



# ADELAIDE RADIO - SURVEY 3 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	11.3	12.3	-1.0	0.9	2.2	-1.3	0.2	0.6	-0.4	3.0	4.1	-1.1	5.6	10.6	-5.0	14.8	14.9	-0.1	28.4	27.1	1.3
CRUISE1323	7.9	8.5	-0.6	3.6	1.7	1.9	3.1	2.4	0.7	1.2	1.7	-0.5	8.0	8.0	0.0	14.1	19.4	-5.3	11.3	11.1	0.2
MIX102.3	16.7	15.1	1.6	17.6	14.7	2.9	19.3	15.6	3.7	12.3	12.9	-0.6	26.0	22.5	3.5	20.8	16.3	4.5	5.6	8.1	-2.5
5MMM	9.4	7.3	2.1	6.6	5.8	0.8	2.5	2.0	0.5	11.1	11.0	0.1	17.7	12.5	5.2	10.2	5.8	4.4	1.1	1.5	-0.4
NOVA91.9	11.7	12.0	-0.3	38.0	39.2	-1.2	28.7	28.2	0.5	20.5	19.6	0.9	10.8	10.4	0.4	1.4	1.9	-0.5	0.3	0.4	-0.1
SAFM	7.0	7.6	-0.6	17.9	18.7	-0.8	14.7	14.6	0.1	9.8	11.5	-1.7	7.8	8.1	-0.3	3.1	2.8	0.3	1.1	1.2	-0.1
ABC891	10.7	12.0	-1.3	2.0	1.7	0.3	0.7	1.3	-0.6	2.7	2.8	-0.1	4.1	7.6	-3.5	16.4	20.0	-3.6	25.8	26.3	-0.5
5RN	2.3	2.1	0.2	1.3	1.2	0.1	*	*	*	0.4	0.2	0.2	1.8	1.7	0.1	2.7	3.7	-1.0	5.2	4.0	1.2
NEWSR	1.8	1.6	0.2	1.2	0.9	0.3	0.6	0.7	-0.1	2.1	1.2	0.9	1.2	1.5	-0.3	1.6	1.8	-0.2	2.9	2.7	0.2
5JJJ	6.8	6.7	0.1	4.2	3.7	0.5	12.8	14.4	-1.6	20.1	18.3	1.8	4.8	4.5	0.3	2.4	2.5	-0.1	0.2	0.1	0.1
ABCfm	3.0	2.6	0.4	0.2	0.1	0.1	1.1	0.5	0.6	1.3	1.7	-0.4	0.8	0.7	0.1	2.9	2.7	0.2	8.5	6.9	1.6

## 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	11.3	12.5	-1.2	13.2	14.2	-1.0	12.8	13.7	-0.9	7.3	8.9	-1.6	10.8	12.7	-1.9	14.0	14.5	-0.5	11.5	11.5	0.0
CRUISE1323	7.3	8.0	-0.7	6.8	6.6	0.2	8.6	9.5	-0.9	8.1	10.2	-2.1	6.1	6.6	-0.5	5.9	5.2	0.7	9.9	10.4	-0.5
MIX102.3	17.1	15.8	1.3	15.5	15.6	-0.1	19.3	18.6	0.7	20.1	18.1	2.0	14.7	12.7	2.0	13.2	10.2	3.0	15.2	12.9	2.3
5MMM	9.6	7.7	1.9	7.5	6.0	1.5	9.5	8.0	1.5	11.6	9.2	2.4	11.5	9.6	1.9	7.1	4.3	2.8	8.8	5.9	2.9
NOVA91.9	11.8	12.0	-0.2	11.5	11.7	-0.2	9.2	9.2	0.0	11.5	11.5	0.0	15.0	15.3	-0.3	13.5	14.1	-0.6	11.3	12.0	-0.7
SAFM	7.0	7.6	-0.6	6.5	6.8	-0.3	6.5	7.1	-0.6	8.0	8.2	-0.2	7.6	8.7	-1.1	6.0	7.9	-1.9	6.8	7.5	-0.7
ABC891	10.7	11.9	-1.2	15.2	17.4	-2.2	10.1	10.5	-0.4	7.5	7.8	-0.3	7.3	9.5	-2.2	13.5	15.1	-1.6	10.7	12.3	-1.6
5RN	2.3	2.0	0.3	3.2	3.0	0.2	2.0	1.7	0.3	1.2	1.1	0.1	2.4	1.8	0.6	3.0	3.1	-0.1	2.5	2.2	0.3
NEWSR	1.7	1.6	0.1	2.7	2.6	0.1	1.2	0.6	0.6	0.8	0.5	0.3	1.0	1.1	-0.1	3.5	4.2	-0.7	2.0	1.9	0.1
5JJJ	7.0	6.8	0.2	5.5	4.8	0.7	7.1	6.7	0.4	8.1	8.3	-0.2	8.8	8.4	0.4	5.5	5.7	-0.2	6.0	6.6	-0.6
ABCfm	3.0	2.4	0.6	2.8	2.4	0.4	3.4	2.7	0.7	3.1	2.4	0.7	2.6	2.7	-0.1	2.7	1.3	1.4	3.3	3.1	0.2



## ADELAIDE RADIO - SURVEY 3 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	18	-2	*	*	*	*	*	*	1	1	0	2	4	-2	4	4	0	9	9	0
CRUISE1323	11	12	-1	*	*	*	*	*	*	*	1	*	3	3	0	4	5	-1	4	4	0
MIX102.3	24	22	2	2	1	1	2	2	0	3	4	-1	9	8	1	5	4	1	2	3	-1
5MMM	13	10	3	1	1	0	*	*	*	3	3	0	6	4	2	3	1	2	*	*	*
NOVA91.9	16	17	-1	3	4	-1	3	3	0	6	6	0	4	4	0	*	*	*	*	*	*
SAFM	10	11	-1	2	2	0	2	2	0	3	3	0	3	3	0	1	1	0	*	*	*
ABC891	15	17	-2	*	*	*	*	*	*	1	1	0	1	3	-2	4	5	-1	8	8	0
SRN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
NEWSR	3	2	1	*	*	*	*	*	*	1	*	*	*	1	*	*	*	*	1	1	0
5J JJ	10	10	0	*	*	*	1	2	-1	5	5	0	2	2	0	1	1	0	*	*	*
ABC FM	4	4	0	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	3	2	1
<b>Total</b>	<b>141</b>	<b>145</b>	<b>-4</b>	<b>9</b>	<b>10</b>	<b>-1</b>	<b>11</b>	<b>12</b>	<b>-1</b>	<b>27</b>	<b>30</b>	<b>-3</b>	<b>36</b>	<b>36</b>	<b>0</b>	<b>26</b>	<b>26</b>	<b>0</b>	<b>33</b>	<b>32</b>	<b>1</b>

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	17	19	-2	28	30	-2	26	28	-2	13	16	-3	16	20	-4	8	9	-1	13	13	0						
CRUISE1323	11	12	-1	14	14	0	17	19	-2	14	19	-5	9	10	-1	3	3	0	12	12	0						
MIX102.3	26	25	1	33	33	0	39	38	1	36	33	3	22	20	2	8	6	2	18	15	3						
5MMM	14	12	2	16	13	3	19	16	3	20	17	3	17	15	2	4	3	1	10	7	3						
NOVA91.9	18	19	-1	24	25	-1	18	19	-1	20	21	-1	23	24	-1	8	9	-1	13	14	-1						
SAFM	11	12	-1	14	15	-1	13	14	-1	14	15	-1	12	14	-2	3	5	-2	8	9	-1						
ABC891	16	19	-3	32	37	-5	20	22	-2	13	14	-1	11	15	-4	8	9	-1	12	14	-2						
SRN	3	3	0	7	7	0	4	4	0	2	2	0	4	3	1	2	2	0	3	3	0						
NEWSR	3	2	1	6	6	0	2	1	1	1	1	0	1	2	-1	2	3	-1	2	2	0						
5J JJ	11	11	0	12	10	2	14	14	0	14	15	-1	13	13	0	3	4	-1	7	8	-1						
ABC FM	4	4	0	6	5	1	7	6	1	5	4	1	4	4	0	2	1	1	4	4	0						
<b>Total</b>	<b>151</b>	<b>156</b>	<b>-5</b>	<b>212</b>	<b>215</b>	<b>-3</b>	<b>201</b>	<b>205</b>	<b>-4</b>	<b>176</b>	<b>184</b>	<b>-8</b>	<b>152</b>	<b>157</b>	<b>-5</b>	<b>57</b>	<b>62</b>	<b>-5</b>	<b>117</b>	<b>117</b>	<b>0</b>						



# ADELAIDE RADIO - SURVEY 3 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	173	-11	5	8	-3	1	4	-3	18	19	-1	34	42	-8	42	38	4	63	62	1
CRUISE1323	160	159	1	8	8	0	7	6	1	8	11	-3	35	33	2	51	55	-4	51	46	5
MIX102.3	338	336	2	44	42	2	33	38	-5	69	74	-5	114	107	7	57	53	4	20	22	-2
5MMM	208	194	14	20	19	1	13	16	-3	63	59	4	77	69	8	31	24	7	5	8	-3
NOVA91.9	313	324	-11	70	71	-1	67	77	-10	93	92	1	69	71	-2	11	10	1	2	2	0
SAFM	238	258	-20	50	48	2	44	55	-11	68	74	-6	56	59	-3	12	15	-3	8	7	1
ABC891	193	211	-18	5	6	-1	5	6	-1	23	26	-3	31	45	-14	46	50	-4	84	77	7
SRN	56	50	6	4	4	0	*	1	*	6	4	2	12	9	3	15	13	2	19	19	0
NEWSR	63	60	3	1	2	-1	2	4	-2	14	10	4	13	13	0	16	14	2	18	17	1
5JJJ	162	168	-6	14	19	-5	33	39	-6	68	69	-1	34	29	5	10	9	1	1	2	-1
ABCFM	58	53	5	1	2	-1	5	3	2	7	5	2	8	10	-2	14	12	2	22	22	0
<b>Total</b>	<b>1050</b>	<b>1048</b>	<b>2</b>	<b>113</b>	<b>112</b>	<b>1</b>	<b>120</b>	<b>122</b>	<b>-2</b>	<b>238</b>	<b>235</b>	<b>3</b>	<b>248</b>	<b>248</b>	<b>0</b>	<b>151</b>	<b>153</b>	<b>-2</b>	<b>180</b>	<b>177</b>	<b>3</b>

## 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	152	165	-13	111	121	-10	81	93	-12	82	87	-5	81	92	-11	54	62	-8	116	116	0						
CRUISE1323	143	144	-1	76	79	-3	79	88	-9	89	94	-5	74	79	-5	45	43	2	114	116	-2						
MIX102.3	312	308	4	179	185	-6	169	153	16	197	179	18	167	159	8	97	99	-2	220	202	18						
5MMM	179	170	9	100	90	10	79	70	9	106	102	4	111	102	9	54	50	4	134	114	20						
NOVA91.9	298	308	-10	186	193	-7	125	126	-1	175	182	-7	187	186	1	119	124	-5	207	218	-11						
SAFM	220	240	-20	129	139	-10	89	95	-6	132	139	-7	129	144	-15	71	89	-18	140	158	-18						
ABC891	174	196	-22	121	139	-18	100	102	-2	93	101	-8	77	91	-14	73	82	-9	137	147	-10						
SRN	50	45	5	33	27	6	22	20	2	24	21	3	22	21	1	20	20	0	41	35	6						
NEWSR	55	51	4	37	34	3	20	15	5	21	14	7	20	19	1	22	22	0	42	42	0						
5JJJ	149	153	-4	88	81	7	76	72	4	91	94	-3	98	102	-4	64	64	0	108	112	-4						
ABCFM	55	50	5	28	26	2	30	28	2	27	27	0	28	27	1	18	14	4	39	34	5						
<b>Total</b>	<b>1032</b>	<b>1028</b>	<b>4</b>	<b>849</b>	<b>849</b>	<b>0</b>	<b>679</b>	<b>673</b>	<b>6</b>	<b>760</b>	<b>774</b>	<b>-14</b>	<b>783</b>	<b>787</b>	<b>-4</b>	<b>539</b>	<b>549</b>	<b>-10</b>	<b>925</b>	<b>925</b>	<b>0</b>						