

# Adelaide Radio - Survey #4 2010



## Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.7	13.9	0.8	5.8	3.9	1.9	2.9	1.0	1.9	3.8	4.3	-0.5	11.4	9.0	2.4	20.0	22.8	-2.8	31.2	28.0	3.2
CRUISE1323	6.9	7.4	-0.5	1.9	3.0	-1.1	1.4	1.0	0.4	0.8	0.5	0.3	7.2	9.0	-1.8	10.4	11.5	-1.1	13.0	12.4	0.6
MIX102.3	13.1	12.9	0.2	13.2	9.8	3.4	8.8	9.7	-0.9	9.0	10.3	-1.3	25.2	23.6	1.6	14.7	15.1	-0.4	4.9	4.9	0.0
5MMM	9.1	9.6	-0.5	9.7	12.1	-2.4	7.5	11.8	-4.3	12.4	12.7	-0.3	13.9	13.6	0.3	9.6	8.8	0.8	1.2	1.9	-0.7
NOVA91.9	7.9	8.7	-0.8	18.2	19.6	-1.4	21.6	26.7	-5.1	16.0	16.1	-0.1	5.1	7.1	-2.0	1.8	1.1	0.7	0.1	*	0.1
SAFM	12.7	12.1	0.6	33.6	32.6	1.0	28.0	19.7	8.3	21.5	22.6	-1.1	12.0	13.2	-1.2	4.7	3.3	1.4	0.2	0.7	-0.5
ABC891	11.9	11.8	0.1	1.8	2.6	-0.8	2.7	3.0	-0.3	2.2	3.7	-1.5	8.4	7.2	1.2	17.7	14.9	2.8	26.2	26.6	-0.4
5RN	2.3	2.2	0.1	0.6	0.5	0.1	0.1	*	0.1	0.9	0.8	0.1	2.8	2.1	0.7	3.5	4.8	-1.3	3.4	2.8	0.6
NEWSR	1.6	1.5	0.1	0.3	0.5	-0.2	0.9	0.7	0.2	0.5	0.9	-0.4	1.1	1.3	-0.2	2.9	2.5	0.4	2.8	2.2	0.6
5JJJ	5.6	4.9	0.7	4.6	6.1	-1.5	10.0	10.2	-0.2	13.8	10.8	3.0	5.2	5.3	-0.1	0.9	0.8	0.1	*	*	0.0
ABCFM	3.9	4.2	-0.3	0.8	0.3	0.5	1.4	0.7	0.7	0.6	1.0	-0.4	1.8	1.2	0.6	5.8	4.0	1.8	9.5	12.4	-2.9

## Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.2	13.6	0.6	18.3	17.5	0.8	12.7	12.7	0.0	7.9	7.8	0.1	15.9	14.3	1.6	19.7	18.9	0.8	16.6	14.9	1.7
CRUISE1323	6.3	6.8	-0.5	5.6	6.0	-0.4	7.6	7.3	0.3	6.9	7.2	-0.3	5.2	6.7	-1.5	6.1	6.8	-0.7	8.6	9.3	-0.7
MIX102.3	13.5	12.8	0.7	11.4	11.7	-0.3	15.0	13.3	1.7	16.9	14.8	2.1	12.3	12.3	0.0	8.3	10.0	-1.7	11.9	13.5	-1.6
5MMM	9.6	10.1	-0.5	10.6	10.3	0.3	10.0	10.5	-0.5	10.8	12.1	-1.3	7.3	7.9	-0.6	6.4	6.8	-0.4	7.4	7.7	-0.3
NOVA91.9	8.5	9.2	-0.7	8.1	9.2	-1.1	8.1	8.4	-0.3	10.1	9.9	0.2	8.6	9.5	-0.9	6.2	9.1	-2.9	6.1	7.1	-1.0
SAFM	13.3	12.7	0.6	10.9	10.3	0.6	11.5	10.9	0.6	15.2	14.6	0.6	17.7	17.9	-0.2	12.6	9.9	2.7	10.7	10.4	0.3
ABC891	11.6	11.6	0.0	14.9	14.2	0.7	13.2	13.7	-0.5	9.0	8.9	0.1	8.0	8.4	-0.4	11.1	11.6	-0.5	12.8	12.4	0.4
5RN	2.2	2.1	0.1	3.7	3.1	0.6	1.6	1.7	-0.1	1.0	1.0	0.0	1.7	2.3	-0.6	3.6	3.3	0.3	2.5	2.2	0.3
NEWSR	1.5	1.5	0.0	1.8	1.8	0.0	1.2	0.9	0.3	1.1	0.9	0.2	1.1	0.9	0.2	3.4	4.7	-1.3	1.9	1.6	0.3
5JJJ	5.8	5.1	0.7	5.2	4.4	0.8	5.6	5.0	0.6	6.2	6.1	0.1	6.6	5.8	0.8	5.1	3.6	1.5	4.9	4.3	0.6
ABCFM	3.8	4.0	-0.2	3.1	3.6	-0.5	4.2	4.6	-0.4	3.6	3.7	-0.1	4.5	3.8	0.7	4.4	4.9	-0.5	4.2	4.8	-0.6

Survey Period: Sun Mar 28 - Sat May 1 and Sun May 9 - Sat Jun 12, 2010