

# Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #4 - 2008

Survey Period: Sun March 23 - Sat April 26, 2008 and Sun May 04 - Sat June 07, 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	16.6	16.5	0.1	1.8	1.8	0.0	2.1	1.9	0.2	5.5	4.4	1.1	14.8	13.0	1.8	31.0	33.5	-2.5	18.8	20.8	-2.0
CRUISE 1323	7.2	6.7	0.5	2.9	2.4	0.5	0.8	1.0	-0.2	1.3	0.8	0.5	6.9	5.4	1.5	13.5	13.8	-0.3	8.5	7.3	1.2
MIX102.3	10.8	12.3	-1.5	8.0	11.5	-3.5	9.5	9.4	0.1	9.2	10.3	-1.1	18.8	23.6	-4.8	6.8	6.7	0.1	12.9	14.1	-1.2
5MMM	11.0	10.0	1.0	7.5	9.1	-1.6	8.0	10.6	-2.6	16.4	13.8	2.6	17.2	15.3	1.9	4.4	3.6	0.8	9.7	9.0	0.7
NOVA91.9	10.9	11.5	-0.6	26.3	30.9	-4.6	30.4	25.2	5.2	21.1	21.0	0.1	6.2	8.0	-1.8	0.4	0.5	-0.1	7.1	8.1	-1.0
SAFM	11.2	11.2	0.0	35.6	31.7	3.9	21.1	17.8	3.3	13.0	15.1	-2.1	13.2	13.6	-0.4	2.1	1.8	0.3	9.3	9.3	0.0
ABC891	11.3	11.0	0.3	0.4	0.9	-0.5	0.9	0.3	0.6	3.2	4.3	-1.1	10.0	7.6	2.4	21.7	22.4	-0.7	13.5	13.5	0.0
5RN	3.3	2.7	0.6	6.4	4.9	1.5	*	*	0.0	2.2	1.4	0.8	2.4	2.7	-0.3	4.9	4.0	0.9	3.6	2.9	0.7
NEWSR	1.0	1.3	-0.3	*	0.1	-0.1	0.1	*	0.1	0.8	1.1	-0.3	0.8	1.1	-0.3	1.8	2.2	-0.4	1.4	1.5	-0.1
5JJJ	5.2	7.2	-2.0	4.9	3.6	1.3	7.1	14.9	-7.8	15.4	18.1	-2.7	2.5	4.4	-1.9	0.3	0.2	0.1	3.4	4.7	-1.3
ABC CL-FM	3.1	2.2	0.9	*	0.8	-0.8	0.4	0.5	-0.1	1.9	0.4	1.5	1.2	0.9	0.3	6.4	4.9	1.5	3.9	3.0	0.9

# Adelaide Radio - Share Movement (%) by Session

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Survey #4 - 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	15.7	15.4	0.3	18.5	19.9	-1.4	14.7	13.5	1.2	8.5	8.3	0.2	17.9	17.5	0.4	23.4	21.4	2.0	19.6	20.1	-0.5
CRUISE 1323	7.0	6.6	0.4	4.7	5.3	-0.6	9.1	9.2	-0.1	8.6	7.6	1.0	5.4	4.9	0.5	7.3	5.2	2.1	8.1	6.8	1.3
MIX102.3	10.7	12.0	-1.3	9.6	10.6	-1.0	11.9	13.3	-1.4	12.9	14.6	-1.7	9.7	11.1	-1.4	7.6	8.2	-0.6	11.1	13.4	-2.3
5MMM	11.9	10.8	1.1	12.4	11.4	1.0	13.7	12.5	1.2	14.2	12.4	1.8	9.0	7.5	1.5	5.7	6.0	-0.3	8.0	7.1	0.9
NOVA91.9	11.7	12.3	-0.6	12.8	12.1	0.7	10.7	12.4	-1.7	12.9	12.8	0.1	10.9	12.6	-1.7	9.7	10.5	-0.8	8.0	8.8	-0.8
SAFM	11.5	11.6	-0.1	11.2	10.5	0.7	8.7	9.5	-0.8	11.4	12.2	-0.8	17.2	17.5	-0.3	9.6	8.7	0.9	10.0	9.9	0.1
ABC891	11.0	10.6	0.4	12.4	12.5	-0.1	11.8	10.5	1.3	10.3	8.7	1.6	7.7	8.0	-0.3	12.5	14.7	-2.2	12.3	12.1	0.2
5RN	3.2	2.5	0.7	4.1	3.3	0.8	2.1	1.5	0.6	2.1	1.8	0.3	3.7	2.6	1.1	4.8	4.6	0.2	3.5	3.4	0.1
NEWSR	0.9	1.4	-0.5	1.6	2.0	-0.4	0.4	0.8	-0.4	0.5	0.9	-0.4	0.8	1.2	-0.4	1.5	2.4	-0.9	1.3	1.2	0.1
5JJJ	5.3	7.4	-2.1	4.4	5.1	-0.7	4.9	7.6	-2.7	6.1	9.9	-3.8	6.6	8.0	-1.4	4.6	6.5	-1.9	5.0	6.4	-1.4
ABC CL-FM	3.0	2.1	0.9	2.7	1.7	1.0	3.8	2.1	1.7	2.8	2.1	0.7	3.1	2.6	0.5	2.2	2.0	0.2	3.6	2.5	1.1