



# ADELAIDE RADIO - SURVEY 4 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	11.7	12.3	-0.6	0.5	1.1	-0.6	0.4	0.1	0.3	4.6	3.4	1.2	6.0	6.6	-0.6	14.5	15.4	-0.9	27.5	30.2	-2.7
CRUISE1323	8.3	9.9	-1.6	0.8	5.0	-4.2	1.0	3.1	-2.1	1.3	3.6	-2.3	7.6	8.9	-1.3	13.9	14.2	-0.3	14.8	17.0	-2.2
MIX102.3	12.8	12.1	0.7	19.0	16.1	2.9	7.2	11.4	-4.2	10.2	10.2	0.0	19.5	18.4	1.1	18.5	15.4	3.1	4.5	4.6	-0.1
5MMM	10.9	10.2	0.7	4.1	7.3	-3.2	7.0	6.3	0.7	14.0	12.6	1.4	19.0	15.9	3.1	11.1	13.3	-2.2	3.4	3.1	0.3
NOVA91.9	9.7	9.8	-0.1	35.0	36.0	-1.0	20.4	23.2	-2.8	14.5	14.8	-0.3	9.6	7.2	2.4	3.0	2.6	0.4	0.8	0.8	0.0
HIT 107	10.1	9.0	1.1	14.7	10.8	3.9	32.9	26.6	6.3	21.7	20.6	1.1	7.2	5.5	1.7	3.0	3.3	-0.3	0.5	0.2	0.3
ABC ADE	10.5	11.1	-0.6	2.5	1.5	1.0	2.8	1.2	1.6	1.7	1.4	0.3	3.5	7.8	-4.3	16.7	17.7	-1.0	24.5	24.0	0.5
5RN	2.5	2.2	0.3	0.4	0.1	0.3	0.4	0.7	-0.3	0.1	0.3	-0.2	1.0	1.4	-0.4	5.2	4.0	1.2	5.3	4.5	0.8
ABC NEWS	1.7	1.9	-0.2	0.5	0.4	0.1	1.4	0.7	0.7	0.6	1.0	-0.4	1.4	2.6	-1.2	3.0	2.3	0.7	2.3	2.6	-0.3
5JJJ	6.8	7.1	-0.3	10.5	12.0	-1.5	14.8	13.7	1.1	14.0	11.5	2.5	7.2	10.0	-2.8	2.7	1.8	0.9	0.2	0.6	-0.4
ABCFM	3.6	2.8	0.8	1.6	0.5	1.1	0.6	0.5	0.1	1.8	2.1	-0.3	2.6	2.7	-0.1	2.1	3.3	-1.2	8.4	4.6	3.8

## 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	12.4	-0.5	13.0	14.6	-1.6	13.7	14.3	-0.6	8.5	7.5	1.0	10.7	11.5	-0.8	16.5	16.6	-0.1	11.1	12.3	-1.2
CRUISE1323	8.0	9.5	-1.5	6.4	8.0	-1.6	10.0	11.2	-1.2	9.7	11.5	-1.8	6.4	8.3	-1.9	5.1	6.8	-1.7	9.3	11.1	-1.8
MIX102.3	12.8	12.1	0.7	11.5	11.1	0.4	13.6	13.0	0.6	14.6	13.8	0.8	12.0	10.8	1.2	10.4	10.8	-0.4	12.8	11.9	0.9
5MMM	11.5	10.6	0.9	11.4	10.5	0.9	11.6	9.6	2.0	13.6	12.1	1.5	10.6	11.1	-0.5	7.4	8.0	-0.6	9.2	9.0	0.2
NOVA91.9	9.5	9.6	-0.1	9.2	10.0	-0.8	6.6	7.4	-0.8	9.7	9.2	0.5	12.7	12.1	0.6	10.5	10.8	-0.3	10.5	10.1	0.4
HIT 107	10.6	9.5	1.1	9.8	7.5	2.3	10.7	10.1	0.6	11.7	11.4	0.3	11.8	10.7	1.1	7.8	6.7	1.1	8.5	7.4	1.1
ABC ADE	10.5	11.2	-0.7	14.7	15.2	-0.5	10.4	10.6	-0.2	7.8	8.9	-1.1	7.2	7.7	-0.5	12.8	13.2	-0.4	10.4	11.1	-0.7
5RN	2.5	2.2	0.3	3.6	3.2	0.4	1.6	1.5	0.1	1.3	1.0	0.3	3.1	2.7	0.4	3.9	2.9	1.0	2.6	2.4	0.2
ABC NEWS	1.6	1.8	-0.2	2.7	2.9	-0.2	0.7	0.7	0.0	1.3	1.6	-0.3	1.5	1.4	0.1	1.8	2.3	-0.5	1.8	2.2	-0.4
5JJJ	6.8	7.2	-0.4	5.9	6.6	-0.7	6.5	7.2	-0.7	7.0	7.4	-0.4	8.8	8.6	0.2	5.5	5.3	0.2	6.9	6.8	0.1
ABCFM	3.4	2.7	0.7	3.4	3.1	0.3	3.4	2.7	0.7	3.5	2.8	0.7	3.4	2.2	1.2	3.5	2.3	1.2	4.0	3.3	0.7



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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	17	18	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	4	-1	10	11	-1
CRUISE1323	12	14	-2	*	1	*	*	*	*	*	1	*	3	3	0	3	3	0	5	6	-1
MIX102.3	18	17	1	2	2	0	1	1	0	3	3	0	7	6	1	4	4	0	2	2	0
5MMM	16	15	1	*	1	*	1	1	0	4	4	0	7	5	2	3	3	0	1	1	0
NOVA91.9	14	14	0	3	4	-1	2	3	-1	4	4	0	3	2	1	1	1	0	*	*	*
HIT 107	14	13	1	1	1	0	4	3	1	6	6	0	3	2	1	1	1	0	*	*	*
ABC ADE	15	16	-1	*	*	*	*	*	*	*	*	*	1	3	-2	4	4	0	9	9	0
5RN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
5JJJ	10	10	0	1	1	0	2	2	0	4	3	1	3	3	0	1	*	*	*	*	*
ABC FM	5	4	1	*	*	*	*	*	*	*	1	*	1	1	0	*	1	*	3	2	1
<b>Total</b>	<b>142</b>	<b>145</b>	<b>-3</b>	<b>9</b>	<b>10</b>	<b>-1</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>26</b>	<b>29</b>	<b>-3</b>	<b>36</b>	<b>34</b>	<b>2</b>	<b>23</b>	<b>23</b>	<b>0</b>	<b>36</b>	<b>36</b>	<b>0</b>

## Average Audience (000's) by Session, P10+ [Potential: 1139]

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	19	-1	26	31	-5	28	30	-2	16	13	3	16	18	-2	9	8	1	13	15	-2						
CRUISE1323	12	15	-3	13	17	-4	21	23	-2	18	21	-3	10	13	-3	3	3	0	11	14	-3						
MIX102.3	19	19	0	23	24	-1	28	27	1	27	25	2	18	17	1	5	6	-1	15	15	0						
5MMM	17	16	1	23	22	1	24	20	4	25	22	3	16	17	-1	4	4	0	11	11	0						
NOVA91.9	14	15	-1	19	21	-2	14	15	-1	18	17	1	19	19	0	5	6	-1	13	13	0						
HIT 107	16	15	1	20	16	4	22	21	1	21	21	0	18	17	1	4	3	1	10	9	1						
ABC ADE	16	17	-1	30	33	-3	21	22	-1	14	16	-2	11	12	-1	7	7	0	12	14	-2						
5RN	4	3	1	7	7	0	3	3	0	2	2	0	5	4	1	2	1	1	3	3	0						
ABC NEWS	2	3	-1	5	6	-1	1	2	-1	2	3	-1	2	2	0	1	1	0	2	3	-1						
5JJJ	10	11	-1	12	14	-2	13	15	-2	13	13	0	14	13	1	3	3	0	8	8	0						
ABC FM	5	4	1	7	7	0	7	6	1	6	5	1	5	3	2	2	1	1	5	4	1						
<b>Total</b>	<b>150</b>	<b>153</b>	<b>-3</b>	<b>203</b>	<b>214</b>	<b>-11</b>	<b>207</b>	<b>209</b>	<b>-2</b>	<b>183</b>	<b>180</b>	<b>3</b>	<b>153</b>	<b>156</b>	<b>-3</b>	<b>52</b>	<b>51</b>	<b>1</b>	<b>120</b>	<b>124</b>	<b>-4</b>						



# ADELAIDE RADIO - SURVEY 4 2017

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	161	-11	3	5	-2	4	1	3	13	18	-5	33	36	-3	30	33	-3	66	68	-2
CRUISE1323	185	178	7	6	7	-1	10	10	0	13	14	-1	35	30	5	46	46	0	75	70	5
MIX102.3	324	314	10	42	37	5	36	34	2	74	72	2	91	89	2	54	57	-3	27	26	1
5MMM	231	226	5	21	28	-7	25	19	6	60	57	3	71	71	0	40	40	0	14	12	2
NOVA91.9	314	311	3	62	65	-3	63	62	1	95	99	-4	72	62	10	15	15	0	6	7	-1
HIT 107	259	246	13	49	41	8	60	57	3	90	95	-5	43	37	6	13	14	-1	4	2	2
ABC ADE	191	204	-13	9	5	4	6	6	0	11	17	-6	35	46	-11	45	50	-5	85	81	4
5RN	58	59	-1	3	1	2	4	4	0	2	3	-1	11	12	-1	16	16	0	22	22	0
ABC NEWS	66	73	-7	4	2	2	8	5	3	8	12	-4	13	15	-2	12	14	-2	22	25	-3
5JJJ	177	176	1	22	22	0	31	37	-6	72	64	8	39	40	-1	11	10	1	1	3	-2
ABC FM	79	69	10	5	5	0	4	4	0	12	12	0	18	15	3	13	12	1	27	21	6
Total	1080	1081	-1	107	105	2	122	123	-1	246	250	-4	246	246	0	156	156	0	203	202	1

## 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	140	149	-9	94	102	-8	80	93	-13	79	78	1	76	82	-6	56	54	2	109	120	-11
CRUISE1323	160	158	2	84	93	-9	102	106	-4	104	104	0	79	83	-4	47	46	1	118	125	-7
MIX102.3	281	282	-1	155	170	-15	135	140	-5	171	170	1	148	151	-3	78	82	-4	215	206	9
5MMM	203	198	5	117	119	-2	88	78	10	111	100	11	103	103	0	62	56	6	134	136	-2
NOVA91.9	288	289	-1	164	177	-13	107	127	-20	178	172	6	172	170	2	97	100	-3	211	204	7
HIT 107	241	224	17	119	121	-2	113	112	1	141	131	10	145	139	6	65	63	2	161	145	16
ABC ADE	177	186	-9	123	132	-9	96	96	0	90	95	-5	76	82	-6	68	66	2	132	141	-9
5RN	54	53	1	34	36	-2	24	22	2	23	21	2	30	28	2	21	18	3	36	39	-3
ABC NEWS	57	64	-7	39	46	-7	14	15	-1	22	22	0	25	23	2	17	20	-3	43	49	-6
5JJJ	161	158	3	103	102	1	75	74	1	83	89	-6	105	104	1	52	52	0	106	113	-7
ABC FM	73	63	10	41	34	7	29	24	5	39	36	3	39	30	9	27	22	5	49	42	7
Total	1057	1060	-3	822	857	-35	695	713	-18	790	775	15	784	793	-9	486	490	-4	926	933	-7