



# ADELAIDE RADIO - SURVEY 3 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	12.3	11.6	0.7	1.1	1.1	0.0	0.1	*	*	3.4	3.3	0.1	6.6	9.1	-2.5	15.4	12.5	2.9	30.2	27.2	3.0
CRUISE1323	9.9	10.0	-0.1	5.0	5.3	-0.3	3.1	4.8	-1.7	3.6	3.6	0.0	8.9	8.1	0.8	14.2	14.1	0.1	17.0	17.1	-0.1
MIX102.3	12.1	12.5	-0.4	16.1	16.8	-0.7	11.4	15.0	-3.6	10.2	13.4	-3.2	18.4	17.5	0.9	15.4	12.3	3.1	4.6	5.0	-0.4
5MMM	10.2	9.8	0.4	7.3	6.7	0.6	6.3	4.0	2.3	12.6	11.6	1.0	15.9	15.9	0.0	13.3	12.4	0.9	3.1	3.1	0.0
NOVA91.9	9.8	10.6	-0.8	36.0	35.9	0.1	23.2	27.7	-4.5	14.8	17.8	-3.0	7.2	7.7	-0.5	2.6	3.1	-0.5	0.8	0.3	0.5
HIT 107	9.0	8.0	1.0	10.8	14.6	-3.8	26.6	20.8	5.8	20.6	19.2	1.4	5.5	3.7	1.8	3.3	3.6	-0.3	0.2	*	*
ABC ADE	11.1	11.8	-0.7	1.5	0.2	1.3	1.2	1.0	0.2	1.4	1.5	-0.1	7.8	8.8	-1.0	17.7	17.0	0.7	24.0	26.2	-2.2
5RN	2.2	1.9	0.3	0.1	0.5	-0.4	0.7	0.5	0.2	0.3	0.6	-0.3	1.4	1.5	-0.1	4.0	3.1	0.9	4.5	3.5	1.0
ABC NEWS	1.9	2.2	-0.3	0.4	1.4	-1.0	0.7	*	*	1.0	1.7	-0.7	2.6	3.2	-0.6	2.3	3.0	-0.7	2.6	2.0	0.6
5JJJ	7.1	6.6	0.5	12.0	6.9	5.1	13.7	11.3	2.4	11.5	10.2	1.3	10.0	11.2	-1.2	1.8	2.4	-0.6	0.6	0.6	0.0
ABCFM	2.8	3.5	-0.7	0.5	0.3	0.2	0.5	0.5	0.0	2.1	1.2	0.9	2.7	2.2	0.5	3.3	6.1	-2.8	4.6	6.4	-1.8

## 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	12.4	11.8	0.6	14.6	14.5	0.1	14.3	13.4	0.9	7.5	7.4	0.1	11.5	10.6	0.9	16.6	14.1	2.5	12.3	11.0	1.3
CRUISE1323	9.5	9.6	-0.1	8.0	7.7	0.3	11.2	11.7	-0.5	11.5	11.4	0.1	8.3	8.3	0.0	6.8	7.6	-0.8	11.1	11.2	-0.1
MIX102.3	12.1	12.9	-0.8	11.1	12.1	-1.0	13.0	13.9	-0.9	13.8	14.4	-0.6	10.8	11.7	-0.9	10.8	10.9	-0.1	11.9	11.1	0.8
5MMM	10.6	10.7	-0.1	10.5	10.3	0.2	9.6	11.0	-1.4	12.1	13.0	-0.9	11.1	9.8	1.3	8.0	6.2	1.8	9.0	7.0	2.0
NOVA91.9	9.6	10.4	-0.8	10.0	10.0	0.0	7.4	8.7	-1.3	9.2	9.9	-0.7	12.1	13.4	-1.3	10.8	12.1	-1.3	10.1	11.1	-1.0
HIT 107	9.5	8.1	1.4	7.5	6.1	1.4	10.1	7.8	2.3	11.4	9.2	2.2	10.7	10.0	0.7	6.7	8.7	-2.0	7.4	7.7	-0.3
ABC ADE	11.2	11.7	-0.5	15.2	15.7	-0.5	10.6	11.1	-0.5	8.9	9.0	-0.1	7.7	7.7	0.0	13.2	15.0	-1.8	11.1	12.2	-1.1
5RN	2.2	1.8	0.4	3.2	2.8	0.4	1.5	1.3	0.2	1.0	0.9	0.1	2.7	2.0	0.7	2.9	2.0	0.9	2.4	2.4	0.0
ABC NEWS	1.8	2.0	-0.2	2.9	3.6	-0.7	0.7	0.8	-0.1	1.6	1.2	0.4	1.4	1.2	0.2	2.3	3.8	-1.5	2.2	2.9	-0.7
5JJJ	7.2	6.9	0.3	6.6	7.5	-0.9	7.2	6.2	1.0	7.4	6.2	1.2	8.6	8.6	0.0	5.3	5.2	0.1	6.8	5.8	1.0
ABCFM	2.7	3.2	-0.5	3.1	3.0	0.1	2.7	3.5	-0.8	2.8	3.6	-0.8	2.2	3.1	-0.9	2.3	2.4	-0.1	3.3	4.1	-0.8



## ADELAIDE RADIO - SURVEY 3 2017

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	18	17	1	*	*	*	*	*	*	1	1	0	2	3	-1	4	3	1	11	9	2
CRUISE1323	14	14	0	1	1	0	*	*	*	1	1	0	3	3	0	3	4	-1	6	6	0
MIX102.3	17	18	-1	2	2	0	1	2	-1	3	4	-1	6	6	0	4	3	1	2	2	0
5MMM	15	14	1	1	1	0	1	*	*	4	3	1	5	5	0	3	3	0	1	1	0
NOVA91.9	14	15	-1	4	4	0	3	3	0	4	5	-1	2	3	-1	1	1	0	*	*	*
HIT 107	13	11	2	1	1	0	3	2	1	6	6	0	2	1	1	1	1	0	*	*	*
ABC ADE	16	17	-1	*	*	*	*	*	*	*	*	*	3	3	0	4	4	0	9	9	0
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1
ABC NEWS	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0
5JJJ	10	9	1	1	1	0	2	1	1	3	3	0	3	4	-1	*	1	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	*	*	1	1	0	1	2	-1	2	2	0
<b>Total</b>	<b>145</b>	<b>143</b>	<b>2</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>12</b>	<b>10</b>	<b>2</b>	<b>29</b>	<b>30</b>	<b>-1</b>	<b>34</b>	<b>33</b>	<b>1</b>	<b>23</b>	<b>25</b>	<b>-2</b>	<b>36</b>	<b>35</b>	<b>1</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	19	18	1	31	32	-1	30	29	1	13	13	0	18	16	2	8	7	1	15	13	2						
CRUISE1323	15	15	0	17	17	0	23	25	-2	21	20	1	13	13	0	3	4	-1	14	13	1						
MIX102.3	19	20	-1	24	27	-3	27	30	-3	25	25	0	17	18	-1	6	6	0	15	13	2						
5MMM	16	16	0	22	23	-1	20	23	-3	22	23	-1	17	15	2	4	3	1	11	8	3						
NOVA91.9	15	16	-1	21	22	-1	15	19	-4	17	17	0	19	20	-1	6	6	0	13	13	0						
HIT 107	15	12	3	16	13	3	21	17	4	21	16	5	17	15	2	3	5	-2	9	9	0						
ABC ADE	17	18	-1	33	35	-2	22	24	-2	16	16	0	12	12	0	7	8	-1	14	14	0						
5RN	3	3	0	7	6	1	3	3	0	2	2	0	4	3	1	1	1	0	3	3	0						
ABC NEWS	3	3	0	6	8	-2	2	2	0	3	2	1	2	2	0	1	2	-1	3	3	0						
5JJJ	11	11	0	14	17	-3	15	13	2	13	11	2	13	13	0	3	3	0	8	7	1						
ABCFM	4	5	-1	7	7	0	6	8	-2	5	6	-1	3	5	-2	1	1	0	4	5	-1						
<b>Total</b>	<b>153</b>	<b>154</b>	<b>-1</b>	<b>214</b>	<b>223</b>	<b>-9</b>	<b>209</b>	<b>214</b>	<b>-5</b>	<b>180</b>	<b>177</b>	<b>3</b>	<b>156</b>	<b>152</b>	<b>4</b>	<b>51</b>	<b>52</b>	<b>-1</b>	<b>124</b>	<b>116</b>	<b>8</b>						



# ADELAIDE RADIO - SURVEY 3 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	161	158	3	5	4	1	1	1	0	18	17	1	36	36	0	33	36	-3	68	64	4
CRUISE1323	178	171	7	7	5	2	10	9	1	14	13	1	30	29	1	46	47	-1	70	68	2
MIX102.3	314	317	-3	37	36	1	34	37	-3	72	75	-3	89	85	4	57	56	1	26	28	-2
5MMM	226	209	17	28	26	2	19	17	2	57	43	14	71	74	-3	40	36	4	12	13	-1
NOVA91.9	311	322	-11	65	73	-8	62	71	-9	99	98	1	62	59	3	15	15	0	7	5	2
HIT 107	246	240	6	41	40	1	57	54	3	95	91	4	37	37	0	14	16	-2	2	2	0
ABC ADE	204	206	-2	5	2	3	6	3	3	17	20	-3	46	48	-2	50	48	2	81	86	-5
5RN	59	55	4	1	1	0	4	2	2	3	7	-4	12	11	1	16	13	3	22	21	1
ABC NEWS	73	72	1	2	2	0	5	1	4	12	18	-6	15	15	0	14	18	-4	25	18	7
5JJJ	176	166	10	22	14	8	37	41	-4	64	60	4	40	39	1	10	9	1	3	2	1
ABC FM	69	62	7	5	3	2	4	2	2	12	6	6	15	10	5	12	11	1	21	30	-9
Total	1081	1081	0	105	107	-2	123	122	1	250	248	2	246	243	3	156	158	-2	202	202	0

## 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	149	149	0	102	100	2	93	96	-3	78	81	-3	82	81	1	54	54	0	120	108	12
CRUISE1323	158	155	3	93	81	12	106	102	4	104	103	1	83	85	-2	46	48	-2	125	123	2
MIX102.3	282	290	-8	170	171	-1	140	146	-6	170	167	3	151	153	-2	82	87	-5	206	198	8
5MMM	198	183	15	119	108	11	78	85	-7	100	100	0	103	101	2	56	49	7	136	126	10
NOVA91.9	289	295	-6	177	185	-8	127	137	-10	172	165	7	170	171	-1	100	106	-6	204	208	-4
HIT 107	224	216	8	121	124	-3	112	107	5	131	120	11	139	125	14	63	64	-1	145	143	2
ABC ADE	186	185	1	132	137	-5	96	101	-5	95	97	-2	82	80	2	66	71	-5	141	147	-6
5RN	53	47	6	36	30	6	22	22	0	21	22	-1	28	23	5	18	14	4	39	38	1
ABC NEWS	64	66	-2	46	48	-2	15	18	-3	22	22	0	23	23	0	20	21	-1	49	52	-3
5JJJ	158	149	9	102	103	-1	74	77	-3	89	89	0	104	93	11	52	48	4	113	103	10
ABC FM	63	57	6	34	31	3	24	31	-7	36	40	-4	30	30	0	22	18	4	42	38	4
Total	1060	1061	-1	857	858	-1	713	741	-28	775	787	-12	793	778	15	490	496	-6	933	929	4