



# ADELAIDE RADIO - SURVEY 4 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	12.3	-0.6	0.5	1.1	-0.6	0.4	0.1	0.3	4.6	3.4	1.2	6.0	6.6	-0.6	14.5	15.4	-0.9	27.5	30.2	-2.7
CRUISE1323	8.3	9.9	-1.6	0.8	5.0	-4.2	1.0	3.1	-2.1	1.3	3.6	-2.3	7.6	8.9	-1.3	13.9	14.2	-0.3	14.8	17.0	-2.2
MIX102.3	12.8	12.1	0.7	19.0	16.1	2.9	7.2	11.4	-4.2	10.2	10.2	0.0	19.5	18.4	1.1	18.5	15.4	3.1	4.5	4.6	-0.1
5MMM	10.9	10.2	0.7	4.1	7.3	-3.2	7.0	6.3	0.7	14.0	12.6	1.4	19.0	15.9	3.1	11.1	13.3	-2.2	3.4	3.1	0.3
NOVA91.9	9.7	9.8	-0.1	35.0	36.0	-1.0	20.4	23.2	-2.8	14.5	14.8	-0.3	9.6	7.2	2.4	3.0	2.6	0.4	0.8	0.8	0.0
HIT 107	10.1	9.0	1.1	14.7	10.8	3.9	32.9	26.6	6.3	21.7	20.6	1.1	7.2	5.5	1.7	3.0	3.3	-0.3	0.5	0.2	0.3
ABC ADE	10.5	11.1	-0.6	2.5	1.5	1.0	2.8	1.2	1.6	1.7	1.4	0.3	3.5	7.8	-4.3	16.7	17.7	-1.0	24.5	24.0	0.5
5RN	2.5	2.2	0.3	0.4	0.1	0.3	0.4	0.7	-0.3	0.1	0.3	-0.2	1.0	1.4	-0.4	5.2	4.0	1.2	5.3	4.5	0.8
ABC NEWS	1.7	1.9	-0.2	0.5	0.4	0.1	1.4	0.7	0.7	0.6	1.0	-0.4	1.4	2.6	-1.2	3.0	2.3	0.7	2.3	2.6	-0.3
5JJJ	6.8	7.1	-0.3	10.5	12.0	-1.5	14.8	13.7	1.1	14.0	11.5	2.5	7.2	10.0	-2.8	2.7	1.8	0.9	0.2	0.6	-0.4
ABCFM	3.6	2.8	0.8	1.6	0.5	1.1	0.6	0.5	0.1	1.8	2.1	-0.3	2.6	2.7	-0.1	2.1	3.3	-1.2	8.4	4.6	3.8

## 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	11.9	12.4	-0.5	13.0	14.6	-1.6	13.7	14.3	-0.6	8.5	7.5	1.0	10.7	11.5	-0.8	16.5	16.6	-0.1	11.1	12.3	-1.2
CRUISE1323	8.0	9.5	-1.5	6.4	8.0	-1.6	10.0	11.2	-1.2	9.7	11.5	-1.8	6.4	8.3	-1.9	5.1	6.8	-1.7	9.3	11.1	-1.8
MIX102.3	12.8	12.1	0.7	11.5	11.1	0.4	13.6	13.0	0.6	14.6	13.8	0.8	12.0	10.8	1.2	10.4	10.8	-0.4	12.8	11.9	0.9
5MMM	11.5	10.6	0.9	11.4	10.5	0.9	11.6	9.6	2.0	13.6	12.1	1.5	10.6	11.1	-0.5	7.4	8.0	-0.6	9.2	9.0	0.2
NOVA91.9	9.5	9.6	-0.1	9.2	10.0	-0.8	6.6	7.4	-0.8	9.7	9.2	0.5	12.7	12.1	0.6	10.5	10.8	-0.3	10.5	10.1	0.4
HIT 107	10.6	9.5	1.1	9.8	7.5	2.3	10.7	10.1	0.6	11.7	11.4	0.3	11.8	10.7	1.1	7.8	6.7	1.1	8.5	7.4	1.1
ABC ADE	10.5	11.2	-0.7	14.7	15.2	-0.5	10.4	10.6	-0.2	7.8	8.9	-1.1	7.2	7.7	-0.5	12.8	13.2	-0.4	10.4	11.1	-0.7
5RN	2.5	2.2	0.3	3.6	3.2	0.4	1.6	1.5	0.1	1.3	1.0	0.3	3.1	2.7	0.4	3.9	2.9	1.0	2.6	2.4	0.2
ABC NEWS	1.6	1.8	-0.2	2.7	2.9	-0.2	0.7	0.7	0.0	1.3	1.6	-0.3	1.5	1.4	0.1	1.8	2.3	-0.5	1.8	2.2	-0.4
5JJJ	6.8	7.2	-0.4	5.9	6.6	-0.7	6.5	7.2	-0.7	7.0	7.4	-0.4	8.8	8.6	0.2	5.5	5.3	0.2	6.9	6.8	0.1
ABCFM	3.4	2.7	0.7	3.4	3.1	0.3	3.4	2.7	0.7	3.5	2.8	0.7	3.4	2.2	1.2	3.5	2.3	1.2	4.0	3.3	0.7