



# ADELAIDE RADIO - SURVEY 3 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	10.6	9.2	1.4	4.4	0.2	4.2	0.5	0.6	-0.1	1.8	3.2	-1.4	6.4	7.1	-0.7	12.5	10.1	2.4	26.3	22.2	4.1
CRUISE1323	7.4	6.8	0.6	3.7	1.3	2.4	0.8	0.7	0.1	1.4	1.7	-0.3	5.7	4.2	1.5	12.6	15.7	-3.1	13.7	11.5	2.2
MIX102.3	11.8	11.4	0.4	10.5	15.6	-5.1	12.8	12.2	0.6	12.1	10.7	1.4	17.4	15.0	2.4	14.8	16.2	-1.4	3.7	3.4	0.3
5MMM	10.5	11.5	-1.0	9.1	13.2	-4.1	5.1	6.5	-1.4	9.8	9.4	0.4	19.3	22.5	-3.2	15.2	13.7	1.5	1.5	1.7	-0.2
NOVA91.9	12.0	11.5	0.5	36.6	38.0	-1.4	25.2	20.0	5.2	20.9	19.4	1.5	11.2	9.9	1.3	2.9	4.9	-2.0	0.2	0.5	-0.3
HIT 107	9.7	10.9	-1.2	15.8	17.9	-2.1	27.1	31.7	-4.6	18.7	19.6	-0.9	7.0	6.9	0.1	4.1	5.3	-1.2	0.7	0.8	-0.1
ABC891	11.4	12.3	-0.9	2.3	0.9	1.4	1.3	1.3	0.0	1.6	1.9	-0.3	6.5	6.8	-0.3	17.9	15.5	2.4	26.1	32.9	-6.8
5RN	2.9	2.3	0.6	1.3	0.5	0.8	0.2	*	*	0.7	0.8	-0.1	2.3	2.6	-0.3	3.2	2.2	1.0	6.6	5.0	1.6
NEWSR	2.3	2.2	0.1	2.6	0.8	1.8	0.7	0.4	0.3	1.9	1.7	0.2	1.4	1.0	0.4	3.2	2.7	0.5	3.5	4.9	-1.4
5JJJ	6.3	6.8	-0.5	4.6	4.1	0.5	13.7	11.8	1.9	15.8	16.8	-1.0	5.9	6.5	-0.6	1.2	2.7	-1.5	0.2	0.1	0.1
ABCFM	4.5	3.6	0.9	0.1	1.2	-1.1	0.8	0.9	-0.1	0.7	0.6	0.1	3.5	3.4	0.1	5.3	2.5	2.8	10.9	9.2	1.7

## 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	10.7	9.3	1.4	13.3	11.0	2.3	11.5	11.0	0.5	7.5	6.5	1.0	10.1	8.4	1.7	11.8	9.5	2.3	10.3	9.1	1.2
CRUISE1323	6.9	6.4	0.5	5.8	5.5	0.3	7.6	8.0	-0.4	8.4	7.3	1.1	5.7	5.3	0.4	6.3	4.9	1.4	9.1	8.2	0.9
MIX102.3	11.9	11.5	0.4	11.5	12.3	-0.8	12.0	11.0	1.0	13.0	12.0	1.0	12.5	11.5	1.0	9.1	8.8	0.3	11.4	11.4	0.0
5MMM	10.6	12.0	-1.4	10.0	10.5	-0.5	11.6	12.8	-1.2	12.2	13.6	-1.4	9.8	12.3	-2.5	7.7	9.6	-1.9	10.1	9.9	0.2
NOVA91.9	12.1	11.4	0.7	11.3	10.9	0.4	9.9	9.5	0.4	12.3	11.7	0.6	14.6	13.7	0.9	13.5	12.7	0.8	12.0	11.7	0.3
HIT 107	10.1	11.2	-1.1	8.0	9.2	-1.2	10.1	11.0	-0.9	11.3	12.1	-0.8	13.2	13.6	-0.4	7.3	10.5	-3.2	8.4	9.7	-1.3
ABC891	11.4	12.2	-0.8	16.1	17.3	-1.2	11.0	10.9	0.1	7.3	8.4	-1.1	8.4	9.1	-0.7	15.4	16.5	-1.1	11.5	12.8	-1.3
5RN	2.8	2.3	0.5	4.2	3.2	1.0	2.3	2.6	-0.3	1.6	1.3	0.3	2.3	1.7	0.6	3.8	3.0	0.8	3.3	2.5	0.8
NEWSR	2.2	2.2	0.0	3.3	3.2	0.1	1.9	1.9	0.0	1.5	1.2	0.3	1.5	1.4	0.1	3.1	4.1	-1.0	2.6	2.5	0.1
5JJJ	6.8	7.2	-0.4	6.2	6.5	-0.3	7.2	7.1	0.1	8.0	9.1	-1.1	6.7	6.9	-0.2	4.8	5.0	-0.2	4.6	5.4	-0.8
ABCFM	4.3	3.5	0.8	3.8	2.7	1.1	4.8	4.0	0.8	4.5	3.9	0.6	4.2	3.6	0.6	3.8	3.6	0.2	5.4	4.0	1.4

## ADELAIDE RADIO - SURVEY 3 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	15	13	2	*	*	*	*	*	*	*	1	*	2	3	-1	3	2	1	9	7	2
CRUISE1323	10	10	0	*	*	*	*	*	*	*	*	*	2	1	1	3	4	-1	5	4	1
MIX102.3	16	16	0	1	1	0	2	2	0	3	3	0	6	5	1	4	4	0	1	1	0
5MMM	15	17	-2	1	1	0	1	1	0	3	3	0	6	8	-2	4	3	1	*	1	*
NOVA91.9	17	17	0	3	3	0	3	3	0	6	6	0	4	3	1	1	1	0	*	*	*
HIT 107	14	16	-2	1	2	-1	3	4	-1	5	6	-1	2	2	0	1	1	0	*	*	*
ABC891	16	18	-2	*	*	*	*	*	*	*	1	*	2	2	0	4	4	0	9	11	-2
5RN	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	1	2	-1
5JJJ	9	10	-1	*	*	*	2	2	0	4	5	-1	2	2	0	*	1	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	3	1
<b>Total</b>	<b>139</b>	<b>144</b>	<b>-5</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>13</b>	<b>14</b>	<b>-1</b>	<b>27</b>	<b>29</b>	<b>-2</b>	<b>32</b>	<b>35</b>	<b>-3</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>33</b>	<b>33</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	14	2	27	24	3	23	24	-1	13	12	1	16	13	3	7	5	2	12	10	2						
CRUISE1323	10	10	0	12	12	0	15	17	-2	15	13	2	9	8	1	4	3	1	10	9	1						
MIX102.3	18	18	0	23	27	-4	24	24	0	22	22	0	20	18	2	5	5	0	13	13	0						
5MMM	16	19	-3	20	23	-3	23	27	-4	21	25	-4	16	20	-4	5	5	0	11	11	0						
NOVA91.9	18	18	0	23	24	-1	20	20	0	21	21	0	23	22	1	8	7	1	14	13	1						
HIT 107	15	17	-2	16	20	-4	20	24	-4	20	22	-2	21	22	-1	4	6	-2	10	11	-1						
ABC891	17	19	-2	32	37	-5	22	23	-1	13	15	-2	13	14	-1	9	9	0	13	15	-2						
5RN	4	4	0	8	7	1	5	5	0	3	2	1	4	3	1	2	2	0	4	3	1						
NEWSR	3	3	0	7	7	0	4	4	0	3	2	1	2	2	0	2	2	0	3	3	0						
5JJJ	10	11	-1	12	14	-2	14	15	-1	14	17	-3	11	11	0	3	3	0	5	6	-1						
ABCFM	6	6	0	8	6	2	10	9	1	8	7	1	7	6	1	2	2	0	6	5	1						
<b>Total</b>	<b>150</b>	<b>156</b>	<b>-6</b>	<b>200</b>	<b>217</b>	<b>-17</b>	<b>200</b>	<b>215</b>	<b>-15</b>	<b>173</b>	<b>181</b>	<b>-8</b>	<b>158</b>	<b>159</b>	<b>-1</b>	<b>60</b>	<b>56</b>	<b>4</b>	<b>113</b>	<b>114</b>	<b>-1</b>						



# ADELAIDE RADIO - SURVEY 3 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	152	144	8	4	1	3	3	4	-1	13	16	-3	30	30	0	32	27	5	70	65	5
CRUISE1323	158	158	0	5	5	0	6	6	0	13	11	2	28	28	0	41	48	-7	66	61	5
MIX102.3	312	311	1	35	44	-9	45	39	6	67	61	6	95	93	2	52	54	-2	18	20	-2
5MMM	230	212	18	22	23	-1	25	19	6	55	46	9	85	83	2	34	32	2	9	9	0
NOVA91.9	321	304	17	73	70	3	57	51	6	105	89	16	69	69	0	14	20	-6	3	5	-2
HIT 107	257	261	-4	48	46	2	58	58	0	85	91	-6	47	45	2	16	15	1	4	6	-2
ABC891	202	221	-19	6	6	0	8	7	1	17	21	-4	34	40	-6	48	46	2	90	101	-11
5RN	61	60	1	4	3	1	1	*	*	7	9	-2	8	12	-4	14	10	4	28	26	2
NEWSR	69	67	2	5	2	3	4	3	1	10	9	1	13	11	2	15	16	-1	22	26	-4
5JJJ	148	154	-6	16	15	1	33	31	2	57	62	-5	33	34	-1	8	10	-2	2	1	1
ABC FM	73	73	0	1	3	-2	3	3	0	9	9	0	12	12	0	14	10	4	34	37	-3
Total	1066	1067	-1	109	109	0	120	122	-2	244	242	2	246	247	-1	150	151	-1	196	197	-1

## 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	143	138	5	93	91	2	73	76	-3	68	64	4	78	70	8	56	45	11	105	90	15
CRUISE1323	141	141	0	73	73	0	85	87	-2	87	88	-1	71	71	0	42	34	8	108	107	1
MIX102.3	282	278	4	167	165	2	141	132	9	161	154	7	156	152	4	89	86	3	190	195	-5
5MMM	206	198	8	116	124	-8	96	101	-5	99	101	-2	114	117	-3	66	59	7	138	129	9
NOVA91.9	297	288	9	178	189	-11	129	127	2	175	187	-12	184	179	5	113	110	3	212	207	5
HIT 107	240	246	-6	130	140	-10	121	120	1	139	148	-9	153	158	-5	89	95	-6	163	171	-8
ABC891	186	203	-17	133	149	-16	99	110	-11	88	103	-15	87	93	-6	74	77	-3	137	151	-14
5RN	55	52	3	38	31	7	28	28	0	28	25	3	32	25	7	23	17	6	42	36	6
NEWSR	60	59	1	38	39	-1	20	22	-2	23	23	0	25	20	5	23	22	1	45	47	-2
5JJJ	133	142	-9	85	97	-12	74	69	5	74	80	-6	79	89	-10	48	46	2	92	102	-10
ABC FM	65	64	1	35	33	2	35	34	1	38	36	2	35	38	-3	25	22	3	48	47	1
Total	1052	1053	-1	831	865	-34	702	696	6	751	762	-11	789	801	-12	538	515	23	908	916	-8