

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2008

Survey Period: Sun January 13 - Sat February 09, 2008

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	13.6	17.5	-3.9	1.2	1.8	-0.6	0.6	5.0	-4.4	3.4	6.8	-3.4	10.0	12.8	-2.8	27.5	33.4	-5.9	16.3	20.3	-4.0
CRUISE 1323	10.0	7.3	2.7	3.1	1.1	2.0	1.6	0.4	1.2	4.5	1.2	3.3	12.4	8.4	4.0	15.2	12.8	2.4	12.2	8.4	3.8
MIX102.3	12.7	14.6	-1.9	11.5	9.1	2.4	6.3	7.9	-1.6	12.8	13.5	-0.7	20.9	23.3	-2.4	9.0	11.1	-2.1	14.8	15.6	-0.8
5MMM	8.0	8.5	-0.5	10.3	5.4	4.9	10.9	5.4	5.5	9.7	15.9	-6.2	15.0	13.4	1.6	1.1	1.3	-0.2	6.6	6.9	-0.3
NOVA91.9	11.8	11.9	-0.1	29.5	36.3	-6.8	34.4	25.6	8.8	21.7	22.9	-1.2	6.7	8.2	-1.5	0.4	0.6	-0.2	7.3	7.9	-0.6
SAFM	11.2	12.1	-0.9	33.2	41.9	-8.7	19.0	22.3	-3.3	16.2	18.7	-2.5	12.2	11.0	1.2	1.9	1.6	0.3	8.6	10.8	-2.2
ABC891	12.5	8.5	4.0	1.2	1.0	0.2	1.6	0.4	1.2	4.3	2.2	2.1	8.5	8.3	0.2	24.7	15.7	9.0	14.4	10.3	4.1
5RN	1.8	1.6	0.2	0.1	0.1	0.0	0.7	*	0.7	0.1	1.1	-1.0	1.8	1.9	-0.1	3.3	2.3	1.0	2.1	1.9	0.2
NEWSR	1.9	1.3	0.6	0.1	*	0.1	1.5	0.6	0.9	0.9	0.5	0.4	2.2	1.0	1.2	2.6	2.3	0.3	2.1	1.3	0.8
5JJJ	5.8	3.6	2.2	4.4	0.8	3.6	17.0	14.2	2.8	14.1	5.9	8.2	2.3	3.6	-1.3	0.4	0.1	0.3	4.4	2.9	1.5
ABC CL-FM	3.2	3.4	-0.2	0.4	0.1	0.3	0.3	0.9	-0.6	1.4	0.8	0.6	2.1	1.7	0.4	6.3	7.5	-1.2	4.2	4.6	-0.4

Adelaide Radio - Share Movement (%) by Session

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Survey #1 - 2008

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	13.9	17.7	-3.8	19.9	19.8	0.1	11.6	17.5	-5.9	7.8	10.3	-2.5	12.9	20.6	-7.7	20.9	26.2	-5.3	12.4	17.0	-4.6
CRUISE 1323	9.3	6.9	2.4	8.0	5.2	2.8	10.5	7.9	2.6	10.8	8.6	2.2	7.6	7.2	0.4	8.5	4.4	4.1	12.6	8.7	3.9
MIX102.3	12.8	14.7	-1.9	12.3	14.9	-2.6	14.2	16.9	-2.7	15.0	17.1	-2.1	10.7	11.3	-0.6	8.2	8.3	-0.1	12.3	14.1	-1.8
5MMM	8.4	8.8	-0.4	7.5	9.1	-1.6	9.7	9.2	0.5	10.1	11.4	-1.3	7.3	6.2	1.1	5.2	4.4	0.8	6.4	7.4	-1.0
NOVA91.9	12.2	12.3	-0.1	11.5	11.8	-0.3	12.1	11.9	0.2	13.5	14.1	-0.6	12.5	12.7	-0.2	10.7	10.0	0.7	10.3	10.2	0.1
SAFM	11.7	12.4	-0.7	8.7	9.9	-1.2	10.0	10.9	-0.9	12.9	13.4	-0.5	15.9	17.3	-1.4	14.2	12.8	1.4	9.4	10.8	-1.4
ABC891	12.1	8.1	4.0	12.4	11.3	1.1	13.0	8.4	4.6	10.9	5.2	5.7	12.4	5.6	6.8	11.4	9.4	2.0	13.7	10.0	3.7
5RN	1.7	1.5	0.2	2.4	2.1	0.3	1.1	0.9	0.2	1.0	0.9	0.1	2.1	1.5	0.6	2.9	2.9	0.0	2.0	1.9	0.1
NEWSR	1.9	1.3	0.6	3.2	1.9	1.3	0.9	0.8	0.1	1.0	0.8	0.2	1.3	0.7	0.6	4.1	2.5	1.6	1.8	1.4	0.4
5JJJ	5.5	3.7	1.8	4.6	3.2	1.4	5.6	3.7	1.9	6.6	3.9	2.7	5.9	3.8	2.1	4.1	4.1	0.0	7.0	3.5	3.5
ABC CL-FM	3.0	3.2	-0.2	3.1	3.0	0.1	3.7	2.9	0.8	2.7	3.3	-0.6	2.8	3.8	-1.0	2.4	2.9	-0.5	3.9	4.2	-0.3