

# Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2008

Survey Period: Sun June 22 - Sat August 30, 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	16.3	16.5	-0.2	2.6	2.4	0.2	1.2	2.6	-1.4	6.5	5.7	0.8	13.4	14.9	-1.5	29.6	29.4	0.2	18.7	17.3	1.4
CRUISE 1323	7.1	7.8	-0.7	1.9	2.2	-0.3	0.7	0.4	0.3	1.3	1.4	-0.1	7.2	8.3	-1.1	12.9	13.8	-0.9	9.7	11.4	-1.7
MIX102.3	12.8	11.2	1.6	14.1	12.9	1.2	8.9	6.5	2.4	10.7	8.7	2.0	22.2	18.6	3.6	9.2	8.6	0.6	13.4	12.6	0.8
5MMM	10.3	10.2	0.1	13.6	10.1	3.5	9.7	10.6	-0.9	18.0	17.2	0.8	14.5	15.2	-0.7	3.0	2.5	0.5	8.2	8.6	-0.4
NOVA91.9	8.9	10.5	-1.6	22.6	24.0	-1.4	20.5	28.5	-8.0	16.0	19.7	-3.7	6.0	6.9	-0.9	1.8	1.4	0.4	7.0	7.2	-0.2
SAFM	12.7	12.0	0.7	28.7	31.1	-2.4	33.8	33.2	0.6	17.7	15.1	2.6	13.6	11.9	1.7	1.5	2.3	-0.8	10.0	9.5	0.5
ABC891	12.1	11.6	0.5	1.4	1.9	-0.5	0.4	0.8	-0.4	4.6	3.2	1.4	7.0	9.9	-2.9	24.2	21.8	2.4	15.3	13.5	1.8
5RN	2.7	2.7	0.0	1.4	1.2	0.2	*	*	0.0	1.3	2.0	-0.7	4.0	2.1	1.9	3.6	4.3	-0.7	2.9	3.3	-0.4
NEWSR	1.1	1.0	0.1	0.6	0.7	-0.1	0.6	0.4	0.2	0.8	0.7	0.1	0.7	0.8	-0.1	1.7	1.4	0.3	1.1	1.0	0.1
5JJJ	5.4	4.4	1.0	7.2	6.5	0.7	12.5	6.3	6.2	10.9	11.7	-0.8	4.2	3.0	1.2	0.7	0.3	0.4	3.6	2.9	0.7
ABC CL-FM	2.8	3.8	-1.0	0.7	0.1	0.6	1.8	1.5	0.3	1.0	2.5	-1.5	2.5	2.6	-0.1	4.6	6.6	-2.0	3.4	4.6	-1.2

# Adelaide Radio - Share Movement (%) by Session

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Survey #6 - 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	15.8	16.1	-0.3	19.2	19.4	-0.2	15.0	16.0	-1.0	9.7	8.5	1.2	17.9	16.3	1.6	20.0	24.7	-4.7	18.0	18.0	0.0
CRUISE 1323	6.9	7.3	-0.4	4.9	4.6	0.3	8.3	8.7	-0.4	8.9	9.4	-0.5	5.0	6.3	-1.3	6.7	8.6	-1.9	8.1	9.6	-1.5
MIX102.3	12.7	10.9	1.8	12.9	11.1	1.8	13.8	11.1	2.7	13.7	11.8	1.9	10.9	9.9	1.0	9.4	9.2	0.2	13.5	12.5	1.0
5MMM	10.8	10.8	0.0	10.6	10.7	-0.1	11.0	11.4	-0.4	12.8	13.2	-0.4	8.9	8.9	0.0	9.2	7.4	1.8	8.4	8.1	0.3
NOVA91.9	9.5	11.5	-2.0	9.8	11.9	-2.1	9.5	10.8	-1.3	11.7	14.2	-2.5	8.6	10.5	-1.9	5.1	6.8	-1.7	6.8	7.3	-0.5
SAFM	13.2	12.3	0.9	10.9	11.0	-0.1	11.8	10.7	1.1	14.2	12.7	1.5	18.7	16.5	2.2	11.8	11.6	0.2	10.9	11.0	-0.1
ABC891	11.7	11.5	0.2	14.3	13.7	0.6	12.8	12.7	0.1	8.6	9.8	-1.2	9.7	9.0	0.7	12.8	10.8	2.0	13.6	12.1	1.5
5RN	2.7	2.7	0.0	4.0	3.7	0.3	1.9	1.9	0.0	1.7	1.7	0.0	3.1	3.5	-0.4	2.4	2.5	-0.1	2.7	2.8	-0.1
NEWSR	1.1	0.9	0.2	1.7	1.6	0.1	0.2	0.3	-0.1	0.9	0.7	0.2	0.7	0.5	0.2	2.4	1.5	0.9	1.1	1.1	0.0
5JJJ	5.8	4.8	1.0	4.6	4.2	0.4	5.3	4.4	0.9	6.9	5.5	1.4	6.3	5.8	0.5	6.9	4.1	2.8	3.9	3.0	0.9
ABC CL-FM	2.4	3.5	-1.1	2.3	3.2	-0.9	2.1	3.8	-1.7	1.6	2.7	-1.1	3.0	4.2	-1.2	4.5	4.4	0.1	4.4	5.0	-0.6