



# 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