



ADELAIDE RADIO - SURVEY 6 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	11.3	-0.7	1.4	0.4	1.0	1.6	2.1	-0.5	2.9	2.0	0.9	9.6	7.0	2.6	12.5	14.0	-1.5	21.6	26.3	-4.7
CRUISE1323	8.3	8.2	0.1	1.3	2.8	-1.5	5.9	5.5	0.4	2.5	1.5	1.0	4.4	4.5	-0.1	13.9	16.4	-2.5	16.0	13.8	2.2
MIX102.3	15.8	14.5	1.3	18.6	13.1	5.5	12.9	9.6	3.3	17.8	16.6	1.2	21.1	20.6	0.5	18.9	18.4	0.5	6.5	6.0	0.5
5MMM	9.7	9.7	0.0	7.6	8.2	-0.6	9.5	7.4	2.1	9.5	10.1	-0.6	17.2	17.4	-0.2	8.1	9.2	-1.1	3.7	2.9	0.8
NOVA91.9	11.3	9.9	1.4	29.4	37.8	-8.4	23.8	19.8	4.0	16.9	15.0	1.9	12.3	9.6	2.7	5.3	3.8	1.5	1.8	0.7	1.1
HIT 107	9.1	9.1	0.0	20.5	21.2	-0.7	20.9	24.9	-4.0	17.1	18.1	-1.0	9.4	8.8	0.6	2.0	1.5	0.5	0.5	0.4	0.1
ABC891	10.5	10.9	-0.4	3.3	2.2	1.1	2.0	1.9	0.1	2.5	3.8	-1.3	4.7	6.0	-1.3	13.2	14.4	-1.2	25.7	23.9	1.8
5RN	2.5	3.3	-0.8	1.1	0.8	0.3	0.4	0.3	0.1	0.3	0.2	0.1	1.8	4.7	-2.9	5.6	4.4	1.2	3.8	4.9	-1.1
NEWSR	2.3	2.2	0.1	3.8	1.7	2.1	0.2	1.0	-0.8	1.2	2.3	-1.1	0.7	0.7	0.0	5.0	2.4	2.6	3.3	4.2	-0.9
5JJJ	5.0	4.9	0.1	5.1	4.2	0.9	12.5	16.2	-3.7	11.0	9.6	1.4	4.2	4.6	-0.4	2.6	2.0	0.6	0.4	0.3	0.1
ABCFM	3.2	4.0	-0.8	0.1	0.6	-0.5	1.2	1.4	-0.2	1.4	1.4	0.0	0.7	1.6	-0.9	2.2	2.8	-0.6	9.4	10.9	-1.5

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	10.5	11.2	-0.7	10.8	11.0	-0.2	11.9	14.2	-2.3	7.9	8.7	-0.8	11.1	10.5	0.6	12.5	13.2	-0.7	11.0	11.6	-0.6
CRUISE1323	7.9	7.8	0.1	7.0	6.4	0.6	9.8	9.5	0.3	9.1	9.4	-0.3	5.6	6.2	-0.6	6.7	6.1	0.6	9.8	9.7	0.1
MIX102.3	16.0	14.7	1.3	14.7	13.5	1.2	16.8	15.1	1.7	19.1	18.0	1.1	13.8	12.4	1.4	13.6	12.3	1.3	15.1	14.1	1.0
5MMM	9.8	9.9	-0.1	10.3	10.1	0.2	8.8	9.5	-0.7	9.6	9.2	0.4	11.3	11.6	-0.3	8.6	8.6	0.0	9.5	9.3	0.2
NOVA91.9	11.3	9.8	1.5	10.7	10.4	0.3	9.8	7.7	2.1	11.5	10.0	1.5	14.2	12.2	2.0	10.7	7.9	2.8	11.4	10.1	1.3
HIT 107	9.6	9.8	-0.2	8.5	8.6	-0.1	9.9	9.9	0.0	11.0	10.9	0.1	11.1	11.5	-0.4	5.7	7.3	-1.6	7.2	6.9	0.3
ABC891	10.4	11.0	-0.6	15.0	16.3	-1.3	9.6	10.2	-0.6	7.0	7.5	-0.5	8.1	8.1	0.0	12.8	12.0	0.8	10.7	10.9	-0.2
5RN	2.4	3.4	-1.0	3.6	4.8	-1.2	1.7	3.0	-1.3	1.3	2.2	-0.9	2.8	3.3	-0.5	3.1	3.2	-0.1	2.6	3.2	-0.6
NEWSR	2.2	2.2	0.0	2.9	2.8	0.1	1.9	1.6	0.3	1.1	1.1	0.0	1.5	1.6	-0.1	5.2	5.9	-0.7	2.5	2.4	0.1
5JJJ	5.1	5.0	0.1	4.6	4.6	0.0	4.9	4.3	0.6	5.8	5.6	0.2	5.7	6.0	-0.3	4.1	4.2	-0.1	4.7	4.6	0.1
ABCFM	3.1	3.9	-0.8	3.0	3.4	-0.4	3.2	3.9	-0.7	3.1	3.9	-0.8	3.6	4.4	-0.8	2.3	4.6	-2.3	3.4	4.5	-1.1



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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	15	16	-1	*	*	*	*	*	*	1	1	0	4	3	1	3	3	0	7	9	-2
CRUISE1323	12	12	0	*	*	*	1	1	0	1	*	*	2	2	0	3	4	-1	6	5	1
MIX102.3	23	21	2	2	1	1	1	1	0	5	5	0	8	8	0	4	4	0	2	2	0
5MMM	14	14	0	1	1	0	1	1	0	3	3	0	6	6	0	2	2	0	1	1	0
NOVA91.9	16	14	2	2	3	-1	2	2	0	5	4	1	5	4	1	1	1	0	1	*	*
HIT 107	13	13	0	2	2	0	2	3	-1	5	5	0	3	3	0	*	*	*	*	*	*
ABC891	15	16	-1	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	9	0
5RN	3	5	-2	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	1	2	-1
5JJJ	7	7	0	*	*	*	1	2	-1	3	3	0	2	2	0	1	*	*	*	*	*
ABC FM	5	6	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	4	-1
Total	142	143	-1	8	9	-1	10	10	0	29	27	2	37	37	0	24	24	0	35	36	-1

Average Audience (000's) by Session, P10+ [Potential: 1125]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	16	17	-1	23	24	-1	24	29	-5	14	16	-2	18	16	2	7	7	0	13	14	-1
CRUISE1323	12	12	0	15	14	1	20	19	1	17	17	0	9	10	-1	4	3	1	11	11	0
MIX102.3	25	22	3	32	29	3	34	31	3	35	32	3	22	19	3	7	6	1	17	17	0
5MMM	15	15	0	22	22	0	18	19	-1	18	17	1	18	18	0	5	5	0	11	11	0
NOVA91.9	17	15	2	23	23	0	20	16	4	21	18	3	23	19	4	6	4	2	13	12	1
HIT 107	15	15	0	18	19	-1	20	20	0	20	20	0	18	18	0	3	4	-1	8	8	0
ABC891	16	17	-1	32	35	-3	19	21	-2	13	14	-1	13	13	0	7	6	1	12	13	-1
5RN	4	5	-1	8	10	-2	3	6	-3	2	4	-2	5	5	0	2	2	0	3	4	-1
NEWSR	3	3	0	6	6	0	4	3	1	2	2	0	2	2	0	3	3	0	3	3	0
5JJJ	8	8	0	10	10	0	10	9	1	11	10	1	9	9	0	2	2	0	5	5	0
ABC FM	5	6	-1	6	7	-1	7	8	-1	6	7	-1	6	7	-1	1	2	-1	4	5	-1
Total	153	152	1	215	217	-2	202	203	-1	184	180	4	161	157	4	52	52	0	115	118	-3



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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	137	144	-7	3	2	1	3	3	0	14	12	2	38	33	5	29	28	1	50	66	-16
CRUISE1323	157	164	-7	6	8	-2	9	10	-1	15	13	2	24	28	-4	38	42	-4	65	64	1
MIX102.3	306	298	8	44	40	4	28	31	-3	67	63	4	90	89	1	51	49	2	27	27	0
5MMM	224	213	11	22	25	-3	22	19	3	57	53	4	77	72	5	32	30	2	15	14	1
NOVA91.9	305	308	-3	60	63	-3	60	63	-3	92	94	-2	70	68	2	15	15	0	7	5	2
HIT 107	233	246	-13	40	46	-6	51	54	-3	78	83	-5	47	48	-1	12	13	-1	4	4	0
ABC891	197	208	-11	9	8	1	10	8	2	26	29	-3	23	35	-12	43	44	-1	87	85	2
5RN	57	71	-14	3	5	-2	3	2	1	7	6	1	15	21	-6	14	16	-2	16	23	-7
NEWSR	66	75	-9	4	4	0	1	4	-3	15	18	-3	12	11	1	14	12	2	20	25	-5
5JJJ	147	156	-9	17	15	2	32	35	-3	54	61	-7	30	33	-3	12	9	3	3	2	1
ABCFM	71	83	-12	1	3	-2	4	5	-1	13	15	-2	11	15	-4	12	14	-2	30	31	-1
Total	1068	1068	0	110	108	2	120	122	-2	245	245	0	244	244	0	151	149	2	199	198	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	133	136	-3	92	90	2	71	77	-6	70	67	3	85	74	11	45	49	-4	98	107	-9
CRUISE1323	142	149	-7	77	73	4	82	83	-1	86	88	-2	72	79	-7	40	37	3	114	114	0
MIX102.3	282	270	12	168	159	9	141	136	5	163	163	0	156	146	10	88	86	2	201	197	4
5MMM	198	186	12	114	110	4	93	92	1	97	93	4	112	104	8	65	60	5	151	137	14
NOVA91.9	294	287	7	185	177	8	137	122	15	162	166	-4	172	177	-5	90	88	2	199	205	-6
HIT 107	213	235	-22	128	139	-11	102	103	-1	119	132	-13	136	143	-7	55	69	-14	147	144	3
ABC891	181	189	-8	129	137	-8	94	101	-7	88	92	-4	79	96	-17	60	64	-4	130	142	-12
5RN	51	65	-14	35	48	-13	23	33	-10	21	26	-5	28	29	-1	16	18	-2	36	46	-10
NEWSR	58	65	-7	41	38	3	21	23	-2	18	21	-3	18	23	-5	19	27	-8	42	47	-5
5JJJ	132	138	-6	75	79	-4	51	60	-9	79	82	-3	90	91	-1	41	45	-4	102	92	10
ABCFM	65	74	-9	45	48	-3	33	37	-4	40	42	-2	40	39	1	15	19	-4	46	51	-5
Total	1051	1052	-1	844	845	-1	701	703	-2	741	751	-10	786	791	-5	470	477	-7	913	915	-2