



ADELAIDE RADIO - SURVEY 4 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	10.6	11.3	-0.7	1.2	0.9	0.3	0.2	0.2	0.0	2.1	3.0	-0.9	7.0	5.6	1.4	14.2	14.8	-0.6	25.3	28.4	-3.1
CRUISE1323	8.5	7.9	0.6	2.2	3.6	-1.4	2.2	3.1	-0.9	1.4	1.2	0.2	8.0	8.0	0.0	14.2	14.1	0.1	14.5	11.3	3.2
MIX102.3	16.3	16.7	-0.4	15.6	17.6	-2.0	20.4	19.3	1.1	13.3	12.3	1.0	24.4	26.0	-1.6	20.5	20.8	-0.3	5.4	5.6	-0.2
5MMM	9.1	9.4	-0.3	7.6	6.6	1.0	4.1	2.5	1.6	11.0	11.1	-0.1	16.8	17.7	-0.9	10.0	10.2	-0.2	0.9	1.1	-0.2
NOVA91.9	10.8	11.7	-0.9	36.2	38.0	-1.8	21.8	28.7	-6.9	18.9	20.5	-1.6	10.2	10.8	-0.6	2.0	1.4	0.6	0.3	0.3	0.0
SAFM	6.8	7.0	-0.2	20.1	17.9	2.2	14.9	14.7	0.2	8.5	9.8	-1.3	7.4	7.8	-0.4	3.3	3.1	0.2	0.8	1.1	-0.3
ABC891	10.8	10.7	0.1	1.1	2.0	-0.9	1.3	0.7	0.6	4.0	2.7	1.3	5.5	4.1	1.4	14.2	16.4	-2.2	25.8	25.8	0.0
5RN	2.4	2.3	0.1	0.2	1.3	-1.1	0.2	*	*	1.5	0.4	1.1	1.7	1.8	-0.1	4.5	2.7	1.8	3.9	5.2	-1.3
NEWSR	1.9	1.8	0.1	0.4	1.2	-0.8	0.2	0.6	-0.4	2.1	2.1	0.0	1.5	1.2	0.3	2.0	1.6	0.4	3.1	2.9	0.2
5JJJ	7.6	6.8	0.8	4.9	4.2	0.7	20.7	12.8	7.9	19.2	20.1	-0.9	5.6	4.8	0.8	1.8	2.4	-0.6	0.4	0.2	0.2
ABCFM	3.3	3.0	0.3	0.2	0.2	0.0	1.0	1.1	-0.1	0.7	1.3	-0.6	1.0	0.8	0.2	3.2	2.9	0.3	9.6	8.5	1.1

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	10.5	11.3	-0.8	12.3	13.2	-0.9	12.3	12.8	-0.5	6.3	7.3	-1.0	10.7	10.8	-0.1	11.6	14.0	-2.4	10.9	11.5	-0.6
CRUISE1323	8.0	7.3	0.7	7.3	6.8	0.5	9.5	8.6	0.9	8.9	8.1	0.8	6.6	6.1	0.5	7.1	5.9	1.2	10.0	9.9	0.1
MIX102.3	16.5	17.1	-0.6	15.1	15.5	-0.4	18.1	19.3	-1.2	19.3	20.1	-0.8	15.6	14.7	0.9	11.8	13.2	-1.4	15.6	15.2	0.4
5MMM	9.3	9.6	-0.3	8.2	7.5	0.7	9.4	9.5	-0.1	11.3	11.6	-0.3	9.4	11.5	-2.1	6.7	7.1	-0.4	8.7	8.8	-0.1
NOVA91.9	10.7	11.8	-1.1	10.3	11.5	-1.2	8.2	9.2	-1.0	10.1	11.5	-1.4	13.4	15.0	-1.6	14.0	13.5	0.5	11.0	11.3	-0.3
SAFM	6.9	7.0	-0.1	6.0	6.5	-0.5	6.3	6.5	-0.2	8.4	8.0	0.4	7.2	7.6	-0.4	6.2	6.0	0.2	6.6	6.8	-0.2
ABC891	10.9	10.7	0.2	15.1	15.2	-0.1	10.4	10.1	0.3	7.6	7.5	0.1	8.5	7.3	1.2	13.2	13.5	-0.3	10.2	10.7	-0.5
5RN	2.3	2.3	0.0	3.3	3.2	0.1	2.1	2.0	0.1	1.3	1.2	0.1	2.6	2.4	0.2	2.3	3.0	-0.7	2.8	2.5	0.3
NEWSR	1.8	1.7	0.1	2.7	2.7	0.0	1.4	1.2	0.2	1.0	0.8	0.2	1.1	1.0	0.1	2.9	3.5	-0.6	2.2	2.0	0.2
5JJJ	8.1	7.0	1.1	7.0	5.5	1.5	8.3	7.1	1.2	9.0	8.1	0.9	9.2	8.8	0.4	6.5	5.5	1.0	6.1	6.0	0.1
ABCFM	3.1	3.0	0.1	3.3	2.8	0.5	3.2	3.4	-0.2	2.8	3.1	-0.3	2.9	2.6	0.3	3.5	2.7	0.8	3.8	3.3	0.5

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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	15	16	-1	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	8	9	-1
CRUISE1323	12	11	1	*	*	*	*	*	*	*	*	*	3	3	0	4	4	0	5	4	1
MIX102.3	23	24	-1	1	2	-1	2	2	0	4	3	1	8	9	-1	5	5	0	2	2	0
5MMM	13	13	0	1	1	0	1	*	*	3	3	0	6	6	0	3	3	0	*	*	*
NOVA91.9	15	16	-1	3	3	0	3	3	0	5	6	-1	4	4	0	1	*	*	*	*	*
SAFM	10	10	0	2	2	0	2	2	0	2	3	-1	3	3	0	1	1	0	*	*	*
ABC891	15	15	0	*	*	*	*	*	*	1	1	0	2	1	1	4	4	0	8	8	0
SRN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	1	*	*	1	*	*	1	1	0
5JJJ	11	10	1	*	*	*	3	1	2	5	5	0	2	2	0	*	1	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	3	0
Total	142	141	1	9	9	0	12	11	1	27	27	0	35	36	-1	26	26	0	32	33	-1

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	16	17	-1	26	28	-2	24	26	-2	11	13	-2	17	16	1	7	8	-1	13	13	0						
CRUISE1323	12	11	1	16	14	2	19	17	2	15	14	1	10	9	1	4	3	1	12	12	0						
MIX102.3	25	26	-1	32	33	-1	36	39	-3	33	36	-3	24	22	2	7	8	-1	19	18	1						
5MMM	14	14	0	17	16	1	19	19	0	19	20	-1	15	17	-2	4	4	0	10	10	0						
NOVA91.9	16	18	-2	22	24	-2	16	18	-2	17	20	-3	21	23	-2	8	8	0	13	13	0						
SAFM	10	11	-1	13	14	-1	12	13	-1	14	14	0	11	12	-1	4	3	1	8	8	0						
ABC891	16	16	0	32	32	0	21	20	1	13	13	0	13	11	2	8	8	0	12	12	0						
SRN	4	3	1	7	7	0	4	4	0	2	2	0	4	4	0	1	2	-1	3	3	0						
NEWSR	3	3	0	6	6	0	3	2	1	2	1	1	2	1	1	2	2	0	3	2	1						
5JJJ	12	11	1	15	12	3	16	14	2	16	14	2	14	13	1	4	3	1	7	7	0						
ABCFM	5	4	1	7	6	1	6	7	-1	5	5	0	5	4	1	2	2	0	4	4	0						
Total	150	151	-1	213	212	1	199	201	-2	172	176	-4	155	152	3	58	57	1	120	117	3						

ADELAIDE RADIO - SURVEY 4 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	157	162	-5	9	5	4	2	1	1	12	18	-6	37	34	3	39	42	-3	58	63	-5
CRUISE1323	152	160	-8	6	8	-2	5	7	-2	9	8	1	30	35	-5	46	51	-5	56	51	5
MIX102.3	339	338	1	40	44	-4	40	33	7	71	69	2	111	114	-3	59	57	2	18	20	-2
5MMM	188	208	-20	21	20	1	16	13	3	54	63	-9	64	77	-13	27	31	-4	5	5	0
NOVA91.9	303	313	-10	66	70	-4	61	67	-6	95	93	2	63	69	-6	16	11	5	3	2	1
SAFM	219	238	-19	50	50	0	42	44	-2	54	68	-14	50	56	-6	17	12	5	7	8	-1
ABC891	205	193	12	8	5	3	8	5	3	28	23	5	34	31	3	48	46	2	81	84	-3
SRN	61	56	5	4	4	0	1	*	*	10	6	4	12	12	0	19	15	4	16	19	-3
NEWSR	70	63	7	4	1	3	3	2	1	14	14	0	16	13	3	14	16	-2	19	18	1
5JJJ	161	162	-1	15	14	1	33	33	0	67	68	-1	35	34	1	9	10	-1	2	1	1
ABC FM	69	58	11	3	1	2	4	5	-1	9	7	2	13	8	5	13	14	-1	28	22	6
Total	1049	1050	-1	113	113	0	119	120	-1	239	238	1	247	248	-1	150	151	-1	181	180	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	144	152	-8	96	111	-15	71	81	-10	73	82	-9	73	81	-8	51	54	-3	110	116	-6					110	116	-6
CRUISE1323	138	143	-5	72	76	-4	78	79	-1	91	89	2	74	74	0	46	45	1	110	114	-4					110	114	-4
MIX102.3	309	312	-3	183	179	4	167	169	-2	195	197	-2	170	167	3	88	97	-9	234	220	14					234	220	14
5MMM	164	179	-15	90	100	-10	76	79	-3	95	106	-11	97	111	-14	50	54	-4	122	134	-12					122	134	-12
NOVA91.9	287	298	-11	169	186	-17	128	125	3	155	175	-20	171	187	-16	104	119	-15	192	207	-15					192	207	-15
SAFM	201	220	-19	111	129	-18	96	89	7	122	132	-10	111	129	-18	59	71	-12	133	140	-7					133	140	-7
ABC891	188	174	14	127	121	6	101	100	1	92	93	-1	87	77	10	72	73	-1	143	137	6					143	137	6
SRN	56	50	6	39	33	6	25	22	3	28	24	4	27	22	5	18	20	-2	40	41	-1					40	41	-1
NEWSR	61	55	6	40	37	3	22	20	2	22	21	1	19	20	-1	24	22	2	46	42	4					46	42	4
5JJJ	149	149	0	99	88	11	76	76	0	87	91	-4	92	98	-6	55	64	-9	99	108	-9					99	108	-9
ABC FM	62	55	7	32	28	4	31	30	1	34	27	7	33	28	5	23	18	5	47	39	8					47	39	8
Total	1038	1032	6	832	849	-17	679	679	0	758	760	-2	771	783	-12	515	539	-24	918	925	-7					918	925	-7