



ADELAIDE RADIO - SURVEY 4 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	11.6	10.6	1.0	4.5	4.4	0.1	1.5	0.5	1.0	1.5	1.8	-0.3	5.4	6.4	-1.0	14.8	12.5	2.3	28.4	26.3	2.1
CRUISE1323	8.0	7.4	0.6	4.6	3.7	0.9	1.2	0.8	0.4	2.1	1.4	0.7	5.7	5.7	0.0	15.0	12.6	2.4	13.0	13.7	-0.7
MIX102.3	12.6	11.8	0.8	11.3	10.5	0.8	9.6	12.8	-3.2	14.1	12.1	2.0	18.3	17.4	0.9	15.0	14.8	0.2	5.7	3.7	2.0
5MMM	9.3	10.5	-1.2	6.9	9.1	-2.2	3.3	5.1	-1.8	8.3	9.8	-1.5	18.1	19.3	-1.2	12.3	15.2	-2.9	2.0	1.5	0.5
NOVA91.9	11.2	12.0	-0.8	37.7	36.6	1.1	24.2	25.2	-1.0	18.7	20.9	-2.2	10.9	11.2	-0.3	2.2	2.9	-0.7	0.4	0.2	0.2
HIT 107	9.1	9.7	-0.6	14.0	15.8	-1.8	28.0	27.1	0.9	18.3	18.7	-0.4	8.3	7.0	1.3	2.2	4.1	-1.9	0.1	0.7	-0.6
ABC891	11.0	11.4	-0.4	2.4	2.3	0.1	1.5	1.3	0.2	3.7	1.6	2.1	5.7	6.5	-0.8	17.2	17.9	-0.7	23.1	26.1	-3.0
5RN	3.2	2.9	0.3	1.5	1.3	0.2	0.5	0.2	0.3	0.3	0.7	-0.4	4.0	2.3	1.7	3.1	3.2	-0.1	6.2	6.6	-0.4
NEWSR	2.2	2.3	-0.1	1.7	2.6	-0.9	0.8	0.7	0.1	2.4	1.9	0.5	0.9	1.4	-0.5	2.8	3.2	-0.4	3.4	3.5	-0.1
5JJJ	5.4	6.3	-0.9	4.4	4.6	-0.2	16.9	13.7	3.2	12.2	15.8	-3.6	5.4	5.9	-0.5	0.6	1.2	-0.6	0.2	0.2	0.0
ABCFM	4.4	4.5	-0.1	0.5	0.1	0.4	0.9	0.8	0.1	1.0	0.7	0.3	2.0	3.5	-1.5	5.1	5.3	-0.2	11.1	10.9	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	11.9	10.7	1.2	13.1	13.3	-0.2	14.1	11.5	2.6	9.2	7.5	1.7	10.8	10.1	0.7	12.6	11.8	0.8	10.8	10.3	0.5
CRUISE1323	7.5	6.9	0.6	6.2	5.8	0.4	9.0	7.6	1.4	9.1	8.4	0.7	6.5	5.7	0.8	5.8	6.3	-0.5	9.3	9.1	0.2
MIX102.3	12.6	11.9	0.7	11.4	11.5	-0.1	11.9	12.0	-0.1	14.9	13.0	1.9	12.4	12.5	-0.1	12.4	9.1	3.3	12.6	11.4	1.2
5MMM	9.3	10.6	-1.3	9.4	10.0	-0.6	9.8	11.6	-1.8	9.9	12.2	-2.3	8.5	9.8	-1.3	7.8	7.7	0.1	9.2	10.1	-0.9
NOVA91.9	11.2	12.1	-0.9	11.7	11.3	0.4	9.6	9.9	-0.3	11.0	12.3	-1.3	13.6	14.6	-1.0	10.0	13.5	-3.5	11.2	12.0	-0.8
HIT 107	9.6	10.1	-0.5	7.6	8.0	-0.4	9.6	10.1	-0.5	10.9	11.3	-0.4	12.9	13.2	-0.3	6.4	7.3	-0.9	7.4	8.4	-1.0
ABC891	11.2	11.4	-0.2	16.6	16.1	0.5	10.8	11.0	-0.2	7.3	7.3	0.0	7.8	8.4	-0.6	13.4	15.4	-2.0	10.6	11.5	-0.9
5RN	3.2	2.8	0.4	4.7	4.2	0.5	2.7	2.3	0.4	2.2	1.6	0.6	2.9	2.3	0.6	3.7	3.8	-0.1	3.2	3.3	-0.1
NEWSR	2.0	2.2	-0.2	2.6	3.3	-0.7	1.2	1.9	-0.7	1.5	1.5	0.0	1.6	1.5	0.1	4.3	3.1	1.2	2.7	2.6	0.1
5JJJ	5.6	6.8	-1.2	5.4	6.2	-0.8	5.5	7.2	-1.7	6.2	8.0	-1.8	6.3	6.7	-0.4	4.3	4.8	-0.5	4.7	4.6	0.1
ABCFM	4.2	4.3	-0.1	4.1	3.8	0.3	4.3	4.8	-0.5	4.0	4.5	-0.5	4.4	4.2	0.2	4.2	3.8	0.4	5.1	5.4	-0.3



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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	16	15	1	*	*	*	*	*	*	*	*	*	2	2	0	4	3	1	10	9	1
CRUISE1323	11	10	1	*	*	*	*	*	*	1	*	*	2	2	0	4	3	1	5	5	0
MIX102.3	18	16	2	1	1	0	1	2	-1	4	3	1	6	6	0	4	4	0	2	1	1
5MMM	13	15	-2	1	1	0	*	1	*	2	3	-1	6	6	0	3	4	-1	1	*	*
NOVA91.9	16	17	-1	4	3	1	3	3	0	5	6	-1	4	4	0	1	1	0	*	*	*
HIT 107	13	14	-1	1	1	0	3	3	0	5	5	0	3	2	1	1	1	0	*	*	*
ABC891	16	16	0	*	*	*	*	*	*	1	*	*	2	2	0	4	4	0	8	9	-1
5RN	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	1	1	0
5JJJ	8	9	-1	*	*	*	2	2	0	3	4	-1	2	2	0	*	*	*	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	4	0
Total	141	139	2	10	9	1	11	13	-2	27	27	0	34	32	2	24	24	0	35	33	2

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	18	16	2	27	27	0	28	23	5	16	13	3	17	16	1	7	7	0	13	12	1						
CRUISE1323	11	10	1	13	12	1	18	15	3	16	15	1	10	9	1	3	4	-1	11	10	1						
MIX102.3	19	18	1	24	23	1	24	24	0	26	22	4	20	20	0	7	5	2	15	13	2						
5MMM	14	16	-2	20	20	0	20	23	-3	17	21	-4	13	16	-3	4	5	-1	11	11	0						
NOVA91.9	17	18	-1	24	23	1	19	20	-1	19	21	-2	21	23	-2	6	8	-2	13	14	-1						
HIT 107	14	15	-1	16	16	0	19	20	-1	19	20	-1	20	21	-1	4	4	0	9	10	-1						
ABC891	17	17	0	34	32	2	21	22	-1	13	13	0	12	13	-1	8	9	-1	13	13	0						
5RN	5	4	1	10	8	2	5	5	0	4	3	1	5	4	1	2	2	0	4	4	0						
NEWSR	3	3	0	5	7	-2	2	4	-2	3	3	0	3	2	1	2	2	0	3	3	0						
5JJJ	8	10	-2	11	12	-1	11	14	-3	11	14	-3	10	11	-1	2	3	-1	6	5	1						
ABCFM	6	6	0	9	8	1	9	10	-1	7	8	-1	7	7	0	2	2	0	6	6	0						
Total	150	150	0	208	200	8	199	200	-1	172	173	-1	157	158	-1	57	60	-3	120	113	7						



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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	154	152	2	5	4	1	3	3	0	11	13	-2	31	30	1	32	32	0	72	70	2
CRUISE1323	168	158	10	7	5	2	4	6	-2	16	13	3	33	28	5	45	41	4	62	66	-4
MIX102.3	319	312	7	37	35	2	39	45	-6	68	67	1	96	95	1	54	52	2	25	18	7
5MMM	232	230	2	23	22	1	21	25	-4	53	55	-2	90	85	5	33	34	-1	12	9	3
NOVA91.9	330	321	9	71	73	-2	68	57	11	109	105	4	66	69	-3	11	14	-3	4	3	1
HIT 107	258	257	1	46	48	-2	62	58	4	85	85	0	51	47	4	11	16	-5	2	4	-2
ABC891	200	202	-2	7	6	1	7	8	-1	24	17	7	33	34	-1	46	48	-2	84	90	-6
5RN	65	61	4	5	4	1	2	1	1	5	7	-2	14	8	6	14	14	0	26	28	-2
NEWSR	75	69	6	6	5	1	4	4	0	14	10	4	15	13	2	12	15	-3	24	22	2
5JJJ	155	148	7	16	16	0	33	33	0	62	57	5	35	33	2	7	8	-1	2	2	0
ABCFM	80	73	7	3	1	2	4	3	1	12	9	3	16	12	4	13	14	-1	33	34	-1
Total	1066	1066	0	108	109	-1	121	120	1	245	244	1	246	246	0	149	150	-1	196	196	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	142	143	-1	97	93	4	73	73	0	72	68	4	78	78	0	57	56	1	115	105	10
CRUISE1323	152	141	11	75	73	2	89	85	4	91	87	4	83	71	12	41	42	-1	113	108	5
MIX102.3	284	282	2	161	167	-6	139	141	-2	171	161	10	155	156	-1	92	89	3	194	190	4
5MMM	202	206	-4	113	116	-3	96	96	0	99	99	0	110	114	-4	61	66	-5	139	138	1
NOVA91.9	301	297	4	186	178	8	130	129	1	166	175	-9	181	184	-3	98	113	-15	225	212	13
HIT 107	242	240	2	127	130	-3	108	121	-13	134	139	-5	153	153	0	73	89	-16	155	163	-8
ABC891	183	186	-3	132	133	-1	98	99	-1	85	88	-3	92	87	5	68	74	-6	141	137	4
5RN	59	55	4	45	38	7	30	28	2	28	28	0	29	32	-3	21	23	-2	46	42	4
NEWSR	62	60	2	35	38	-3	21	20	1	23	23	0	27	25	2	25	23	2	44	45	-1
5JJJ	139	133	6	83	85	-2	72	74	-2	74	74	0	80	79	1	49	48	1	87	92	-5
ABCFM	69	65	4	41	35	6	35	35	0	37	38	-1	36	35	1	20	25	-5	53	48	5
Total	1053	1052	1	837	831	6	708	702	6	753	751	2	786	789	-3	515	538	-23	915	908	7