



ADELAIDE RADIO - SURVEY 1 2015

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	10.4	11.4	-1.0	2.4	1.4	1.0	0.7	2.0	-1.3	2.4	3.8	-1.4	10.2	6.5	3.7	12.3	17.2	-4.9	23.0	26.7	-3.7
CRUISE1323	9.2	8.1	1.1	2.3	1.6	0.7	3.5	1.1	2.4	3.0	2.1	0.9	8.1	5.8	2.3	15.0	17.4	-2.4	16.3	13.9	2.4
MIX102.3	13.8	15.5	-1.7	14.3	16.9	-2.6	12.6	16.6	-4.0	14.3	12.1	2.2	20.1	23.7	-3.6	15.8	16.1	-0.3	4.7	7.6	-2.9
5MMM	9.7	10.8	-1.1	7.4	6.0	1.4	7.2	5.7	1.5	13.8	12.4	1.4	14.7	18.5	-3.8	9.1	12.4	-3.3	1.3	2.2	-0.9
NOVA91.9	11.3	11.2	0.1	36.4	31.7	4.7	22.0	26.6	-4.6	18.8	18.1	0.7	10.4	10.5	-0.1	1.8	2.2	-0.4	0.9	0.5	0.4
hit107	5.9	8.1	-2.2	16.4	17.8	-1.4	14.3	16.0	-1.7	8.2	14.8	-6.6	4.3	8.4	-4.1	4.6	2.3	2.3	0.5	0.1	0.4
ABC891	12.5	10.0	2.5	1.4	1.9	-0.5	3.8	0.4	3.4	2.2	2.2	0.0	5.8	5.5	0.3	20.5	13.1	7.4	31.2	26.6	4.6
5RN	2.8	1.6	1.2	0.7	0.6	0.1	0.4	0.6	-0.2	1.1	0.3	0.8	3.5	1.0	2.5	5.3	2.2	3.1	3.4	3.6	-0.2
NEWSR	1.8	1.5	0.3	1.1	2.0	-0.9	0.7	0.6	0.1	0.8	0.7	0.1	1.8	1.5	0.3	2.5	2.2	0.3	2.7	1.8	0.9
5JJJ	8.3	6.6	1.7	8.9	7.1	1.8	15.7	14.3	1.4	18.0	15.8	2.2	7.8	5.8	2.0	2.5	0.8	1.7	0.3	0.3	0.0
ABCFM	3.1	2.6	0.5	1.1	1.1	0.0	0.7	1.1	-0.4	0.9	1.3	-0.4	1.8	1.1	0.7	3.2	2.4	0.8	8.3	7.2	1.1

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	10.4	12.0	-1.6	12.7	14.2	-1.5	11.2	12.8	-1.6	5.9	7.2	-1.3	10.5	12.1	-1.6	13.2	16.5	-3.3	10.2	9.6	0.6
CRUISE1323	8.8	7.7	1.1	7.1	7.3	-0.2	10.4	8.5	1.9	9.5	8.0	1.5	7.9	7.4	0.5	9.6	6.5	3.1	10.4	9.6	0.8
MIX102.3	13.9	15.7	-1.8	12.4	14.2	-1.8	15.4	17.4	-2.0	16.6	19.2	-2.6	11.9	13.0	-1.1	10.8	10.9	-0.1	13.6	15.1	-1.5
5MMM	10.7	11.1	-0.4	10.3	11.1	-0.8	11.1	11.2	-0.1	12.4	13.4	-1.0	10.0	11.0	-1.0	7.7	5.7	2.0	6.3	9.8	-3.5
NOVA91.9	11.3	11.1	0.2	10.5	10.2	0.3	9.2	10.2	-1.0	11.7	12.3	-0.6	14.0	12.5	1.5	12.6	10.6	2.0	11.1	11.4	-0.3
hit107	5.9	8.0	-2.1	5.5	6.2	-0.7	5.0	7.5	-2.5	6.2	9.0	-2.8	6.8	9.5	-2.7	6.6	9.1	-2.5	5.8	8.3	-2.5
ABC891	12.3	10.2	2.1	18.0	14.0	4.0	12.1	9.8	2.3	8.7	7.9	0.8	8.5	7.8	0.7	12.7	10.8	1.9	13.2	9.3	3.9
5RN	2.9	1.4	1.5	4.0	2.1	1.9	2.6	0.8	1.8	2.0	1.0	1.0	2.9	1.7	1.2	2.7	2.0	0.7	2.7	1.9	0.8
NEWSR	1.7	1.4	0.3	2.7	2.3	0.4	1.1	0.7	0.4	1.0	0.5	0.5	1.2	1.2	0.0	3.0	3.1	-0.1	1.9	1.8	0.1
5JJJ	8.6	6.7	1.9	6.5	6.3	0.2	8.4	6.1	2.3	10.7	6.2	4.5	10.2	9.1	1.1	6.5	6.2	0.3	7.3	6.5	0.8
ABCFM	3.1	2.4	0.7	2.5	2.6	-0.1	3.1	2.7	0.4	3.4	1.9	1.5	3.2	2.3	0.9	3.5	2.7	0.8	3.4	3.3	0.1



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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	17	-2	*	*	*	*	*	*	1	1	0	4	2	2	3	4	-1	7	8	-1
CRUISE1323	14	12	2	*	*	*	*	*	*	1	1	0	3	2	1	4	5	-1	5	4	1
MIX102.3	21	23	-2	1	2	-1	2	2	0	5	4	1	8	9	-1	4	4	0	2	2	0
5MMM	14	16	-2	1	1	0	1	1	0	5	4	1	6	7	-1	2	3	-1	*	1	*
NOVA91.9	17	16	1	3	3	0	3	3	0	6	5	1	4	4	0	*	1	*	*	*	*
hit107	9	12	-3	1	2	-1	2	2	0	3	4	-1	2	3	-1	1	1	0	*	*	*
ABC891	19	15	4	*	*	*	*	*	*	1	1	0	2	2	0	5	3	2	10	8	2
SRN	4	2	2	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
5JJJ	12	10	2	1	1	0	2	2	0	6	5	1	3	2	1	1	*	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	3	2	1
Total	149	147	2	9	9	0	12	13	-1	33	30	3	39	38	1	24	26	-2	32	31	1

Average Audience (000's) by Session, P10+ [Potential: 1115]

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	17	19	-2	28	30	-2	24	28	-4	11	13	-2	17	18	-1	8	10	-2	12	12	0						
CRUISE1323	14	12	2	16	16	0	23	19	4	17	15	2	13	11	2	6	4	2	12	12	0						
MIX102.3	22	25	-3	27	30	-3	34	39	-5	31	35	-4	19	20	-1	7	6	1	16	19	-3						
5MMM	17	17	0	23	24	-1	24	25	-1	23	25	-2	16	17	-1	5	3	2	8	12	-4						
NOVA91.9	18	17	1	23	22	1	20	23	-3	22	23	-1	22	19	3	8	6	2	13	14	-1						
hit107	9	13	-4	12	13	-1	11	17	-6	11	16	-5	11	15	-4	4	5	-1	7	10	-3						
ABC891	20	16	4	40	30	10	26	22	4	16	15	1	14	12	2	8	6	2	16	12	4						
SRN	5	2	3	9	5	4	6	2	4	4	2	2	5	3	2	2	1	1	3	2	1						
NEWSR	3	2	1	6	5	1	2	1	1	2	1	1	2	2	0	2	2	0	2	2	0						
5JJJ	14	10	4	14	13	1	18	13	5	20	11	9	16	14	2	4	4	0	9	8	1						
ABCFM	5	4	1	6	6	0	7	6	1	6	4	2	5	4	1	2	2	0	4	4	0						
Total	160	156	4	220	214	6	219	221	-2	183	183	0	160	152	8	64	59	5	120	123	-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	165	175	-10	5	6	-1	5	6	-1	18	20	-2	41	36	5	37	43	-6	59	64	-5
CRUISE1323	168	161	7	8	2	6	8	7	1	14	15	-1	36	31	5	45	53	-8	56	54	2
MIX102.3	335	332	3	40	39	1	40	39	1	75	76	-1	106	101	5	54	49	5	20	28	-8
5MMM	212	210	2	25	22	3	19	19	0	58	56	2	71	74	-3	31	29	2	9	10	-1
NOVA91.9	326	300	26	69	62	7	66	72	-6	110	97	13	62	52	10	12	12	0	7	5	2
hit107	205	224	-19	36	46	-10	54	50	4	58	75	-17	41	41	0	12	11	1	3	1	2
ABC891	228	189	39	5	7	-2	6	4	2	25	20	5	44	37	7	58	50	8	89	71	18
5RN	50	53	-3	2	3	-1	2	5	-3	4	7	-3	13	10	3	16	14	2	12	14	-2
NEWSR	65	63	2	3	2	1	2	5	-3	10	8	2	19	18	1	16	16	0	16	14	2
5JJJ	187	149	38	16	18	-2	35	28	7	77	65	12	43	28	15	13	7	6	3	3	0
ABCFM	66	74	-8	2	4	-2	4	6	-2	9	10	-1	12	11	1	14	15	-1	25	28	-3
Total	1056	1047	9	108	110	-2	120	122	-2	239	239	0	246	245	1	154	149	5	189	183	6

Cumulative Audience (000's) by Session, P10+ [Potential: 1115]

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	159	168	-9	104	119	-15	79	87	-8	78	89	-11	89	91	-2	58	59	-1	111	118	-7
CRUISE1323	153	140	13	87	78	9	94	83	11	93	84	9	84	74	10	52	44	8	113	112	1
MIX102.3	309	301	8	180	196	-16	157	169	-12	175	199	-24	166	154	12	102	80	22	220	207	13
5MMM	191	184	7	103	117	-14	93	88	5	106	104	2	112	111	1	69	50	19	116	132	-16
NOVA91.9	306	276	30	184	174	10	129	126	3	187	156	31	185	152	33	114	99	15	215	204	11
hit107	195	203	-8	104	105	-1	88	97	-9	118	118	0	114	119	-5	65	73	-8	113	142	-29
ABC891	204	168	36	150	117	33	108	92	16	98	84	14	84	83	1	85	58	27	159	132	27
5RN	45	47	-2	33	31	2	24	16	8	22	17	5	27	20	7	19	20	-1	35	35	0
NEWSR	60	55	5	35	33	2	22	17	5	24	15	9	25	18	7	22	22	0	42	39	3
5JJJ	174	137	37	99	79	20	86	62	24	104	76	28	115	92	23	67	53	14	116	99	17
ABCFM	64	64	0	28	32	-4	32	36	-4	39	33	6	34	36	-2	24	26	-2	36	57	-21
Total	1040	1025	15	842	835	7	721	682	39	786	747	39	769	749	20	545	501	44	903	896	7