



ADELAIDE RADIO - SURVEY 7 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	9.9	11.5	-1.6	3.9	2.3	1.6	1.0	1.5	-0.5	2.9	3.5	-0.6	7.7	8.9	-1.2	15.2	16.0	-0.8	19.8	24.4	-4.6
CRUISE1323	8.7	8.2	0.5	2.1	1.2	0.9	3.9	2.2	1.7	4.0	2.1	1.9	6.5	5.6	0.9	14.8	14.9	-0.1	14.3	15.5	-1.2
MIX102.3	14.7	15.2	-0.5	16.3	12.4	3.9	13.8	16.8	-3.0	13.7	13.4	0.3	17.1	18.8	-1.7	21.9	21.0	0.9	7.5	8.9	-1.4
5MMM	9.1	8.8	0.3	6.9	6.0	0.9	7.4	7.0	0.4	9.0	7.7	1.3	13.9	15.2	-1.3	10.9	10.2	0.7	3.8	3.3	0.5
NOVA91.9	10.1	10.5	-0.4	41.3	37.6	3.7	19.5	21.4	-1.9	15.4	16.5	-1.1	8.5	9.1	-0.6	1.5	2.2	-0.7	0.8	0.6	0.2
hit107	9.0	9.3	-0.3	11.7	18.8	-7.1	26.5	21.8	4.7	17.2	16.7	0.5	8.0	8.1	-0.1	2.9	4.1	-1.2	*	0.3	*
ABC891	10.3	10.1	0.2	0.7	1.5	-0.8	1.6	4.0	-2.4	2.8	2.4	0.4	4.8	8.1	-3.3	11.9	10.5	1.4	27.7	23.3	4.4
5RN	2.5	2.9	-0.4	0.2	0.1	0.1	1.1	0.7	0.4	0.7	1.0	-0.3	3.0	3.5	-0.5	3.1	3.3	-0.2	4.0	5.3	-1.3
NEWSR	1.8	1.9	-0.1	0.3	3.1	-2.8	0.4	0.5	-0.1	1.7	1.6	0.1	0.9	2.0	-1.1	2.2	1.4	0.8	3.7	2.8	0.9
5JJJ	7.2	7.2	0.0	4.6	4.0	0.6	10.2	9.3	0.9	18.4	21.7	-3.3	8.1	6.0	2.1	1.3	2.9	-1.6	0.4	0.4	0.0
ABCFM	3.9	2.9	1.0	*	0.9	*	0.6	1.2	-0.6	0.7	0.9	-0.2	3.1	1.7	1.4	3.6	2.4	1.2	10.2	7.5	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	10.1	11.5	-1.4	12.6	13.2	-0.6	9.1	11.3	-2.2	6.6	7.8	-1.2	10.9	12.7	-1.8	13.1	14.8	-1.7	9.3	11.7	-2.4
CRUISE1323	8.0	7.7	0.3	7.3	7.4	-0.1	9.6	9.4	0.2	9.2	9.0	0.2	6.0	5.2	0.8	6.5	6.0	0.5	10.9	9.9	1.0
MIX102.3	14.8	15.5	-0.7	14.5	15.3	-0.8	15.2	16.1	-0.9	15.7	16.3	-0.6	15.3	15.9	-0.6	11.4	11.4	0.0	14.5	14.6	-0.1
5MMM	9.6	9.2	0.4	9.5	9.6	-0.1	10.1	9.1	1.0	11.3	10.9	0.4	8.1	7.2	0.9	7.3	7.7	-0.4	7.5	7.3	0.2
NOVA91.9	10.1	10.3	-0.2	9.8	9.5	0.3	8.2	8.3	-0.1	10.0	10.8	-0.8	12.3	12.7	-0.4	11.2	11.1	0.1	10.2	11.0	-0.8
hit107	9.6	9.8	-0.2	6.7	7.3	-0.6	10.0	10.5	-0.5	12.0	11.8	0.2	11.7	11.3	0.4	6.8	6.7	0.1	7.2	7.6	-0.4
ABC891	10.3	9.8	0.5	14.5	13.5	1.0	10.6	9.8	0.8	7.6	7.0	0.6	6.7	6.4	0.3	10.7	12.9	-2.2	10.3	11.3	-1.0
5RN	2.4	2.9	-0.5	3.7	4.0	-0.3	2.0	2.6	-0.6	1.3	1.8	-0.5	2.3	2.9	-0.6	3.1	3.3	-0.2	2.5	3.0	-0.5
NEWSR	1.7	1.8	-0.1	2.5	2.8	-0.3	1.1	1.0	0.1	1.2	1.3	-0.1	1.7	1.7	0.0	2.3	2.8	-0.5	2.1	2.3	-0.2
5JJJ	7.6	7.7	-0.1	6.8	6.9	-0.1	8.2	8.0	0.2	8.7	8.6	0.1	7.1	8.8	-1.7	5.9	4.4	1.5	6.1	5.8	0.3
ABCFM	3.6	2.7	0.9	2.9	2.2	0.7	3.7	2.7	1.0	2.9	2.5	0.4	4.3	3.5	0.8	5.9	3.4	2.5	4.9	3.6	1.3



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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	3	3	0	4	4	0	7	8	-1
CRUISE1323	13	12	1	*	*	*	1	*	*	1	1	0	2	2	0	4	4	0	5	5	0
MIX102.3	22	22	0	2	1	1	2	2	0	4	4	0	6	7	-1	5	5	0	3	3	0
5MMM	13	13	0	1	1	0	1	1	0	3	2	1	5	6	-1	3	3	0	1	1	0
NOVA91.9	15	15	0	4	4	0	3	3	0	4	4	0	3	3	0	*	1	*	*	*	*
hit107	13	14	-1	1	2	-1	3	3	0	5	5	0	3	3	0	1	1	0	*	*	*
ABC891	15	15	0	*	*	*	*	1	*	1	1	0	2	3	-1	3	3	0	9	8	1
5RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	1	1	0
5JJJ	11	11	0	*	*	*	1	1	0	5	6	-1	3	2	1	*	1	*	*	*	*
ABC FM	6	4	2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
Total	147	147	0	10	10	0	13	14	-1	29	27	2	37	37	0	25	25	0	34	34	0

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	16	18	-2	28	29	-1	19	24	-5	12	14	-2	18	21	-3	7	8	-1	11	14	-3							
CRUISE1323	13	12	1	16	16	0	20	20	0	17	17	0	10	9	1	4	3	1	13	12	1							
MIX102.3	23	24	-1	32	34	-2	32	34	-2	28	30	-2	25	27	-2	6	6	0	18	18	0							
5MMM	15	15	0	21	21	0	21	19	2	20	20	0	13	12	1	4	4	0	9	9	0							
NOVA91.9	16	16	0	22	21	1	17	17	0	18	20	-2	20	21	-1	6	6	0	13	13	0							
hit107	15	15	0	15	16	-1	21	22	-1	22	22	0	19	19	0	4	4	0	9	9	0							
ABC891	16	15	1	32	30	2	22	20	2	14	13	1	11	11	0	6	7	-1	13	14	-1							
5RN	4	5	-1	8	9	-1	4	5	-1	2	3	-1	4	5	-1	2	2	0	3	4	-1							
NEWSR	3	3	0	6	6	0	2	2	0	2	2	0	3	3	0	1	1	0	3	3	0							
5JJJ	12	12	0	15	15	0	17	17	0	16	16	0	12	15	-3	3	2	1	8	7	1							
ABC FM	6	4	2	6	5	1	8	6	2	5	5	0	7	6	1	3	2	1	6	4	2							
Total	157	158	-1	221	222	-1	211	209	2	181	185	-4	162	168	-6	57	53	4	124	121	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	162	164	-2	6	7	-1	8	6	2	16	20	-4	40	38	2	39	37	2	54	57	-3
CRUISE1323	166	159	7	8	6	2	4	4	0	14	10	4	34	31	3	51	53	-2	54	54	0
MIX102.3	332	338	-6	34	35	-1	43	44	-1	86	80	6	86	98	-12	55	51	4	29	30	-1
5MMM	212	205	7	20	19	1	29	28	1	49	50	-1	72	68	4	27	27	0	15	13	2
NOVA91.9	313	313	0	69	69	0	72	71	1	101	100	1	57	56	1	8	11	-3	6	6	0
hit107	253	243	10	35	44	-9	66	56	10	91	88	3	48	41	7	12	11	1	1	2	-1
ABC891	196	205	-9	7	9	-2	6	8	-2	22	23	-1	36	45	-9	41	45	-4	83	76	7
5RN	57	69	-12	1	2	-1	3	3	0	5	7	-2	16	20	-4	13	13	0	19	24	-5
NEWSR	66	71	-5	4	8	-4	5	4	1	16	14	2	11	19	-8	13	10	3	18	16	2
5JJJ	153	155	-2	13	13	0	32	31	1	58	63	-5	40	36	4	7	9	-2	2	3	-1
ABCFM	74	70	4	2	3	-1	5	5	0	6	9	-3	16	13	3	17	14	3	29	27	2
Total	1059	1058	1	109	109	0	123	122	1	239	239	0	247	248	-1	153	152	1	187	188	-1

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	154	153	1	106	98	8	73	74	-1	72	79	-7	77	86	-9	47	52	-5	108	113	-5
CRUISE1323	143	141	2	78	83	-5	78	83	-5	88	91	-3	67	70	-3	38	36	2	115	110	5
MIX102.3	305	308	-3	172	184	-12	151	148	3	182	179	3	169	183	-14	87	88	-1	217	223	-6
5MMM	191	188	3	108	109	-1	90	87	3	116	110	6	101	97	4	56	61	-5	119	117	2
NOVA91.9	284	289	-5	173	178	-5	128	123	5	168	176	-8	173	178	-5	104	106	-2	204	213	-9
hit107	231	224	7	124	122	2	104	103	1	137	136	1	144	140	4	73	61	12	145	151	-6
ABC891	176	185	-9	127	127	0	90	92	-2	85	85	0	79	83	-4	57	63	-6	136	139	-3
5RN	52	63	-11	31	38	-7	27	34	-7	27	29	-2	25	32	-7	19	20	-1	34	42	-8
NEWSR	55	57	-2	30	36	-6	22	21	1	18	21	-3	22	23	-1	21	23	-2	46	47	-1
5JJJ	140	142	-2	90	91	-1	68	67	1	81	77	4	81	87	-6	48	45	3	94	96	-2
ABCFM	69	62	7	38	32	6	41	33	8	37	33	4	42	39	3	25	21	4	54	51	3
Total	1040	1042	-2	833	848	-15	693	690	3	776	773	3	766	764	2	489	493	-4	902	908	-6