



ADELAIDE RADIO - SURVEY 7 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	10.9	10.8	0.1	1.6	0.9	0.7	0.1	0.1	0.0	1.9	2.9	-1.0	7.7	6.3	1.4	13.0	11.5	1.5	25.6	26.5	-0.9
CRUISE1323	7.9	9.5	-1.6	1.2	0.5	0.7	1.8	5.2	-3.4	1.3	4.5	-3.2	5.4	8.3	-2.9	18.5	15.3	3.2	12.2	14.4	-2.2
MIX102.3	11.8	12.4	-0.6	12.7	15.6	-2.9	13.0	15.4	-2.4	12.1	10.9	1.2	17.2	18.4	-1.2	12.7	14.5	-1.8	5.1	4.5	0.6
5MMM	10.0	10.7	-0.7	4.9	5.5	-0.6	6.9	8.2	-1.3	13.8	14.6	-0.8	16.5	18.2	-1.7	12.8	11.1	1.7	1.2	2.3	-1.1
NOVA91.9	11.2	11.0	0.2	42.8	41.5	1.3	23.0	22.9	0.1	16.2	14.6	1.6	10.1	11.0	-0.9	4.2	3.8	0.4	1.1	1.0	0.1
HIT 107	9.8	8.0	1.8	17.1	14.0	3.1	22.3	23.4	-1.1	19.0	16.3	2.7	9.8	6.1	3.7	4.1	3.4	0.7	0.5	0.4	0.1
ABC ADE	10.4	11.6	-1.2	1.0	0.6	0.4	1.2	1.8	-0.6	2.1	2.0	0.1	4.5	6.1	-1.6	12.0	13.9	-1.9	27.1	28.5	-1.4
5RN	2.6	1.8	0.8	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	1.0	0.5	0.5	5.9	6.1	-0.2	4.9	2.4	2.5
ABC NEWS	2.2	1.8	0.4	3.7	3.2	0.5	0.4	0.8	-0.4	1.4	1.0	0.4	1.8	1.6	0.2	2.6	3.1	-0.5	3.0	1.8	1.2
5JJJ	5.2	5.6	-0.4	5.1	4.7	0.4	11.2	10.4	0.8	11.5	11.2	0.3	5.2	7.2	-2.0	2.7	3.4	-0.7	0.3	0.2	0.1
ABCFM	3.3	3.7	-0.4	1.8	1.9	-0.1	0.3	0.1	0.2	2.0	1.4	0.6	1.4	1.7	-0.3	2.5	2.9	-0.4	8.1	9.7	-1.6

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	11.3	11.2	0.1	12.6	12.4	0.2	11.3	12.2	-0.9	8.0	7.7	0.3	11.5	11.6	-0.1	16.9	14.6	2.3	9.8	9.5	0.3
CRUISE1323	7.2	9.3	-2.1	6.6	6.9	-0.3	8.7	12.4	-3.7	7.9	10.9	-3.0	6.0	8.1	-2.1	5.9	6.9	-1.0	10.0	10.0	0.0
MIX102.3	11.8	12.2	-0.4	12.2	12.1	0.1	11.6	11.7	-0.1	12.4	13.0	-0.6	11.2	11.9	-0.7	10.7	11.2	-0.5	11.9	13.1	-1.2
5MMM	11.3	11.7	-0.4	11.0	11.4	-0.4	12.8	13.4	-0.6	13.3	13.7	-0.4	9.7	9.6	0.1	6.7	7.0	-0.3	6.0	7.6	-1.6
NOVA91.9	10.8	10.9	-0.1	9.9	11.0	-1.1	9.2	8.0	1.2	11.1	11.0	0.1	13.2	14.4	-1.2	11.6	10.2	1.4	12.5	11.4	1.1
HIT 107	10.1	8.3	1.8	8.8	6.8	2.0	10.4	8.7	1.7	11.8	9.7	2.1	11.0	9.1	1.9	6.3	6.2	0.1	8.8	7.1	1.7
ABC ADE	10.3	11.7	-1.4	14.6	16.2	-1.6	10.8	10.3	0.5	7.2	9.1	-1.9	7.2	8.4	-1.2	11.5	15.3	-3.8	10.7	11.2	-0.5
5RN	2.6	1.7	0.9	2.8	1.9	0.9	2.3	1.5	0.8	1.9	1.2	0.7	3.1	1.9	1.2	3.6	2.6	1.0	2.6	2.1	0.5
ABC NEWS	2.0	1.6	0.4	3.5	2.8	0.7	1.2	0.9	0.3	1.1	0.9	0.2	1.1	1.1	0.0	3.8	2.7	1.1	2.7	2.5	0.2
5JJJ	5.3	5.6	-0.3	5.3	6.1	-0.8	4.6	5.2	-0.6	5.1	5.3	-0.2	6.9	6.5	0.4	4.7	4.9	-0.2	4.8	5.6	-0.8
ABCFM	3.1	3.7	-0.6	3.5	3.6	-0.1	3.3	4.3	-1.0	2.5	3.0	-0.5	3.3	3.9	-0.6	3.1	4.1	-1.0	3.8	3.8	0.0



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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	2	1	3	3	0	9	9	0
CRUISE1323	11	13	-2	*	*	*	*	1	*	*	1	*	2	3	-1	4	3	1	4	5	-1
MIX102.3	17	17	0	1	1	0	1	2	-1	3	3	0	6	6	0	3	3	0	2	2	0
5MMM	14	15	-1	*	1	*	1	1	0	4	4	0	6	6	0	3	2	1	*	1	*
NOVA91.9	16	15	1	4	4	0	3	2	1	4	4	0	4	4	0	1	1	0	*	*	*
HIT 107	14	11	3	2	1	1	2	3	-1	5	4	1	3	2	1	1	1	0	*	*	*
ABC ADE	15	16	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	10	-1
SRN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
5J JJ	7	8	-1	*	*	*	1	1	0	3	3	0	2	3	-1	1	1	0	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0	3	3	0
Total	140	140	0	9	10	-1	11	11	0	26	26	0	35	35	0	23	22	1	35	36	-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	17	16	1	26	26	0	22	24	-2	14	13	1	18	18	0	8	7	1	12	11	1
CRUISE1323	11	14	-3	14	14	0	17	24	-7	14	19	-5	10	13	-3	3	3	0	12	12	0
MIX102.3	17	18	-1	25	25	0	22	23	-1	22	22	0	18	18	0	5	6	-1	14	16	-2
5MMM	17	17	0	23	24	-1	25	26	-1	23	24	-1	15	15	0	3	3	0	7	9	-2
NOVA91.9	16	16	0	20	23	-3	18	16	2	20	19	1	21	22	-1	6	5	1	15	14	1
HIT 107	15	12	3	18	14	4	20	17	3	21	17	4	17	14	3	3	3	0	10	9	1
ABC ADE	15	17	-2	30	33	-3	21	20	1	13	16	-3	11	13	-2	6	8	-2	13	14	-1
SRN	4	2	2	6	4	2	5	3	2	3	2	1	5	3	2	2	1	1	3	3	0
ABC NEWS	3	2	1	7	6	1	2	2	0	2	2	0	2	2	0	2	1	1	3	3	0
5J JJ	8	8	0	11	12	-1	9	10	-1	9	9	0	11	10	1	2	2	0	6	7	-1
ABCFM	5	5	0	7	8	-1	6	8	-2	4	5	-1	5	6	-1	2	2	0	5	5	0
Total	148	147	1	207	207	0	194	197	-3	177	173	4	158	154	4	50	50	0	119	121	-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	150	151	-1	7	2	5	2	1	1	11	14	-3	35	36	-1	33	32	1	62	66	-4
CRUISE1323	162	177	-15	5	4	1	5	10	-5	15	22	-7	30	34	-4	46	43	3	61	64	-3
MIX102.3	310	331	-21	42	47	-5	31	39	-8	77	69	8	89	99	-10	47	51	-4	24	26	-2
5MMM	202	211	-9	17	22	-5	16	17	-1	54	55	-1	66	74	-8	38	33	5	11	10	1
NOVA91.9	317	318	-1	75	78	-3	57	62	-5	96	92	4	63	66	-3	19	15	4	7	5	2
HIT 107	246	243	3	43	50	-7	52	57	-5	91	86	5	43	37	6	12	11	1	4	2	2
ABC ADE	178	177	1	4	2	2	6	5	1	15	14	1	32	31	1	38	41	-3	83	84	-1
SRN	57	52	5	1	1	0	1	3	-2	9	10	-1	8	5	3	16	14	2	21	19	2
ABC NEWS	54	56	-2	6	4	2	3	5	-2	8	8	0	11	13	-2	11	13	-2	14	14	0
5JJJ	143	160	-17	13	15	-2	27	28	-1	52	61	-9	37	41	-4	9	11	-2	4	3	1
ABCFM	66	71	-5	4	4	0	2	2	0	7	12	-5	12	13	-1	12	9	3	29	31	-2
Total	1081	1080	1	109	109	0	121	119	2	249	247	2	248	249	-1	156	155	1	199	201	-2

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	139	143	-4	88	91	-3	82	83	-1	77	71	6	78	82	-4	45	46	-1	99	98	1
CRUISE1323	142	158	-16	74	77	-3	86	99	-13	82	97	-15	79	87	-8	39	45	-6	117	122	-5
MIX102.3	272	295	-23	162	178	-16	137	146	-9	157	163	-6	153	152	1	84	80	4	206	209	-3
5MMM	184	187	-3	106	112	-6	91	95	-4	118	112	6	102	100	2	52	51	1	109	117	-8
NOVA91.9	290	297	-7	170	191	-21	120	117	3	170	177	-7	170	183	-13	102	98	4	210	211	-1
HIT 107	227	226	1	131	130	1	116	102	14	134	128	6	139	134	5	66	64	2	151	141	10
ABC ADE	166	164	2	119	123	-4	86	84	2	89	85	4	80	81	-1	53	62	-9	125	128	-3
SRN	49	42	7	30	25	5	26	22	4	24	20	4	27	21	6	15	15	0	37	36	1
ABC NEWS	47	49	-2	32	34	-2	18	20	-2	17	16	1	19	18	1	18	19	-1	43	40	3
5JJJ	135	144	-9	78	93	-15	63	67	-4	78	75	3	80	92	-12	48	52	-4	82	98	-16
ABCFM	58	67	-9	33	40	-7	31	39	-8	32	40	-8	29	39	-10	17	23	-6	44	42	2
Total	1055	1059	-4	829	852	-23	692	698	-6	787	778	9	787	796	-9	479	482	-3	925	929	-4