

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2008

Survey Period: Sun February 10 - Sat March 15, 2008 and Sun March 23 - Sat April 26, 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	16.5	15.4	1.1	1.8	1.1	0.7	1.9	1.6	0.3	4.4	3.9	0.5	13.0	9.9	3.1	33.5	32.6	0.9	20.8	18.9	1.9
CRUISE 1323	6.7	7.4	-0.7	2.4	2.7	-0.3	1.0	1.4	-0.4	0.8	2.4	-1.6	5.4	5.2	0.2	13.8	14.4	-0.6	7.3	8.9	-1.6
MIX102.3	12.3	12.7	-0.4	11.5	10.1	1.4	9.4	7.0	2.4	10.3	10.7	-0.4	23.6	24.2	-0.6	6.7	8.4	-1.7	14.1	14.3	-0.2
5MMM	10.0	8.8	1.2	9.1	8.8	0.3	10.6	12.8	-2.2	13.8	12.2	1.6	15.3	14.7	0.6	3.6	1.5	2.1	9.0	7.4	1.6
NOVA91.9	11.5	13.1	-1.6	30.9	33.2	-2.3	25.2	30.4	-5.2	21.0	23.1	-2.1	8.0	9.9	-1.9	0.5	0.7	-0.2	8.1	9.1	-1.0
SAFM	11.2	12.0	-0.8	31.7	37.1	-5.4	17.8	17.1	0.7	15.1	17.7	-2.6	13.6	13.0	0.6	1.8	2.3	-0.5	9.3	10.4	-1.1
ABC891	11.0	11.2	-0.2	0.9	1.8	-0.9	0.3	0.8	-0.5	4.3	3.7	0.6	7.6	8.5	-0.9	22.4	22.3	0.1	13.5	13.6	-0.1
5RN	2.7	1.8	0.9	4.9	0.1	4.8	*	0.8	-0.8	1.4	0.4	1.0	2.7	1.9	0.8	4.0	3.0	1.0	2.9	2.2	0.7
NEWSR	1.3	1.4	-0.1	0.1	0.1	0.0	*	1.7	-1.7	1.1	1.3	-0.2	1.1	1.4	-0.3	2.2	1.7	0.5	1.5	1.2	0.3
5JJJ	7.2	6.2	1.0	3.6	2.0	1.6	14.9	18.8	-3.9	18.1	12.5	5.6	4.4	4.3	0.1	0.2	0.5	-0.3	4.7	4.3	0.4
ABC CL-FM	2.2	2.6	-0.4	0.8	0.6	0.2	0.5	0.4	0.1	0.4	1.1	-0.7	0.9	1.8	-0.9	4.9	5.0	-0.1	3.0	3.7	-0.7

Adelaide Radio - Share Movement (%) by Session

10+

Survey #3 - 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	15.4	15.2	0.2	19.9	20.2	-0.3	13.5	13.1	0.4	8.3	8.8	-0.5	17.5	15.8	1.7	21.4	22.0	-0.6	20.1	16.1	4.0
CRUISE 1323	6.6	6.9	-0.3	5.3	6.1	-0.8	9.2	8.7	0.5	7.6	7.6	0.0	4.9	5.8	-0.9	5.2	5.0	0.2	6.8	9.0	-2.2
MIX102.3	12.0	12.1	-0.1	10.6	11.5	-0.9	13.3	12.3	1.0	14.6	13.7	0.9	11.1	12.0	-0.9	8.2	9.1	-0.9	13.4	14.6	-1.2
5MMM	10.8	9.6	1.2	11.4	9.1	2.3	12.5	10.9	1.6	12.4	11.3	1.1	7.5	7.5	0.0	6.0	6.4	-0.4	7.1	5.9	1.2
NOVA91.9	12.3	13.8	-1.5	12.1	13.0	-0.9	12.4	14.9	-2.5	12.8	15.6	-2.8	12.6	12.8	-0.2	10.5	9.9	0.6	8.8	10.7	-1.9
SAFM	11.6	12.3	-0.7	10.5	10.3	0.2	9.5	10.5	-1.0	12.2	13.6	-1.4	17.5	16.9	0.6	8.7	12.1	-3.4	9.9	10.7	-0.8
ABC891	10.6	10.9	-0.3	12.5	12.3	0.2	10.5	10.8	-0.3	8.7	8.5	0.2	8.0	9.3	-1.3	14.7	15.7	-1.0	12.1	12.6	-0.5
5RN	2.5	1.6	0.9	3.3	2.7	0.6	1.5	0.7	0.8	1.8	0.9	0.9	2.6	1.6	1.0	4.6	2.5	2.1	3.4	2.3	1.1
NEWSR	1.4	1.6	-0.2	2.0	2.1	-0.1	0.8	1.0	-0.2	0.9	1.0	-0.1	1.2	1.2	0.0	2.4	3.4	-1.0	1.2	1.0	0.2
5JJJ	7.4	6.5	0.9	5.1	4.7	0.4	7.6	6.8	0.8	9.9	8.9	1.0	8.0	6.6	1.4	6.5	4.2	2.3	6.4	5.4	1.0
ABC CL-FM	2.1	2.4	-0.3	1.7	2.0	-0.3	2.1	2.7	-0.6	2.1	2.3	-0.2	2.6	3.0	-0.4	2.0	2.2	-0.2	2.5	3.1	-0.6