



ADELAIDE RADIO - SURVEY 7 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	10.9	10.8	0.1	1.6	0.9	0.7	0.1	0.1	0.0	1.9	2.9	-1.0	7.7	6.3	1.4	13.0	11.5	1.5	25.6	26.5	-0.9
CRUISE1323	7.9	9.5	-1.6	1.2	0.5	0.7	1.8	5.2	-3.4	1.3	4.5	-3.2	5.4	8.3	-2.9	18.5	15.3	3.2	12.2	14.4	-2.2
MIX102.3	11.8	12.4	-0.6	12.7	15.6	-2.9	13.0	15.4	-2.4	12.1	10.9	1.2	17.2	18.4	-1.2	12.7	14.5	-1.8	5.1	4.5	0.6
5MMM	10.0	10.7	-0.7	4.9	5.5	-0.6	6.9	8.2	-1.3	13.8	14.6	-0.8	16.5	18.2	-1.7	12.8	11.1	1.7	1.2	2.3	-1.1
NOVA91.9	11.2	11.0	0.2	42.8	41.5	1.3	23.0	22.9	0.1	16.2	14.6	1.6	10.1	11.0	-0.9	4.2	3.8	0.4	1.1	1.0	0.1
HIT 107	9.8	8.0	1.8	17.1	14.0	3.1	22.3	23.4	-1.1	19.0	16.3	2.7	9.8	6.1	3.7	4.1	3.4	0.7	0.5	0.4	0.1
ABC ADE	10.4	11.6	-1.2	1.0	0.6	0.4	1.2	1.8	-0.6	2.1	2.0	0.1	4.5	6.1	-1.6	12.0	13.9	-1.9	27.1	28.5	-1.4
5RN	2.6	1.8	0.8	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	1.0	0.5	0.5	5.9	6.1	-0.2	4.9	2.4	2.5
ABC NEWS	2.2	1.8	0.4	3.7	3.2	0.5	0.4	0.8	-0.4	1.4	1.0	0.4	1.8	1.6	0.2	2.6	3.1	-0.5	3.0	1.8	1.2
5JJJ	5.2	5.6	-0.4	5.1	4.7	0.4	11.2	10.4	0.8	11.5	11.2	0.3	5.2	7.2	-2.0	2.7	3.4	-0.7	0.3	0.2	0.1
ABCFM	3.3	3.7	-0.4	1.8	1.9	-0.1	0.3	0.1	0.2	2.0	1.4	0.6	1.4	1.7	-0.3	2.5	2.9	-0.4	8.1	9.7	-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	11.3	11.2	0.1	12.6	12.4	0.2	11.3	12.2	-0.9	8.0	7.7	0.3	11.5	11.6	-0.1	16.9	14.6	2.3	9.8	9.5	0.3
CRUISE1323	7.2	9.3	-2.1	6.6	6.9	-0.3	8.7	12.4	-3.7	7.9	10.9	-3.0	6.0	8.1	-2.1	5.9	6.9	-1.0	10.0	10.0	0.0
MIX102.3	11.8	12.2	-0.4	12.2	12.1	0.1	11.6	11.7	-0.1	12.4	13.0	-0.6	11.2	11.9	-0.7	10.7	11.2	-0.5	11.9	13.1	-1.2
5MMM	11.3	11.7	-0.4	11.0	11.4	-0.4	12.8	13.4	-0.6	13.3	13.7	-0.4	9.7	9.6	0.1	6.7	7.0	-0.3	6.0	7.6	-1.6
NOVA91.9	10.8	10.9	-0.1	9.9	11.0	-1.1	9.2	8.0	1.2	11.1	11.0	0.1	13.2	14.4	-1.2	11.6	10.2	1.4	12.5	11.4	1.1
HIT 107	10.1	8.3	1.8	8.8	6.8	2.0	10.4	8.7	1.7	11.8	9.7	2.1	11.0	9.1	1.9	6.3	6.2	0.1	8.8	7.1	1.7
ABC ADE	10.3	11.7	-1.4	14.6	16.2	-1.6	10.8	10.3	0.5	7.2	9.1	-1.9	7.2	8.4	-1.2	11.5	15.3	-3.8	10.7	11.2	-0.5
5RN	2.6	1.7	0.9	2.8	1.9	0.9	2.3	1.5	0.8	1.9	1.2	0.7	3.1	1.9	1.2	3.6	2.6	1.0	2.6	2.1	0.5
ABC NEWS	2.0	1.6	0.4	3.5	2.8	0.7	1.2	0.9	0.3	1.1	0.9	0.2	1.1	1.1	0.0	3.8	2.7	1.1	2.7	2.5	0.2
5JJJ	5.3	5.6	-0.3	5.3	6.1	-0.8	4.6	5.2	-0.6	5.1	5.3	-0.2	6.9	6.5	0.4	4.7	4.9	-0.2	4.8	5.6	-0.8
ABCFM	3.1	3.7	-0.6	3.5	3.6	-0.1	3.3	4.3	-1.0	2.5	3.0	-0.5	3.3	3.9	-0.6	3.1	4.1	-1.0	3.8	3.8	0.0