

# Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2008

Survey Period: Sun May 04 - Sat June 07, 2008 and Sun June 22 - Sat July 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	16.6	-0.1	2.4	1.8	0.6	2.6	2.1	0.5	5.7	5.5	0.2	14.9	14.8	0.1	29.4	31.0	-1.6	17.3	18.8	-1.5
CRUISE 1323	7.8	7.2	0.6	2.2	2.9	-0.7	0.4	0.8	-0.4	1.4	1.3	0.1	8.3	6.9	1.4	13.8	13.5	0.3	11.4	8.5	2.9
MIX102.3	11.2	10.8	0.4	12.9	8.0	4.9	6.5	9.5	-3.0	8.7	9.2	-0.5	18.6	18.8	-0.2	8.6	6.8	1.8	12.6	12.9	-0.3
5MMM	10.2	11.0	-0.8	10.1	7.5	2.6	10.6	8.0	2.6	17.2	16.4	0.8	15.2	17.2	-2.0	2.5	4.4	-1.9	8.6	9.7	-1.1
NOVA91.9	10.5	10.9	-0.4	24.0	26.3	-2.3	28.5	30.4	-1.9	19.7	21.1	-1.4	6.9	6.2	0.7	1.4	0.4	1.0	7.2	7.1	0.1
SAFM	12.0	11.2	0.8	31.1	35.6	-4.5	33.2	21.1	12.1	15.1	13.0	2.1	11.9	13.2	-1.3	2.3	2.1	0.2	9.5	9.3	0.2
ABC891	11.6	11.3	0.3	1.9	0.4	1.5	0.8	0.9	-0.1	3.2	3.2	0.0	9.9	10.0	-0.1	21.8	21.7	0.1	13.5	13.5	0.0
5RN	2.7	3.3	-0.6	1.2	6.4	-5.2	*	*	0.0	2.0	2.2	-0.2	2.1	2.4	-0.3	4.3	4.9	-0.6	3.3	3.6	-0.3
NEWSR	1.0	1.0	0.0	0.7	*	0.7	0.4	0.1	0.3	0.7	0.8	-0.1	0.8	0.8	0.0	1.4	1.8	-0.4	1.0	1.4	-0.4
5JJJ	4.4	5.2	-0.8	6.5	4.9	1.6	6.3	7.1	-0.8	11.7	15.4	-3.7	3.0	2.5	0.5	0.3	0.3	0.0	2.9	3.4	-0.5
ABC CL-FM	3.8	3.1	0.7	0.1	*	0.1	1.5	0.4	1.1	2.5	1.9	0.6	2.6	1.2	1.4	6.6	6.4	0.2	4.6	3.9	0.7

# Adelaide Radio - Share Movement (%) by Session

10+

Survey #5 - 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	16.1	15.7	0.4	19.4	18.5	0.9	16.0	14.7	1.3	8.5	8.5	0.0	16.3	17.9	-1.6	24.7	23.4	1.3	18.0	19.6	-1.6
CRUISE 1323	7.3	7.0	0.3	4.6	4.7	-0.1	8.7	9.1	-0.4	9.4	8.6	0.8	6.3	5.4	0.9	8.6	7.3	1.3	9.6	8.1	1.5
MIX102.3	10.9	10.7	0.2	11.1	9.6	1.5	11.1	11.9	-0.8	11.8	12.9	-1.1	9.9	9.7	0.2	9.2	7.6	1.6	12.5	11.1	1.4
5MMM	10.8	11.9	-1.1	10.7	12.4	-1.7	11.4	13.7	-2.3	13.2	14.2	-1.0	8.9	9.0	-0.1	7.4	5.7	1.7	8.1	8.0	0.1
NOVA91.9	11.5	11.7	-0.2	11.9	12.8	-0.9	10.8	10.7	0.1	14.2	12.9	1.3	10.5	10.9	-0.4	6.8	9.7	-2.9	7.3	8.0	-0.7
SAFM	12.3	11.5	0.8	11.0	11.2	-0.2	10.7	8.7	2.0	12.7	11.4	1.3	16.5	17.2	-0.7	11.6	9.6	2.0	11.0	10.0	1.0
ABC891	11.5	11.0	0.5	13.7	12.4	1.3	12.7	11.8	0.9	9.8	10.3	-0.5	9.0	7.7	1.3	10.8	12.5	-1.7	12.1	12.3	-0.2
5RN	2.7	3.2	-0.5	3.7	4.1	-0.4	1.9	2.1	-0.2	1.7	2.1	-0.4	3.5	3.7	-0.2	2.5	4.8	-2.3	2.8	3.5	-0.7
NEWSR	0.9	0.9	0.0	1.6	1.6	0.0	0.3	0.4	-0.1	0.7	0.5	0.2	0.5	0.8	-0.3	1.5	1.5	0.0	1.1	1.3	-0.2
5JJJ	4.8	5.3	-0.5	4.2	4.4	-0.2	4.4	4.9	-0.5	5.5	6.1	-0.6	5.8	6.6	-0.8	4.1	4.6	-0.5	3.0	5.0	-2.0
ABC CL-FM	3.5	3.0	0.5	3.2	2.7	0.5	3.8	3.8	0.0	2.7	2.8	-0.1	4.2	3.1	1.1	4.4	2.2	2.2	5.0	3.6	1.4