



ADELAIDE RADIO - SURVEY 2 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	11.1	10.4	0.7	2.6	2.4	0.2	1.7	0.7	1.0	2.0	2.4	-0.4	11.2	10.2	1.0	13.1	12.3	0.8	25.2	23.0	2.2
CRUISE1323	8.3	9.2	-0.9	2.2	2.3	-0.1	3.2	3.5	-0.3	1.2	3.0	-1.8	9.1	8.1	1.0	13.2	15.0	-1.8	14.7	16.3	-1.6
MIX102.3	13.6	13.8	-0.2	11.7	14.3	-2.6	9.1	12.6	-3.5	14.2	14.3	-0.1	19.1	20.1	-1.0	18.4	15.8	2.6	5.2	4.7	0.5
5MMM	8.4	9.7	-1.3	6.6	7.4	-0.8	4.2	7.2	-3.0	8.6	13.8	-5.2	14.8	14.7	0.1	9.4	9.1	0.3	1.9	1.3	0.6
NOVA91.9	12.0	11.3	0.7	38.1	36.4	1.7	25.0	22.0	3.0	21.3	18.8	2.5	7.4	10.4	-3.0	2.9	1.8	1.1	1.0	0.9	0.1
hit107	6.0	5.9	0.1	14.4	16.4	-2.0	13.7	14.3	-0.6	10.8	8.2	2.6	4.2	4.3	-0.1	2.3	4.6	-2.3	0.6	0.5	0.1
ABC891	12.5	12.5	0.0	2.2	1.4	0.8	5.4	3.8	1.6	3.3	2.2	1.1	6.2	5.8	0.4	17.9	20.5	-2.6	31.6	31.2	0.4
5RN	3.0	2.8	0.2	0.6	0.7	-0.1	0.5	0.4	0.1	0.6	1.1	-0.5	3.9	3.5	0.4	6.0	5.3	0.7	3.8	3.4	0.4
NEWSR	2.4	1.8	0.6	1.0	1.1	-0.1	1.8	0.7	1.1	1.6	0.8	0.8	1.5	1.8	-0.3	4.7	2.5	2.2	3.4	2.7	0.7
5JJJ	9.1	8.3	0.8	10.2	8.9	1.3	20.1	15.7	4.4	19.6	18.0	1.6	8.0	7.8	0.2	2.6	2.5	0.1	0.3	0.3	0.0
ABCFM	2.4	3.1	-0.7	0.7	1.1	-0.4	1.1	0.7	0.4	0.7	0.9	-0.2	1.6	1.8	-0.2	2.3	3.2	-0.9	6.1	8.3	-2.2

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	11.3	10.4	0.9	13.7	12.7	1.0	11.8	11.2	0.6	6.4	5.9	0.5	10.8	10.5	0.3	15.7	13.2	2.5	10.6	10.2	0.4
CRUISE1323	7.9	8.8	-0.9	6.4	7.1	-0.7	9.6	10.4	-0.8	9.1	9.5	-0.4	7.1	7.9	-0.8	6.8	9.6	-2.8	9.5	10.4	-0.9
MIX102.3	13.6	13.9	-0.3	13.5	12.4	1.1	14.1	15.4	-1.3	16.0	16.6	-0.6	12.2	11.9	0.3	9.9	10.8	-0.9	13.6	13.6	0.0
5MMM	8.9	10.7	-1.8	8.4	10.3	-1.9	7.5	11.1	-3.6	10.3	12.4	-2.1	9.8	10.0	-0.2	8.0	7.7	0.3	7.1	6.3	0.8
NOVA91.9	12.1	11.3	0.8	11.2	10.5	0.7	10.4	9.2	1.2	12.9	11.7	1.2	15.0	14.0	1.0	11.8	12.6	-0.8	11.4	11.1	0.3
hit107	6.3	5.9	0.4	6.2	5.5	0.7	5.8	5.0	0.8	6.9	6.2	0.7	6.6	6.8	-0.2	5.6	6.6	-1.0	5.3	5.8	-0.5
ABC891	12.3	12.3	0.0	18.0	18.0	0.0	12.1	12.1	0.0	8.5	8.7	-0.2	8.4	8.5	-0.1	13.3	12.7	0.6	12.8	13.2	-0.4
5RN	3.0	2.9	0.1	3.7	4.0	-0.3	3.0	2.6	0.4	2.4	2.0	0.4	3.2	2.9	0.3	2.8	2.7	0.1	2.9	2.7	0.2
NEWSR	2.4	1.7	0.7	2.9	2.7	0.2	2.2	1.1	1.1	1.9	1.0	0.9	1.6	1.2	0.4	4.2	3.0	1.2	2.5	1.9	0.6
5JJJ	9.5	8.6	0.9	6.9	6.5	0.4	10.8	8.4	2.4	11.5	10.7	0.8	10.1	10.2	-0.1	7.4	6.5	0.9	8.1	7.3	0.8
ABCFM	2.3	3.1	-0.8	2.1	2.5	-0.4	2.1	3.1	-1.0	2.4	3.4	-1.0	2.8	3.2	-0.4	2.4	3.5	-1.1	2.6	3.4	-0.8



ADELAIDE RADIO - SURVEY 2 2015

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	15	1	*	*	*	*	*	*	1	1	0	4	4	0	3	3	0	8	7	1
CRUISE1323	12	14	-2	*	*	*	*	*	*	*	1	*	4	3	1	3	4	-1	5	5	0
MIX102.3	20	21	-1	1	1	0	1	2	-1	4	5	-1	7	8	-1	4	4	0	2	2	0
5MMM	12	14	-2	1	1	0	1	1	0	3	5	-2	6	6	0	2	2	0	1	*	*
NOVA91.9	18	17	1	4	3	1	3	3	0	6	6	0	3	4	-1	1	*	*	*	*	*
hit107	9	9	0	2	1	1	2	2	0	3	3	0	2	2	0	1	1	0	*	*	*
ABC891	18	19	-1	*	*	*	1	*	*	1	1	0	2	2	0	4	5	-1	10	10	0
5RN	4	4	0	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	1	1	0
NEWSR	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
5JJJ	13	12	1	1	1	0	3	2	1	6	6	0	3	3	0	1	1	0	*	*	*
ABCFM	3	5	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1
Total	147	149	-2	11	9	2	13	12	1	30	33	-3	39	39	0	23	24	-1	31	32	-1

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	18	17	1	30	28	2	25	24	1	11	11	0	17	17	0	10	8	2	13	12	1						
CRUISE1323	12	14	-2	14	16	-2	20	23	-3	16	17	-1	11	13	-2	4	6	-2	12	12	0						
MIX102.3	21	22	-1	30	27	3	30	34	-4	28	31	-3	20	19	1	6	7	-1	17	16	1						
5MMM	14	17	-3	18	23	-5	16	24	-8	18	23	-5	16	16	0	5	5	0	9	8	1						
NOVA91.9	19	18	1	24	23	1	22	20	2	22	22	0	24	22	2	7	8	-1	14	13	1						
hit107	10	9	1	13	12	1	12	11	1	12	11	1	11	11	0	3	4	-1	7	7	0						
ABC891	19	20	-1	39	40	-1	26	26	0	15	16	-1	13	14	-1	8	8	0	16	16	0						
5RN	5	5	0	8	9	-1	6	6	0	4	4	0	5	5	0	2	2	0	4	3	1						
NEWSR	4	3	1	6	6	0	5	2	3	3	2	1	3	2	1	3	2	1	3	2	1						
5JJJ	15	14	1	15	14	1	23	18	5	20	20	0	16	16	0	5	4	1	10	9	1						
ABCFM	4	5	-1	5	6	-1	4	7	-3	4	6	-2	4	5	-1	2	2	0	3	4	-1						
Total	156	160	-4	219	220	-1	212	219	-7	173	183	-10	160	160	0	62	64	-2	124	120	4						



ADELAIDE RADIO - SURVEY 2 2015

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	165	8	6	5	1	8	5	3	16	18	-2	40	41	-1	40	37	3	64	59	5
CRUISE1323	170	168	2	8	8	0	13	8	5	11	14	-3	34	36	-2	51	45	6	52	56	-4
MIX102.3	331	335	-4	36	40	-4	36	40	-4	79	75	4	109	106	3	49	54	-5	21	20	1
5MMM	211	212	-1	24	25	-1	21	19	2	54	58	-4	71	71	0	33	31	2	8	9	-1
NOVA91.9	325	326	-1	70	69	1	64	66	-2	116	110	6	56	62	-6	14	12	2	7	7	0
hit107	202	205	-3	36	36	0	50	54	-4	65	58	7	39	41	-2	10	12	-2	2	3	-1
ABC891	230	228	2	8	5	3	12	6	6	30	25	5	40	44	-4	53	58	-5	88	89	-1
5RN	59	50	9	2	2	0	4	2	2	3	4	-1	17	13	4	20	16	4	13	12	1
NEWSR	71	65	6	3	3	0	3	2	1	15	10	5	15	19	-4	19	16	3	17	16	1
5JJJ	189	187	2	19	16	3	37	35	2	74	77	-3	44	43	1	12	13	-1	3	3	0
ABCFM	60	66	-6	3	2	1	5	4	1	9	9	0	12	12	0	11	14	-3	20	25	-5
Total	1057	1056	1	111	108	3	122	120	2	240	239	1	246	246	0	153	154	-1	186	189	-3

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	163	159	4	107	104	3	84	79	5	81	78	3	87	89	-2	60	58	2	127	111	16
CRUISE1323	155	153	2	82	87	-5	88	94	-6	94	93	1	75	84	-9	49	52	-3	109	113	-4
MIX102.3	308	309	-1	192	180	12	141	157	-16	181	175	6	173	166	7	100	102	-2	212	220	-8
5MMM	183	191	-8	100	103	-3	72	93	-21	98	106	-8	104	112	-8	60	69	-9	120	116	4
NOVA91.9	304	306	-2	192	184	8	125	129	-4	177	187	-10	196	185	11	115	114	1	225	215	10
hit107	188	195	-7	113	104	9	82	88	-6	110	118	-8	109	114	-5	60	65	-5	112	113	-1
ABC891	203	204	-1	154	150	4	107	108	-1	96	98	-2	89	84	5	75	85	-10	159	159	0
5RN	51	45	6	36	33	3	29	24	5	24	22	2	30	27	3	19	19	0	42	35	7
NEWSR	65	60	5	35	35	0	30	22	8	28	24	4	28	25	3	25	22	3	43	42	1
5JJJ	180	174	6	108	99	9	89	86	3	104	104	0	111	115	-4	74	67	7	116	116	0
ABCFM	56	64	-8	25	28	-3	27	32	-5	30	39	-9	32	34	-2	18	24	-6	34	36	-2
Total	1043	1040	3	866	842	24	690	721	-31	768	786	-18	773	769	4	537	545	-8	915	903	12