



ADELAIDE RADIO - SURVEY 8 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	11.4	11.2	0.2	1.4	1.5	-0.1	2.0	0.8	1.2	3.8	1.8	2.0	6.5	10.7	-4.2	17.2	15.2	2.0	26.7	24.8	1.9
CRUISE1323	8.1	7.6	0.5	1.6	2.2	-0.6	1.1	1.8	-0.7	2.1	1.8	0.3	5.8	3.7	2.1	17.4	17.9	-0.5	13.9	13.5	0.4
MIX102.3	15.5	14.6	0.9	16.9	15.4	1.5	16.6	10.7	5.9	12.1	10.9	1.2	23.7	23.1	0.6	16.1	18.7	-2.6	7.6	6.3	1.3
5MMM	10.8	9.0	1.8	6.0	4.4	1.6	5.7	3.5	2.2	12.4	12.7	-0.3	18.5	13.8	4.7	12.4	9.9	2.5	2.2	2.9	-0.7
NOVA91.9	11.2	11.8	-0.6	31.7	29.7	2.0	26.6	28.9	-2.3	18.1	17.2	0.9	10.5	11.2	-0.7	2.2	3.4	-1.2	0.5	1.4	-0.9
hit107	8.1	8.3	-0.2	17.8	16.6	1.2	16.0	19.8	-3.8	14.8	15.1	-0.3	8.4	7.2	1.2	2.3	2.7	-0.4	0.1	0.3	-0.2
ABC891	10.0	11.3	-1.3	1.9	1.9	0.0	0.4	0.7	-0.3	2.2	3.0	-0.8	5.5	7.2	-1.7	13.1	12.9	0.2	26.6	29.8	-3.2
5RN	1.6	1.8	-0.2	0.6	0.6	0.0	0.6	0.5	0.1	0.3	0.8	-0.5	1.0	1.1	-0.1	2.2	2.5	-0.3	3.6	4.0	-0.4
NEWSR	1.5	1.7	-0.2	2.0	1.7	0.3	0.6	1.2	-0.6	0.7	1.0	-0.3	1.5	2.8	-1.3	2.2	2.2	0.0	1.8	1.1	0.7
5JJJ	6.6	7.5	-0.9	7.1	9.7	-2.6	14.3	15.8	-1.5	15.8	18.2	-2.4	5.8	6.0	-0.2	0.8	0.9	-0.1	0.3	0.3	0.0
ABCFM	2.6	2.2	0.4	1.1	0.6	0.5	1.1	0.6	0.5	1.3	1.2	0.1	1.1	1.4	-0.3	2.4	2.3	0.1	7.2	5.1	2.1

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	12.0	11.6	0.4	14.2	13.0	1.2	12.8	13.5	-0.7	7.2	7.2	0.0	12.1	11.9	0.2	16.5	14.6	1.9	9.6	10.0	-0.4
CRUISE1323	7.7	7.1	0.6	7.3	7.1	0.2	8.5	8.3	0.2	8.0	7.5	0.5	7.4	6.1	1.3	6.5	4.6	1.9	9.6	9.3	0.3
MIX102.3	15.7	14.9	0.8	14.2	14.9	-0.7	17.4	15.5	1.9	19.2	17.6	1.6	13.0	12.8	0.2	10.9	10.1	0.8	15.1	13.6	1.5
5MMM	11.1	9.3	1.8	11.1	9.5	1.6	11.2	9.0	2.2	13.4	11.0	2.4	11.0	9.6	1.4	5.7	4.6	1.1	9.8	7.9	1.9
NOVA91.9	11.1	12.0	-0.9	10.2	10.5	-0.3	10.2	11.2	-1.0	12.3	12.9	-0.6	12.5	14.6	-2.1	10.6	10.7	-0.1	11.4	11.2	0.2
hit107	8.0	8.4	-0.4	6.2	6.8	-0.6	7.5	8.6	-1.1	9.0	9.9	-0.9	9.5	8.5	1.0	9.1	8.0	1.1	8.3	8.1	0.2
ABC891	10.2	11.2	-1.0	14.0	14.7	-0.7	9.8	11.1	-1.3	7.9	8.9	-1.0	7.8	7.8	0.0	10.8	14.3	-3.5	9.3	11.4	-2.1
5RN	1.4	1.9	-0.5	2.1	2.6	-0.5	0.8	1.7	-0.9	1.0	1.3	-0.3	1.7	2.1	-0.4	2.0	1.6	0.4	1.9	1.7	0.2
NEWSR	1.4	1.7	-0.3	2.3	2.6	-0.3	0.7	0.6	0.1	0.5	0.8	-0.3	1.2	1.5	-0.3	3.1	4.3	-1.2	1.8	2.0	-0.2
5JJJ	6.7	7.5	-0.8	6.3	6.6	-0.3	6.1	6.9	-0.8	6.2	7.5	-1.3	9.1	9.2	-0.1	6.2	7.9	-1.7	6.5	7.6	-1.1
ABCFM	2.4	1.9	0.5	2.6	1.7	0.9	2.7	2.1	0.6	1.9	1.8	0.1	2.3	2.1	0.2	2.7	2.1	0.6	3.3	3.0	0.3

Please note: hit107 on-air from October 20 2014. Previously known as SAFM.



ADELAIDE RADIO - SURVEY 8 2014

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	17	16	1	*	*	*	*	*	*	1	1	0	2	4	-2	4	4	0	8	8	0
CRUISE1323	12	11	1	*	*	*	*	*	*	1	1	0	2	1	1	5	4	1	4	4	0
MIX102.3	23	21	2	2	2	0	2	1	1	4	3	1	9	9	0	4	5	-1	2	2	0
5MMM	16	13	3	1	*	*	1	*	*	4	4	0	7	5	2	3	2	1	1	1	0
NOVA91.9	16	17	-1	3	3	0	3	4	-1	5	5	0	4	4	0	1	1	0	*	*	*
hit107	12	12	0	2	2	0	2	3	-1	4	5	-1	3	3	0	1	1	0	*	*	*
ABC891	15	17	-2	*	*	*	*	*	*	1	1	0	2	3	-1	3	3	0	8	10	-2
SRN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	*	*
5JJJ	10	11	-1	1	1	0	2	2	0	5	5	0	2	2	0	*	*	*	*	*	*
ABC FM	4	3	1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	2	0
Total	147	147	0	9	10	-1	13	13	0	30	30	0	38	37	1	26	25	1	31	32	-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	19	18	1	30	28	2	28	29	-1	13	13	0	18	19	-1	10	8	2	12	12	0						
CRUISE1323	12	11	1	16	15	1	19	18	1	15	14	1	11	10	1	4	3	1	12	11	1						
MIX102.3	25	23	2	30	32	-2	39	34	5	35	32	3	20	21	-1	6	6	0	19	17	2						
5MMM	17	15	2	24	20	4	25	19	6	25	20	5	17	15	2	3	3	0	12	10	2						
NOVA91.9	17	19	-2	22	22	0	23	24	-1	23	23	0	19	24	-5	6	6	0	14	14	0						
hit107	13	13	0	13	15	-2	17	19	-2	16	18	-2	15	14	1	5	5	0	10	10	0						
ABC891	16	18	-2	30	31	-1	22	24	-2	15	16	-1	12	13	-1	6	8	-2	12	14	-2						
SRN	2	3	-1	5	6	-1	2	4	-2	2	2	0	3	3	0	1	1	0	2	2	0						
NEWSR	2	3	-1	5	6	-1	1	1	0	1	1	0	2	2	0	2	2	0	2	2	0						
5JJJ	10	12	-2	13	14	-1	13	15	-2	11	14	-3	14	15	-1	4	4	0	8	9	-1						
ABC FM	4	3	1	6	4	2	6	5	1	4	3	1	4	3	1	2	1	1	4	4	0						
Total	156	156	0	214	214	0	221	217	4	183	181	2	152	161	-9	59	56	3	123	122	1						

Please note: hit107 on-air from October 20 2014. Previously known as SAFM.



ADELAIDE RADIO - SURVEY 8 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	174	1	6	9	-3	6	5	1	20	14	6	36	43	-7	43	40	3	64	63	1
CRUISE1323	161	148	13	2	5	-3	7	9	-2	15	11	4	31	23	8	53	48	5	54	52	2
MIX102.3	332	319	13	39	38	1	39	28	11	76	71	5	101	101	0	49	51	-2	28	29	-1
5MMM	210	207	3	22	23	-1	19	16	3	56	62	-6	74	67	7	29	27	2	10	12	-2
NOVA91.9	300	319	-19	62	68	-6	72	72	0	97	100	-3	52	59	-7	12	12	0	5	9	-4
hit107	224	234	-10	46	45	1	50	48	2	75	80	-5	41	45	-4	11	13	-2	1	4	-3
ABC891	189	199	-10	7	8	-1	4	7	-3	20	21	-1	37	43	-6	50	44	6	71	75	-4
SRN	53	51	2	3	3	0	5	4	1	7	10	-3	10	8	2	14	12	2	14	14	0
NEWSR	63	69	-6	2	3	-1	5	8	-3	8	14	-6	18	19	-1	16	14	2	14	11	3
5JJJ	149	156	-7	18	18	0	28	31	-3	65	65	0	28	30	-2	7	9	-2	3	2	1
ABCFM	74	72	2	4	3	1	6	6	0	10	11	-1	11	13	-2	15	13	2	28	26	2
Total	1047	1046	1	110	110	0	122	123	-1	239	237	2	245	246	-1	149	149	0	183	180	3

Cumulative Audience (000's) by Session, P10+ [Potential: 1105]

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	168	161	7	119	103	16	87	85	2	89	86	3	91	88	3	59	54	5	118	111	7
CRUISE1323	140	127	13	78	71	7	83	72	11	84	79	5	74	66	8	44	35	9	112	104	8
MIX102.3	301	290	11	196	180	16	169	156	13	199	182	17	154	158	-4	80	86	-6	207	198	9
5MMM	184	186	-2	117	113	4	88	82	6	104	100	4	111	101	10	50	39	11	132	128	4
NOVA91.9	276	292	-16	174	191	-17	126	129	-3	156	152	4	152	173	-21	99	96	3	204	209	-5
hit107	203	215	-12	105	116	-11	97	97	0	118	124	-6	119	121	-2	73	65	8	142	139	3
ABC891	168	179	-11	117	125	-8	92	94	-2	84	89	-5	83	89	-6	58	68	-10	132	139	-7
SRN	47	48	-1	31	33	-2	16	20	-4	17	18	-1	20	21	-1	20	12	8	35	30	5
NEWSR	55	64	-9	33	37	-4	17	18	-1	15	19	-4	18	21	-3	22	28	-6	39	43	-4
5JJJ	137	140	-3	79	80	-1	62	70	-8	76	81	-5	92	97	-5	53	55	-2	99	107	-8
ABCFM	64	61	3	32	27	5	36	30	6	33	33	0	36	34	2	26	21	5	57	56	1
Total	1025	1027	-2	835	814	21	682	681	1	747	746	1	749	781	-32	501	495	6	896	888	8

Please note: hit107 on-air from October 20 2014. Previously known as SAFM.