1.0	0.7	2.5	2.1	0.4	2.6	2.0	0.6
5JJJ	5.5	6.9	-1.4	7.2	6.4	0.8	17.5	17.0	0.5	12.2	14.3	-2.1	4.2	6.8	-2.6	1.8	3.3	-1.5	0.2	0.4	-0.2
ABCFM	3.6	3.4	0.2	0.1	0.2	-0.1	1.7	1.6	0.1	1.5	3.3	-1.8	3.1	2.4	0.7	2.2	1.7	0.5	7.9	7.0	0.9

Share Movement (%) by Session, P10+

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	10.9	11.3	-0.4	12.2	13.8	-1.6	13.5	13.2	0.3	6.9	7.6	-0.7	8.3	9.6	-1.3	16.0	12.8	3.2	9.0	9.2	-0.2						
CRUISE1323	8.8	8.6	0.2	7.2	6.9	0.3	9.7	9.7	0.0	10.4	10.3	0.1	8.8	8.8	0.0	6.9	5.2	1.7	11.0	10.3	0.7						
MIX102.3	16.0	16.6	-0.6	14.7	15.1	-0.4	17.2	17.9	-0.7	19.9	19.8	0.1	14.1	15.2	-1.1	9.1	10.9	-1.8	14.7	14.6	0.1						
5MMM	11.5	11.1	0.4	11.6	11.5	0.1	11.7	10.9	0.8	12.9	12.0	0.9	10.8	10.3	0.5	8.1	8.6	-0.5	9.0	8.9	0.1						
NOVA91.9	9.7	9.4	0.3	9.1	8.5	0.6	8.4	8.5	-0.1	9.3	8.9	0.4	13.0	12.3	0.7	10.7	11.6	-0.9	10.1	9.9	0.2						
HIT 107	8.7	9.4	-0.7	8.1	8.0	0.1	9.2	9.6	-0.4	10.2	10.9	-0.7	8.3	10.0	-1.7	5.9	7.4	-1.5	7.2	8.1	-0.9						
ABC ADE	10.5	10.5	0.0	13.7	13.7	0.0	9.2	9.9	-0.7	8.3	7.6	0.7	9.7	8.7	1.0	12.5	13.6	-1.1	11.3	10.4	0.9						
5RN	2.6	2.3	0.3	4.2	4.0	0.2	2.0	1.4	0.6	1.5	1.1	0.4	2.8	2.6	0.2	2.3	2.0	0.3	2.7	2.3	0.4						
ABC NEWS	1.7	1.2	0.5	2.6	2.1	0.5	0.9	0.8	0.1	1.2	0.5	0.7	1.3	0.8	0.5	2.9	2.1	0.8	2.5	1.8	0.7						
5JJJ	5.6	6.3	-0.7	5.2	5.1	0.1	5.1	6.2	-1.1	5.9	6.5	-0.6	7.7	8.4	-0.7	4.0	5.7	-1.7	5.2	8.8	-3.6						
ABCFM	3.3	3.1	0.2	3.8	3.4	0.4	3.0	2.6	0.4	2.5	3.3	-0.8	3.5	2.7	0.8	4.1	3.7	0.4	4.8	4.2	0.6						



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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	145	144	1	6	6	0	2	2	0	14	16	-2	37	36	1	30	28	2	55	55	0
CRUISE1323	185	167	18	10	6	4	4	3	1	21	13	8	34	37	-3	44	44	0	73	64	9
MIX102.3	342	347	-5	36	41	-5	39	34	5	78	78	0	97	104	-7	54	53	1	37	37	0
5MMM	235	224	11	23	22	1	25	22	3	56	60	-4	82	69	13	36	34	2	13	17	-4
NOVA91.9	306	301	5	67	67	0	61	57	4	101	95	6	54	58	-4	16	16	0	7	8	-1
HIT 107	237	243	-6	35	37	-2	51	50	1	84	83	1	47	53	-6	18	16	2	2	4	-2
ABC ADE	194	196	-2	5	5	0	4	7	-3	18	25	-7	37	38	-1	42	43	-1	86	78	8
5RN	61	54	7	2	1	1	2	1	1	3	3	0	8	5	3	15	16	-1	31	27	4
ABC NEWS	71	57	14	5	1	4	5	4	1	7	8	-1	17	14	3	16	12	4	22	18	4
5JJJ	170	175	-5	18	19	-1	45	42	3	65	65	0	31	37	-6	8	9	-1	3	3	0
ABCFM	69	70	-1	1	2	-1	3	4	-1	12	14	-2	14	10	4	9	11	-2	30	29	1
Total	1082	1083	-1	108	108	0	120	119	1	241	245	-4	245	246	-1	161	161	0	207	205	2

Cumulative Audience (000's) by Session, P10+ [Potential: 1143]

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	140	139	1	98	96	2	88	85	3	76	73	3	71	73	-2	53	49	4	89	97	-8
CRUISE1323	168	154	14	93	85	8	96	93	3	110	101	9	87	83	4	50	39	11	128	121	7
MIX102.3	314	316	-2	183	186	-3	154	169	-15	195	188	7	173	173	0	91	79	12	209	223	-14
5MMM	216	205	11	119	117	2	105	100	5	124	115	9	111	107	4	64	60	4	147	144	3
NOVA91.9	285	277	8	159	155	4	138	133	5	162	146	16	174	170	4	86	90	-4	196	190	6
HIT 107	225	232	-7	139	128	11	107	112	-5	134	145	-11	119	131	-12	56	69	-13	132	138	-6
ABC ADE	174	171	3	125	123	2	103	101	2	96	87	9	95	82	13	61	54	7	126	129	-3
5RN	55	46	9	35	31	4	23	17	6	25	19	6	26	22	4	17	13	4	41	36	5
ABC NEWS	62	50	12	37	30	7	21	12	9	25	18	7	24	16	8	17	11	6	43	32	11
5JJJ	160	160	0	97	94	3	71	73	-2	78	73	5	92	103	-11	47	54	-7	91	111	-20
ABCFM	65	66	-1	42	38	4	29	28	1	32	34	-2	35	31	4	25	19	6	42	46	-4
Total	1066	1064	2	860	846	14	732	730	2	810	769	41	783	764	19	500	480	20	901	914	-13



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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	15	15	0	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	8	8	0
CRUISE1323	14	13	1	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	6	5	1
MIX102.3	23	23	0	2	2	0	1	1	0	4	4	0	7	8	-1	5	4	1	4	3	1
5MMM	16	15	1	*	1	*	1	1	0	4	4	0	6	5	1	4	4	0	1	1	0
NOVA91.9	14	13	1	4	3	1	2	2	0	4	4	0	3	3	0	1	1	0	*	*	*
HIT 107	12	13	-1	1	1	0	3	3	0	6	4	2	2	3	-1	1	1	0	*	*	*
ABC ADE	16	15	1	*	*	*	*	*	*	*	1	*	2	1	1	3	3	0	10	9	1
5RN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0
5JJJ	8	10	-2	1	1	0	2	2	0	4	4	0	1	2	-1	*	1	*	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	*	1	*	1	1	*	1	*	*	3	2	1
Total	147	141	6	10	10	0	11	11	0	29	28	1	33	34	-1	24	24	0	39	35	4

Average Audience (000's) by Session, P10+ [Potential: 1143]

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	17	17	0	27	30	-3	31	28	3	13	14	-1	12	14	-2	8	6	2	11	11	0
CRUISE1323	14	13	1	16	15	1	22	21	1	19	19	0	13	13	0	4	3	1	13	12	1
MIX102.3	25	25	0	33	32	1	39	39	0	37	36	1	21	22	-1	5	5	0	17	17	0
5MMM	18	17	1	26	25	1	26	23	3	24	22	2	16	15	1	4	4	0	11	10	1
NOVA91.9	15	14	1	20	18	2	19	18	1	17	16	1	20	18	2	6	6	0	12	11	1
HIT 107	14	14	0	18	17	1	21	21	0	19	20	-1	13	14	-1	3	4	-1	8	9	-1
ABC ADE	17	16	1	31	30	1	21	21	0	15	14	1	15	13	2	7	7	0	13	12	1
5RN	4	3	1	10	9	1	5	3	2	3	2	1	4	4	0	1	1	0	3	3	0
ABC NEWS	3	2	1	6	5	1	2	2	0	2	1	1	2	1	1	2	1	1	3	2	1
5JJJ	9	10	-1	12	11	1	12	13	-1	11	12	-1	12	12	0	2	3	-1	6	10	-4
ABCFM	5	5	0	8	7	1	7	6	1	5	6	-1	5	4	1	2	2	0	6	5	1
Total	158	152	6	224	215	9	227	215	12	187	181	6	150	144	6	53	49	4	118	115	3