



# ADELAIDE RADIO - SURVEY 8 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	10.2	9.9	0.3	4.2	3.9	0.3	2.7	1.0	1.7	2.4	2.9	-0.5	8.4	7.7	0.7	11.7	15.2	-3.5	22.8	19.8	3.0
CRUISE1323	8.5	8.7	-0.2	2.2	2.1	0.1	5.5	3.9	1.6	4.1	4.0	0.1	7.0	6.5	0.5	17.4	14.8	2.6	10.6	14.3	-3.7
MIX102.3	13.0	14.7	-1.7	13.2	16.3	-3.1	6.4	13.8	-7.4	16.4	13.7	2.7	17.7	17.1	0.6	13.1	21.9	-8.8	7.1	7.5	-0.4
5MMM	8.7	9.1	-0.4	6.5	6.9	-0.4	9.0	7.4	1.6	8.2	9.0	-0.8	12.4	13.9	-1.5	13.1	10.9	2.2	2.3	3.8	-1.5
NOVA91.9	11.2	10.1	1.1	39.5	41.3	-1.8	17.5	19.5	-2.0	18.5	15.4	3.1	9.8	8.5	1.3	3.2	1.5	1.7	1.3	0.8	0.5
hit107	8.4	9.0	-0.6	13.1	11.7	1.4	25.2	26.5	-1.3	15.0	17.2	-2.2	7.4	8.0	-0.6	3.0	2.9	0.1	0.2	*	*
ABC891	12.4	10.3	2.1	3.0	0.7	2.3	1.0	1.6	-0.6	4.3	2.8	1.5	6.3	4.8	1.5	14.8	11.9	2.9	31.5	27.7	3.8
5RN	2.2	2.5	-0.3	1.5	0.2	1.3	1.6	1.1	0.5	0.1	0.7	-0.6	2.3	3.0	-0.7	3.8	3.1	0.7	3.4	4.0	-0.6
NEWSR	1.8	1.8	0.0	1.3	0.3	1.0	0.7	0.4	0.3	0.8	1.7	-0.9	1.1	0.9	0.2	2.4	2.2	0.2	3.7	3.7	0.0
5JJJ	6.8	7.2	-0.4	3.2	4.6	-1.4	15.2	10.2	5.0	14.4	18.4	-4.0	8.7	8.1	0.6	1.1	1.3	-0.2	0.1	0.4	-0.3
ABCFM	3.6	3.9	-0.3	0.1	*	*	0.6	0.6	0.0	0.8	0.7	0.1	2.7	3.1	-0.4	2.9	3.6	-0.7	9.7	10.2	-0.5

## 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	10.8	10.1	0.7	12.8	12.6	0.2	11.8	9.1	2.7	7.6	6.6	1.0	10.8	10.9	-0.1	11.7	13.1	-1.4	8.4	9.3	-0.9
CRUISE1323	7.9	8.0	-0.1	6.3	7.3	-1.0	8.9	9.6	-0.7	10.0	9.2	0.8	7.3	6.0	1.3	5.8	6.5	-0.7	10.2	10.9	-0.7
MIX102.3	12.7	14.8	-2.1	12.7	14.5	-1.8	13.0	15.2	-2.2	13.4	15.7	-2.3	12.5	15.3	-2.8	10.4	11.4	-1.0	14.0	14.5	-0.5
5MMM	9.1	9.6	-0.5	8.7	9.5	-0.8	9.9	10.1	-0.2	9.8	11.3	-1.5	8.7	8.1	0.6	7.2	7.3	-0.1	7.3	7.5	-0.2
NOVA91.9	11.4	10.1	1.3	10.6	9.8	0.8	10.1	8.2	1.9	11.6	10.0	1.6	13.3	12.3	1.0	12.8	11.2	1.6	10.7	10.2	0.5
hit107	8.7	9.6	-0.9	5.7	6.7	-1.0	8.2	10.0	-1.8	10.6	12.0	-1.4	11.7	11.7	0.0	7.8	6.8	1.0	7.6	7.2	0.4
ABC891	12.6	10.3	2.3	17.8	14.5	3.3	11.6	10.6	1.0	10.2	7.6	2.6	9.0	6.7	2.3	13.5	10.7	2.8	11.7	10.3	1.4
5RN	2.1	2.4	-0.3	3.5	3.7	-0.2	1.6	2.0	-0.4	1.0	1.3	-0.3	1.9	2.3	-0.4	2.9	3.1	-0.2	2.6	2.5	0.1
NEWSR	1.7	1.7	0.0	2.6	2.5	0.1	1.7	1.1	0.6	0.9	1.2	-0.3	1.0	1.7	-0.7	2.3	2.3	0.0	2.2	2.1	0.1
5JJJ	7.1	7.6	-0.5	5.9	6.8	-0.9	7.2	8.2	-1.0	7.9	8.7	-0.8	7.7	7.1	0.6	6.6	5.9	0.7	5.9	6.1	-0.2
ABCFM	3.4	3.6	-0.2	3.2	2.9	0.3	3.3	3.7	-0.4	2.6	2.9	-0.3	3.6	4.3	-0.7	6.1	5.9	0.2	4.2	4.9	-0.7



## ADELAIDE RADIO - SURVEY 8 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	14	15	-1	*	*	*	*	*	*	1	1	0	3	3	0	3	4	-1	7	7	0
CRUISE1323	12	13	-1	*	*	*	1	1	0	1	1	0	2	2	0	4	4	0	3	5	-2
MIX102.3	18	22	-4	1	2	-1	1	2	-1	5	4	1	6	6	0	3	5	-2	2	3	-1
5MMM	12	13	-1	1	1	0	1	1	0	2	3	-1	4	5	-1	3	3	0	1	1	0
NOVA91.9	16	15	1	4	4	0	2	3	-1	5	4	1	3	3	0	1	*	*	*	*	*
hit107	12	13	-1	1	1	0	3	3	0	4	5	-1	3	3	0	1	1	0	*	*	*
ABC891	17	15	2	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	10	9	1
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
5JJJ	9	11	-2	*	*	*	2	1	1	4	5	-1	3	3	0	*	*	*	*	*	*
ABC FM	5	6	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
<b>Total</b>	<b>138</b>	<b>147</b>	<b>-9</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>12</b>	<b>13</b>	<b>-1</b>	<b>28</b>	<b>29</b>	<b>-1</b>	<b>35</b>	<b>37</b>	<b>-2</b>	<b>23</b>	<b>25</b>	<b>-2</b>	<b>32</b>	<b>34</b>	<b>-2</b>

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	16	16	0	26	28	-2	23	19	4	13	12	1	17	18	-1	6	7	-1	10	11	-1						
CRUISE1323	12	13	-1	13	16	-3	17	20	-3	17	17	0	11	10	1	3	4	-1	12	13	-1						
MIX102.3	19	23	-4	26	32	-6	25	32	-7	23	28	-5	19	25	-6	5	6	-1	16	18	-2						
5MMM	13	15	-2	18	21	-3	19	21	-2	17	20	-3	13	13	0	4	4	0	9	9	0						
NOVA91.9	17	16	1	22	22	0	20	17	3	20	18	2	20	20	0	7	6	1	12	13	-1						
hit107	13	15	-2	12	15	-3	16	21	-5	18	22	-4	18	19	-1	4	4	0	9	9	0						
ABC891	19	16	3	37	32	5	23	22	1	18	14	4	14	11	3	7	6	1	14	13	1						
5RN	3	4	-1	7	8	-1	3	4	-1	2	2	0	3	4	-1	2	2	0	3	3	0						
NEWSR	2	3	-1	5	6	-1	3	2	1	2	2	0	2	3	-1	1	1	0	3	3	0						
5JJJ	10	12	-2	12	15	-3	14	17	-3	14	16	-2	12	12	0	3	3	0	7	8	-1						
ABC FM	5	6	-1	7	6	1	6	8	-2	4	5	-1	6	7	-1	3	3	0	5	6	-1						
<b>Total</b>	<b>147</b>	<b>157</b>	<b>-10</b>	<b>206</b>	<b>221</b>	<b>-15</b>	<b>194</b>	<b>211</b>	<b>-17</b>	<b>173</b>	<b>181</b>	<b>-8</b>	<b>154</b>	<b>162</b>	<b>-8</b>	<b>53</b>	<b>57</b>	<b>-4</b>	<b>117</b>	<b>124</b>	<b>-7</b>						



## ADELAIDE RADIO - SURVEY 8 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	157	162	-5	7	6	1	6	8	-2	13	16	-3	39	40	-1	36	39	-3	56	54	2
CRUISE1323	166	166	0	7	8	-1	8	4	4	13	14	-1	36	34	2	49	51	-2	53	54	-1
MIX102.3	325	332	-7	34	34	0	33	43	-10	87	86	1	90	86	4	51	55	-4	30	29	1
5MMM	205	212	-7	22	20	2	24	29	-5	42	49	-7	71	72	-1	31	27	4	15	15	0
NOVA91.9	321	313	8	70	69	1	64	72	-8	106	101	5	63	57	6	12	8	4	5	6	-1
hit107	253	253	0	40	35	5	60	66	-6	85	91	-6	49	48	1	14	12	2	5	1	4
ABC891	209	196	13	10	7	3	6	6	0	27	22	5	45	36	9	38	41	-3	82	83	-1
5RN	46	57	-11	3	1	2	4	3	1	1	5	-4	9	16	-7	13	13	0	16	19	-3
NEWSR	66	66	0	6	4	2	6	5	1	8	16	-8	12	11	1	14	13	1	20	18	2
5JJJ	148	153	-5	13	13	0	34	32	2	60	58	2	31	40	-9	9	7	2	2	2	0
ABCFM	73	74	-1	2	2	0	5	5	0	9	6	3	12	16	-4	12	17	-5	33	29	4
Total	1058	1059	-1	108	109	-1	123	123	0	239	239	0	249	247	2	153	153	0	186	187	-1

### 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	152	154	-2	108	106	2	82	73	9	69	72	-3	80	77	3	41	47	-6	98	108	-10
CRUISE1323	145	143	2	72	78	-6	80	78	2	90	88	2	77	67	10	43	38	5	113	115	-2
MIX102.3	297	305	-8	171	172	-1	146	151	-5	180	182	-2	158	169	-11	90	87	3	209	217	-8
5MMM	182	191	-9	102	108	-6	89	90	-1	103	116	-13	100	101	-1	57	56	1	123	119	4
NOVA91.9	292	284	8	169	173	-4	125	128	-3	170	168	2	181	173	8	108	104	4	208	204	4
hit107	234	231	3	126	124	2	105	104	1	134	137	-3	153	144	9	81	73	8	147	145	2
ABC891	191	176	15	135	127	8	96	90	6	98	85	13	95	79	16	63	57	6	146	136	10
5RN	41	52	-11	32	31	1	19	27	-8	18	27	-9	19	25	-6	17	19	-2	34	34	0
NEWSR	57	55	2	33	30	3	25	22	3	17	18	-1	18	22	-4	19	21	-2	47	46	1
5JJJ	136	140	-4	78	90	-12	62	68	-6	82	81	1	85	81	4	47	48	-1	91	94	-3
ABCFM	67	69	-2	34	38	-4	37	41	-4	34	37	-3	34	42	-8	26	25	1	50	54	-4
Total	1036	1040	-4	815	833	-18	689	693	-4	757	776	-19	789	766	23	512	489	23	902	902	0