



ADELAIDE RADIO - SURVEY 4 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	12.0	0.0	2.3	3.0	-0.7	1.0	1.1	-0.1	2.7	1.8	0.9	13.3	13.6	-0.3	15.0	15.2	-0.2	23.8	23.5	0.3
CRUISE1323	10.4	8.8	1.6	0.4	1.6	-1.2	3.2	1.0	2.2	2.9	2.8	0.1	6.6	5.5	1.1	23.7	17.7	6.0	17.7	16.4	1.3
MIX102.3	14.0	14.3	-0.3	13.8	13.9	-0.1	12.1	10.5	1.6	15.7	17.3	-1.6	16.9	17.8	-0.9	19.2	19.0	0.2	6.0	5.5	0.5
5MMM	8.8	8.5	0.3	8.5	6.5	2.0	8.4	3.9	4.5	7.1	7.2	-0.1	15.9	15.1	0.8	7.6	10.0	-2.4	3.3	2.8	0.5
NOVA91.9	12.5	12.4	0.1	38.6	38.7	-0.1	28.3	30.7	-2.4	19.9	22.0	-2.1	10.8	7.9	2.9	3.5	3.8	-0.3	1.0	0.7	0.3
hit107	6.7	6.0	0.7	18.2	15.2	3.0	13.2	14.8	-1.6	11.0	9.0	2.0	6.7	5.6	1.1	2.0	2.1	-0.1	0.2	0.6	-0.4
ABC891	10.9	12.3	-1.4	1.8	2.6	-0.8	0.6	1.8	-1.2	2.3	2.2	0.1	6.9	7.6	-0.7	11.3	15.0	-3.7	29.4	31.6	-2.2
5RN	1.2	2.0	-0.8	0.2	0.2	0.0	0.4	0.2	0.2	0.9	1.1	-0.2	1.4	2.3	-0.9	1.4	2.8	-1.4	1.6	3.0	-1.4
NEWSR	1.8	2.5	-0.7	2.6	2.4	0.2	0.8	1.2	-0.4	2.0	2.4	-0.4	1.4	1.6	-0.2	1.7	3.8	-2.1	2.1	3.0	-0.9
5JJJ	7.6	8.7	-1.1	5.1	6.2	-1.1	14.7	23.7	-9.0	20.0	19.9	0.1	5.3	8.0	-2.7	2.6	1.8	0.8	0.5	0.4	0.1
ABCFM	3.2	2.7	0.5	0.3	0.8	-0.5	0.5	0.9	-0.4	2.4	1.4	1.0	2.1	2.2	-0.1	2.1	2.1	0.0	7.7	6.1	1.6

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	12.0	12.1	-0.1	13.9	14.1	-0.2	13.2	12.8	0.4	7.6	7.4	0.2	11.2	11.8	-0.6	16.9	17.6	-0.7	12.1	11.7	0.4
CRUISE1323	10.1	8.5	1.6	8.2	6.9	1.3	12.2	10.1	2.1	11.5	10.3	1.2	8.0	7.2	0.8	9.5	7.2	2.3	11.6	9.5	2.1
MIX102.3	14.3	14.5	-0.2	12.0	13.7	-1.7	15.1	14.5	0.6	16.2	16.2	0.0	15.5	15.6	-0.1	11.3	10.4	0.9	12.9	13.8	-0.9
5MMM	8.8	8.4	0.4	9.0	7.7	1.3	9.2	8.2	1.0	9.6	9.7	-0.1	8.2	8.4	-0.2	6.0	7.2	-1.2	8.8	8.7	0.1
NOVA91.9	12.5	12.6	-0.1	11.4	12.1	-0.7	10.1	11.2	-1.1	14.0	14.1	-0.1	15.1	14.3	0.8	13.1	10.5	2.6	12.6	12.0	0.6
hit107	7.0	6.2	0.8	5.9	5.3	0.6	6.6	6.4	0.2	8.4	7.3	1.1	8.1	6.6	1.5	5.6	4.4	1.2	5.5	5.5	0.0
ABC891	10.7	12.4	-1.7	16.1	18.4	-2.3	10.1	11.6	-1.5	6.6	7.8	-1.2	8.0	9.6	-1.6	13.9	14.3	-0.4	11.4	12.1	-0.7
5RN	1.2	2.0	-0.8	1.9	2.6	-0.7	1.0	1.8	-0.8	0.6	1.4	-0.8	1.1	2.2	-1.1	1.1	1.9	-0.8	1.4	2.1	-0.7
NEWSR	1.7	2.4	-0.7	2.4	2.9	-0.5	0.9	2.1	-1.2	1.4	2.1	-0.7	1.2	1.6	-0.4	3.2	3.9	-0.7	2.1	2.6	-0.5
5JJJ	8.1	9.1	-1.0	7.7	7.5	0.2	8.0	9.7	-1.7	9.1	10.5	-1.4	9.2	9.8	-0.6	5.0	7.6	-2.6	5.8	7.4	-1.6
ABCFM	3.2	2.7	0.5	3.4	3.3	0.1	3.1	2.0	1.1	2.9	2.2	0.7	3.8	3.5	0.3	2.5	2.8	-0.3	3.2	2.8	0.4