

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	15.0	13.9	1.1	4.6	0.3	4.3	0.7	1.3	-0.6	5.5	3.6	1.9	11.1	10.8	0.3	28.4	28.5	-0.1	17.2	16.1	1.1
CRUISE 1323	7.9	7.8	0.1	0.8	2.0	-1.2	2.2	2.1	0.1	2.7	1.1	1.6	7.1	7.2	-0.1	13.7	15.0	-1.3	8.5	8.9	-0.4
MIX102.3	15.6	18.0	-2.4	17.2	21.6	-4.4	8.0	8.1	-0.1	14.9	19.9	-5.0	23.6	25.9	-2.3	12.1	12.6	-0.5	17.3	19.6	-2.3
5MMM	7.6	7.6	0.0	7.7	7.5	0.2	7.0	8.3	-1.3	10.6	11.1	-0.5	12.1	13.0	-0.9	2.7	1.0	1.7	6.9	6.4	0.5
NOVA91.9	10.8	11.2	-0.4	26.6	27.4	-0.8	32.4	35.8	-3.4	21.1	17.7	3.4	5.7	6.8	-1.1	0.9	1.0	-0.1	7.4	7.5	-0.1
SAFM	11.8	12.0	-0.2	34.6	32.4	2.2	20.3	17.5	2.8	15.8	16.3	-0.5	15.3	13.9	1.4	1.7	3.0	-1.3	11.8	11.9	-0.1
ABC891	11.8	11.3	0.5	1.9	1.2	0.7	2.2	0.7	1.5	2.5	4.4	-1.9	7.9	8.9	-1.0	23.6	22.0	1.6	13.1	12.4	0.7
5RN	1.9	1.8	0.1	0.5	0.3	0.2	0.3	0.1	0.2	1.9	0.7	1.2	2.4	2.5	-0.1	2.1	2.6	-0.5	2.3	2.3	0.0
NEWSR	1.8	1.4	0.4	*	*	0.0	1.0	0.2	0.8	1.3	0.7	0.6	2.1	1.4	0.7	2.4	2.5	-0.1	2.1	1.7	0.4
5JJJ	5.0	5.1	-0.1	2.7	2.4	0.3	6.2	7.8	-1.6	13.2	14.3	-1.1	5.2	3.8	1.4	0.2	0.1	0.1	3.1	4.0	-0.9
ABC CL-FM	2.5	2.6	-0.1	*	*	0.0	2.2	1.5	0.7	1.0	1.7	-0.7	1.6	1.3	0.3	4.5	4.8	-0.3	3.3	3.5	-0.2

Adelaide Radio - Share Movement (%) by Session

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Survey #2 - 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	15.1	14.0	1.1	20.1	19.6	0.5	11.8	11.8	0.0	8.3	7.0	1.3	17.5	13.1	4.4	20.7	21.7	-1.0	14.7	13.5	1.2
CRUISE 1323	7.6	7.1	0.5	5.4	5.4	0.0	9.1	9.0	0.1	9.6	9.4	0.2	7.1	5.3	1.8	6.4	4.9	1.5	8.9	10.1	-1.2
MIX102.3	15.7	17.8	-2.1	16.6	18.5	-1.9	17.8	18.6	-0.8	17.4	18.8	-1.4	13.0	17.1	-4.1	9.0	12.8	-3.8	15.5	18.7	-3.2
5MMM	7.8	8.3	-0.5	7.4	7.2	0.2	8.7	8.9	-0.2	9.6	10.2	-0.6	6.3	7.3	-1.0	5.6	6.9	-1.3	6.6	5.1	1.5
NOVA91.9	11.2	11.6	-0.4	9.6	10.6	-1.0	11.7	11.1	0.6	13.7	12.6	1.1	12.3	13.8	-1.5	7.7	10.4	-2.7	9.2	9.4	-0.2
SAFM	12.1	12.2	-0.1	11.7	9.8	1.9	10.2	11.9	-1.7	13.5	15.1	-1.6	14.6	14.8	-0.2	10.9	9.1	1.8	10.5	11.2	-0.7
ABC891	11.6	11.1	0.5	13.1	13.2	-0.1	12.8	11.5	1.3	9.2	8.9	0.3	9.1	9.6	-0.5	14.0	12.4	1.6	12.6	11.7	0.9
5RN	1.8	1.5	0.3	1.8	2.2	-0.4	1.2	1.1	0.1	1.4	0.9	0.5	2.6	1.7	0.9	2.4	2.0	0.4	2.3	2.7	-0.4
NEWSR	1.8	1.3	0.5	2.1	2.0	0.1	1.0	0.5	0.5	1.0	0.5	0.5	1.2	1.0	0.2	5.1	3.4	1.7	2.1	1.8	0.3
5JJJ	5.0	5.4	-0.4	4.1	3.9	0.2	4.9	5.6	-0.7	5.4	6.5	-1.1	6.0	6.5	-0.5	5.0	4.8	0.2	4.9	4.0	0.9
ABC CL-FM	2.4	2.4	0.0	1.8	2.1	-0.3	3.2	3.0	0.2	1.8	1.8	0.0	2.8	2.6	0.2	2.5	3.2	-0.7	3.2	3.0	0.2