



ADELAIDE RADIO - SURVEY 3 2017

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	12.3	11.6	0.7	1.1	1.1	0.0	0.1	*	*	3.4	3.3	0.1	6.6	9.1	-2.5	15.4	12.5	2.9	30.2	27.2	3.0
CRUISE1323	9.9	10.0	-0.1	5.0	5.3	-0.3	3.1	4.8	-1.7	3.6	3.6	0.0	8.9	8.1	0.8	14.2	14.1	0.1	17.0	17.1	-0.1
MIX102.3	12.1	12.5	-0.4	16.1	16.8	-0.7	11.4	15.0	-3.6	10.2	13.4	-3.2	18.4	17.5	0.9	15.4	12.3	3.1	4.6	5.0	-0.4
5MMM	10.2	9.8	0.4	7.3	6.7	0.6	6.3	4.0	2.3	12.6	11.6	1.0	15.9	15.9	0.0	13.3	12.4	0.9	3.1	3.1	0.0
NOVA91.9	9.8	10.6	-0.8	36.0	35.9	0.1	23.2	27.7	-4.5	14.8	17.8	-3.0	7.2	7.7	-0.5	2.6	3.1	-0.5	0.8	0.3	0.5
HIT 107	9.0	8.0	1.0	10.8	14.6	-3.8	26.6	20.8	5.8	20.6	19.2	1.4	5.5	3.7	1.8	3.3	3.6	-0.3	0.2	*	*
ABC ADE	11.1	11.8	-0.7	1.5	0.2	1.3	1.2	1.0	0.2	1.4	1.5	-0.1	7.8	8.8	-1.0	17.7	17.0	0.7	24.0	26.2	-2.2
5RN	2.2	1.9	0.3	0.1	0.5	-0.4	0.7	0.5	0.2	0.3	0.6	-0.3	1.4	1.5	-0.1	4.0	3.1	0.9	4.5	3.5	1.0
ABC NEWS	1.9	2.2	-0.3	0.4	1.4	-1.0	0.7	*	*	1.0	1.7	-0.7	2.6	3.2	-0.6	2.3	3.0	-0.7	2.6	2.0	0.6
5JJJ	7.1	6.6	0.5	12.0	6.9	5.1	13.7	11.3	2.4	11.5	10.2	1.3	10.0	11.2	-1.2	1.8	2.4	-0.6	0.6	0.6	0.0
ABCFM	2.8	3.5	-0.7	0.5	0.3	0.2	0.5	0.5	0.0	2.1	1.2	0.9	2.7	2.2	0.5	3.3	6.1	-2.8	4.6	6.4	-1.8

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	12.4	11.8	0.6	14.6	14.5	0.1	14.3	13.4	0.9	7.5	7.4	0.1	11.5	10.6	0.9	16.6	14.1	2.5	12.3	11.0	1.3
CRUISE1323	9.5	9.6	-0.1	8.0	7.7	0.3	11.2	11.7	-0.5	11.5	11.4	0.1	8.3	8.3	0.0	6.8	7.6	-0.8	11.1	11.2	-0.1
MIX102.3	12.1	12.9	-0.8	11.1	12.1	-1.0	13.0	13.9	-0.9	13.8	14.4	-0.6	10.8	11.7	-0.9	10.8	10.9	-0.1	11.9	11.1	0.8
5MMM	10.6	10.7	-0.1	10.5	10.3	0.2	9.6	11.0	-1.4	12.1	13.0	-0.9	11.1	9.8	1.3	8.0	6.2	1.8	9.0	7.0	2.0
NOVA91.9	9.6	10.4	-0.8	10.0	10.0	0.0	7.4	8.7	-1.3	9.2	9.9	-0.7	12.1	13.4	-1.3	10.8	12.1	-1.3	10.1	11.1	-1.0
HIT 107	9.5	8.1	1.4	7.5	6.1	1.4	10.1	7.8	2.3	11.4	9.2	2.2	10.7	10.0	0.7	6.7	8.7	-2.0	7.4	7.7	-0.3
ABC ADE	11.2	11.7	-0.5	15.2	15.7	-0.5	10.6	11.1	-0.5	8.9	9.0	-0.1	7.7	7.7	0.0	13.2	15.0	-1.8	11.1	12.2	-1.1
5RN	2.2	1.8	0.4	3.2	2.8	0.4	1.5	1.3	0.2	1.0	0.9	0.1	2.7	2.0	0.7	2.9	2.0	0.9	2.4	2.4	0.0
ABC NEWS	1.8	2.0	-0.2	2.9	3.6	-0.7	0.7	0.8	-0.1	1.6	1.2	0.4	1.4	1.2	0.2	2.3	3.8	-1.5	2.2	2.9	-0.7
5JJJ	7.2	6.9	0.3	6.6	7.5	-0.9	7.2	6.2	1.0	7.4	6.2	1.2	8.6	8.6	0.0	5.3	5.2	0.1	6.8	5.8	1.0
ABCFM	2.7	3.2	-0.5	3.1	3.0	0.1	2.7	3.5	-0.8	2.8	3.6	-0.8	2.2	3.1	-0.9	2.3	2.4	-0.1	3.3	4.1	-0.8