



ADELAIDE RADIO - SURVEY 3 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	11.1	0.9	3.0	2.6	0.4	1.1	1.7	-0.6	1.8	2.0	-0.2	13.6	11.2	2.4	15.2	13.1	2.1	23.5	25.2	-1.7
CRUISE1323	8.8	8.3	0.5	1.6	2.2	-0.6	1.0	3.2	-2.2	2.8	1.2	1.6	5.5	9.1	-3.6	17.7	13.2	4.5	16.4	14.7	1.7
MIX102.3	14.3	13.6	0.7	13.9	11.7	2.2	10.5	9.1	1.4	17.3	14.2	3.1	17.8	19.1	-1.3	19.0	18.4	0.6	5.5	5.2	0.3
5MMM	8.5	8.4	0.1	6.5	6.6	-0.1	3.9	4.2	-0.3	7.2	8.6	-1.4	15.1	14.8	0.3	10.0	9.4	0.6	2.8	1.9	0.9
NOVA91.9	12.4	12.0	0.4	38.7	38.1	0.6	30.7	25.0	5.7	22.0	21.3	0.7	7.9	7.4	0.5	3.8	2.9	0.9	0.7	1.0	-0.3
hit107	6.0	6.0	0.0	15.2	14.4	0.8	14.8	13.7	1.1	9.0	10.8	-1.8	5.6	4.2	1.4	2.1	2.3	-0.2	0.6	0.6	0.0
ABC891	12.3	12.5	-0.2	2.6	2.2	0.4	1.8	5.4	-3.6	2.2	3.3	-1.1	7.6	6.2	1.4	15.0	17.9	-2.9	31.6	31.6	0.0
5RN	2.0	3.0	-1.0	0.2	0.6	-0.4	0.2	0.5	-0.3	1.1	0.6	0.5	2.3	3.9	-1.6	2.8	6.0	-3.2	3.0	3.8	-0.8
NEWSR	2.5	2.4	0.1	2.4	1.0	1.4	1.2	1.8	-0.6	2.4	1.6	0.8	1.6	1.5	0.1	3.8	4.7	-0.9	3.0	3.4	-0.4
5JJJ	8.7	9.1	-0.4	6.2	10.2	-4.0	23.7	20.1	3.6	19.9	19.6	0.3	8.0	8.0	0.0	1.8	2.6	-0.8	0.4	0.3	0.1
ABCFM	2.7	2.4	0.3	0.8	0.7	0.1	0.9	1.1	-0.2	1.4	0.7	0.7	2.2	1.6	0.6	2.1	2.3	-0.2	6.1	6.1	0.0

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	12.1	11.3	0.8	14.1	13.7	0.4	12.8	11.8	1.0	7.4	6.4	1.0	11.8	10.8	1.0	17.6	15.7	1.9	11.7	10.6	1.1
CRUISE1323	8.5	7.9	0.6	6.9	6.4	0.5	10.1	9.6	0.5	10.3	9.1	1.2	7.2	7.1	0.1	7.2	6.8	0.4	9.5	9.5	0.0
MIX102.3	14.5	13.6	0.9	13.7	13.5	0.2	14.5	14.1	0.4	16.2	16.0	0.2	15.6	12.2	3.4	10.4	9.9	0.5	13.8	13.6	0.2
5MMM	8.4	8.9	-0.5	7.7	8.4	-0.7	8.2	7.5	0.7	9.7	10.3	-0.6	8.4	9.8	-1.4	7.2	8.0	-0.8	8.7	7.1	1.6
NOVA91.9	12.6	12.1	0.5	12.1	11.2	0.9	11.2	10.4	0.8	14.1	12.9	1.2	14.3	15.0	-0.7	10.5	11.8	-1.3	12.0	11.4	0.6
hit107	6.2	6.3	-0.1	5.3	6.2	-0.9	6.4	5.8	0.6	7.3	6.9	0.4	6.6	6.6	0.0	4.4	5.6	-1.2	5.5	5.3	0.2
ABC891	12.4	12.3	0.1	18.4	18.0	0.4	11.6	12.1	-0.5	7.8	8.5	-0.7	9.6	8.4	1.2	14.3	13.3	1.0	12.1	12.8	-0.7
5RN	2.0	3.0	-1.0	2.6	3.7	-1.1	1.8	3.0	-1.2	1.4	2.4	-1.0	2.2	3.2	-1.0	1.9	2.8	-0.9	2.1	2.9	-0.8
NEWSR	2.4	2.4	0.0	2.9	2.9	0.0	2.1	2.2	-0.1	2.1	1.9	0.2	1.6	1.6	0.0	3.9	4.2	-0.3	2.6	2.5	0.1
5JJJ	9.1	9.5	-0.4	7.5	6.9	0.6	9.7	10.8	-1.1	10.5	11.5	-1.0	9.8	10.1	-0.3	7.6	7.4	0.2	7.4	8.1	-0.7
ABCFM	2.7	2.3	0.4	3.3	2.1	1.2	2.0	2.1	-0.1	2.2	2.4	-0.2	3.5	2.8	0.7	2.8	2.4	0.4	2.8	2.6	0.2



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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	16	1	*	*	*	*	*	*	1	1	0	5	4	1	4	3	1	8	8	0
CRUISE1323	13	12	1	*	*	*	*	*	*	1	*	*	2	4	-2	4	3	1	5	5	0
MIX102.3	20	20	0	1	1	0	1	1	0	5	4	1	7	7	0	4	4	0	2	2	0
5MMM	12	12	0	1	1	0	*	1	*	2	3	-1	6	6	0	2	2	0	1	1	0
NOVA91.9	18	18	0	4	4	0	3	3	0	6	6	0	3	3	0	1	1	0	*	*	*
hit107	9	9	0	2	2	0	2	2	0	3	3	0	2	2	0	1	1	0	*	*	*
ABC891	18	18	0	*	*	*	*	1	*	1	1	0	3	2	1	3	4	-1	10	10	0
5RN	3	4	-1	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	1	1	0
NEWSR	4	4	0	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	1	1	0
5JJJ	12	13	-1	1	1	0	3	3	0	6	6	0	3	3	0	*	1	*	*	*	*
ABCFM	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	2	0
Total	143	147	-4	11	11	0	11	13	-2	28	30	-2	38	39	-1	23	23	0	32	31	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	18	18	0	29	30	-1	27	25	2	13	11	2	18	17	1	10	10	0	14	13	1						
CRUISE1323	13	12	1	14	14	0	21	20	1	18	16	2	11	11	0	4	4	0	11	12	-1						
MIX102.3	22	21	1	28	30	-2	30	30	0	29	28	1	23	20	3	6	6	0	16	17	-1						
5MMM	13	14	-1	16	18	-2	17	16	1	17	18	-1	13	16	-3	4	5	-1	10	9	1						
NOVA91.9	19	19	0	25	24	1	24	22	2	25	22	3	21	24	-3	6	7	-1	14	14	0						
hit107	9	10	-1	11	13	-2	13	12	1	13	12	1	10	11	-1	3	3	0	7	7	0						
ABC891	19	19	0	38	39	-1	24	26	-2	14	15	-1	14	13	1	8	8	0	14	16	-2						
5RN	3	5	-2	5	8	-3	4	6	-2	2	4	-2	3	5	-2	1	2	-1	3	4	-1						
NEWSR	4	4	0	6	6	0	5	5	0	4	3	1	2	3	-1	2	3	-1	3	3	0						
5JJJ	14	15	-1	16	15	1	20	23	-3	19	20	-1	15	16	-1	4	5	-1	9	10	-1						
ABCFM	4	4	0	7	5	2	4	4	0	4	4	0	5	4	1	2	2	0	3	3	0						
Total	152	156	-4	208	219	-11	211	212	-1	177	173	4	149	160	-11	58	62	-4	120	124	-4						



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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	170	173	-3	6	6	0	5	8	-3	13	16	-3	38	40	-2	45	40	5	63	64	-1
CRUISE1323	173	170	3	6	8	-2	11	13	-2	17	11	6	30	34	-4	50	51	-1	60	52	8
MIX102.3	335	331	4	37	36	1	35	36	-1	90	79	11	99	109	-10	50	49	1	25	21	4
5MMM	221	211	10	24	24	0	22	21	1	56	54	2	76	71	5	30	33	-3	12	8	4
NOVA91.9	327	325	2	72	70	2	65	64	1	118	116	2	53	56	-3	13	14	-1	6	7	-1
hit107	209	202	7	40	36	4	42	50	-8	67	65	2	44	39	5	14	10	4	2	2	0
ABC891	224	230	-6	11	8	3	8	12	-4	24	30	-6	45	40	5	47	53	-6	89	88	1
5RN	56	59	-3	2	2	0	3	4	-1	7	3	4	13	17	-4	15	20	-5	16	13	3
NEWSR	74	71	3	4	3	1	3	3	0	19	15	4	15	15	0	17	19	-2	17	17	0
5JJJ	186	189	-3	19	19	0	47	37	10	71	74	-3	38	44	-6	9	12	-3	2	3	-1
ABCFM	57	60	-3	3	3	0	4	5	-1	9	9	0	12	12	0	8	11	-3	22	20	2
Total	1057	1057	0	110	111	-1	124	122	2	238	240	-2	248	246	2	152	153	-1	185	186	-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	160	163	-3	106	107	-1	86	84	2	84	81	3	85	87	-2	61	60	1	130	127	3
CRUISE1323	159	155	4	81	82	-1	89	88	1	101	94	7	78	75	3	49	49	0	114	109	5
MIX102.3	308	308	0	187	192	-5	148	141	7	181	181	0	171	173	-2	95	100	-5	205	212	-7
5MMM	185	183	2	99	100	-1	79	72	7	101	98	3	98	104	-6	60	60	0	141	120	21
NOVA91.9	306	304	2	189	192	-3	143	125	18	177	177	0	176	196	-20	111	115	-4	232	225	7
hit107	193	188	5	110	113	-3	88	82	6	114	110	4	104	109	-5	54	60	-6	130	112	18
ABC891	197	203	-6	153	154	-1	100	107	-7	101	96	5	92	89	3	71	75	-4	154	159	-5
5RN	48	51	-3	31	36	-5	25	29	-4	21	24	-3	24	30	-6	16	19	-3	35	42	-7
NEWSR	66	65	1	40	35	5	29	30	-1	27	28	-1	25	28	-3	28	25	3	43	43	0
5JJJ	174	180	-6	103	108	-5	77	89	-12	98	104	-6	103	111	-8	70	74	-4	102	116	-14
ABCFM	52	56	-4	28	25	3	24	27	-3	25	30	-5	29	32	-3	16	18	-2	34	34	0
Total	1041	1043	-2	840	866	-26	703	690	13	784	768	16	762	773	-11	528	537	-9	919	915	4