

Adelaide Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #2 - 2008

Survey Period: Sun January 27 - Sat March 15, 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	15.4	13.6	1.8	1.1	1.2	-0.1	1.6	0.6	1.0	3.9	3.4	0.5	9.9	10.0	-0.1	32.6	27.5	5.1	18.9	16.3	2.6
CRUISE 1323	7.4	10.0	-2.6	2.7	3.1	-0.4	1.4	1.6	-0.2	2.4	4.5	-2.1	5.2	12.4	-7.2	14.4	15.2	-0.8	8.9	12.2	-3.3
MIX102.3	12.7	12.7	0.0	10.1	11.5	-1.4	7.0	6.3	0.7	10.7	12.8	-2.1	24.2	20.9	3.3	8.4	9.0	-0.6	14.3	14.8	-0.5
5MMM	8.8	8.0	0.8	8.8	10.3	-1.5	12.8	10.9	1.9	12.2	9.7	2.5	14.7	15.0	-0.3	1.5	1.1	0.4	7.4	6.6	0.8
NOVA91.9	13.1	11.8	1.3	33.2	29.5	3.7	30.4	34.4	-4.0	23.1	21.7	1.4	9.9	6.7	3.2	0.7	0.4	0.3	9.1	7.3	1.8
SAFM	12.0	11.2	0.8	37.1	33.2	3.9	17.1	19.0	-1.9	17.7	16.2	1.5	13.0	12.2	0.8	2.3	1.9	0.4	10.4	8.6	1.8
ABC891	11.2	12.5	-1.3	1.8	1.2	0.6	0.8	1.6	-0.8	3.7	4.3	-0.6	8.5	8.5	0.0	22.3	24.7	-2.4	13.6	14.4	-0.8
5RN	1.8	1.8	0.0	0.1	0.1	0.0	0.8	0.7	0.1	0.4	0.1	0.3	1.9	1.8	0.1	3.0	3.3	-0.3	2.2	2.1	0.1
NEWSR	1.4	1.9	-0.5	0.1	0.1	0.0	1.7	1.5	0.2	1.3	0.9	0.4	1.4	2.2	-0.8	1.7	2.6	-0.9	1.2	2.1	-0.9
5JJJ	6.2	5.8	0.4	2.0	4.4	-2.4	18.8	17.0	1.8	12.5	14.1	-1.6	4.3	2.3	2.0	0.5	0.4	0.1	4.3	4.4	-0.1
ABC CL-FM	2.6	3.2	-0.6	0.6	0.4	0.2	0.4	0.3	0.1	1.1	1.4	-0.3	1.8	2.1	-0.3	5.0	6.3	-1.3	3.7	4.2	-0.5

Adelaide Radio - Share Movement (%) by Session

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Survey #2 - 2008

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	15.2	13.9	1.3	20.2	19.9	0.3	13.1	11.6	1.5	8.8	7.8	1.0	15.8	12.9	2.9	22.0	20.9	1.1	16.1	12.4	3.7
CRUISE 1323	6.9	9.3	-2.4	6.1	8.0	-1.9	8.7	10.5	-1.8	7.6	10.8	-3.2	5.8	7.6	-1.8	5.0	8.5	-3.5	9.0	12.6	-3.6
MIX102.3	12.1	12.8	-0.7	11.5	12.3	-0.8	12.3	14.2	-1.9	13.7	15.0	-1.3	12.0	10.7	1.3	9.1	8.2	0.9	14.6	12.3	2.3
5MMM	9.6	8.4	1.2	9.1	7.5	1.6	10.9	9.7	1.2	11.3	10.1	1.2	7.5	7.3	0.2	6.4	5.2	1.2	5.9	6.4	-0.5
NOVA91.9	13.8	12.2	1.6	13.0	11.5	1.5	14.9	12.1	2.8	15.6	13.5	2.1	12.8	12.5	0.3	9.9	10.7	-0.8	10.7	10.3	0.4
SAFM	12.3	11.7	0.6	10.3	8.7	1.6	10.5	10.0	0.5	13.6	12.9	0.7	16.9	15.9	1.0	12.1	14.2	-2.1	10.7	9.4	1.3
ABC891	10.9	12.1	-1.2	12.3	12.4	-0.1	10.8	13.0	-2.2	8.5	10.9	-2.4	9.3	12.4	-3.1	15.7	11.4	4.3	12.6	13.7	-1.1
5RN	1.6	1.7	-0.1	2.7	2.4	0.3	0.7	1.1	-0.4	0.9	1.0	-0.1	1.6	2.1	-0.5	2.5	2.9	-0.4	2.3	2.0	0.3
NEWSR	1.6	1.9	-0.3	2.1	3.2	-1.1	1.0	0.9	0.1	1.0	1.0	0.0	1.2	1.3	-0.1	3.4	4.1	-0.7	1.0	1.8	-0.8
5JJJ	6.5	5.5	1.0	4.7	4.6	0.1	6.8	5.6	1.2	8.9	6.6	2.3	6.6	5.9	0.7	4.2	4.1	0.1	5.4	7.0	-1.6
ABC CL-FM	2.4	3.0	-0.6	2.0	3.1	-1.1	2.7	3.7	-1.0	2.3	2.7	-0.4	3.0	2.8	0.2	2.2	2.4	-0.2	3.1	3.9	-0.8