

ADELAIDE RADIO - SURVEY 7 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	11.2	11.1	0.1	1.5	1.4	0.1	0.8	0.1	0.7	1.8	4.0	-2.2	10.7	9.3	1.4	15.2	13.0	2.2	24.8	25.8	-1.0
CRUISE1323	7.6	7.8	-0.2	2.2	1.3	0.9	1.8	1.2	0.6	1.8	3.1	-1.3	3.7	3.7	0.0	17.9	20.3	-2.4	13.5	12.6	0.9
MIX102.3	14.6	15.2	-0.6	15.4	14.6	0.8	10.7	14.1	-3.4	10.9	12.9	-2.0	23.1	25.8	-2.7	18.7	16.8	1.9	6.3	4.4	1.9
5MMM	9.0	9.1	-0.1	4.4	4.7	-0.3	3.5	5.4	-1.9	12.7	11.9	0.8	13.8	14.7	-0.9	9.9	9.7	0.2	2.9	1.7	1.2
NOVA91.9	11.8	11.8	0.0	29.7	35.6	-5.9	28.9	29.2	-0.3	17.2	17.2	0.0	11.2	10.5	0.7	3.4	2.5	0.9	1.4	1.4	0.0
hit107/SAFM	8.3	8.5	-0.2	16.6	14.5	2.1	19.8	20.4	-0.6	15.1	16.6	-1.5	7.2	6.5	0.7	2.7	3.1	-0.4	0.3	0.5	-0.2
ABC891	11.3	12.2	-0.9	1.9	3.3	-1.4	0.7	1.1	-0.4	3.0	2.8	0.2	7.2	7.5	-0.3	12.9	13.7	-0.8	29.8	32.3	-2.5
5RN	1.8	2.1	-0.3	0.6	0.8	-0.2	0.5	0.1	0.4	0.8	0.7	0.1	1.1	2.1	-1.0	2.5	2.7	-0.2	4.0	4.4	-0.4
NEWSR	1.7	1.8	-0.1	1.7	1.7	0.0	1.2	1.2	0.0	1.0	1.2	-0.2	2.8	3.0	-0.2	2.2	1.4	0.8	1.1	1.3	-0.2
5JJJ	7.5	6.2	1.3	9.7	8.1	1.6	15.8	12.2	3.6	18.2	14.2	4.0	6.0	5.9	0.1	0.9	0.8	0.1	0.3	0.1	0.2
ABCFM	2.2	2.4	-0.2	0.6	0.2	0.4	0.6	1.0	-0.4	1.2	0.6	0.6	1.4	0.9	0.5	2.3	3.6	-1.3	5.1	6.3	-1.2

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	11.6	11.2	0.4	13.0	12.2	0.8	13.5	11.8	1.7	7.2	7.6	-0.4	11.9	11.9	0.0	14.6	15.1	-0.5	10.0	10.9	-0.9
CRUISE1323	7.1	7.6	-0.5	7.1	7.6	-0.5	8.3	8.5	-0.2	7.5	8.0	-0.5	6.1	6.6	-0.5	4.6	6.0	-1.4	9.3	8.7	0.6
MIX102.3	14.9	15.3	-0.4	14.9	15.4	-0.5	15.5	16.0	-0.5	17.6	16.8	0.8	12.8	14.2	-1.4	10.1	11.3	-1.2	13.6	15.1	-1.5
5MMM	9.3	9.5	-0.2	9.5	8.9	0.6	9.0	10.1	-1.1	11.0	11.5	-0.5	9.6	9.2	0.4	4.6	5.0	-0.4	7.9	7.7	0.2
NOVA91.9	12.0	11.9	0.1	10.5	10.2	0.3	11.2	10.1	1.1	12.9	12.8	0.1	14.6	15.5	-0.9	10.7	11.4	-0.7	11.2	11.4	-0.2
hit107/SAFM	8.4	8.9	-0.5	6.8	7.5	-0.7	8.6	9.5	-0.9	9.9	10.8	-0.9	8.5	8.5	0.0	8.0	7.4	0.6	8.1	7.0	1.1
ABC891	11.2	11.9	-0.7	14.7	15.9	-1.2	11.1	11.2	-0.1	8.9	9.4	-0.5	7.8	8.0	-0.2	14.3	15.6	-1.3	11.4	13.1	-1.7
5RN	1.9	2.2	-0.3	2.6	3.1	-0.5	1.7	2.0	-0.3	1.3	1.4	-0.1	2.1	2.5	-0.4	1.6	2.6	-1.0	1.7	1.8	-0.1
NEWSR	1.7	1.7	0.0	2.6	2.7	-0.1	0.6	0.6	0.0	0.8	0.8	0.0	1.5	1.4	0.1	4.3	4.1	0.2	2.0	2.1	-0.1
5JJJ	7.5	6.4	1.1	6.6	4.9	1.7	6.9	7.0	-0.1	7.5	6.8	0.7	9.2	7.5	1.7	7.9	6.1	1.8	7.6	5.7	1.9
ABCFM	1.9	2.2	-0.3	1.7	2.1	-0.4	2.1	2.2	-0.1	1.8	1.9	-0.1	2.1	2.7	-0.6	2.1	2.6	-0.5	3.0	3.0	0.0

Please note: hit107 on-air from October 20 2014. Previously known as SAFM.



ADELAIDE RADIO - SURVEY 7 2014

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	16	16	0	*	*	*	*	*	*	1	1	0	4	4	0	4	3	1	8	8	0
CRUISE1323	11	12	-1	*	*	*	*	*	*	1	1	0	1	1	0	4	5	-1	4	4	0
MIX102.3	21	22	-1	2	1	1	1	2	-1	3	4	-1	9	10	-1	5	4	1	2	1	1
5MMM	13	13	0	*	*	*	*	1	*	4	4	0	5	6	-1	2	2	0	1	1	0
NOVA91.9	17	17	0	3	3	0	4	3	1	5	5	0	4	4	0	1	1	0	*	*	*
hit107/SAFM	12	12	0	2	1	1	3	2	1	5	5	0	3	3	0	1	1	0	*	*	*
ABC891	17	18	-1	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	10	10	0
SRN	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	*	*	*
5JJJ	11	9	2	1	1	0	2	1	1	5	4	1	2	2	0	*	*	*	*	*	*
ABCFM	3	4	-1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0
Total	147	147	0	10	9	1	13	12	1	30	32	-2	37	38	-1	25	23	2	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	18	0	28	27	1	29	26	3	13	14	-1	19	19	0	8	9	-1	12	13	-1						
CRUISE1323	11	12	-1	15	17	-2	18	18	0	14	15	-1	10	11	-1	3	3	0	11	10	1						
MIX102.3	23	24	-1	32	34	-2	34	35	-1	32	30	2	21	23	-2	6	7	-1	17	18	-1						
5MMM	15	15	0	20	19	1	19	22	-3	20	21	-1	15	15	0	3	3	0	10	9	1						
NOVA91.9	19	19	0	22	22	0	24	22	2	23	23	0	24	25	-1	6	7	-1	14	14	0						
hit107/SAFM	13	14	-1	15	16	-1	19	21	-2	18	20	-2	14	14	0	5	4	1	10	8	2						
ABC891	18	19	-1	31	35	-4	24	24	0	16	17	-1	13	13	0	8	9	-1	14	16	-2						
SRN	3	4	-1	6	7	-1	4	4	0	2	2	0	3	4	-1	1	1	0	2	2	0						
NEWSR	3	3	0	6	6	0	1	1	0	1	1	0	2	2	0	2	2	0	2	2	0						
5JJJ	12	10	2	14	11	3	15	15	0	14	12	2	15	12	3	4	4	0	9	7	2						
ABCFM	3	4	-1	4	5	-1	5	5	0	3	3	0	3	4	-1	1	2	-1	4	4	0						
Total	156	158	-2	214	218	-4	217	217	0	181	182	-1	161	164	-3	56	58	-2	122	119	3						

Please note: hit107 on-air from October 20 2014. Previously known as SAFM.

ADELAIDE RADIO - SURVEY 7 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	174	162	12	9	7	2	5	2	3	14	19	-5	43	36	7	40	34	6	63	63	0
CRUISE1323	148	151	-3	5	7	-2	9	6	3	11	15	-4	23	20	3	48	50	-2	52	53	-1
MIX102.3	319	323	-4	38	34	4	28	35	-7	71	65	6	101	110	-9	51	51	0	29	27	2
5MMM	207	205	2	23	22	1	16	16	0	62	55	7	67	75	-8	27	29	-2	12	8	4
NOVA91.9	319	313	6	68	74	-6	72	64	8	100	94	6	59	59	0	12	12	0	9	10	-1
hit107/SAFM	234	251	-17	45	51	-6	48	50	-2	80	80	0	45	48	-3	13	17	-4	4	5	-1
ABC891	199	208	-9	8	6	2	7	7	0	21	25	-4	43	44	-1	44	41	3	75	86	-11
SRN	51	46	5	3	3	0	4	1	3	10	8	2	8	10	-2	12	10	2	14	14	0
NEWSR	69	69	0	3	2	1	8	6	2	14	16	-2	19	21	-2	14	11	3	11	12	-1
5JJJ	156	152	4	18	17	1	31	31	0	65	62	3	30	34	-4	9	7	2	2	1	1
ABCFM	72	62	10	3	1	2	6	4	2	11	11	0	13	11	2	13	12	1	26	22	4
Total	1046	1046	0	110	111	-1	123	123	0	237	239	-2	246	245	1	149	149	0	180	177	3

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

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	161	149	12	103	88	15	85	81	4	86	82	4	88	83	5	54	54	0	111	114	-3
CRUISE1323	127	135	-8	71	74	-3	72	78	-6	79	87	-8	66	75	-9	35	37	-2	104	104	0
MIX102.3	290	294	-4	180	175	5	156	169	-13	182	174	8	158	179	-21	86	90	-4	198	214	-16
5MMM	186	181	5	113	111	2	82	79	3	100	100	0	101	99	2	39	43	-4	128	132	-4
NOVA91.9	292	287	5	191	187	4	129	128	1	152	157	-5	173	186	-13	96	94	2	209	205	4
hit107/SAFM	215	233	-18	116	129	-13	97	103	-6	124	129	-5	121	136	-15	65	66	-1	139	143	-4
ABC891	179	187	-8	125	135	-10	94	104	-10	89	95	-6	89	95	-6	68	74	-6	139	152	-13
SRN	48	41	7	33	32	1	20	19	1	18	17	1	21	22	-1	12	13	-1	30	28	2
NEWSR	64	63	1	37	41	-4	18	15	3	19	19	0	21	26	-5	28	24	4	43	46	-3
5JJJ	140	137	3	80	79	1	70	74	-4	81	77	4	97	94	3	55	49	6	107	99	8
ABCFM	61	52	9	27	28	-1	30	26	4	33	26	7	34	31	3	21	20	1	56	43	13
Total	1027	1032	-5	814	835	-21	681	690	-9	746	747	-1	781	806	-25	495	498	-3	888	904	-16

Please note: hit107 on-air from October 20 2014. Previously known as SAFM.