

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	17.0	15.9	1.1	2.8	3.3	-0.5	2.3	4.4	-2.1	3.7	4.4	-0.7	10.5	12.9	-2.4	35.5	30.6	4.9	18.8	17.0	1.8
CRUISE 1323	6.3	6.2	0.1	0.8	1.3	-0.5	1.7	1.5	0.2	3.6	3.2	0.4	4.9	4.1	0.8	10.9	11.8	-0.9	7.6	7.7	-0.1
MIX102.3	16.4	17.0	-0.6	15.8	15.7	0.1	5.8	5.9	-0.1	17.5	18.0	-0.5	29.2	29.3	-0.1	9.3	10.2	-0.9	16.3	17.8	-1.5
5MMM	9.4	9.2	0.2	11.1	15.2	-4.1	15.6	14.0	1.6	11.9	12.3	-0.4	16.6	14.6	2.0	0.9	0.8	0.1	7.5	6.8	0.7
NOVA91.9	11.9	11.6	0.3	32.5	31.7	0.8	36.2	33.9	2.3	17.9	16.0	1.9	9.0	9.5	-0.5	1.1	1.3	-0.2	8.8	8.9	-0.1
SAFM	11.1	10.7	0.4	23.4	22.3	1.1	22.9	18.7	4.2	20.0	17.2	2.8	11.6	13.2	-1.6	0.7	0.7	0.0	9.9	10.6	-0.7
ABC891	10.8	10.9	-0.1	1.7	1.1	0.6	0.4	1.4	-1.0	2.7	3.0	-0.3	8.8	7.2	1.6	21.1	22.9	-1.8	13.2	12.9	0.3
5RN	1.6	1.9	-0.3	0.6	0.4	0.2	*	*	0.0	0.5	0.4	0.1	1.3	1.7	-0.4	3.0	3.7	-0.7	2.2	2.5	-0.3
NEWSR	1.5	1.8	-0.3	1.0	0.6	0.4	0.2	0.1	0.1	1.0	1.6	-0.6	0.7	1.0	-0.3	2.7	3.1	-0.4	1.8	2.1	-0.3
5JJJ	3.5	4.3	-0.8	2.0	4.2	-2.2	7.4	7.4	0.0	9.3	12.4	-3.1	2.0	1.1	0.9	0.3	0.5	-0.2	3.1	3.2	-0.1
ABC CL-FM	3.2	3.6	-0.4	1.1	2.2	-1.1	0.6	0.7	-0.1	1.7	1.6	0.1	1.4	2.0	-0.6	6.4	7.0	-0.6	4.0	4.6	-0.6

Adelaide Radio - Share Movement (%) by Session

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Survey #6 - 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	16.1	15.4	0.7	20.7	19.6	1.1	13.9	13.0	0.9	9.2	10.5	-1.3	19.9	18.7	1.2	21.1	17.8	3.3	20.2	17.5	2.7
CRUISE 1323	6.0	5.8	0.2	4.0	3.8	0.2	7.9	7.0	0.9	7.2	6.5	0.7	5.0	5.7	-0.7	5.5	6.9	-1.4	7.3	7.8	-0.5
MIX102.3	16.5	17.4	-0.9	16.3	16.8	-0.5	16.9	18.8	-1.9	19.0	19.6	-0.6	14.3	15.4	-1.1	12.3	12.9	-0.6	16.1	15.2	0.9
5MMM	9.9	9.3	0.6	9.1	8.6	0.5	10.4	9.7	0.7	12.4	10.9	1.5	8.4	8.4	0.0	6.9	7.9	-1.0	7.5	8.5	-1.0
NOVA91.9	12.5	12.0	0.5	12.6	12.4	0.2	12.1	11.3	0.8	13.6	13.3	0.3	11.5	11.0	0.5	12.0	11.0	1.0	9.7	9.9	-0.2
SAFM	11.7	11.0	0.7	9.4	9.3	0.1	10.8	10.6	0.2	13.1	11.7	1.4	16.0	14.2	1.8	9.7	9.6	0.1	9.2	9.6	-0.4
ABC891	10.6	10.8	-0.2	12.5	13.6	-1.1	11.3	11.8	-0.5	8.3	7.9	0.4	8.0	7.5	0.5	13.5	13.4	0.1	11.4	11.5	-0.1
5RN	1.5	1.7	-0.2	2.4	2.4	0.0	1.0	0.9	0.1	1.1	1.1	0.0	1.2	1.7	-0.5	2.2	3.2	-1.0	1.8	2.5	-0.7
NEWSR	1.3	1.5	-0.2	1.9	2.3	-0.4	1.0	1.2	-0.2	0.8	0.8	0.0	1.0	1.1	-0.1	2.0	3.1	-1.1	2.1	2.5	-0.4
5JJJ	3.7	4.5	-0.8	2.9	3.2	-0.3	3.7	4.7	-1.0	4.3	5.3	-1.0	4.1	5.7	-1.6	3.5	3.8	-0.3	2.7	3.5	-0.8
ABC CL-FM	3.0	3.4	-0.4	3.1	3.2	-0.1	3.3	3.7	-0.4	2.5	3.2	-0.7	3.1	3.9	-0.8	2.8	3.1	-0.3	4.1	4.0	0.1