



# ADELAIDE RADIO - SURVEY 5 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	11.7	12.0	-0.3	1.8	2.3	-0.5	1.8	1.0	0.8	4.3	2.7	1.6	9.3	13.3	-4.0	13.6	15.0	-1.4	26.8	23.8	3.0
CRUISE1323	9.7	10.4	-0.7	0.4	0.4	0.0	4.3	3.2	1.1	1.9	2.9	-1.0	7.6	6.6	1.0	19.7	23.7	-4.0	16.8	17.7	-0.9
MIX102.3	14.5	14.0	0.5	10.6	13.8	-3.2	11.6	12.1	-0.5	11.6	15.7	-4.1	21.4	16.9	4.5	18.6	19.2	-0.6	8.9	6.0	2.9
5MMM	9.1	8.8	0.3	8.2	8.5	-0.3	9.7	8.4	1.3	6.7	7.1	-0.4	17.8	15.9	1.9	8.3	7.6	0.7	2.4	3.3	-0.9
NOVA91.9	11.7	12.5	-0.8	36.0	38.6	-2.6	22.6	28.3	-5.7	19.3	19.9	-0.6	10.2	10.8	-0.6	3.0	3.5	-0.5	0.5	1.0	-0.5
hit107	7.8	6.7	1.1	19.2	18.2	1.0	16.0	13.2	2.8	13.4	11.0	2.4	6.4	6.7	-0.3	3.1	2.0	1.1	0.5	0.2	0.3
ABC891	10.1	10.9	-0.8	1.8	1.8	0.0	3.5	0.6	2.9	2.8	2.3	0.5	7.9	6.9	1.0	10.3	11.3	-1.0	24.4	29.4	-5.0
5RN	1.9	1.2	0.7	0.3	0.2	0.1	0.8	0.4	0.4	0.3	0.9	-0.6	1.3	1.4	-0.1	3.0	1.4	1.6	4.3	1.6	2.7
NEWSR	1.9	1.8	0.1	3.7	2.6	1.1	0.8	0.8	0.0	1.1	2.0	-0.9	2.5	1.4	1.1	1.8	1.7	0.1	1.9	2.1	-0.2
5JJJ	7.5	7.6	-0.1	5.1	5.1	0.0	10.7	14.7	-4.0	22.3	20.0	2.3	3.5	5.3	-1.8	4.2	2.6	1.6	0.1	0.5	-0.4
ABCFM	2.8	3.2	-0.4	1.2	0.3	0.9	1.0	0.5	0.5	2.2	2.4	-0.2	1.1	2.1	-1.0	1.6	2.1	-0.5	7.3	7.7	-0.4

## 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	11.6	12.0	-0.4	13.4	13.9	-0.5	12.5	13.2	-0.7	7.9	7.6	0.3	11.6	11.2	0.4	15.0	16.9	-1.9	11.7	12.1	-0.4
CRUISE1323	9.3	10.1	-0.8	7.9	8.2	-0.3	11.4	12.2	-0.8	10.7	11.5	-0.8	7.1	8.0	-0.9	7.8	9.5	-1.7	11.0	11.6	-0.6
MIX102.3	14.5	14.3	0.2	13.6	12.0	1.6	15.4	15.1	0.3	16.3	16.2	0.1	14.4	15.5	-1.1	10.5	11.3	-0.8	14.3	12.9	1.4
5MMM	9.4	8.8	0.6	10.2	9.0	1.2	10.0	9.2	0.8	10.4	9.6	0.8	7.8	8.2	-0.4	6.2	6.0	0.2	8.1	8.8	-0.7
NOVA91.9	11.7	12.5	-0.8	9.6	11.4	-1.8	9.3	10.1	-0.8	12.6	14.0	-1.4	15.1	15.1	0.0	14.3	13.1	1.2	11.8	12.6	-0.8
hit107	8.1	7.0	1.1	6.6	5.9	0.7	7.6	6.6	1.0	9.3	8.4	0.9	9.6	8.1	1.5	7.7	5.6	2.1	6.7	5.5	1.2
ABC891	9.7	10.7	-1.0	14.1	16.1	-2.0	9.1	10.1	-1.0	6.5	6.6	-0.1	6.1	8.0	-1.9	14.0	13.9	0.1	11.3	11.4	-0.1
5RN	1.8	1.2	0.6	2.5	1.9	0.6	1.8	1.0	0.8	1.0	0.6	0.4	2.0	1.1	0.9	2.0	1.1	0.9	2.3	1.4	0.9
NEWSR	1.8	1.7	0.1	2.9	2.4	0.5	0.9	0.9	0.0	1.4	1.4	0.0	1.4	1.2	0.2	2.7	3.2	-0.5	2.2	2.1	0.1
5JJJ	7.9	8.1	-0.2	7.0	7.7	-0.7	8.0	8.0	0.0	8.9	9.1	-0.2	10.1	9.2	0.9	4.1	5.0	-0.9	5.9	5.8	0.1
ABCFM	2.7	3.2	-0.5	2.5	3.4	-0.9	2.6	3.1	-0.5	2.6	2.9	-0.3	3.1	3.8	-0.7	2.5	2.5	0.0	3.1	3.2	-0.1



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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	17	18	-1	*	*	*	*	*	*	1	1	0	3	5	-2	3	4	-1	9	8	1
CRUISE1323	14	15	-1	*	*	*	1	*	*	1	1	0	3	2	1	5	6	-1	5	6	-1
MIX102.3	21	20	1	1	1	0	2	1	1	3	5	-2	8	6	2	4	5	-1	3	2	1
5MMM	13	13	0	1	1	0	1	1	0	2	2	0	6	6	0	2	2	0	1	1	0
NOVA91.9	17	18	-1	4	4	0	3	3	0	6	6	0	4	4	0	1	1	0	*	*	*
hit107	11	10	1	2	2	0	2	1	1	4	3	1	2	3	-1	1	*	*	*	*	*
ABC891	15	16	-1	*	*	*	*	*	*	1	1	0	3	3	0	2	3	-1	8	10	-2
5RN	3	2	1	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	1	1	0
NEWSR	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	1	1	0
5JJJ	11	11	0	1	1	0	1	2	-1	7	6	1	1	2	-1	1	1	0	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	1	0	*	1	*	*	1	*	2	3	-1
<b>Total</b>	<b>147</b>	<b>146</b>	<b>1</b>	<b>11</b>	<b>10</b>	<b>1</b>	<b>14</b>	<b>11</b>	<b>3</b>	<b>30</b>	<b>31</b>	<b>-1</b>	<b>36</b>	<b>38</b>	<b>-2</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>33</b>	<b>33</b>	<b>0</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	18	19	-1	29	29	0	27	30	-3	15	15	0	18	16	2	8	10	-2	14	14	0						
CRUISE1323	15	16	-1	17	17	0	24	27	-3	20	22	-2	11	12	-1	4	6	-2	13	14	-1						
MIX102.3	23	22	1	29	25	4	33	34	-1	31	31	0	23	23	0	6	7	-1	17	15	2						
5MMM	15	14	1	22	19	3	22	21	1	20	18	2	12	12	0	3	3	0	10	10	0						
NOVA91.9	18	20	-2	20	24	-4	20	23	-3	24	27	-3	24	22	2	8	8	0	14	15	-1						
hit107	13	11	2	14	12	2	16	15	1	18	16	2	15	12	3	4	3	1	8	7	1						
ABC891	15	17	-2	30	34	-4	20	23	-3	12	13	-1	10	12	-2	8	8	0	14	13	1						
5RN	3	2	1	5	4	1	4	2	2	2	1	1	3	2	1	1	1	0	3	2	1						
NEWSR	3	3	0	6	5	1	2	2	0	3	3	0	2	2	0	2	2	0	3	2	1						
5JJJ	12	13	-1	15	16	-1	17	18	-1	17	17	0	16	13	3	2	3	-1	7	7	0						
ABCFM	4	5	-1	5	7	-2	6	7	-1	5	5	0	5	6	-1	1	1	0	4	4	0						
<b>Total</b>	<b>157</b>	<b>157</b>	<b>0</b>	<b>213</b>	<b>209</b>	<b>4</b>	<b>215</b>	<b>225</b>	<b>-10</b>	<b>189</b>	<b>191</b>	<b>-2</b>	<b>159</b>	<b>147</b>	<b>12</b>	<b>56</b>	<b>58</b>	<b>-2</b>	<b>121</b>	<b>118</b>	<b>3</b>						



# ADELAIDE RADIO - SURVEY 5 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	167	167	0	9	6	3	6	3	3	22	16	6	41	44	-3	30	38	-8	59	60	-1
CRUISE1323	164	179	-15	3	4	-1	5	6	-1	13	19	-6	34	33	1	48	46	2	61	71	-10
MIX102.3	342	327	15	39	40	-1	37	35	2	70	81	-11	110	93	17	55	52	3	32	26	6
5MMM	231	238	-7	26	26	0	29	26	3	52	59	-7	78	79	-1	32	31	1	13	16	-3
NOVA91.9	334	349	-15	72	74	-2	67	68	-1	112	120	-8	63	67	-4	15	13	2	5	7	-2
hit107	226	224	2	48	46	2	52	42	10	75	74	1	37	46	-9	10	14	-4	4	3	1
ABC891	210	211	-1	11	10	1	8	7	1	26	23	3	47	48	-1	40	39	1	78	85	-7
5RN	53	40	13	3	2	1	2	2	0	3	6	-3	13	10	3	11	6	5	21	15	6
NEWSR	63	60	3	8	4	4	3	3	0	9	15	-6	18	14	4	10	11	-1	16	14	2
5JJJ	155	168	-13	15	17	-2	30	40	-10	69	67	2	27	31	-4	12	10	2	2	2	0
ABCFM	62	57	5	4	3	1	4	3	1	11	9	2	10	11	-1	9	9	0	24	23	1
Total	1058	1058	0	111	111	0	122	124	-2	237	236	1	246	247	-1	154	154	0	188	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	155	157	-2	104	112	-8	82	89	-7	85	88	-3	88	86	2	57	62	-5	119	123	-4
CRUISE1323	146	160	-14	87	88	-1	88	98	-10	98	108	-10	82	86	-4	43	48	-5	120	128	-8
MIX102.3	307	296	11	173	162	11	150	153	-3	188	181	7	172	159	13	85	85	0	231	210	21
5MMM	201	198	3	121	109	12	94	88	6	116	116	0	107	104	3	58	52	6	139	147	-8
NOVA91.9	310	324	-14	186	200	-14	133	150	-17	183	189	-6	191	186	5	118	122	-4	226	232	-6
hit107	206	207	-1	116	119	-3	93	93	0	125	127	-2	125	113	12	65	59	6	145	136	9
ABC891	188	186	2	131	142	-11	98	101	-3	84	93	-9	81	87	-6	66	63	3	142	144	-2
5RN	47	34	13	29	21	8	25	14	11	21	16	5	24	13	11	14	13	1	34	25	9
NEWSR	54	52	2	35	34	1	18	20	-2	26	23	3	23	21	2	21	24	-3	41	37	4
5JJJ	142	154	-12	86	92	-6	70	73	-3	83	89	-6	93	92	1	44	51	-7	99	98	1
ABCFM	53	50	3	25	26	-1	27	27	0	33	30	3	31	31	0	20	19	1	43	37	6
Total	1040	1038	2	832	822	10	703	711	-8	777	794	-17	764	758	6	498	502	-4	917	905	12