



ADELAIDE RADIO - SURVEY 4 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	12.0	12.0	0.0	2.3	3.0	-0.7	1.0	1.1	-0.1	2.7	1.8	0.9	13.3	13.6	-0.3	15.0	15.2	-0.2	23.8	23.5	0.3
CRUISE1323	10.4	8.8	1.6	0.4	1.6	-1.2	3.2	1.0	2.2	2.9	2.8	0.1	6.6	5.5	1.1	23.7	17.7	6.0	17.7	16.4	1.3
MIX102.3	14.0	14.3	-0.3	13.8	13.9	-0.1	12.1	10.5	1.6	15.7	17.3	-1.6	16.9	17.8	-0.9	19.2	19.0	0.2	6.0	5.5	0.5
5MMM	8.8	8.5	0.3	8.5	6.5	2.0	8.4	3.9	4.5	7.1	7.2	-0.1	15.9	15.1	0.8	7.6	10.0	-2.4	3.3	2.8	0.5
NOVA91.9	12.5	12.4	0.1	38.6	38.7	-0.1	28.3	30.7	-2.4	19.9	22.0	-2.1	10.8	7.9	2.9	3.5	3.8	-0.3	1.0	0.7	0.3
hit107	6.7	6.0	0.7	18.2	15.2	3.0	13.2	14.8	-1.6	11.0	9.0	2.0	6.7	5.6	1.1	2.0	2.1	-0.1	0.2	0.6	-0.4
ABC891	10.9	12.3	-1.4	1.8	2.6	-0.8	0.6	1.8	-1.2	2.3	2.2	0.1	6.9	7.6	-0.7	11.3	15.0	-3.7	29.4	31.6	-2.2
5RN	1.2	2.0	-0.8	0.2	0.2	0.0	0.4	0.2	0.2	0.9	1.1	-0.2	1.4	2.3	-0.9	1.4	2.8	-1.4	1.6	3.0	-1.4
NEWSR	1.8	2.5	-0.7	2.6	2.4	0.2	0.8	1.2	-0.4	2.0	2.4	-0.4	1.4	1.6	-0.2	1.7	3.8	-2.1	2.1	3.0	-0.9
5JJJ	7.6	8.7	-1.1	5.1	6.2	-1.1	14.7	23.7	-9.0	20.0	19.9	0.1	5.3	8.0	-2.7	2.6	1.8	0.8	0.5	0.4	0.1
ABCFM	3.2	2.7	0.5	0.3	0.8	-0.5	0.5	0.9	-0.4	2.4	1.4	1.0	2.1	2.2	-0.1	2.1	2.1	0.0	7.7	6.1	1.6

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	12.0	12.1	-0.1	13.9	14.1	-0.2	13.2	12.8	0.4	7.6	7.4	0.2	11.2	11.8	-0.6	16.9	17.6	-0.7	12.1	11.7	0.4
CRUISE1323	10.1	8.5	1.6	8.2	6.9	1.3	12.2	10.1	2.1	11.5	10.3	1.2	8.0	7.2	0.8	9.5	7.2	2.3	11.6	9.5	2.1
MIX102.3	14.3	14.5	-0.2	12.0	13.7	-1.7	15.1	14.5	0.6	16.2	16.2	0.0	15.5	15.6	-0.1	11.3	10.4	0.9	12.9	13.8	-0.9
5MMM	8.8	8.4	0.4	9.0	7.7	1.3	9.2	8.2	1.0	9.6	9.7	-0.1	8.2	8.4	-0.2	6.0	7.2	-1.2	8.8	8.7	0.1
NOVA91.9	12.5	12.6	-0.1	11.4	12.1	-0.7	10.1	11.2	-1.1	14.0	14.1	-0.1	15.1	14.3	0.8	13.1	10.5	2.6	12.6	12.0	0.6
hit107	7.0	6.2	0.8	5.9	5.3	0.6	6.6	6.4	0.2	8.4	7.3	1.1	8.1	6.6	1.5	5.6	4.4	1.2	5.5	5.5	0.0
ABC891	10.7	12.4	-1.7	16.1	18.4	-2.3	10.1	11.6	-1.5	6.6	7.8	-1.2	8.0	9.6	-1.6	13.9	14.3	-0.4	11.4	12.1	-0.7
5RN	1.2	2.0	-0.8	1.9	2.6	-0.7	1.0	1.8	-0.8	0.6	1.4	-0.8	1.1	2.2	-1.1	1.1	1.9	-0.8	1.4	2.1	-0.7
NEWSR	1.7	2.4	-0.7	2.4	2.9	-0.5	0.9	2.1	-1.2	1.4	2.1	-0.7	1.2	1.6	-0.4	3.2	3.9	-0.7	2.1	2.6	-0.5
5JJJ	8.1	9.1	-1.0	7.7	7.5	0.2	8.0	9.7	-1.7	9.1	10.5	-1.4	9.2	9.8	-0.6	5.0	7.6	-2.6	5.8	7.4	-1.6
ABCFM	3.2	2.7	0.5	3.4	3.3	0.1	3.1	2.0	1.1	2.9	2.2	0.7	3.8	3.5	0.3	2.5	2.8	-0.3	3.2	2.8	0.4



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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	18	17	1	*	*	*	*	*	*	1	1	0	5	5	0	4	4	0	8	8	0
CRUISE1323	15	13	2	*	*	*	*	*	*	1	1	0	2	2	0	6	4	2	6	5	1
MIX102.3	20	20	0	1	1	0	1	1	0	5	5	0	6	7	-1	5	4	1	2	2	0
5MMM	13	12	1	1	1	0	1	*	*	2	2	0	6	6	0	2	2	0	1	1	0
NOVA91.9	18	18	0	4	4	0	3	3	0	6	6	0	4	3	1	1	1	0	*	*	*
hit107	10	9	1	2	2	0	1	2	-1	3	3	0	3	2	1	*	1	*	*	*	*
ABC891	16	18	-2	*	*	*	*	*	*	1	1	0	3	3	0	3	3	0	10	10	0
5RN	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0
NEWSR	3	4	-1	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	1	1	0
5JJJ	11	12	-1	1	1	0	2	3	-1	6	6	0	2	3	-1	1	*	*	*	*	*
ABC FM	5	4	1	*	*	*	*	*	*	1	*	*	1	1	0	1	*	*	3	2	1
Total	146	143	3	10	11	-1	11	11	0	31	28	3	38	38	0	24	23	1	33	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	19	18	1	29	29	0	30	27	3	15	13	2	16	18	-2	10	10	0	14	14	0	14	14	0	14	14	0
CRUISE1323	16	13	3	17	14	3	27	21	6	22	18	4	12	11	1	6	4	2	14	11	3	14	11	3	14	11	3
MIX102.3	22	22	0	25	28	-3	34	30	4	31	29	2	23	23	0	7	6	1	15	16	-1	15	16	-1	15	16	-1
5MMM	14	13	1	19	16	3	21	17	4	18	17	1	12	13	-1	3	4	-1	10	10	0	10	10	0	10	10	0
NOVA91.9	20	19	1	24	25	-1	23	24	-1	27	25	2	22	21	1	8	6	2	15	14	1	8	6	2	15	14	1
hit107	11	9	2	12	11	1	15	13	2	16	13	3	12	10	2	3	3	0	7	7	0	3	3	0	7	7	0
ABC891	17	19	-2	34	38	-4	23	24	-1	13	14	-1	12	14	-2	8	8	0	13	14	-1	8	8	0	13	14	-1
5RN	2	3	-1	4	5	-1	2	4	-2	1	2	-1	2	3	-1	1	1	0	2	3	-1	1	1	0	2	3	-1
NEWSR	3	4	-1	5	6	-1	2	5	-3	3	4	-1	2	2	0	2	2	0	2	3	-1	2	2	0	2	3	-1
5JJJ	13	14	-1	16	16	0	18	20	-2	17	19	-2	13	15	-2	3	4	-1	7	9	-2	3	4	-1	7	9	-2
ABC FM	5	4	1	7	7	0	7	4	3	5	4	1	6	5	1	1	2	-1	4	3	1	1	2	-1	4	3	1
Total	157	152	5	209	208	1	225	211	14	191	177	14	147	149	-2	58	58	0	118	120	-2	58	58	0	118	120	-2



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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	167	170	-3	6	6	0	3	5	-2	16	13	3	44	38	6	38	45	-7	60	63	-3
CRUISE1323	179	173	6	4	6	-2	6	11	-5	19	17	2	33	30	3	46	50	-4	71	60	11
MIX102.3	327	335	-8	40	37	3	35	35	0	81	90	-9	93	99	-6	52	50	2	26	25	1
5MMM	238	221	17	26	24	2	26	22	4	59	56	3	79	76	3	31	30	1	16	12	4
NOVA91.9	349	327	22	74	72	2	68	65	3	120	118	2	67	53	14	13	13	0	7	6	1
hit107	224	209	15	46	40	6	42	42	0	74	67	7	46	44	2	14	14	0	3	2	1
ABC891	211	224	-13	10	11	-1	7	8	-1	23	24	-1	48	45	3	39	47	-8	85	89	-4
5RN	40	56	-16	2	2	0	2	3	-1	6	7	-1	10	13	-3	6	15	-9	15	16	-1
NEWSR	60	74	-14	4	4	0	3	3	0	15	19	-4	14	15	-1	11	17	-6	14	17	-3
5JJJ	168	186	-18	17	19	-2	40	47	-7	67	71	-4	31	38	-7	10	9	1	2	2	0
ABCFM	57	57	0	3	3	0	3	4	-1	9	9	0	11	12	-1	9	8	1	23	22	1
Total	1058	1057	1	111	110	1	124	124	0	236	238	-2	247	248	-1	154	152	2	187	185	2

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	157	160	-3	112	106	6	89	86	3	88	84	4	86	85	1	62	61	1	123	130	-7
CRUISE1323	160	159	1	88	81	7	98	89	9	108	101	7	86	78	8	48	49	-1	128	114	14
MIX102.3	296	308	-12	162	187	-25	153	148	5	181	181	0	159	171	-12	85	95	-10	210	205	5
5MMM	198	185	13	109	99	10	88	79	9	116	101	15	104	98	6	52	60	-8	147	141	6
NOVA91.9	324	306	18	200	189	11	150	143	7	189	177	12	186	176	10	122	111	11	232	232	0
hit107	207	193	14	119	110	9	93	88	5	127	114	13	113	104	9	59	54	5	136	130	6
ABC891	186	197	-11	142	153	-11	101	100	1	93	101	-8	87	92	-5	63	71	-8	144	154	-10
5RN	34	48	-14	21	31	-10	14	25	-11	16	21	-5	13	24	-11	13	16	-3	25	35	-10
NEWSR	52	66	-14	34	40	-6	20	29	-9	23	27	-4	21	25	-4	24	28	-4	37	43	-6
5JJJ	154	174	-20	92	103	-11	73	77	-4	89	98	-9	92	103	-11	51	70	-19	98	102	-4
ABCFM	50	52	-2	26	28	-2	27	24	3	30	25	5	31	29	2	19	16	3	37	34	3
Total	1038	1041	-3	822	840	-18	711	703	8	794	784	10	758	762	-4	502	528	-26	905	919	-14