

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

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	13.9	14.9	-1.0	0.3	2.7	-2.4	1.3	1.6	-0.3	3.6	5.7	-2.1	10.8	13.7	-2.9	28.5	27.6	0.9	16.1	16.3	-0.2
CRUISE 1323	7.8	6.6	1.2	2.0	0.5	1.5	2.1	0.9	1.2	1.1	1.1	0.0	7.2	3.8	3.4	15.0	15.3	-0.3	8.9	7.7	1.2
MIX102.3	18.0	17.0	1.0	21.6	17.4	4.2	8.1	15.0	-6.9	19.9	15.6	4.3	25.9	25.6	0.3	12.6	11.5	1.1	19.6	17.6	2.0
5MMM	7.6	9.2	-1.6	7.5	9.4	-1.9	8.3	8.7	-0.4	11.1	12.2	-1.1	13.0	15.7	-2.7	1.0	2.0	-1.0	6.4	8.6	-2.2
NOVA91.9	11.2	11.8	-0.6	27.4	29.2	-1.8	35.8	34.1	1.7	17.7	20.8	-3.1	6.8	6.6	0.2	1.0	0.9	0.1	7.5	8.9	-1.4
SAFM	12.0	12.5	-0.5	32.4	33.8	-1.4	17.5	20.0	-2.5	16.3	22.1	-5.8	13.9	10.9	3.0	3.0	1.8	1.2	11.9	11.9	0.0
ABC891	11.3	10.4	0.9	1.2	1.8	-0.6	0.7	0.9	-0.2	4.4	3.7	0.7	8.9	9.2	-0.3	22.0	19.8	2.2	12.4	11.9	0.5
5RN	1.8	2.2	-0.4	0.3	0.3	0.0	0.1	0.2	-0.1	0.7	0.6	0.1	2.5	2.0	0.5	2.6	4.4	-1.8	2.3	2.5	-0.2
NEWSR	1.4	1.5	-0.1	*	0.1	-0.1	0.2	0.4	-0.2	0.7	0.3	0.4	1.4	0.5	0.9	2.5	3.5	-1.0	1.7	1.3	0.4
5JJJ	5.1	4.5	0.6	2.4	1.8	0.6	7.8	9.0	-1.2	14.3	8.8	5.5	3.8	5.3	-1.5	0.1	0.1	0.0	4.0	3.5	0.5
ABC CL-FM	2.6	2.8	-0.2	*	0.3	-0.3	1.5	1.0	0.5	1.7	0.6	1.1	1.3	1.3	0.0	4.8	6.4	-1.6	3.5	3.5	0.0

Adelaide Radio - Share Movement (%) by Session

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Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.0	14.9	-0.9	19.6	18.4	1.2	11.8	12.7	-0.9	7.0	8.5	-1.5	13.1	17.5	-4.4	21.7	21.5	0.2	13.5	14.8	-1.3
CRUISE 1323	7.1	6.3	0.8	5.4	5.4	0.0	9.0	8.9	0.1	9.4	6.8	2.6	5.3	4.9	0.4	4.9	4.4	0.5	10.1	7.7	2.4
MIX102.3	17.8	17.0	0.8	18.5	15.5	3.0	18.6	18.5	0.1	18.8	20.8	-2.0	17.1	16.2	0.9	12.8	9.5	3.3	18.7	17.0	1.7
5MMM	8.3	9.8	-1.5	7.2	7.8	-0.6	8.9	9.2	-0.3	10.2	11.9	-1.7	7.3	9.3	-2.0	6.9	11.9	-5.0	5.1	7.1	-2.0
NOVA91.9	11.6	12.3	-0.7	10.6	9.5	1.1	11.1	14.2	-3.1	12.6	14.6	-2.0	13.8	11.9	1.9	10.4	10.5	-0.1	9.4	10.0	-0.6
SAFM	12.2	12.6	-0.4	9.8	13.9	-4.1	11.9	10.3	1.6	15.1	12.5	2.6	14.8	14.0	0.8	9.1	12.1	-3.0	11.2	12.2	-1.0
ABC891	11.1	10.2	0.9	13.2	13.3	-0.1	11.5	10.0	1.5	8.9	7.8	1.1	9.6	8.4	1.2	12.4	10.8	1.6	11.7	11.0	0.7
5RN	1.5	2.1	-0.6	2.2	2.7	-0.5	1.1	1.8	-0.7	0.9	1.5	-0.6	1.7	2.2	-0.5	2.0	2.4	-0.4	2.7	2.7	0.0
NEWSR	1.3	1.3	0.0	2.0	1.9	0.1	0.5	0.7	-0.2	0.5	0.9	-0.4	1.0	0.8	0.2	3.4	2.9	0.5	1.8	2.0	-0.2
5JJJ	5.4	4.5	0.9	3.9	3.4	0.5	5.6	4.4	1.2	6.5	5.1	1.4	6.5	5.9	0.6	4.8	4.6	0.2	4.0	4.2	-0.2
ABC CL-FM	2.4	2.6	-0.2	2.1	2.8	-0.7	3.0	2.8	0.2	1.8	2.1	-0.3	2.6	2.7	-0.1	3.2	2.9	0.3	3.0	3.4	-0.4