



ADELAIDE RADIO - SURVEY 1 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 | 13.0 | 10.5 | 2.5 | 3.0 | 0.9 | 2.1 | 1.0 | 0.9 | 0.1 | 4.3 | 4.2 | 0.1 | 13.1 | 8.1 | 5.0 | 15.4 | 16.9 | -1.5 | 27.1 | 21.7 | 5.4 |
| CRUISE1323 | 7.7 | 8.6 | -0.9 | 1.5 | 1.0 | 0.5 | 1.5 | 1.8 | -0.3 | 1.4 | 2.2 | -0.8 | 6.2 | 10.1 | -3.9 | 19.5 | 15.3 | 4.2 | 9.7 | 12.7 | -3.0 |
| MIX102.3 | 13.4 | 15.8 | -2.4 | 12.7 | 12.8 | -0.1 | 13.6 | 7.4 | 6.2 | 12.6 | 15.3 | -2.7 | 20.2 | 25.2 | -5.0 | 14.1 | 18.5 | -4.4 | 6.7 | 6.6 | 0.1 |
| 5MMM | 6.8 | 8.1 | -1.3 | 8.8 | 5.7 | 3.1 | 4.4 | 7.5 | -3.1 | 11.7 | 11.5 | 0.2 | 11.4 | 11.9 | -0.5 | 2.7 | 6.4 | -3.7 | 1.2 | 2.0 | -0.8 |
| NOVA91.9 | 11.6 | 11.1 | 0.5 | 34.6 | 41.1 | -6.5 | 27.7 | 32.2 | -4.5 | 18.4 | 16.0 | 2.4 | 10.1 | 8.1 | 2.0 | 2.9 | 1.5 | 1.4 | 0.5 | 0.4 | 0.1 |
| SAFM | 7.8 | 8.5 | -0.7 | 19.6 | 24.6 | -5.0 | 13.9 | 13.8 | 0.1 | 12.3 | 11.7 | 0.6 | 8.9 | 9.6 | -0.7 | 2.6 | 4.2 | -1.6 | 0.8 | 0.7 | 0.1 |
| ABC891 | 13.7 | 12.3 | 1.4 | 0.8 | 1.3 | -0.5 | 1.4 | 1.6 | -0.2 | 4.6 | 5.1 | -0.5 | 9.0 | 5.6 | 3.4 | 21.1 | 17.4 | 3.7 | 29.8 | 32.0 | -2.2 |
| 5RN | 2.0 | 2.7 | -0.7 | 0.1 | * | * | * | 4.1 | * | 0.5 | 0.7 | -0.2 | 1.3 | 2.5 | -1.2 | 5.3 | 3.0 | 2.3 | 3.0 | 4.7 | -1.7 |
| NEWSR | 1.8 | 1.3 | 0.5 | 1.1 | 0.2 | 0.9 | 0.9 | 0.5 | 0.4 | 0.9 | 0.9 | 0.0 | 2.2 | 1.2 | 1.0 | 1.6 | 1.7 | -0.1 | 3.0 | 2.2 | 0.8 |
| 5JJJ | 6.3 | 6.9 | -0.6 | 5.9 | 3.6 | 2.3 | 14.0 | 11.3 | 2.7 | 15.3 | 15.4 | -0.1 | 5.3 | 6.4 | -1.1 | 1.4 | 3.7 | -2.3 | 0.2 | 0.2 | 0.0 |
| ABCfm | 2.7 | 3.0 | -0.3 | 0.2 | 0.6 | -0.4 | 0.3 | 2.1 | -1.8 | 1.6 | 2.7 | -1.1 | 0.8 | 1.4 | -0.6 | 3.3 | 3.2 | 0.1 | 6.8 | 6.3 | 0.5 |

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 | 13.5 | 10.6 | 2.9 | 16.5 | 13.7 | 2.8 | 14.9 | 11.5 | 3.4 | 9.1 | 6.5 | 2.6 | 12.3 | 11.1 | 1.2 | 15.7 | 10.4 | 5.3 | 11.5 | 10.0 | 1.5 |
| CRUISE1323 | 7.3 | 7.9 | -0.6 | 5.9 | 6.1 | -0.2 | 8.4 | 10.1 | -1.7 | 9.9 | 10.2 | -0.3 | 6.2 | 5.6 | 0.6 | 4.6 | 5.2 | -0.6 | 8.8 | 10.6 | -1.8 |
| MIX102.3 | 14.0 | 15.6 | -1.6 | 13.5 | 13.0 | 0.5 | 16.1 | 17.1 | -1.0 | 16.7 | 18.2 | -1.5 | 11.7 | 15.6 | -3.9 | 8.4 | 12.5 | -4.1 | 11.7 | 16.1 | -4.4 |
| 5MMM | 7.3 | 8.2 | -0.9 | 6.0 | 7.8 | -1.8 | 8.0 | 8.0 | 0.0 | 9.0 | 9.7 | -0.7 | 8.4 | 9.0 | -0.6 | 3.9 | 4.6 | -0.7 | 5.1 | 7.5 | -2.4 |
| NOVA91.9 | 11.8 | 11.1 | 0.7 | 11.1 | 10.0 | 1.1 | 9.6 | 8.9 | 0.7 | 11.4 | 11.8 | -0.4 | 15.2 | 12.7 | 2.5 | 13.6 | 14.7 | -1.1 | 10.9 | 11.3 | -0.4 |
| SAFM | 8.0 | 8.8 | -0.8 | 6.6 | 8.5 | -1.9 | 7.5 | 8.4 | -0.9 | 8.7 | 9.8 | -1.1 | 9.1 | 9.6 | -0.5 | 8.6 | 5.9 | 2.7 | 7.4 | 7.8 | -0.4 |
| ABC891 | 13.6 | 12.6 | 1.0 | 19.1 | 17.1 | 2.0 | 13.0 | 12.2 | 0.8 | 9.2 | 8.9 | 0.3 | 10.6 | 10.2 | 0.4 | 16.1 | 14.8 | 1.3 | 14.0 | 11.3 | 2.7 |
| 5RN | 2.0 | 2.7 | -0.7 | 3.1 | 4.2 | -1.1 | 1.5 | 2.2 | -0.7 | 1.3 | 1.3 | 0.0 | 1.9 | 2.4 | -0.5 | 2.0 | 3.9 | -1.9 | 2.2 | 2.6 | -0.4 |
| NEWSR | 1.7 | 1.2 | 0.5 | 2.7 | 1.5 | 1.2 | 1.0 | 0.7 | 0.3 | 0.6 | 0.5 | 0.1 | 1.2 | 0.8 | 0.4 | 4.2 | 4.7 | -0.5 | 2.0 | 1.5 | 0.5 |
| 5JJJ | 5.8 | 7.4 | -1.6 | 4.4 | 7.1 | -2.7 | 5.3 | 7.5 | -2.2 | 6.7 | 7.9 | -1.2 | 7.5 | 8.2 | -0.7 | 4.9 | 4.9 | 0.0 | 8.1 | 5.5 | 2.6 |
| ABCfm | 2.5 | 3.1 | -0.6 | 2.2 | 3.3 | -1.1 | 2.6 | 2.8 | -0.2 | 2.2 | 2.3 | -0.1 | 3.4 | 3.4 | 0.0 | 2.2 | 4.6 | -2.4 | 3.3 | 2.9 | 0.4 |

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results



ADELAIDE RADIO - SURVEY 1 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 | 19 | 16 | 3 | * | * | * | * | * | * | 1 | 1 | 0 | 4 | 3 | 1 | 4 | 5 | -1 | 9 | 7 | 2 |
| CRUISE1323 | 11 | 13 | -2 | * | * | * | * | * | * | * | 1 | * | 2 | 4 | -2 | 5 | 4 | 1 | 3 | 4 | -1 |
| MIX102.3 | 19 | 24 | -5 | 1 | 1 | 0 | 2 | 1 | 1 | 4 | 5 | -1 | 7 | 10 | -3 | 4 | 5 | -1 | 2 | 2 | 0 |
| 5MMM | 10 | 12 | -2 | 1 | * | * | 1 | 1 | 0 | 3 | 4 | -1 | 4 | 5 | -1 | 1 | 2 | -1 | * | 1 | * |
| NOVA91.9 | 17 | 17 | 0 | 3 | 3 | 0 | 3 | 5 | -2 | 6 | 5 | 1 | 3 | 3 | 0 | 1 | * | * | * | * | * |
| SAFM | 11 | 13 | -2 | 2 | 2 | 0 | 2 | 2 | 0 | 4 | 4 | 0 | 3 | 4 | -1 | 1 | 1 | 0 | * | * | * |
| ABC891 | 20 | 18 | 2 | * | * | * | * | * | * | 1 | 2 | -1 | 3 | 2 | 1 | 6 | 5 | 1 | 10 | 10 | 0 |
| 5RN | 3 | 4 | -1 | * | * | * | * | 1 | * | * | * | * | * | 1 | * | 1 | 1 | 0 | 1 | 1 | 0 |
| NEWSR | 3 | 2 | 1 | * | * | * | * | * | * | * | * | * | 1 | * | * | * | * | * | 1 | 1 | 0 |
| 5JJJ | 9 | 10 | -1 | 1 | * | * | 2 | 2 | 0 | 5 | 5 | 0 | 2 | 2 | 0 | * | 1 | * | * | * | * |
| ABC FM | 4 | 5 | -1 | * | * | * | * | * | * | * | 1 | * | * | 1 | * | 1 | 1 | 0 | 2 | 2 | 0 |
| Total | 145 | 150 | -5 | 10 | 8 | 2 | 13 | 14 | -1 | 30 | 32 | -2 | 34 | 38 | -4 | 26 | 27 | -1 | 32 | 30 | 2 |

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 | 21 | 17 | 4 | 35 | 30 | 5 | 30 | 26 | 4 | 16 | 12 | 4 | 19 | 18 | 1 | 10 | 6 | 4 | 14 | 13 | 1 | | | | | | |
| CRUISE1323 | 11 | 13 | -2 | 12 | 14 | -2 | 17 | 23 | -6 | 18 | 19 | -1 | 10 | 9 | 1 | 3 | 3 | 0 | 11 | 13 | -2 | | | | | | |
| MIX102.3 | 22 | 25 | -3 | 28 | 29 | -1 | 33 | 38 | -5 | 30 | 34 | -4 | 18 | 25 | -7 | 5 | 7 | -2 | 14 | 20 | -6 | | | | | | |
| 5MMM | 11 | 13 | -2 | 13 | 17 | -4 | 16 | 18 | -2 | 16 | 18 | -2 | 13 | 14 | -1 | 3 | 2 | 1 | 6 | 9 | -3 | | | | | | |
| NOVA91.9 | 18 | 18 | 0 | 23 | 22 | 1 | 20 | 20 | 0 | 20 | 22 | -2 | 24 | 20 | 4 | 9 | 8 | 1 | 13 | 14 | -1 | | | | | | |
| SAFM | 12 | 14 | -2 | 14 | 19 | -5 | 15 | 19 | -4 | 15 | 18 | -3 | 14 | 15 | -1 | 5 | 3 | 2 | 9 | 10 | -1 | | | | | | |
| ABC891 | 21 | 20 | 1 | 40 | 38 | 2 | 26 | 27 | -1 | 16 | 17 | -1 | 17 | 16 | 1 | 10 | 8 | 2 | 17 | 14 | 3 | | | | | | |
| 5RN | 3 | 4 | -1 | 6 | 9 | -3 | 3 | 5 | -2 | 2 | 2 | 0 | 3 | 4 | -1 | 1 | 2 | -1 | 3 | 3 | 0 | | | | | | |
| NEWSR | 3 | 2 | 1 | 6 | 3 | 3 | 2 | 2 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 3 | 3 | 0 | 2 | 2 | 0 | | | | | | |
| 5JJJ | 9 | 12 | -3 | 9 | 16 | -7 | 11 | 17 | -6 | 12 | 15 | -3 | 12 | 13 | -1 | 3 | 3 | 0 | 10 | 7 | 3 | | | | | | |
| ABC FM | 4 | 5 | -1 | 5 | 7 | -2 | 5 | 6 | -1 | 4 | 4 | 0 | 5 | 5 | 0 | 1 | 2 | -1 | 4 | 4 | 0 | | | | | | |
| Total | 154 | 159 | -5 | 211 | 222 | -11 | 203 | 224 | -21 | 178 | 188 | -10 | 157 | 160 | -3 | 64 | 54 | 10 | 122 | 126 | -4 | | | | | | |

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results



ADELAIDE RADIO - SURVEY 1 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 | 175 | 161 | 14 | 8 | 5 | 3 | 5 | 5 | 0 | 19 | 23 | -4 | 43 | 41 | 2 | 40 | 36 | 4 | 59 | 50 | 9 |
| CRUISE1323 | 149 | 159 | -10 | 7 | 6 | 1 | 4 | 10 | -6 | 8 | 12 | -4 | 32 | 34 | -2 | 53 | 45 | 8 | 44 | 52 | -8 |
| MIX102.3 | 315 | 305 | 10 | 39 | 37 | 2 | 33 | 26 | 7 | 66 | 72 | -6 | 102 | 94 | 8 | 53 | 49 | 4 | 22 | 28 | -6 |
| 5MMM | 169 | 184 | -15 | 22 | 25 | -3 | 20 | 23 | -3 | 48 | 53 | -5 | 56 | 59 | -3 | 17 | 15 | 2 | 7 | 9 | -2 |
| NOVA91.9 | 324 | 301 | 23 | 69 | 70 | -1 | 71 | 68 | 3 | 95 | 96 | -1 | 75 | 54 | 21 | 11 | 12 | -1 | 3 | 1 | 2 |
| SAFM | 255 | 258 | -3 | 50 | 51 | -1 | 54 | 53 | 1 | 74 | 73 | 1 | 59 | 63 | -4 | 13 | 17 | -4 | 5 | 2 | 3 |
| ABC891 | 236 | 203 | 33 | 6 | 6 | 0 | 10 | 7 | 3 | 32 | 27 | 5 | 55 | 39 | 16 | 54 | 43 | 11 | 79 | 82 | -3 |
| 5RN | 49 | 55 | -6 | 2 | 1 | 1 | * | 3 | * | 6 | 7 | -1 | 9 | 14 | -5 | 16 | 14 | 2 | 16 | 16 | 0 |
| NEWSR | 57 | 53 | 4 | 2 | 1 | 1 | 5 | 4 | 1 | 8 | 10 | -2 | 13 | 11 | 2 | 12 | 10 | 2 | 16 | 17 | -1 |
| 5JJJ | 163 | 160 | 3 | 22 | 14 | 8 | 38 | 27 | 11 | 67 | 67 | 0 | 27 | 44 | -17 | 7 | 6 | 1 | 2 | 1 | 1 |
| ABCFM | 60 | 63 | -3 | 2 | 2 | 0 | 4 | 5 | -1 | 9 | 12 | -3 | 10 | 14 | -4 | 11 | 9 | 2 | 24 | 22 | 2 |
| Total | 1047 | 1035 | 12 | 111 | 111 | 0 | 123 | 118 | 5 | 238 | 244 | -6 | 246 | 250 | -4 | 152 | 144 | 8 | 176 | 168 | 8 |

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 | 167 | 148 | 19 | 121 | 93 | 28 | 93 | 81 | 12 | 81 | 75 | 6 | 91 | 77 | 14 | 67 | 41 | 26 | 119 | 109 | 10 | | | | | | |
| CRUISE1323 | 131 | 137 | -6 | 66 | 66 | 0 | 70 | 85 | -15 | 92 | 86 | 6 | 69 | 70 | -1 | 40 | 38 | 2 | 106 | 120 | -14 | | | | | | |
| MIX102.3 | 288 | 275 | 13 | 165 | 161 | 4 | 143 | 156 | -13 | 170 | 175 | -5 | 154 | 175 | -21 | 98 | 86 | 12 | 192 | 211 | -19 | | | | | | |
| 5MMM | 151 | 162 | -11 | 82 | 92 | -10 | 73 | 66 | 7 | 92 | 100 | -8 | 85 | 96 | -11 | 41 | 49 | -8 | 93 | 118 | -25 | | | | | | |
| NOVA91.9 | 305 | 278 | 27 | 178 | 161 | 17 | 134 | 124 | 10 | 176 | 160 | 16 | 183 | 170 | 13 | 123 | 101 | 22 | 210 | 201 | 9 | | | | | | |
| SAFM | 241 | 237 | 4 | 128 | 143 | -15 | 102 | 120 | -18 | 134 | 151 | -17 | 136 | 138 | -2 | 97 | 77 | 20 | 155 | 159 | -4 | | | | | | |
| ABC891 | 220 | 189 | 31 | 156 | 142 | 14 | 112 | 113 | -1 | 107 | 107 | 0 | 102 | 95 | 7 | 89 | 72 | 17 | 159 | 151 | 8 | | | | | | |
| 5RN | 44 | 47 | -3 | 24 | 34 | -10 | 19 | 22 | -3 | 20 | 23 | -3 | 23 | 24 | -1 | 17 | 21 | -4 | 35 | 35 | 0 | | | | | | |
| NEWSR | 49 | 46 | 3 | 34 | 29 | 5 | 15 | 13 | 2 | 15 | 16 | -1 | 15 | 14 | 1 | 23 | 17 | 6 | 46 | 37 | 9 | | | | | | |
| 5JJJ | 140 | 148 | -8 | 65 | 94 | -29 | 64 | 77 | -13 | 78 | 88 | -10 | 94 | 96 | -2 | 55 | 46 | 9 | 112 | 97 | 15 | | | | | | |
| ABCFM | 55 | 59 | -4 | 27 | 37 | -10 | 29 | 30 | -1 | 30 | 28 | 2 | 37 | 33 | 4 | 22 | 18 | 4 | 36 | 42 | -6 | | | | | | |
| Total | 1026 | 1020 | 6 | 819 | 813 | 6 | 687 | 705 | -18 | 773 | 756 | 17 | 772 | 758 | 14 | 552 | 495 | 57 | 910 | 889 | 21 | | | | | | |

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results