

ADELAIDE RADIO - SURVEY 5 2016

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	11.6	-0.3	0.4	4.5	-4.1	2.1	1.5	0.6	2.0	1.5	0.5	7.0	5.4	1.6	14.0	14.8	-0.8	26.3	28.4	-2.1
CRUISE1323	8.2	8.0	0.2	2.8	4.6	-1.8	5.5	1.2	4.3	1.5	2.1	-0.6	4.5	5.7	-1.2	16.4	15.0	1.4	13.8	13.0	0.8
MIX102.3	14.5	12.6	1.9	13.1	11.3	1.8	9.6	9.6	0.0	16.6	14.1	2.5	20.6	18.3	2.3	18.4	15.0	3.4	6.0	5.7	0.3
5MMM	9.7	9.3	0.4	8.2	6.9	1.3	7.4	3.3	4.1	10.1	8.3	1.8	17.4	18.1	-0.7	9.2	12.3	-3.1	2.9	2.0	0.9
NOVA91.9	9.9	11.2	-1.3	37.8	37.7	0.1	19.8	24.2	-4.4	15.0	18.7	-3.7	9.6	10.9	-1.3	3.8	2.2	1.6	0.7	0.4	0.3
HIT 107	9.1	9.1	0.0	21.2	14.0	7.2	24.9	28.0	-3.1	18.1	18.3	-0.2	8.8	8.3	0.5	1.5	2.2	-0.7	0.4	0.1	0.3
ABC891	10.9	11.0	-0.1	2.2	2.4	-0.2	1.9	1.5	0.4	3.8	3.7	0.1	6.0	5.7	0.3	14.4	17.2	-2.8	23.9	23.1	0.8
5RN	3.3	3.2	0.1	0.8	1.5	-0.7	0.3	0.5	-0.2	0.2	0.3	-0.1	4.7	4.0	0.7	4.4	3.1	1.3	4.9	6.2	-1.3
NEWSR	2.2	2.2	0.0	1.7	1.7	0.0	1.0	0.8	0.2	2.3	2.4	-0.1	0.7	0.9	-0.2	2.4	2.8	-0.4	4.2	3.4	0.8
5JJJ	4.9	5.4	-0.5	4.2	4.4	-0.2	16.2	16.9	-0.7	9.6	12.2	-2.6	4.6	5.4	-0.8	2.0	0.6	1.4	0.3	0.2	0.1
ABCFM	4.0	4.4	-0.4	0.6	0.5	0.1	1.4	0.9	0.5	1.4	1.0	0.4	1.6	2.0	-0.4	2.8	5.1	-2.3	10.9	11.1	-0.2

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	11.2	11.9	-0.7	11.0	13.1	-2.1	14.2	14.1	0.1	8.7	9.2	-0.5	10.5	10.8	-0.3	13.2	12.6	0.6	11.6	10.8	0.8
CRUISE1323	7.8	7.5	0.3	6.4	6.2	0.2	9.5	9.0	0.5	9.4	9.1	0.3	6.2	6.5	-0.3	6.1	5.8	0.3	9.7	9.3	0.4
MIX102.3	14.7	12.6	2.1	13.5	11.4	2.1	15.1	11.9	3.2	18.0	14.9	3.1	12.4	12.4	0.0	12.3	12.4	-0.1	14.1	12.6	1.5
5MMM	9.9	9.3	0.6	10.1	9.4	0.7	9.5	9.8	-0.3	9.2	9.9	-0.7	11.6	8.5	3.1	8.6	7.8	0.8	9.3	9.2	0.1
NOVA91.9	9.8	11.2	-1.4	10.4	11.7	-1.3	7.7	9.6	-1.9	10.0	11.0	-1.0	12.2	13.6	-1.4	7.9	10.0	-2.1	10.1	11.2	-1.1
HIT 107	9.8	9.6	0.2	8.6	7.6	1.0	9.9	9.6	0.3	10.9	10.9	0.0	11.5	12.9	-1.4	7.3	6.4	0.9	6.9	7.4	-0.5
ABC891	11.0	11.2	-0.2	16.3	16.6	-0.3	10.2	10.8	-0.6	7.5	7.3	0.2	8.1	7.8	0.3	12.0	13.4	-1.4	10.9	10.6	0.3
5RN	3.4	3.2	0.2	4.8	4.7	0.1	3.0	2.7	0.3	2.2	2.2	0.0	3.3	2.9	0.4	3.2	3.7	-0.5	3.2	3.2	0.0
NEWSR	2.2	2.0	0.2	2.8	2.6	0.2	1.6	1.2	0.4	1.1	1.5	-0.4	1.6	1.6	0.0	5.9	4.3	1.6	2.4	2.7	-0.3
5JJJ	5.0	5.6	-0.6	4.6	5.4	-0.8	4.3	5.5	-1.2	5.6	6.2	-0.6	6.0	6.3	-0.3	4.2	4.3	-0.1	4.6	4.7	-0.1
ABCFM	3.9	4.2	-0.3	3.4	4.1	-0.7	3.9	4.3	-0.4	3.9	4.0	-0.1	4.4	4.4	0.0	4.6	4.2	0.4	4.5	5.1	-0.6