

# Adelaide Radio - Survey #5 2010



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.0	14.7	-0.7	4.4	5.8	-1.4	3.5	2.9	0.6	4.4	3.8	0.6	13.8	11.4	2.4	16.7	20.0	-3.3	28.4	31.2	-2.8
CRUISE1323	6.6	6.9	-0.3	1.0	1.9	-0.9	0.8	1.4	-0.6	1.2	0.8	0.4	5.0	7.2	-2.2	13.1	10.4	2.7	12.6	13.0	-0.4
MIX102.3	12.2	13.1	-0.9	13.4	13.2	0.2	8.9	8.8	0.1	9.3	9.0	0.3	19.7	25.2	-5.5	16.8	14.7	2.1	5.0	4.9	0.1
5MMM	9.6	9.1	0.5	15.3	9.7	5.6	4.6	7.5	-2.9	11.5	12.4	-0.9	16.2	13.9	2.3	9.3	9.6	-0.3	1.9	1.2	0.7
NOVA91.9	8.3	7.9	0.4	19.2	18.2	1.0	20.7	21.6	-0.9	14.8	16.0	-1.2	7.7	5.1	2.6	0.9	1.8	-0.9	0.1	0.1	0.0
SAFM	12.0	12.7	-0.7	30.3	33.6	-3.3	29.0	28.0	1.0	19.3	21.5	-2.2	10.8	12.0	-1.2	3.8	4.7	-0.9	0.3	0.2	0.1
ABC891	12.7	11.9	0.8	1.6	1.8	-0.2	0.2	2.7	-2.5	3.1	2.2	0.9	8.7	8.4	0.3	20.1	17.7	2.4	28.9	26.2	2.7
5RN	2.2	2.3	-0.1	0.1	0.6	-0.5	0.2	0.1	0.1	1.3	0.9	0.4	2.5	2.8	-0.3	3.0	3.5	-0.5	3.5	3.4	0.1
NEWSR	2.2	1.6	0.6	0.1	0.3	-0.2	1.5	0.9	0.6	1.8	0.5	1.3	1.3	1.1	0.2	3.2	2.9	0.3	3.5	2.8	0.7
5JJJ	6.6	5.6	1.0	4.1	4.6	-0.5	12.7	10.0	2.7	17.0	13.8	3.2	5.1	5.2	-0.1	0.7	0.9	-0.2	*	*	0.0
ABCFM	3.8	3.9	-0.1	1.3	0.8	0.5	0.8	1.4	-0.6	0.9	0.6	0.3	2.2	1.8	0.4	6.8	5.8	1.0	7.9	9.5	-1.6

## Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	13.9	14.2	-0.3	16.4	18.3	-1.9	12.2	12.7	-0.5	8.0	7.9	0.1	17.7	15.9	1.8	19.9	19.7	0.2	14.3	16.6	-2.3
CRUISE1323	6.0	6.3	-0.3	5.4	5.6	-0.2	6.9	7.6	-0.7	6.5	6.9	-0.4	4.9	5.2	-0.3	5.6	6.1	-0.5	8.7	8.6	0.1
MIX102.3	12.2	13.5	-1.3	10.3	11.4	-1.1	13.9	15.0	-1.1	15.2	16.9	-1.7	11.1	12.3	-1.2	7.3	8.3	-1.0	12.4	11.9	0.5
5MMM	10.1	9.6	0.5	10.7	10.6	0.1	10.5	10.0	0.5	11.3	10.8	0.5	7.9	7.3	0.6	7.8	6.4	1.4	8.0	7.4	0.6
NOVA91.9	8.8	8.5	0.3	8.2	8.1	0.1	8.4	8.1	0.3	10.6	10.1	0.5	8.1	8.6	-0.5	7.8	6.2	1.6	6.7	6.1	0.6
SAFM	12.7	13.3	-0.6	11.1	10.9	0.2	11.7	11.5	0.2	14.0	15.2	-1.2	16.3	17.7	-1.4	9.7	12.6	-2.9	9.9	10.7	-0.8
ABC891	12.5	11.6	0.9	15.8	14.9	0.9	13.5	13.2	0.3	10.3	9.0	1.3	8.9	8.0	0.9	13.2	11.1	2.1	13.2	12.8	0.4
5RN	2.1	2.2	-0.1	3.5	3.7	-0.2	1.4	1.6	-0.2	0.9	1.0	-0.1	1.7	1.7	0.0	3.4	3.6	-0.2	2.6	2.5	0.1
NEWSR	2.1	1.5	0.6	2.5	1.8	0.7	1.8	1.2	0.6	1.6	1.1	0.5	1.5	1.1	0.4	4.0	3.4	0.6	2.5	1.9	0.6
5JJJ	6.9	5.8	1.1	6.0	5.2	0.8	7.1	5.6	1.5	7.9	6.2	1.7	7.4	6.6	0.8	5.2	5.1	0.1	5.5	4.9	0.6
ABCFM	3.6	3.8	-0.2	3.4	3.1	0.3	3.5	4.2	-0.7	3.0	3.6	-0.6	4.9	4.5	0.4	4.2	4.4	-0.2	4.2	4.2	0.0

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

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# Adelaide Radio - Survey #5 2010



## Average Audience (000's) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	1066			116			127			247			247			144			185		
5AA	22	23	-1	*	*	0	1	*	1	2	1	1	5	4	1	4	5	-1	10	12	-2
CRUISE1323	10	11	-1	*	*	0	*	*	0	*	*	0	2	3	-1	3	3	0	4	5	-1
MIX102.3	19	21	-2	1	1	0	1	1	0	3	3	0	7	10	-3	4	4	0	2	2	0
5MMM	15	15	0	1	1	0	1	1	0	4	4	0	6	5	1	2	3	-1	1	*	1
NOVA91.9	13	13	0	2	2	0	3	3	0	5	6	-1	3	2	1	*	*	0	*	*	0
SAFM	19	20	-1	2	3	-1	4	4	0	7	8	-1	4	5	-1	1	1	0	*	*	0
ABC891	20	19	1	*	*	0	*	*	0	1	1	0	3	3	0	5	5	0	10	10	0
5RN	3	4	-1	*	*	0	*	*	0	*	*	0	1	1	0	1	1	0	1	1	0
NEWSR	3	3	0	*	*	0	*	*	0	1	*	1	*	*	0	1	1	0	1	1	0
5JJJ	10	9	1	*	*	0	2	1	1	6	5	1	2	2	0	*	*	0	*	*	0
ABCFM	6	6	0	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	3	4	-1
ALL	154	159	-5	8	9	-1	15	14	1	34	35	-1	36	38	-2	26	27	-1	35	37	-2

## Average Audience (000's) by Session, P10+ [Potential: 1066]

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	23	24	-1	39	45	-6	28	30	-2	15	16	-1	29	26	3	11	11	0	18	22	-4
CRUISE1323	10	11	-1	13	14	-1	16	18	-2	13	14	-1	8	9	-1	3	4	-1	11	11	0
MIX102.3	20	23	-3	24	28	-4	32	36	-4	29	34	-5	18	20	-2	4	5	-1	16	16	0
5MMM	17	16	1	25	26	-1	25	24	1	22	22	0	13	12	1	4	4	0	10	10	0
NOVA91.9	15	15	0	19	20	-1	20	19	1	20	20	0	13	14	-1	4	4	0	8	8	0
SAFM	21	23	-2	26	27	-1	27	28	-1	27	30	-3	27	29	-2	5	7	-2	12	14	-2
ABC891	21	20	1	37	36	1	31	32	-1	20	18	2	15	13	2	7	6	1	17	17	0
5RN	3	4	-1	8	9	-1	3	4	-1	2	2	0	3	3	0	2	2	0	3	3	0
NEWSR	3	3	0	6	4	2	4	3	1	3	2	1	2	2	0	2	2	0	3	2	1
5JJJ	11	10	1	14	13	1	17	13	4	15	12	3	12	11	1	3	3	0	7	6	1
ABCFM	6	6	0	8	8	0	8	10	-2	6	7	-1	8	7	1	2	3	-1	5	6	-1
ALL	166	170	-4	235	244	-9	233	239	-6	192	199	-7	165	166	-1	56	58	-2	125	132	-7

Survey Period: Sun May 9 - Sat Jun 12 and Sun Jun 27 - Sat Jul 31, 2010

# Adelaide Radio - Survey #5 2010



## Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	1066			116			127			247			247			144			185		
5AA	192	193	-1	9	8	1	7	7	0	24	22	2	51	46	5	36	40	-4	65	71	-6
CRUISE1323	122	118	4	4	5	-1	4	6	-2	5	3	2	23	29	-6	41	33	8	45	42	3
MIX102.3	258	273	-15	27	32	-5	28	30	-2	63	59	4	81	91	-10	45	43	2	14	17	-3
5MMM	216	213	3	28	23	5	20	28	-8	66	59	7	72	72	0	23	22	1	7	9	-2
NOVA91.9	230	235	-5	43	43	0	57	60	-3	85	92	-7	38	32	6	4	8	-4	1	1	0
SAFM	283	301	-18	58	63	-5	53	63	-10	94	95	-1	65	65	0	11	13	-2	2	2	0
ABC891	202	200	2	6	8	-2	3	5	-2	29	19	10	38	45	-7	48	47	1	78	77	1
5RN	59	62	-3	1	2	-1	3	1	2	9	7	2	17	17	0	13	14	-1	17	19	-2
NEWSR	72	60	12	2	2	0	8	5	3	14	9	5	15	15	0	14	13	1	20	17	3
5JJJ	140	150	-10	13	13	0	29	30	-1	73	69	4	22	33	-11	3	4	-1	*	1	-1
ABCFM	64	74	-10	3	2	1	4	5	-1	9	9	0	9	13	-4	16	18	-2	23	28	-5
ALL	1009	1008	1	106	109	-3	118	118	0	235	230	5	238	237	1	139	139	0	174	175	-1

## Cumulative Audience (000's) by Session, P10+ [Potential: 1066]

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	175	178	-3	120	132	-12	83	93	-10	83	85	-2	106	98	8	68	77	-9	146	157	-11
CRUISE1323	105	102	3	57	59	-2	57	62	-5	65	67	-2	56	56	0	35	36	-1	91	94	-3
MIX102.3	229	244	-15	131	141	-10	121	129	-8	143	151	-8	126	136	-10	73	71	2	171	181	-10
5MMM	193	186	7	119	119	0	96	95	1	114	114	0	103	93	10	52	46	6	133	127	6
NOVA91.9	212	219	-7	126	134	-8	92	94	-2	122	129	-7	125	125	0	82	79	3	135	133	2
SAFM	265	282	-17	167	172	-5	119	130	-11	163	175	-12	174	181	-7	81	100	-19	190	198	-8
ABC891	185	182	3	140	134	6	105	110	-5	98	104	-6	85	81	4	62	62	0	142	148	-6
5RN	52	54	-2	41	38	3	22	25	-3	25	21	4	21	21	0	16	16	0	41	45	-4
NEWSR	65	55	10	40	32	8	24	18	6	26	20	6	26	20	6	23	21	2	42	37	5
5JJJ	134	141	-7	79	90	-11	67	63	4	77	76	1	81	83	-2	51	51	0	79	94	-15
ABCFM	57	66	-9	35	37	-2	32	40	-8	30	40	-10	33	36	-3	25	25	0	49	54	-5
ALL	985	995	-10	806	829	-23	664	681	-17	725	747	-22	746	748	-2	480	492	-12	868	874	-6

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