

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2006

Survey Period: Sun January 15 - Sat February 11, 2006

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.1	16.1	-2.0	1.6	3.8	-2.2	3.9	1.1	2.8	4.2	6.3	-2.1	10.0	13.4	-3.4	29.5	31.6	-2.1	17.3	18.0	-0.7
CRUISE 1323	5.2	*	5.2	0.5	*	0.5	0.4	*	0.4	0.9	*	0.9	2.8	*	2.8	12.2	*	12.2	5.8	*	5.8
MIX102.3	14.3	17.2	-2.9	10.2	13.1	-2.9	9.9	7.9	2.0	14.8	15.4	-0.6	22.7	25.0	-2.3	10.1	15.7	-5.6	14.9	19.6	-4.7
5MMM	8.3	8.8	-0.5	3.4	7.7	-4.3	7.6	14.5	-6.9	12.3	13.0	-0.7	15.9	12.3	3.6	1.3	1.6	-0.3	6.8	7.7	-0.9
NOVA91.9	13.1	11.6	1.5	29.4	34.2	-4.8	40.7	31.2	9.5	17.3	19.0	-1.7	8.5	6.8	1.7	0.7	0.7	0.0	8.3	7.6	0.7
SAFM	14.5	14.1	0.4	38.8	33.2	5.6	21.4	21.9	-0.5	20.9	23.1	-2.2	14.6	14.9	-0.3	3.6	1.6	2.0	12.2	13.5	-1.3
ABC891	10.7	12.0	-1.3	2.1	1.2	0.9	0.4	1.3	-0.9	3.6	2.3	1.3	9.9	11.5	-1.6	21.1	24.2	-3.1	12.7	12.0	0.7
5RN	2.3	2.1	0.2	0.3	0.1	0.2	*	1.1	-1.1	1.9	0.2	1.7	2.9	2.3	0.6	3.5	3.9	-0.4	3.2	2.9	0.3
NEWSR	1.3	2.1	-0.8	0.5	0.1	0.4	0.1	0.8	-0.7	0.6	0.9	-0.3	1.4	2.4	-1.0	2.1	3.6	-1.5	1.3	2.0	-0.7
5JJJ	5.4	5.5	-0.1	5.5	3.1	2.4	8.1	11.4	-3.3	14.4	13.1	1.3	3.5	4.1	-0.6	0.5	0.1	0.4	4.7	5.5	-0.8
ABC CL-FM	2.5	1.9	0.6	0.2	*	0.2	0.8	*	0.8	0.7	1.5	-0.8	2.7	0.7	2.0	4.4	4.0	0.4	3.1	2.9	0.2

Adelaide Radio - Share Movement (%) by Session

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Survey #1 - 2006

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	16.5	-2.3	19.6	20.3	-0.7	13.6	14.6	-1.0	7.6	9.9	-2.3	13.7	20.0	-6.3	19.2	20.8	-1.6	13.7	14.9	-1.2
CRUISE 1323	4.7	*	4.7	3.2	*	3.2	5.6	*	5.6	6.1	*	6.1	3.9	*	3.9	3.9	*	3.9	6.9	*	6.9
MIX102.3	14.3	17.1	-2.8	13.7	16.8	-3.1	13.9	17.5	-3.6	15.2	19.5	-4.3	14.5	16.4	-1.9	13.8	12.6	1.2	14.5	17.5	-3.0
5MMM	8.6	9.3	-0.7	7.3	7.7	-0.4	9.6	10.4	-0.8	10.3	12.3	-2.0	7.7	7.7	0.0	6.7	6.8	-0.1	7.4	6.8	0.6
NOVA91.9	13.9	11.9	2.0	11.7	10.7	1.0	14.3	12.0	2.3	15.9	12.4	3.5	14.6	13.5	1.1	12.7	11.6	1.1	10.2	10.5	-0.3
SAFM	15.0	14.2	0.8	14.0	14.3	-0.3	14.6	13.6	1.0	16.6	15.1	1.5	15.6	13.5	2.1	13.5	14.3	-0.8	12.7	13.7	-1.0
ABC891	10.3	11.6	-1.3	13.7	13.1	0.6	10.7	12.8	-2.1	8.0	9.9	-1.9	8.4	8.8	-0.4	9.3	13.6	-4.3	12.2	13.3	-1.1
5RN	2.3	1.9	0.4	3.0	2.7	0.3	1.6	1.0	0.6	1.7	1.4	0.3	2.8	2.0	0.8	2.6	2.5	0.1	2.5	2.8	-0.3
NEWSR	1.2	2.0	-0.8	2.3	3.0	-0.7	0.7	1.2	-0.5	0.6	0.8	-0.2	0.8	1.6	-0.8	1.5	4.6	-3.1	1.5	2.6	-1.1
5JJJ	5.8	5.6	0.2	4.4	4.6	-0.2	5.7	5.6	0.1	6.8	6.3	0.5	7.1	6.8	0.3	5.5	4.4	1.1	4.1	5.2	-1.1
ABC CL-FM	2.3	1.8	0.5	1.8	1.2	0.6	2.3	2.0	0.3	2.2	2.3	-0.1	3.2	1.9	1.3	2.9	1.6	1.3	3.0	2.2	0.8