

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2006

Survey Period: Sun January 29 - Sat March 18, 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	12.8	14.1	-1.3	1.8	1.6	0.2	2.1	3.9	-1.8	3.9	4.2	-0.3	10.5	10.0	0.5	26.0	29.5	-3.5	14.9	17.3	-2.4
CRUISE 1323	5.3	5.2	0.1	0.1	0.5	-0.4	1.8	0.4	1.4	0.5	0.9	-0.4	4.1	2.8	1.3	11.4	12.2	-0.8	6.2	5.8	0.4
MIX102.3	14.5	14.3	0.2	10.2	10.2	0.0	10.1	9.9	0.2	10.8	14.8	-4.0	24.1	22.7	1.4	11.4	10.1	1.3	15.6	14.9	0.7
5MMM	10.6	8.3	2.3	4.6	3.4	1.2	14.1	7.6	6.5	16.4	12.3	4.1	16.4	15.9	0.5	2.0	1.3	0.7	9.3	6.8	2.5
NOVA91.9	13.5	13.1	0.4	31.7	29.4	2.3	38.9	40.7	-1.8	21.0	17.3	3.7	8.3	8.5	-0.2	0.8	0.7	0.1	9.4	8.3	1.1
SAFM	12.5	14.5	-2.0	37.5	38.8	-1.3	17.1	21.4	-4.3	19.2	20.9	-1.7	12.3	14.6	-2.3	3.1	3.6	-0.5	10.9	12.2	-1.3
ABC891	11.6	10.7	0.9	1.8	2.1	-0.3	0.6	0.4	0.2	5.9	3.6	2.3	9.8	9.9	-0.1	22.3	21.1	1.2	13.7	12.7	1.0
5RN	1.7	2.3	-0.6	0.2	0.3	-0.1	*	*	0.0	1.6	1.9	-0.3	2.5	2.9	-0.4	1.9	3.5	-1.6	2.1	3.2	-1.1
NEWSR	1.5	1.3	0.2	0.5	0.5	0.0	*	0.1	-0.1	0.6	0.6	0.0	1.2	1.4	-0.2	3.1	2.1	1.0	1.6	1.3	0.3
5JJJ	5.1	5.4	-0.3	5.5	5.5	0.0	7.5	8.1	-0.6	11.9	14.4	-2.5	4.2	3.5	0.7	0.6	0.5	0.1	4.4	4.7	-0.3
ABC CL-FM	2.0	2.5	-0.5	0.2	0.2	0.0	0.3	0.8	-0.5	1.3	0.7	0.6	2.1	2.7	-0.6	3.3	4.4	-1.1	2.6	3.1	-0.5

Adelaide Radio - Share Movement (%) by Session

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Survey #2 - 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	12.9	14.2	-1.3	17.2	19.6	-2.4	12.2	13.6	-1.4	6.7	7.6	-0.9	12.2	13.7	-1.5	19.0	19.2	-0.2	12.7	13.7	-1.0
CRUISE 1323	4.7	4.7	0.0	3.0	3.2	-0.2	4.5	5.6	-1.1	6.3	6.1	0.2	5.3	3.9	1.4	5.4	3.9	1.5	7.4	6.9	0.5
MIX102.3	14.4	14.3	0.1	14.6	13.7	0.9	15.8	13.9	1.9	15.5	15.2	0.3	13.3	14.5	-1.2	10.0	13.8	-3.8	14.6	14.5	0.1
5MMM	11.1	8.6	2.5	8.6	7.3	1.3	11.9	9.6	2.3	13.2	10.3	2.9	11.6	7.7	3.9	10.8	6.7	4.1	8.8	7.4	1.4
NOVA91.9	14.5	13.9	0.6	12.8	11.7	1.1	14.1	14.3	-0.2	16.5	15.9	0.6	16.0	14.6	1.4	12.4	12.7	-0.3	10.3	10.2	0.1
SAFM	12.8	15.0	-2.2	13.6	14.0	-0.4	10.7	14.6	-3.9	14.2	16.6	-2.4	13.6	15.6	-2.0	10.5	13.5	-3.0	11.6	12.7	-1.1
ABC891	11.3	10.3	1.0	13.5	13.7	-0.2	12.2	10.7	1.5	9.2	8.0	1.2	9.2	8.4	0.8	11.5	9.3	2.2	12.7	12.2	0.5
5RN	1.6	2.3	-0.7	1.8	3.0	-1.2	1.1	1.6	-0.5	1.3	1.7	-0.4	2.2	2.8	-0.6	2.0	2.6	-0.6	1.9	2.5	-0.6
NEWSR	1.4	1.2	0.2	2.6	2.3	0.3	0.8	0.7	0.1	0.4	0.6	-0.2	0.6	0.8	-0.2	2.9	1.5	1.4	2.0	1.5	0.5
5JJJ	5.4	5.8	-0.4	4.6	4.4	0.2	5.5	5.7	-0.2	5.8	6.8	-1.0	5.9	7.1	-1.2	5.8	5.5	0.3	4.0	4.1	-0.1
ABC CL-FM	2.0	2.3	-0.3	1.5	1.8	-0.3	2.6	2.3	0.3	1.9	2.2	-0.3	2.3	3.2	-0.9	1.8	2.9	-1.1	2.2	3.0	-0.8