



# ADELAIDE RADIO - SURVEY 7 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	10.1	10.6	-0.5	3.0	1.4	1.6	1.3	1.6	-0.3	3.9	2.9	1.0	9.0	9.6	-0.6	11.2	12.5	-1.3	20.2	21.6	-1.4
CRUISE1323	8.6	8.3	0.3	1.2	1.3	-0.1	1.9	5.9	-4.0	3.2	2.5	0.7	5.7	4.4	1.3	16.6	13.9	2.7	14.5	16.0	-1.5
MIX102.3	14.0	15.8	-1.8	22.4	18.6	3.8	11.1	12.9	-1.8	11.5	17.8	-6.3	18.5	21.1	-2.6	18.8	18.9	-0.1	7.6	6.5	1.1
5MMM	9.7	9.7	0.0	7.6	7.6	0.0	11.8	9.5	2.3	8.5	9.5	-1.0	19.4	17.2	2.2	7.7	8.1	-0.4	2.5	3.7	-1.2
NOVA91.9	11.3	11.3	0.0	29.0	29.4	-0.4	17.3	23.8	-6.5	17.9	16.9	1.0	13.2	12.3	0.9	5.1	5.3	-0.2	1.8	1.8	0.0
HIT 107	10.4	9.1	1.3	14.4	20.5	-6.1	20.9	20.9	0.0	23.6	17.1	6.5	8.3	9.4	-1.1	4.0	2.0	2.0	1.1	0.5	0.6
ABC891	11.4	10.5	0.9	3.2	3.3	-0.1	1.3	2.0	-0.7	3.6	2.5	1.1	3.7	4.7	-1.0	14.8	13.2	1.6	28.4	25.7	2.7
5RN	2.3	2.5	-0.2	1.4	1.1	0.3	0.4	0.4	0.0	0.6	0.3	0.3	1.2	1.8	-0.6	3.1	5.6	-2.5	5.1	3.8	1.3
NEWSR	1.8	2.3	-0.5	4.8	3.8	1.0	0.2	0.2	0.0	0.9	1.2	-0.3	1.3	0.7	0.6	4.5	5.0	-0.5	1.3	3.3	-2.0
5JJJ	6.1	5.0	1.1	4.9	5.1	-0.2	20.2	12.5	7.7	11.7	11.0	0.7	5.2	4.2	1.0	2.7	2.6	0.1	0.4	0.4	0.0
ABCFM	3.0	3.2	-0.2	0.1	0.1	0.0	1.1	1.2	-0.1	1.7	1.4	0.3	0.8	0.7	0.1	2.5	2.2	0.3	8.0	9.4	-1.4

## 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	10.3	10.5	-0.2	12.3	10.8	1.5	11.2	11.9	-0.7	6.9	7.9	-1.0	10.6	11.1	-0.5	11.3	12.5	-1.2	9.5	11.0	-1.5
CRUISE1323	8.2	7.9	0.3	6.8	7.0	-0.2	9.6	9.8	-0.2	10.0	9.1	0.9	6.6	5.6	1.0	6.5	6.7	-0.2	10.1	9.8	0.3
MIX102.3	14.0	16.0	-2.0	12.8	14.7	-1.9	15.2	16.8	-1.6	16.0	19.1	-3.1	11.8	13.8	-2.0	13.2	13.6	-0.4	14.0	15.1	-1.1
5MMM	10.0	9.8	0.2	9.3	10.3	-1.0	9.7	8.8	0.9	11.3	9.6	1.7	10.7	11.3	-0.6	7.8	8.6	-0.8	8.5	9.5	-1.0
NOVA91.9	11.3	11.3	0.0	10.0	10.7	-0.7	10.4	9.8	0.6	11.8	11.5	0.3	13.2	14.2	-1.0	11.7	10.7	1.0	11.4	11.4	0.0
HIT 107	10.8	9.6	1.2	8.8	8.5	0.3	10.6	9.9	0.7	12.1	11.0	1.1	13.4	11.1	2.3	7.8	5.7	2.1	9.2	7.2	2.0
ABC891	11.7	10.4	1.3	16.6	15.0	1.6	10.0	9.6	0.4	7.6	7.0	0.6	10.0	8.1	1.9	16.6	12.8	3.8	10.5	10.7	-0.2
5RN	2.2	2.4	-0.2	3.5	3.6	-0.1	1.6	1.7	-0.1	1.3	1.3	0.0	1.9	2.8	-0.9	2.9	3.1	-0.2	2.7	2.6	0.1
NEWSR	1.8	2.2	-0.4	2.9	2.9	0.0	1.1	1.9	-0.8	0.9	1.1	-0.2	1.2	1.5	-0.3	3.4	5.2	-1.8	2.1	2.5	-0.4
5JJJ	6.2	5.1	1.1	5.7	4.6	1.1	6.2	4.9	1.3	6.9	5.8	1.1	6.7	5.7	1.0	4.9	4.1	0.8	5.5	4.7	0.8
ABCFM	3.0	3.1	-0.1	3.4	3.0	0.4	2.9	3.2	-0.3	2.7	3.1	-0.4	3.4	3.6	-0.2	1.7	2.3	-0.6	3.3	3.4	-0.1



# ADELAIDE RADIO - SURVEY 7 2016

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	14	15	-1	*	*	*	*	*	*	1	1	0	3	4	-1	3	3	0	7	7	0
CRUISE1323	12	12	0	*	*	*	*	1	*	1	1	0	2	2	0	4	3	1	5	6	-1
MIX102.3	20	23	-3	2	2	0	1	1	0	4	5	-1	6	8	-2	4	4	0	3	2	1
5MMM	14	14	0	1	1	0	1	1	0	3	3	0	7	6	1	2	2	0	1	1	0
NOVA91.9	16	16	0	2	2	0	2	2	0	6	5	1	5	5	0	1	1	0	1	1	0
HIT 107	15	13	2	1	2	-1	2	2	0	7	5	2	3	3	0	1	*	*	*	*	*
ABC891	16	15	1	*	*	*	*	*	*	1	1	0	1	2	-1	3	3	0	10	9	1
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	1	1
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*
5JJJ	9	7	2	*	*	*	2	1	1	4	3	1	2	2	0	1	1	0	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	3	3	0
<b>Total</b>	<b>143</b>	<b>142</b>	<b>1</b>	<b>9</b>	<b>8</b>	<b>1</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>31</b>	<b>29</b>	<b>2</b>	<b>34</b>	<b>37</b>	<b>-3</b>	<b>23</b>	<b>24</b>	<b>-1</b>	<b>35</b>	<b>35</b>	<b>0</b>

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	16	16	0	26	23	3	23	24	-1	13	14	-1	17	18	-1	6	7	-1	11	13	-2						
CRUISE1323	13	12	1	14	15	-1	20	20	0	19	17	2	11	9	2	3	4	-1	11	11	0						
MIX102.3	22	25	-3	27	32	-5	32	34	-2	30	35	-5	19	22	-3	7	7	0	16	17	-1						
5MMM	16	15	1	20	22	-2	20	18	2	21	18	3	18	18	0	4	5	-1	10	11	-1						
NOVA91.9	18	17	1	21	23	-2	22	20	2	22	21	1	21	23	-2	6	6	0	13	13	0						
HIT 107	17	15	2	19	18	1	22	20	2	23	20	3	22	18	4	4	3	1	10	8	2						
ABC891	18	16	2	35	32	3	21	19	2	14	13	1	16	13	3	9	7	2	12	12	0						
5RN	3	4	-1	8	8	0	3	3	0	2	2	0	3	5	-2	1	2	-1	3	3	0						
NEWSR	3	3	0	6	6	0	2	4	-2	2	2	0	2	2	0	2	3	-1	2	3	-1						
5JJJ	10	8	2	12	10	2	13	10	3	13	11	2	11	9	2	3	2	1	6	5	1						
ABCFM	5	5	0	7	6	1	6	7	-1	5	6	-1	6	6	0	1	1	0	4	4	0						
<b>Total</b>	<b>155</b>	<b>153</b>	<b>2</b>	<b>213</b>	<b>215</b>	<b>-2</b>	<b>209</b>	<b>202</b>	<b>7</b>	<b>189</b>	<b>184</b>	<b>5</b>	<b>163</b>	<b>161</b>	<b>2</b>	<b>51</b>	<b>52</b>	<b>-1</b>	<b>113</b>	<b>115</b>	<b>-2</b>						



# ADELAIDE RADIO - SURVEY 7 2016

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	137	8	5	3	2	3	3	0	20	14	6	39	38	1	27	29	-2	51	50	1
CRUISE1323	166	157	9	9	6	3	4	9	-5	14	15	-1	32	24	8	44	38	6	63	65	-2
MIX102.3	323	306	17	49	44	5	27	28	-1	68	67	1	95	90	5	53	51	2	31	27	4
5MMM	227	224	3	20	22	-2	20	22	-2	58	57	1	83	77	6	34	32	2	12	15	-3
NOVA91.9	319	305	14	66	60	6	54	60	-6	101	92	9	71	70	1	20	15	5	7	7	0
HIT 107	253	233	20	37	40	-3	54	51	3	95	78	17	46	47	-1	14	12	2	6	4	2
ABC891	199	197	2	8	9	-1	8	10	-2	27	26	1	22	23	-1	42	43	-1	93	87	6
5RN	51	57	-6	3	3	0	2	3	-1	7	7	0	12	15	-3	8	14	-6	19	16	3
NEWSR	63	66	-3	3	4	-1	2	1	1	13	15	-2	17	12	5	12	14	-2	16	20	-4
5JJJ	149	147	2	16	17	-1	32	32	0	54	54	0	28	30	-2	15	12	3	4	3	1
ABCFM	65	71	-6	1	1	0	4	4	0	11	13	-2	11	11	0	9	12	-3	29	30	-1
<b>Total</b>	<b>1068</b>	<b>1068</b>	<b>0</b>	<b>109</b>	<b>110</b>	<b>-1</b>	<b>118</b>	<b>120</b>	<b>-2</b>	<b>245</b>	<b>245</b>	<b>0</b>	<b>245</b>	<b>244</b>	<b>1</b>	<b>151</b>	<b>151</b>	<b>0</b>	<b>200</b>	<b>199</b>	<b>1</b>

## 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	138	133	5	90	92	-2	78	71	7	72	70	2	88	85	3	47	45	2	100	98	2
CRUISE1323	144	142	2	81	77	4	80	82	-2	96	86	10	80	72	8	41	40	1	122	114	8
MIX102.3	299	282	17	167	168	-1	150	141	9	175	163	12	161	156	5	92	88	4	201	201	0
5MMM	204	198	6	115	114	1	90	93	-3	107	97	10	122	112	10	56	65	-9	143	151	-8
NOVA91.9	302	294	8	184	185	-1	141	137	4	170	162	8	163	172	-9	94	90	4	209	199	10
HIT 107	230	213	17	128	128	0	116	102	14	125	119	6	150	136	14	64	55	9	160	147	13
ABC891	185	181	4	138	129	9	102	94	8	96	88	8	90	79	11	71	60	11	131	130	1
5RN	43	51	-8	32	35	-3	21	23	-2	18	21	-3	23	28	-5	15	16	-1	35	36	-1
NEWSR	55	58	-3	36	41	-5	17	21	-4	17	18	-1	18	18	0	17	19	-2	36	42	-6
5JJJ	138	132	6	77	75	2	60	51	9	76	79	-3	87	90	-3	43	41	2	94	102	-8
ABCFM	60	65	-5	38	45	-7	34	33	1	37	40	-3	40	40	0	13	15	-2	46	46	0
<b>Total</b>	<b>1052</b>	<b>1051</b>	<b>1</b>	<b>846</b>	<b>844</b>	<b>2</b>	<b>715</b>	<b>701</b>	<b>14</b>	<b>755</b>	<b>741</b>	<b>14</b>	<b>799</b>	<b>786</b>	<b>13</b>	<b>488</b>	<b>470</b>	<b>18</b>	<b>909</b>	<b>913</b>	<b>-4</b>