



ADELAIDE RADIO - SURVEY 5 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	10.6	0.8	1.7	1.2	0.5	*	0.2	*	3.9	2.1	1.8	7.3	7.0	0.3	13.9	14.2	-0.3	28.4	25.3	3.1
CRUISE1323	8.7	8.5	0.2	1.1	2.2	-1.1	1.4	2.2	-0.8	3.3	1.4	1.9	6.5	8.0	-1.5	18.6	14.2	4.4	14.1	14.5	-0.4
MIX102.3	15.9	16.3	-0.4	12.2	15.6	-3.4	19.9	20.4	-0.5	14.3	13.3	1.0	25.2	24.4	0.8	16.3	20.5	-4.2	6.1	5.4	0.7
5MMM	9.2	9.1	0.1	6.4	7.6	-1.2	5.8	4.1	1.7	11.5	11.0	0.5	16.7	16.8	-0.1	9.8	10.0	-0.2	0.6	0.9	-0.3
NOVA91.9	10.4	10.8	-0.4	39.8	36.2	3.6	20.6	21.8	-1.2	15.0	18.9	-3.9	9.9	10.2	-0.3	2.1	2.0	0.1	0.3	0.3	0.0
SAFM	8.0	6.8	1.2	20.1	20.1	0.0	17.5	14.9	2.6	14.1	8.5	5.6	6.4	7.4	-1.0	3.4	3.3	0.1	0.5	0.8	-0.3
ABC891	10.9	10.8	0.1	2.8	1.1	1.7	1.6	1.3	0.3	3.6	4.0	-0.4	7.9	5.5	2.4	12.7	14.2	-1.5	25.7	25.8	-0.1
5RN	2.4	2.4	0.0	0.4	0.2	0.2	0.2	0.2	0.0	1.2	1.5	-0.3	2.3	1.7	0.6	3.9	4.5	-0.6	3.9	3.9	0.0
NEWSR	1.6	1.9	-0.3	0.4	0.4	0.0	0.5	0.2	0.3	1.1	2.1	-1.0	1.8	1.5	0.3	1.9	2.0	-0.1	2.2	3.1	-0.9
5JJJ	7.1	7.6	-0.5	3.7	4.9	-1.2	18.7	20.7	-2.0	16.4	19.2	-2.8	5.6	5.6	0.0	1.5	1.8	-0.3	0.3	0.4	-0.1
ABC FM	3.1	3.3	-0.2	0.2	0.2	0.0	1.1	1.0	0.1	0.5	0.7	-0.2	0.8	1.0	-0.2	3.8	3.2	0.6	9.0	9.6	-0.6

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	11.2	10.5	0.7	12.7	12.3	0.4	11.5	12.3	-0.8	7.1	6.3	0.8	12.7	10.7	2.0	14.3	11.6	2.7	12.0	10.9	1.1
CRUISE1323	8.5	8.0	0.5	7.6	7.3	0.3	9.2	9.5	-0.3	9.1	8.9	0.2	8.1	6.6	1.5	8.2	7.1	1.1	9.6	10.0	-0.4
MIX102.3	16.0	16.5	-0.5	15.1	15.1	0.0	17.7	18.1	-0.4	17.8	19.3	-1.5	15.6	15.6	0.0	11.1	11.8	-0.7	15.4	15.6	-0.2
5MMM	9.5	9.3	0.2	9.2	8.2	1.0	10.0	9.4	0.6	11.3	11.3	0.0	9.0	9.4	-0.4	5.7	6.7	-1.0	8.4	8.7	-0.3
NOVA91.9	10.4	10.7	-0.3	9.8	10.3	-0.5	8.2	8.2	0.0	10.5	10.1	0.4	12.6	13.4	-0.8	12.5	14.0	-1.5	10.3	11.0	-0.7
SAFM	8.3	6.9	1.4	6.7	6.0	0.7	8.4	6.3	2.1	10.4	8.4	2.0	8.2	7.2	1.0	7.4	6.2	1.2	7.1	6.6	0.5
ABC891	10.9	10.9	0.0	15.3	15.1	0.2	9.8	10.4	-0.6	7.8	7.6	0.2	8.6	8.5	0.1	13.0	13.2	-0.2	11.0	10.2	0.8
5RN	2.3	2.3	0.0	3.4	3.3	0.1	1.9	2.1	-0.2	1.2	1.3	-0.1	2.4	2.6	-0.2	3.2	2.3	0.9	2.6	2.8	-0.2
NEWSR	1.4	1.8	-0.4	2.4	2.7	-0.3	0.9	1.4	-0.5	0.7	1.0	-0.3	1.0	1.1	-0.1	3.0	2.9	0.1	2.0	2.2	-0.2
5JJJ	7.5	8.1	-0.6	6.1	7.0	-0.9	8.5	8.3	0.2	8.7	9.0	-0.3	7.8	9.2	-1.4	5.8	6.5	-0.7	5.5	6.1	-0.6
ABC FM	2.9	3.1	-0.2	3.1	3.3	-0.2	2.8	3.2	-0.4	2.5	2.8	-0.3	3.2	2.9	0.3	2.7	3.5	-0.8	3.7	3.8	-0.1

ADELAIDE RADIO - SURVEY 5 2014

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	16	15	1	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	9	8	1
CRUISE1323	13	12	1	*	*	*	*	*	*	1	*	*	2	3	-1	4	4	0	5	5	0
MIX102.3	23	23	0	1	1	0	3	2	1	4	4	0	9	8	1	4	5	-1	2	2	0
5MMM	13	13	0	1	1	0	1	1	0	4	3	1	6	6	0	2	3	-1	*	*	*
NOVA91.9	15	15	0	4	3	1	3	3	0	5	5	0	4	4	0	*	1	*	*	*	*
SAFM	12	10	2	2	2	0	2	2	0	4	2	2	2	3	-1	1	1	0	*	*	*
ABC891	16	15	1	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	8	8	0
SRN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	1	*	1	1	0	*	1	*	1	1	0
5JJJ	10	11	-1	*	*	*	2	3	-1	5	5	0	2	2	0	*	*	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	3	0
Total	145	142	3	9	9	0	13	12	1	31	27	4	36	35	1	24	26	-2	32	32	0

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	17	16	1	28	26	2	24	24	0	13	11	2	20	17	3	8	7	1	14	13	1						
CRUISE1323	13	12	1	16	16	0	19	19	0	16	15	1	13	10	3	5	4	1	11	12	-1						
MIX102.3	25	25	0	33	32	1	37	36	1	32	33	-1	25	24	1	6	7	-1	18	19	-1						
5MMM	15	14	1	20	17	3	21	19	2	20	19	1	14	15	-1	3	4	-1	10	10	0						
NOVA91.9	16	16	0	21	22	-1	17	16	1	19	17	2	20	21	-1	7	8	-1	12	13	-1						
SAFM	13	10	3	15	13	2	18	12	6	19	14	5	13	11	2	4	4	0	8	8	0						
ABC891	17	16	1	33	32	1	20	21	-1	14	13	1	14	13	1	7	8	-1	13	12	1						
SRN	4	4	0	7	7	0	4	4	0	2	2	0	4	4	0	2	1	1	3	3	0						
NEWSR	2	3	-1	5	6	-1	2	3	-1	1	2	-1	2	2	0	2	2	0	2	3	-1						
5JJJ	12	12	0	13	15	-2	18	16	2	16	16	0	13	14	-1	3	4	-1	6	7	-1						
ABCFM	4	5	-1	7	7	0	6	6	0	4	5	-1	5	5	0	2	2	0	4	4	0						
Total	156	150	6	217	213	4	210	199	11	180	172	8	160	155	5	58	58	0	117	120	-3						



ADELAIDE RADIO - SURVEY 5 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	157	0	9	9	0	2	2	0	16	12	4	36	37	-1	32	39	-7	61	58	3
CRUISE1323	156	152	4	5	6	-1	3	5	-2	17	9	8	26	30	-4	50	46	4	54	56	-2
MIX102.3	345	339	6	35	40	-5	46	40	6	73	71	2	116	111	5	53	59	-6	22	18	4
5MMM	194	188	6	22	21	1	19	16	3	52	54	-2	72	64	8	25	27	-2	5	5	0
NOVA91.9	294	303	-9	68	66	2	60	61	-1	89	95	-6	56	63	-7	16	16	0	5	3	2
SAFM	236	219	17	53	50	3	52	42	10	62	54	8	42	50	-8	22	17	5	5	7	-2
ABC891	211	205	6	7	8	-1	7	8	-1	33	28	5	42	34	8	42	48	-6	81	81	0
SRN	55	61	-6	3	4	-1	2	1	1	10	10	0	11	12	-1	15	19	-4	15	16	-1
NEWSR	68	70	-2	4	4	0	5	3	2	13	14	-1	19	16	3	11	14	-3	15	19	-4
5JJJ	151	161	-10	14	15	-1	32	33	-1	63	67	-4	34	35	-1	7	9	-2	1	2	-1
ABC FM	67	69	-2	3	3	0	3	4	-1	9	9	0	13	13	0	12	13	-1	27	28	-1
Total	1048	1049	-1	111	113	-2	121	119	2	242	239	3	245	247	-2	150	150	0	180	181	-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	146	144	2	92	96	-4	76	71	5	79	73	6	79	73	6	54	51	3	114	110	4				114	110	4
CRUISE1323	146	138	8	79	72	7	86	78	8	98	91	7	83	74	9	44	46	-2	107	110	-3				107	110	-3
MIX102.3	313	309	4	188	183	5	170	167	3	186	195	-9	183	170	13	91	88	3	229	234	-5				229	234	-5
5MMM	173	164	9	102	90	12	76	76	0	96	95	1	99	97	2	52	50	2	126	122	4				126	122	4
NOVA91.9	276	287	-11	164	169	-5	125	128	-3	150	155	-5	162	171	-9	92	104	-12	185	192	-7				185	192	-7
SAFM	218	201	17	118	111	7	103	96	7	125	122	3	127	111	16	64	59	5	144	133	11				144	133	11
ABC891	193	188	5	130	127	3	107	101	6	94	92	2	93	87	6	73	72	1	152	143	9				152	143	9
SRN	49	56	-7	37	39	-2	22	25	-3	23	28	-5	26	27	-1	18	18	0	34	40	-6				34	40	-6
NEWSR	61	61	0	41	40	1	18	22	-4	16	22	-6	22	19	3	21	24	-3	44	46	-2				44	46	-2
5JJJ	140	149	-9	91	99	-8	75	76	-1	83	87	-4	90	92	-2	49	55	-6	89	99	-10				89	99	-10
ABC FM	59	62	-3	32	32	0	29	31	-2	34	34	0	33	33	0	23	23	0	43	47	-4				43	47	-4
Total	1037	1038	-1	831	832	-1	685	679	6	760	758	2	783	771	12	506	515	-9	911	918	-7				911	918	-7