



ADELAIDE RADIO - SURVEY 1 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	11.3	10.1	1.2	2.0	2.2	-0.2	0.8	*	*	4.8	3.4	1.4	6.4	8.4	-2.0	15.0	8.1	6.9	24.6	22.6	2.0
CRUISE1323	8.6	8.4	0.2	0.9	1.0	-0.1	2.0	0.6	1.4	4.5	2.2	2.3	7.2	4.3	2.9	12.7	19.3	-6.6	14.7	14.9	-0.2
MIX102.3	12.0	12.9	-0.9	17.4	17.3	0.1	7.4	9.7	-2.3	12.2	10.7	1.5	19.3	19.9	-0.6	12.4	15.6	-3.2	4.5	7.0	-2.5
5MMM	9.2	10.0	-0.8	7.2	7.7	-0.5	4.1	10.3	-6.2	9.0	10.8	-1.8	17.4	17.4	0.0	11.1	12.2	-1.1	2.4	2.1	0.3
NOVA91.9	10.3	10.1	0.2	35.2	34.6	0.6	25.4	17.6	7.8	17.0	15.0	2.0	7.3	11.3	-4.0	3.1	4.4	-1.3	0.9	1.1	-0.2
HIT 107	8.8	10.9	-2.1	15.4	14.1	1.3	20.2	24.3	-4.1	21.9	27.1	-5.2	4.6	7.4	-2.8	3.2	3.6	-0.4	0.4	0.8	-0.4
891 ABC	10.9	11.9	-1.0	1.1	2.0	-0.9	0.1	0.4	-0.3	1.6	3.0	-1.4	5.0	6.7	-1.7	15.6	17.3	-1.7	27.2	25.8	1.4
5RN	2.5	2.8	-0.3	0.6	1.2	-0.6	1.0	0.2	0.8	1.7	1.5	0.2	3.1	0.9	2.2	3.0	4.0	-1.0	3.2	6.0	-2.8
NEWSR	1.9	1.9	0.0	1.0	6.5	-5.5	*	0.5	*	1.3	0.8	0.5	2.0	2.9	-0.9	2.9	1.9	1.0	2.5	1.3	1.2
5JJJ	9.2	5.7	3.5	6.9	3.5	3.4	27.2	18.1	9.1	14.8	11.2	3.6	12.8	5.5	7.3	2.4	2.3	0.1	0.8	0.5	0.3
ABCFM	3.8	4.0	-0.2	0.2	2.8	-2.6	1.7	1.0	0.7	0.3	1.4	-1.1	2.6	0.8	1.8	6.3	2.9	3.4	7.7	10.6	-2.9

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	10.6	1.2	14.7	13.0	1.7	12.6	12.4	0.2	8.8	7.6	1.2	9.9	8.7	1.2	12.8	11.3	1.5	9.6	8.6	1.0
CRUISE1323	8.3	7.9	0.4	5.8	6.1	-0.3	10.1	8.6	1.5	9.6	9.9	-0.3	7.7	7.6	0.1	8.3	6.8	1.5	9.8	10.2	-0.4
MIX102.3	12.1	12.8	-0.7	11.5	11.2	0.3	12.5	16.0	-3.5	13.2	15.6	-2.4	12.1	9.4	2.7	10.1	8.6	1.5	11.5	13.3	-1.8
5MMM	9.7	10.6	-0.9	9.4	9.7	-0.3	11.7	10.9	0.8	11.9	12.3	-0.4	6.8	11.1	-4.3	5.1	6.9	-1.8	7.4	7.9	-0.5
NOVA91.9	10.0	10.1	-0.1	9.4	8.7	0.7	8.7	9.1	-0.4	9.8	10.8	-1.0	12.7	11.9	0.8	11.1	11.1	0.0	11.1	10.3	0.8
HIT 107	9.2	11.4	-2.2	6.7	9.4	-2.7	8.8	11.2	-2.4	10.7	13.0	-2.3	11.2	13.2	-2.0	9.9	9.3	0.6	7.5	9.2	-1.7
891 ABC	10.7	12.1	-1.4	16.3	16.8	-0.5	10.2	10.7	-0.5	7.2	8.0	-0.8	7.6	10.9	-3.3	11.0	16.4	-5.4	11.7	11.1	0.6
5RN	2.4	2.6	-0.2	3.3	3.8	-0.5	1.9	2.2	-0.3	1.4	1.9	-0.5	3.0	2.2	0.8	2.6	3.4	-0.8	2.8	3.4	-0.6
NEWSR	1.8	1.9	-0.1	3.3	3.6	-0.3	0.9	0.9	0.0	0.8	0.9	-0.1	1.1	1.2	-0.1	3.7	3.5	0.2	2.4	2.1	0.3
5JJJ	9.5	6.0	3.5	8.2	5.9	2.3	8.3	5.0	3.3	10.6	6.1	4.5	12.2	7.6	4.6	8.7	5.0	3.7	8.2	4.9	3.3
ABCFM	3.6	3.8	-0.2	3.6	4.4	-0.8	3.5	3.9	-0.4	3.4	3.2	0.2	4.2	4.2	0.0	3.7	3.4	0.3	4.3	4.6	-0.3