

ADELAIDE RADIO - SURVEY 6 2014

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	11.1	11.4	-0.3	1.4	1.7	-0.3	0.1	*	*	4.0	3.9	0.1	9.3	7.3	2.0	13.0	13.9	-0.9	25.8	28.4	-2.6
CRUISE1323	7.8	8.7	-0.9	1.3	1.1	0.2	1.2	1.4	-0.2	3.1	3.3	-0.2	3.7	6.5	-2.8	20.3	18.6	1.7	12.6	14.1	-1.5
MIX102.3	15.2	15.9	-0.7	14.6	12.2	2.4	14.1	19.9	-5.8	12.9	14.3	-1.4	25.8	25.2	0.6	16.8	16.3	0.5	4.4	6.1	-1.7
5MMM	9.1	9.2	-0.1	4.7	6.4	-1.7	5.4	5.8	-0.4	11.9	11.5	0.4	14.7	16.7	-2.0	9.7	9.8	-0.1	1.7	0.6	1.1
NOVA91.9	11.8	10.4	1.4	35.6	39.8	-4.2	29.2	20.6	8.6	17.2	15.0	2.2	10.5	9.9	0.6	2.5	2.1	0.4	1.4	0.3	1.1
SAFM	8.5	8.0	0.5	14.5	20.1	-5.6	20.4	17.5	2.9	16.6	14.1	2.5	6.5	6.4	0.1	3.1	3.4	-0.3	0.5	0.5	0.0
ABC891	12.2	10.9	1.3	3.3	2.8	0.5	1.1	1.6	-0.5	2.8	3.6	-0.8	7.5	7.9	-0.4	13.7	12.7	1.0	32.3	25.7	6.6
5RN	2.1	2.4	-0.3	0.8	0.4	0.4	0.1	0.2	-0.1	0.7	1.2	-0.5	2.1	2.3	-0.2	2.7	3.9	-1.2	4.4	3.9	0.5
NEWSR	1.8	1.6	0.2	1.7	0.4	1.3	1.2	0.5	0.7	1.2	1.1	0.1	3.0	1.8	1.2	1.4	1.9	-0.5	1.3	2.2	-0.9
5JJJ	6.2	7.1	-0.9	8.1	3.7	4.4	12.2	18.7	-6.5	14.2	16.4	-2.2	5.9	5.6	0.3	0.8	1.5	-0.7	0.1	0.3	-0.2
ABCfm	2.4	3.1	-0.7	0.2	0.2	0.0	1.0	1.1	-0.1	0.6	0.5	0.1	0.9	0.8	0.1	3.6	3.8	-0.2	6.3	9.0	-2.7

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	11.2	11.2	0.0	12.2	12.7	-0.5	11.8	11.5	0.3	7.6	7.1	0.5	11.9	12.7	-0.8	15.1	14.3	0.8	10.9	12.0	-1.1
CRUISE1323	7.6	8.5	-0.9	7.6	7.6	0.0	8.5	9.2	-0.7	8.0	9.1	-1.1	6.6	8.1	-1.5	6.0	8.2	-2.2	8.7	9.6	-0.9
MIX102.3	15.3	16.0	-0.7	15.4	15.1	0.3	16.0	17.7	-1.7	16.8	17.8	-1.0	14.2	15.6	-1.4	11.3	11.1	0.2	15.1	15.4	-0.3
5MMM	9.5	9.5	0.0	8.9	9.2	-0.3	10.1	10.0	0.1	11.5	11.3	0.2	9.2	9.0	0.2	5.0	5.7	-0.7	7.7	8.4	-0.7
NOVA91.9	11.9	10.4	1.5	10.2	9.8	0.4	10.1	8.2	1.9	12.8	10.5	2.3	15.5	12.6	2.9	11.4	12.5	-1.1	11.4	10.3	1.1
SAFM	8.9	8.3	0.6	7.5	6.7	0.8	9.5	8.4	1.1	10.8	10.4	0.4	8.5	8.2	0.3	7.4	7.4	0.0	7.0	7.1	-0.1
ABC891	11.9	10.9	1.0	15.9	15.3	0.6	11.2	9.8	1.4	9.4	7.8	1.6	8.0	8.6	-0.6	15.6	13.0	2.6	13.1	11.0	2.1
5RN	2.2	2.3	-0.1	3.1	3.4	-0.3	2.0	1.9	0.1	1.4	1.2	0.2	2.5	2.4	0.1	2.6	3.2	-0.6	1.8	2.6	-0.8
NEWSR	1.7	1.4	0.3	2.7	2.4	0.3	0.6	0.9	-0.3	0.8	0.7	0.1	1.4	1.0	0.4	4.1	3.0	1.1	2.1	2.0	0.1
5JJJ	6.4	7.5	-1.1	4.9	6.1	-1.2	7.0	8.5	-1.5	6.8	8.7	-1.9	7.5	7.8	-0.3	6.1	5.8	0.3	5.7	5.5	0.2
ABCfm	2.2	2.9	-0.7	2.1	3.1	-1.0	2.2	2.8	-0.6	1.9	2.5	-0.6	2.7	3.2	-0.5	2.6	2.7	-0.1	3.0	3.7	-0.7



ADELAIDE RADIO - SURVEY 6 2014

Average 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	16	16	0	*	*	*	*	*	*	1	1	0	4	3	1	3	3	0	8	9	-1
CRUISE1323	12	13	-1	*	*	*	*	*	*	1	1	0	1	2	-1	5	4	1	4	5	-1
MIX102.3	22	23	-1	1	1	0	2	3	-1	4	4	0	10	9	1	4	4	0	1	2	-1
5MMM	13	13	0	*	1	*	1	1	0	4	4	0	6	6	0	2	2	0	1	*	*
NOVA91.9	17	15	2	3	4	-1	3	3	0	5	5	0	4	4	0	1	*	*	*	*	*
SAFM	12	12	0	1	2	-1	2	2	0	5	4	1	3	2	1	1	1	0	*	*	*
ABC891	18	16	2	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	10	8	2
SRN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	*	1	*
5JJJ	9	10	-1	1	*	*	1	2	-1	4	5	-1	2	2	0	*	*	*	*	*	*
ABC FM	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	3	-1
Total	147	145	2	9	9	0	12	13	-1	32	31	1	38	36	2	23	24	-1	32	32	0

Average Audience (000's) by Session, P10+ [Potential: 1105]

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	17	1	27	28	-1	26	24	2	14	13	1	19	20	-1	9	8	1	13	14	-1						
CRUISE1323	12	13	-1	17	16	1	18	19	-1	15	16	-1	11	13	-2	3	5	-2	10	11	-1						
MIX102.3	24	25	-1	34	33	1	35	37	-2	30	32	-2	23	25	-2	7	6	1	18	18	0						
5MMM	15	15	0	19	20	-1	22	21	1	21	20	1	15	14	1	3	3	0	9	10	-1						
NOVA91.9	19	16	3	22	21	1	22	17	5	23	19	4	25	20	5	7	7	0	14	12	2						
SAFM	14	13	1	16	15	1	21	18	3	20	19	1	14	13	1	4	4	0	8	8	0						
ABC891	19	17	2	35	33	2	24	20	4	17	14	3	13	14	-1	9	7	2	16	13	3						
SRN	4	4	0	7	7	0	4	4	0	2	2	0	4	4	0	1	2	-1	2	3	-1						
NEWSR	3	2	1	6	5	1	1	2	-1	1	1	0	2	2	0	2	2	0	2	2	0						
5JJJ	10	12	-2	11	13	-2	15	18	-3	12	16	-4	12	13	-1	4	3	1	7	6	1						
ABC FM	4	4	0	5	7	-2	5	6	-1	3	4	-1	4	5	-1	2	2	0	4	4	0						
Total	158	156	2	218	217	1	217	210	7	182	180	2	164	160	4	58	58	0	119	117	2						



ADELAIDE RADIO - SURVEY 6 2014

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	162	157	5	7	9	-2	2	2	0	19	16	3	36	36	0	34	32	2	63	61	2
CRUISE1323	151	156	-5	7	5	2	6	3	3	15	17	-2	20	26	-6	50	50	0	53	54	-1
MIX102.3	323	345	-22	34	35	-1	35	46	-11	65	73	-8	110	116	-6	51	53	-2	27	22	5
5MMM	205	194	11	22	22	0	16	19	-3	55	52	3	75	72	3	29	25	4	8	5	3
NOVA91.9	313	294	19	74	68	6	64	60	4	94	89	5	59	56	3	12	16	-4	10	5	5
SAFM	251	236	15	51	53	-2	50	52	-2	80	62	18	48	42	6	17	22	-5	5	5	0
ABC891	208	211	-3	6	7	-1	7	7	0	25	33	-8	44	42	2	41	42	-1	86	81	5
SRN	46	55	-9	3	3	0	1	2	-1	8	10	-2	10	11	-1	10	15	-5	14	15	-1
NEWSR	69	68	1	2	4	-2	6	5	1	16	13	3	21	19	2	11	11	0	12	15	-3
5JJJ	152	151	1	17	14	3	31	32	-1	62	63	-1	34	34	0	7	7	0	1	1	0
ABCFM	62	67	-5	1	3	-2	4	3	1	11	9	2	11	13	-2	12	12	0	22	27	-5
Total	1046	1048	-2	111	111	0	123	121	2	239	242	-3	245	245	0	149	150	-1	177	180	-3

Cumulative Audience (000's) by Session, P10+ [Potential: 1105]

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	149	146	3	88	92	-4	81	76	5	82	79	3	83	79	4	54	54	0	114	114	0				114	114	0
CRUISE1323	135	146	-11	74	79	-5	78	86	-8	87	98	-11	75	83	-8	37	44	-7	104	107	-3				104	107	-3
MIX102.3	294	313	-19	175	188	-13	169	170	-1	174	186	-12	179	183	-4	90	91	-1	214	229	-15				214	229	-15
5MMM	181	173	8	111	102	9	79	76	3	100	96	4	99	99	0	43	52	-9	132	126	6				132	126	6
NOVA91.9	287	276	11	187	164	23	128	125	3	157	150	7	186	162	24	94	92	2	205	185	20				205	185	20
SAFM	233	218	15	129	118	11	103	103	0	129	125	4	136	127	9	66	64	2	143	144	-1				143	144	-1
ABC891	187	193	-6	135	130	5	104	107	-3	95	94	1	95	93	2	74	73	1	152	152	0				152	152	0
SRN	41	49	-8	32	37	-5	19	22	-3	17	23	-6	22	26	-4	13	18	-5	28	34	-6				28	34	-6
NEWSR	63	61	2	41	41	0	15	18	-3	19	16	3	26	22	4	24	21	3	46	44	2				46	44	2
5JJJ	137	140	-3	79	91	-12	74	75	-1	77	83	-6	94	90	4	49	49	0	99	89	10				99	89	10
ABCFM	52	59	-7	28	32	-4	26	29	-3	26	34	-8	31	33	-2	20	23	-3	43	43	0				43	43	0
Total	1032	1037	-5	835	831	4	690	685	5	747	760	-13	806	783	23	498	506	-8	904	911	-7				904	911	-7