



ADELAIDE RADIO - SURVEY 8 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	11.7	10.9	0.8	2.3	1.6	0.7	1.6	0.1	1.5	1.6	1.9	-0.3	9.0	7.7	1.3	13.1	13.0	0.1	27.5	25.6	1.9
CRUISE1323	9.4	7.9	1.5	3.8	1.2	2.6	2.9	1.8	1.1	2.1	1.3	0.8	7.2	5.4	1.8	16.9	18.5	-1.6	16.2	12.2	4.0
MIX102.3	12.3	11.8	0.5	11.7	12.7	-1.0	17.2	13.0	4.2	12.3	12.1	0.2	14.2	17.2	-3.0	16.8	12.7	4.1	5.7	5.1	0.6
5MMM	9.3	10.0	-0.7	6.2	4.9	1.3	5.9	6.9	-1.0	7.9	13.8	-5.9	16.1	16.5	-0.4	14.2	12.8	1.4	2.1	1.2	0.9
NOVA91.9	12.0	11.2	0.8	43.6	42.8	0.8	23.0	23.0	0.0	19.5	16.2	3.3	10.4	10.1	0.3	5.0	4.2	0.8	0.7	1.1	-0.4
HIT 107	9.0	9.8	-0.8	12.1	17.1	-5.0	21.0	22.3	-1.3	19.0	19.0	0.0	8.1	9.8	-1.7	3.8	4.1	-0.3	0.6	0.5	0.1
ABC ADE	8.7	10.4	-1.7	0.5	1.0	-0.5	0.6	1.2	-0.6	1.8	2.1	-0.3	6.0	4.5	1.5	11.1	12.0	-0.9	20.3	27.1	-6.8
5RN	2.7	2.6	0.1	0.4	0.2	0.2	0.2	0.4	-0.2	0.4	0.4	0.0	2.1	1.0	1.1	4.2	5.9	-1.7	5.7	4.9	0.8
ABC NEWS	1.7	2.2	-0.5	1.6	3.7	-2.1	0.7	0.4	0.3	0.9	1.4	-0.5	1.7	1.8	-0.1	1.8	2.6	-0.8	2.6	3.0	-0.4
5JJJ	6.6	5.2	1.4	6.6	5.1	1.5	9.2	11.2	-2.0	17.1	11.5	5.6	7.2	5.2	2.0	1.5	2.7	-1.2	0.3	0.3	0.0
ABCFM	2.7	3.3	-0.6	0.4	1.8	-1.4	0.5	0.3	0.2	2.1	2.0	0.1	0.9	1.4	-0.5	1.0	2.5	-1.5	7.8	8.1	-0.3

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	11.8	11.3	0.5	14.9	12.6	2.3	11.5	11.3	0.2	7.2	8.0	-0.8	10.1	11.5	-1.4	19.6	16.9	2.7	11.2	9.8	1.4
CRUISE1323	8.8	7.2	1.6	7.3	6.6	0.7	11.0	8.7	2.3	11.1	7.9	3.2	7.2	6.0	1.2	5.3	5.9	-0.6	11.4	10.0	1.4
MIX102.3	12.5	11.8	0.7	11.8	12.2	-0.4	12.7	11.6	1.1	13.8	12.4	1.4	12.8	11.2	1.6	9.8	10.7	-0.9	11.8	11.9	-0.1
5MMM	10.2	11.3	-1.1	10.7	11.0	-0.3	11.1	12.8	-1.7	11.2	13.3	-2.1	8.7	9.7	-1.0	6.5	6.7	-0.2	6.6	6.0	0.6
NOVA91.9	11.7	10.8	0.9	10.2	9.9	0.3	10.0	9.2	0.8	12.2	11.1	1.1	15.3	13.2	2.1	12.0	11.6	0.4	13.1	12.5	0.6
HIT 107	9.3	10.1	-0.8	8.8	8.8	0.0	9.4	10.4	-1.0	10.3	11.8	-1.5	10.2	11.0	-0.8	6.8	6.3	0.5	8.0	8.8	-0.8
ABC ADE	8.6	10.3	-1.7	12.6	14.6	-2.0	8.9	10.8	-1.9	5.5	7.2	-1.7	6.0	7.2	-1.2	9.3	11.5	-2.2	9.1	10.7	-1.6
5RN	2.7	2.6	0.1	3.9	2.8	1.1	2.0	2.3	-0.3	1.7	1.9	-0.2	3.0	3.1	-0.1	3.4	3.6	-0.2	2.7	2.6	0.1
ABC NEWS	1.7	2.0	-0.3	2.8	3.5	-0.7	0.9	1.2	-0.3	1.0	1.1	-0.1	1.1	1.1	0.0	3.3	3.8	-0.5	1.8	2.7	-0.9
5JJJ	6.8	5.3	1.5	6.2	5.3	0.9	6.9	4.6	2.3	6.8	5.1	1.7	8.0	6.9	1.1	5.7	4.7	1.0	6.2	4.8	1.4
ABCFM	2.5	3.1	-0.6	2.3	3.5	-1.2	2.5	3.3	-0.8	2.3	2.5	-0.2	3.2	3.3	-0.1	2.3	3.1	-0.8	3.5	3.8	-0.3