



ADELAIDE RADIO - SURVEY 7 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	9.9	11.5	-1.6	3.9	2.3	1.6	1.0	1.5	-0.5	2.9	3.5	-0.6	7.7	8.9	-1.2	15.2	16.0	-0.8	19.8	24.4	-4.6
CRUISE1323	8.7	8.2	0.5	2.1	1.2	0.9	3.9	2.2	1.7	4.0	2.1	1.9	6.5	5.6	0.9	14.8	14.9	-0.1	14.3	15.5	-1.2
MIX102.3	14.7	15.2	-0.5	16.3	12.4	3.9	13.8	16.8	-3.0	13.7	13.4	0.3	17.1	18.8	-1.7	21.9	21.0	0.9	7.5	8.9	-1.4
5MMM	9.1	8.8	0.3	6.9	6.0	0.9	7.4	7.0	0.4	9.0	7.7	1.3	13.9	15.2	-1.3	10.9	10.2	0.7	3.8	3.3	0.5
NOVA91.9	10.1	10.5	-0.4	41.3	37.6	3.7	19.5	21.4	-1.9	15.4	16.5	-1.1	8.5	9.1	-0.6	1.5	2.2	-0.7	0.8	0.6	0.2
hit107	9.0	9.3	-0.3	11.7	18.8	-7.1	26.5	21.8	4.7	17.2	16.7	0.5	8.0	8.1	-0.1	2.9	4.1	-1.2	*	0.3	*
ABC891	10.3	10.1	0.2	0.7	1.5	-0.8	1.6	4.0	-2.4	2.8	2.4	0.4	4.8	8.1	-3.3	11.9	10.5	1.4	27.7	23.3	4.4
5RN	2.5	2.9	-0.4	0.2	0.1	0.1	1.1	0.7	0.4	0.7	1.0	-0.3	3.0	3.5	-0.5	3.1	3.3	-0.2	4.0	5.3	-1.3
NEWSR	1.8	1.9	-0.1	0.3	3.1	-2.8	0.4	0.5	-0.1	1.7	1.6	0.1	0.9	2.0	-1.1	2.2	1.4	0.8	3.7	2.8	0.9
5JJJ	7.2	7.2	0.0	4.6	4.0	0.6	10.2	9.3	0.9	18.4	21.7	-3.3	8.1	6.0	2.1	1.3	2.9	-1.6	0.4	0.4	0.0
ABCFM	3.9	2.9	1.0	*	0.9	*	0.6	1.2	-0.6	0.7	0.9	-0.2	3.1	1.7	1.4	3.6	2.4	1.2	10.2	7.5	2.7

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	10.1	11.5	-1.4	12.6	13.2	-0.6	9.1	11.3	-2.2	6.6	7.8	-1.2	10.9	12.7	-1.8	13.1	14.8	-1.7	9.3	11.7	-2.4
CRUISE1323	8.0	7.7	0.3	7.3	7.4	-0.1	9.6	9.4	0.2	9.2	9.0	0.2	6.0	5.2	0.8	6.5	6.0	0.5	10.9	9.9	1.0
MIX102.3	14.8	15.5	-0.7	14.5	15.3	-0.8	15.2	16.1	-0.9	15.7	16.3	-0.6	15.3	15.9	-0.6	11.4	11.4	0.0	14.5	14.6	-0.1
5MMM	9.6	9.2	0.4	9.5	9.6	-0.1	10.1	9.1	1.0	11.3	10.9	0.4	8.1	7.2	0.9	7.3	7.7	-0.4	7.5	7.3	0.2
NOVA91.9	10.1	10.3	-0.2	9.8	9.5	0.3	8.2	8.3	-0.1	10.0	10.8	-0.8	12.3	12.7	-0.4	11.2	11.1	0.1	10.2	11.0	-0.8
hit107	9.6	9.8	-0.2	6.7	7.3	-0.6	10.0	10.5	-0.5	12.0	11.8	0.2	11.7	11.3	0.4	6.8	6.7	0.1	7.2	7.6	-0.4
ABC891	10.3	9.8	0.5	14.5	13.5	1.0	10.6	9.8	0.8	7.6	7.0	0.6	6.7	6.4	0.3	10.7	12.9	-2.2	10.3	11.3	-1.0
5RN	2.4	2.9	-0.5	3.7	4.0	-0.3	2.0	2.6	-0.6	1.3	1.8	-0.5	2.3	2.9	-0.6	3.1	3.3	-0.2	2.5	3.0	-0.5
NEWSR	1.7	1.8	-0.1	2.5	2.8	-0.3	1.1	1.0	0.1	1.2	1.3	-0.1	1.7	1.7	0.0	2.3	2.8	-0.5	2.1	2.3	-0.2
5JJJ	7.6	7.7	-0.1	6.8	6.9	-0.1	8.2	8.0	0.2	8.7	8.6	0.1	7.1	8.8	-1.7	5.9	4.4	1.5	6.1	5.8	0.3
ABCFM	3.6	2.7	0.9	2.9	2.2	0.7	3.7	2.7	1.0	2.9	2.5	0.4	4.3	3.5	0.8	5.9	3.4	2.5	4.9	3.6	1.3