



ADELAIDE RADIO - SURVEY 6 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	11.5	11.7	-0.2	2.3	1.8	0.5	1.5	1.8	-0.3	3.5	4.3	-0.8	8.9	9.3	-0.4	16.0	13.6	2.4	24.4	26.8	-2.4
CRUISE1323	8.2	9.7	-1.5	1.2	0.4	0.8	2.2	4.3	-2.1	2.1	1.9	0.2	5.6	7.6	-2.0	14.9	19.7	-4.8	15.5	16.8	-1.3
MIX102.3	15.2	14.5	0.7	12.4	10.6	1.8	16.8	11.6	5.2	13.4	11.6	1.8	18.8	21.4	-2.6	21.0	18.6	2.4	8.9	8.9	0.0
5MMM	8.8	9.1	-0.3	6.0	8.2	-2.2	7.0	9.7	-2.7	7.7	6.7	1.0	15.2	17.8	-2.6	10.2	8.3	1.9	3.3	2.4	0.9
NOVA91.9	10.5	11.7	-1.2	37.6	36.0	1.6	21.4	22.6	-1.2	16.5	19.3	-2.8	9.1	10.2	-1.1	2.2	3.0	-0.8	0.6	0.5	0.1
hit107	9.3	7.8	1.5	18.8	19.2	-0.4	21.8	16.0	5.8	16.7	13.4	3.3	8.1	6.4	1.7	4.1	3.1	1.0	0.3	0.5	-0.2
ABC891	10.1	10.1	0.0	1.5	1.8	-0.3	4.0	3.5	0.5	2.4	2.8	-0.4	8.1	7.9	0.2	10.5	10.3	0.2	23.3	24.4	-1.1
5RN	2.9	1.9	1.0	0.1	0.3	-0.2	0.7	0.8	-0.1	1.0	0.3	0.7	3.5	1.3	2.2	3.3	3.0	0.3	5.3	4.3	1.0
NEWSR	1.9	1.9	0.0	3.1	3.7	-0.6	0.5	0.8	-0.3	1.6	1.1	0.5	2.0	2.5	-0.5	1.4	1.8	-0.4	2.8	1.9	0.9
5JJJ	7.2	7.5	-0.3	4.0	5.1	-1.1	9.3	10.7	-1.4	21.7	22.3	-0.6	6.0	3.5	2.5	2.9	4.2	-1.3	0.4	0.1	0.3
ABCFM	2.9	2.8	0.1	0.9	1.2	-0.3	1.2	1.0	0.2	0.9	2.2	-1.3	1.7	1.1	0.6	2.4	1.6	0.8	7.5	7.3	0.2

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	11.5	11.6	-0.1	13.2	13.4	-0.2	11.3	12.5	-1.2	7.8	7.9	-0.1	12.7	11.6	1.1	14.8	15.0	-0.2	11.7	11.7	0.0
CRUISE1323	7.7	9.3	-1.6	7.4	7.9	-0.5	9.4	11.4	-2.0	9.0	10.7	-1.7	5.2	7.1	-1.9	6.0	7.8	-1.8	9.9	11.0	-1.1
MIX102.3	15.5	14.5	1.0	15.3	13.6	1.7	16.1	15.4	0.7	16.3	16.3	0.0	15.9	14.4	1.5	11.4	10.5	0.9	14.6	14.3	0.3
5MMM	9.2	9.4	-0.2	9.6	10.2	-0.6	9.1	10.0	-0.9	10.9	10.4	0.5	7.2	7.8	-0.6	7.7	6.2	1.5	7.3	8.1	-0.8
NOVA91.9	10.3	11.7	-1.4	9.5	9.6	-0.1	8.3	9.3	-1.0	10.8	12.6	-1.8	12.7	15.1	-2.4	11.1	14.3	-3.2	11.0	11.8	-0.8
hit107	9.8	8.1	1.7	7.3	6.6	0.7	10.5	7.6	2.9	11.8	9.3	2.5	11.3	9.6	1.7	6.7	7.7	-1.0	7.6	6.7	0.9
ABC891	9.8	9.7	0.1	13.5	14.1	-0.6	9.8	9.1	0.7	7.0	6.5	0.5	6.4	6.1	0.3	12.9	14.0	-1.1	11.3	11.3	0.0
5RN	2.9	1.8	1.1	4.0	2.5	1.5	2.6	1.8	0.8	1.8	1.0	0.8	2.9	2.0	0.9	3.3	2.0	1.3	3.0	2.3	0.7
NEWSR	1.8	1.8	0.0	2.8	2.9	-0.1	1.0	0.9	0.1	1.3	1.4	-0.1	1.7	1.4	0.3	2.8	2.7	0.1	2.3	2.2	0.1
5JJJ	7.7	7.9	-0.2	6.9	7.0	-0.1	8.0	8.0	0.0	8.6	8.9	-0.3	8.8	10.1	-1.3	4.4	4.1	0.3	5.8	5.9	-0.1
ABCFM	2.7	2.7	0.0	2.2	2.5	-0.3	2.7	2.6	0.1	2.5	2.6	-0.1	3.5	3.1	0.4	3.4	2.5	0.9	3.6	3.1	0.5



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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	17	0	*	*	*	*	*	*	1	1	0	3	3	0	4	3	1	8	9	-1
CRUISE1323	12	14	-2	*	*	*	*	1	*	1	1	0	2	3	-1	4	5	-1	5	5	0
MIX102.3	22	21	1	1	1	0	2	2	0	4	3	1	7	8	-1	5	4	1	3	3	0
5MMM	13	13	0	1	1	0	1	1	0	2	2	0	6	6	0	3	2	1	1	1	0
NOVA91.9	15	17	-2	4	4	0	3	3	0	4	6	-2	3	4	-1	1	1	0	*	*	*
hit107	14	11	3	2	2	0	3	2	1	5	4	1	3	2	1	1	1	0	*	*	*
ABC891	15	15	0	*	*	*	1	*	*	1	1	0	3	3	0	3	2	1	8	8	0
5RN	4	3	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	1	1
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
5JJJ	11	11	0	*	1	*	1	1	0	6	7	-1	2	1	1	1	1	0	*	*	*
ABCFM	4	4	0	*	*	*	*	*	*	*	1	*	1	*	*	1	*	*	3	2	1
Total	147	147	0	10	11	-1	14	14	0	27	30	-3	37	36	1	25	24	1	34	33	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	29	0	24	27	-3	14	15	-1	21	18	3	8	8	0	14	14	0						
CRUISE1323	12	15	-3	16	17	-1	20	24	-4	17	20	-3	9	11	-2	3	4	-1	12	13	-1						
MIX102.3	24	23	1	34	29	5	34	33	1	30	31	-1	27	23	4	6	6	0	18	17	1						
5MMM	15	15	0	21	22	-1	19	22	-3	20	20	0	12	12	0	4	3	1	9	10	-1						
NOVA91.9	16	18	-2	21	20	1	17	20	-3	20	24	-4	21	24	-3	6	8	-2	13	14	-1						
hit107	15	13	2	16	14	2	22	16	6	22	18	4	19	15	4	4	4	0	9	8	1						
ABC891	15	15	0	30	30	0	20	20	0	13	12	1	11	10	1	7	8	-1	14	14	0						
5RN	5	3	2	9	5	4	5	4	1	3	2	1	5	3	2	2	1	1	4	3	1						
NEWSR	3	3	0	6	6	0	2	2	0	2	3	-1	3	2	1	1	2	-1	3	3	0						
5JJJ	12	12	0	15	15	0	17	17	0	16	17	-1	15	16	-1	2	2	0	7	7	0						
ABCFM	4	4	0	5	5	0	6	6	0	5	5	0	6	5	1	2	1	1	4	4	0						
Total	158	157	1	222	213	9	209	215	-6	185	189	-4	168	159	9	53	56	-3	121	121	0						



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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	164	167	-3	7	9	-2	6	6	0	20	22	-2	38	41	-3	37	30	7	57	59	-2
CRUISE1323	159	164	-5	6	3	3	4	5	-1	10	13	-3	31	34	-3	53	48	5	54	61	-7
MIX102.3	338	342	-4	35	39	-4	44	37	7	80	70	10	98	110	-12	51	55	-4	30	32	-2
5MMM	205	231	-26	19	26	-7	28	29	-1	50	52	-2	68	78	-10	27	32	-5	13	13	0
NOVA91.9	313	334	-21	69	72	-3	71	67	4	100	112	-12	56	63	-7	11	15	-4	6	5	1
hit107	243	226	17	44	48	-4	56	52	4	88	75	13	41	37	4	11	10	1	2	4	-2
ABC891	205	210	-5	9	11	-2	8	8	0	23	26	-3	45	47	-2	45	40	5	76	78	-2
5RN	69	53	16	2	3	-1	3	2	1	7	3	4	20	13	7	13	11	2	24	21	3
NEWSR	71	63	8	8	8	0	4	3	1	14	9	5	19	18	1	10	10	0	16	16	0
5JJJ	155	155	0	13	15	-2	31	30	1	63	69	-6	36	27	9	9	12	-3	3	2	1
ABCFM	70	62	8	3	4	-1	5	4	1	9	11	-2	13	10	3	14	9	5	27	24	3
Total	1058	1058	0	109	111	-2	122	122	0	239	237	2	248	246	2	152	154	-2	188	188	0

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	153	155	-2	98	104	-6	74	82	-8	79	85	-6	86	88	-2	52	57	-5	113	119	-6
CRUISE1323	141	146	-5	83	87	-4	83	88	-5	91	98	-7	70	82	-12	36	43	-7	110	120	-10
MIX102.3	308	307	1	184	173	11	148	150	-2	179	188	-9	183	172	11	88	85	3	223	231	-8
5MMM	188	201	-13	109	121	-12	87	94	-7	110	116	-6	97	107	-10	61	58	3	117	139	-22
NOVA91.9	289	310	-21	178	186	-8	123	133	-10	176	183	-7	178	191	-13	106	118	-12	213	226	-13
hit107	224	206	18	122	116	6	103	93	10	136	125	11	140	125	15	61	65	-4	151	145	6
ABC891	185	188	-3	127	131	-4	92	98	-6	85	84	1	83	81	2	63	66	-3	139	142	-3
5RN	63	47	16	38	29	9	34	25	9	29	21	8	32	24	8	20	14	6	42	34	8
NEWSR	57	54	3	36	35	1	21	18	3	21	26	-5	23	23	0	23	21	2	47	41	6
5JJJ	142	142	0	91	86	5	67	70	-3	77	83	-6	87	93	-6	45	44	1	96	99	-3
ABCFM	62	53	9	32	25	7	33	27	6	33	33	0	39	31	8	21	20	1	51	43	8
Total	1042	1040	2	848	832	16	690	703	-13	773	777	-4	764	764	0	493	498	-5	908	917	-9