

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2008

Survey Period: Sun July 27 - Sat August 30, 2008 and Sun September 14 - Sat October 18, 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	16.3	0.3	1.5	2.6	-1.1	1.1	1.2	-0.1	5.4	6.5	-1.1	13.6	13.4	0.2	30.9	29.6	1.3	19.7	18.7	1.0
CRUISE 1323	6.9	7.1	-0.2	0.4	1.9	-1.5	3.5	0.7	2.8	0.7	1.3	-0.6	6.5	7.2	-0.7	12.6	12.9	-0.3	8.8	9.7	-0.9
MIX102.3	13.2	12.8	0.4	11.2	14.1	-2.9	10.5	8.9	1.6	10.9	10.7	0.2	22.6	22.2	0.4	9.5	9.2	0.3	14.6	13.4	1.2
5MMM	10.3	10.3	0.0	11.3	13.6	-2.3	8.1	9.7	-1.6	15.1	18.0	-2.9	15.4	14.5	0.9	4.7	3.0	1.7	7.6	8.2	-0.6
NOVA91.9	9.9	8.9	1.0	26.0	22.6	3.4	22.4	20.5	1.9	19.8	16.0	3.8	6.6	6.0	0.6	1.1	1.8	-0.7	7.3	7.0	0.3
SAFM	12.8	12.7	0.1	37.0	28.7	8.3	31.0	33.8	-2.8	19.8	17.7	2.1	13.1	13.6	-0.5	1.0	1.5	-0.5	10.7	10.0	0.7
ABC891	11.7	12.1	-0.4	0.2	1.4	-1.2	2.0	0.4	1.6	3.5	4.6	-1.1	8.1	7.0	1.1	22.7	24.2	-1.5	14.9	15.3	-0.4
5RN	2.4	2.7	-0.3	1.3	1.4	-0.1	*	*	0.0	0.7	1.3	-0.6	3.3	4.0	-0.7	3.6	3.6	0.0	2.5	2.9	-0.4
NEWSR	1.1	1.1	0.0	0.2	0.6	-0.4	0.6	0.6	0.0	1.1	0.8	0.3	1.2	0.7	0.5	1.3	1.7	-0.4	1.1	1.1	0.0
5JJJ	6.0	5.4	0.6	4.0	7.2	-3.2	11.6	12.5	-0.9	14.0	10.9	3.1	4.6	4.2	0.4	1.0	0.7	0.3	4.0	3.6	0.4
ABC CL-FM	2.4	2.8	-0.4	0.8	0.7	0.1	0.3	1.8	-1.5	0.6	1.0	-0.4	1.9	2.5	-0.6	4.5	4.6	-0.1	3.2	3.4	-0.2

Adelaide Radio - Share Movement (%) by Session

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Survey #7 - 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	16.4	15.8	0.6	19.9	19.2	0.7	15.0	15.0	0.0	10.4	9.7	0.7	21.0	17.9	3.1	18.1	20.0	-1.9	17.5	18.0	-0.5
CRUISE 1323	6.6	6.9	-0.3	4.8	4.9	-0.1	8.3	8.3	0.0	8.2	8.9	-0.7	4.6	5.0	-0.4	7.0	6.7	0.3	8.1	8.1	0.0
MIX102.3	13.3	12.7	0.6	11.8	12.9	-1.1	15.6	13.8	1.8	16.3	13.7	2.6	10.5	10.9	-0.4	7.5	9.4	-1.9	13.0	13.5	-0.5
5MMM	11.0	10.8	0.2	10.0	10.6	-0.6	11.7	11.0	0.7	13.0	12.8	0.2	9.3	8.9	0.4	9.3	9.2	0.1	7.8	8.4	-0.6
NOVA91.9	10.4	9.5	0.9	10.4	9.8	0.6	10.0	9.5	0.5	12.5	11.7	0.8	9.6	8.6	1.0	6.7	5.1	1.6	8.0	6.8	1.2
SAFM	13.2	13.2	0.0	11.8	10.9	0.9	11.2	11.8	-0.6	13.0	14.2	-1.2	18.9	18.7	0.2	14.2	11.8	2.4	11.4	10.9	0.5
ABC891	11.1	11.7	-0.6	13.7	14.3	-0.6	12.1	12.8	-0.7	8.2	8.6	-0.4	8.1	9.7	-1.6	14.1	12.8	1.3	13.9	13.6	0.3
5RN	2.3	2.7	-0.4	4.2	4.0	0.2	1.4	1.9	-0.5	1.1	1.7	-0.6	2.3	3.1	-0.8	2.6	2.4	0.2	2.8	2.7	0.1
NEWSR	1.1	1.1	0.0	1.4	1.7	-0.3	0.4	0.2	0.2	0.8	0.9	-0.1	1.0	0.7	0.3	3.2	2.4	0.8	1.1	1.1	0.0
5JJJ	6.1	5.8	0.3	4.8	4.6	0.2	5.9	5.3	0.6	7.3	6.9	0.4	6.8	6.3	0.5	5.9	6.9	-1.0	5.5	3.9	1.6
ABC CL-FM	2.2	2.4	-0.2	2.6	2.3	0.3	2.5	2.1	0.4	1.8	1.6	0.2	1.9	3.0	-1.1	2.1	4.5	-2.4	3.1	4.4	-1.3