

ADELAIDE RADIO - SURVEY 2 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	12.3	13.0	-0.7	2.2	3.0	-0.8	0.6	1.0	-0.4	4.1	4.3	-0.2	10.6	13.1	-2.5	14.9	15.4	-0.5	27.1	27.1	0.0
CRUISE1323	8.5	7.7	0.8	1.7	1.5	0.2	2.4	1.5	0.9	1.7	1.4	0.3	8.0	6.2	1.8	19.4	19.5	-0.1	11.1	9.7	1.4
MIX102.3	15.1	13.4	1.7	14.7	12.7	2.0	15.6	13.6	2.0	12.9	12.6	0.3	22.5	20.2	2.3	16.3	14.1	2.2	8.1	6.7	1.4
5MMM	7.3	6.8	0.5	5.8	8.8	-3.0	2.0	4.4	-2.4	11.0	11.7	-0.7	12.5	11.4	1.1	5.8	2.7	3.1	1.5	1.2	0.3
NOVA91.9	12.0	11.6	0.4	39.2	34.6	4.6	28.2	27.7	0.5	19.6	18.4	1.2	10.4	10.1	0.3	1.9	2.9	-1.0	0.4	0.5	-0.1
SAFM	7.6	7.8	-0.2	18.7	19.6	-0.9	14.6	13.9	0.7	11.5	12.3	-0.8	8.1	8.9	-0.8	2.8	2.6	0.2	1.2	0.8	0.4
ABC891	12.0	13.7	-1.7	1.7	0.8	0.9	1.3	1.4	-0.1	2.8	4.6	-1.8	7.6	9.0	-1.4	20.0	21.1	-1.1	26.3	29.8	-3.5
5RN	2.1	2.0	0.1	1.2	0.1	1.1	*	*	*	0.2	0.5	-0.3	1.7	1.3	0.4	3.7	5.3	-1.6	4.0	3.0	1.0
NEWSR	1.6	1.8	-0.2	0.9	1.1	-0.2	0.7	0.9	-0.2	1.2	0.9	0.3	1.5	2.2	-0.7	1.8	1.6	0.2	2.7	3.0	-0.3
5JJJ	6.7	6.3	0.4	3.7	5.9	-2.2	14.4	14.0	0.4	18.3	15.3	3.0	4.5	5.3	-0.8	2.5	1.4	1.1	0.1	0.2	-0.1
ABCFM	2.6	2.7	-0.1	0.1	0.2	-0.1	0.5	0.3	0.2	1.7	1.6	0.1	0.7	0.8	-0.1	2.7	3.3	-0.6	6.9	6.8	0.1

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	12.5	13.5	-1.0	14.2	16.5	-2.3	13.7	14.9	-1.2	8.9	9.1	-0.2	12.7	12.3	0.4	14.5	15.7	-1.2	11.5	11.5	0.0
CRUISE1323	8.0	7.3	0.7	6.6	5.9	0.7	9.5	8.4	1.1	10.2	9.9	0.3	6.6	6.2	0.4	5.2	4.6	0.6	10.4	8.8	1.6
MIX102.3	15.8	14.0	1.8	15.6	13.5	2.1	18.6	16.1	2.5	18.1	16.7	1.4	12.7	11.7	1.0	10.2	8.4	1.8	12.9	11.7	1.2
5MMM	7.7	7.3	0.4	6.0	6.0	0.0	8.0	8.0	0.0	9.2	9.0	0.2	9.6	8.4	1.2	4.3	3.9	0.4	5.9	5.1	0.8
NOVA91.9	12.0	11.8	0.2	11.7	11.1	0.6	9.2	9.6	-0.4	11.5	11.4	0.1	15.3	15.2	0.1	14.1	13.6	0.5	12.0	10.9	1.1
SAFM	7.6	8.0	-0.4	6.8	6.6	0.2	7.1	7.5	-0.4	8.2	8.7	-0.5	8.7	9.1	-0.4	7.9	8.6	-0.7	7.5	7.4	0.1
ABC891	11.9	13.6	-1.7	17.4	19.1	-1.7	10.5	13.0	-2.5	7.8	9.2	-1.4	9.5	10.6	-1.1	15.1	16.1	-1.0	12.3	14.0	-1.7
5RN	2.0	2.0	0.0	3.0	3.1	-0.1	1.7	1.5	0.2	1.1	1.3	-0.2	1.8	1.9	-0.1	3.1	2.0	1.1	2.2	2.2	0.0
NEWSR	1.6	1.7	-0.1	2.6	2.7	-0.1	0.6	1.0	-0.4	0.5	0.6	-0.1	1.1	1.2	-0.1	4.2	4.2	0.0	1.9	2.0	-0.1
5JJJ	6.8	5.8	1.0	4.8	4.4	0.4	6.7	5.3	1.4	8.3	6.7	1.6	8.4	7.5	0.9	5.7	4.9	0.8	6.6	8.1	-1.5
ABCFM	2.4	2.5	-0.1	2.4	2.2	0.2	2.7	2.6	0.1	2.4	2.2	0.2	2.7	3.4	-0.7	1.3	2.2	-0.9	3.1	3.3	-0.2



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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	18	19	-1	*	*	*	*	*	*	1	1	0	4	4	0	4	4	0	9	9	0
CRUISE1323	12	11	1	*	*	*	*	*	*	1	1	0	3	2	1	5	5	0	4	3	1
MIX102.3	22	19	3	1	1	0	2	2	0	4	4	0	8	7	1	4	4	0	3	2	1
5MMM	10	10	0	1	1	0	*	1	*	3	3	0	4	4	0	1	1	0	*	*	*
NOVA91.9	17	17	0	4	3	1	3	3	0	6	6	0	4	3	1	*	1	*	*	*	*
SAFM	11	11	0	2	2	0	2	2	0	3	4	-1	3	3	0	1	1	0	*	*	*
ABC891	17	20	-3	*	*	*	*	*	*	1	1	0	3	3	0	5	6	-1	8	10	-2
SRN	3	3	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
5J JJ	10	9	1	*	1	*	2	2	0	5	5	0	2	2	0	1	*	*	*	*	*
ABC FM	4	4	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	2	2	0
Total	145	145	0	10	10	0	12	13	-1	30	30	0	36	34	2	26	26	0	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	19	21	-2	30	35	-5	28	30	-2	16	16	0	20	19	1	9	10	-1	13	14	-1						
CRUISE1323	12	11	1	14	12	2	19	17	2	19	18	1	10	10	0	3	3	0	12	11	1						
MIX102.3	25	22	3	33	28	5	38	33	5	33	30	3	20	18	2	6	5	1	15	14	1						
5MMM	12	11	1	13	13	0	16	16	0	17	16	1	15	13	2	3	3	0	7	6	1						
NOVA91.9	19	18	1	25	23	2	19	20	-1	21	20	1	24	24	0	9	9	0	14	13	1						
SAFM	12	12	0	15	14	1	14	15	-1	15	15	0	14	14	0	5	5	0	9	9	0						
ABC891	19	21	-2	37	40	-3	22	26	-4	14	16	-2	15	17	-2	9	10	-1	14	17	-3						
SRN	3	3	0	7	6	1	4	3	1	2	2	0	3	3	0	2	1	1	3	3	0						
NEWSR	2	3	-1	6	6	0	1	2	-1	1	1	0	2	2	0	3	3	0	2	2	0						
5J JJ	11	9	2	10	9	1	14	11	3	15	12	3	13	12	1	4	3	1	8	10	-2						
ABC FM	4	4	0	5	5	0	6	5	1	4	4	0	4	5	-1	1	1	0	4	4	0						
Total	156	154	2	215	211	4	205	203	2	184	178	6	157	157	0	62	64	-2	117	122	-5						



ADELAIDE RADIO - SURVEY 2 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	173	175	-2	8	8	0	4	5	-1	19	19	0	42	43	-1	38	40	-2	62	59	3
CRUISE1323	159	149	10	8	7	1	6	4	2	11	8	3	33	32	1	55	53	2	46	44	2
MIX102.3	336	315	21	42	39	3	38	33	5	74	66	8	107	102	5	53	53	0	22	22	0
5MMM	194	169	25	19	22	-3	16	20	-4	59	48	11	69	56	13	24	17	7	8	7	1
NOVA91.9	324	324	0	71	69	2	77	71	6	92	95	-3	71	75	-4	10	11	-1	2	3	-1
SAFM	258	255	3	48	50	-2	55	54	1	74	74	0	59	59	0	15	13	2	7	5	2
ABC891	211	236	-25	6	6	0	6	10	-4	26	32	-6	45	55	-10	50	54	-4	77	79	-2
SRN	50	49	1	4	2	2	1	*	*	4	6	-2	9	9	0	13	16	-3	19	16	3
NEWSR	60	57	3	2	2	0	4	5	-1	10	8	2	13	13	0	14	12	2	17	16	1
5JJJ	168	163	5	19	22	-3	39	38	1	69	67	2	29	27	2	9	7	2	2	2	0
ABCFM	53	60	-7	2	2	0	3	4	-1	5	9	-4	10	10	0	12	11	1	22	24	-2
Total	1048	1047	1	112	111	1	122	123	-1	235	238	-3	248	246	2	153	152	1	177	176	1

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	165	167	-2	121	121	0	93	93	0	87	81	6	92	91	1	62	67	-5	116	119	-3	116	119	-3	116	119	-3
CRUISE1323	144	131	13	79	66	13	88	70	18	94	92	2	79	69	10	43	40	3	116	106	10	116	106	10	116	106	10
MIX102.3	308	288	20	185	165	20	153	143	10	179	170	9	159	154	5	99	98	1	202	192	10	202	192	10	202	192	10
5MMM	170	151	19	90	82	8	70	73	-3	102	92	10	102	85	17	50	41	9	114	93	21	114	93	21	114	93	21
NOVA91.9	308	305	3	193	178	15	126	134	-8	182	176	6	186	183	3	124	123	1	218	210	8	218	210	8	218	210	8
SAFM	240	241	-1	139	128	11	95	102	-7	139	134	5	144	136	8	89	97	-8	158	155	3	158	155	3	158	155	3
ABC891	196	220	-24	139	156	-17	102	112	-10	101	107	-6	91	102	-11	82	89	-7	147	159	-12	147	159	-12	147	159	-12
SRN	45	44	1	27	24	3	20	19	1	21	20	1	21	23	-2	20	17	3	35	35	0	35	35	0	35	35	0
NEWSR	51	49	2	34	34	0	15	15	0	14	15	-1	19	15	4	22	23	-1	42	46	-4	42	46	-4	42	46	-4
5JJJ	153	140	13	81	65	16	72	64	8	94	78	16	102	94	8	64	55	9	112	112	0	112	112	0	112	112	0
ABCFM	50	55	-5	26	27	-1	28	29	-1	27	30	-3	27	37	-10	14	22	-8	34	36	-2	34	36	-2	34	36	-2
Total	1028	1026	2	849	819	30	673	687	-14	774	773	1	787	772	15	549	552	-3	925	910	15	925	910	15	925	910	15