

# Adelaide Radio - Share Movement (%) by Demographic

The Nielsen Company

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2008

Survey Period: Sun September 14 - Sat November 22, 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	14.8	16.6	-1.8	1.5	1.5	0.0	0.6	1.1	-0.5	3.5	5.4	-1.9	12.4	13.6	-1.2	27.8	30.9	-3.1	17.2	19.7	-2.5
CRUISE 1323	8.1	6.9	1.2	0.2	0.4	-0.2	4.3	3.5	0.8	2.1	0.7	1.4	6.3	6.5	-0.2	14.4	12.6	1.8	9.9	8.8	1.1
MIX102.3	12.7	13.2	-0.5	8.9	11.2	-2.3	5.6	10.5	-4.9	11.2	10.9	0.3	20.6	22.6	-2.0	10.6	9.5	1.1	14.5	14.6	-0.1
5MMM	9.5	10.3	-0.8	9.4	11.3	-1.9	8.8	8.1	0.7	10.6	15.1	-4.5	15.4	15.4	0.0	5.2	4.7	0.5	7.8	7.6	0.2
NOVA91.9	12.1	9.9	2.2	32.4	26.0	6.4	34.5	22.4	12.1	24.1	19.8	4.3	7.4	6.6	0.8	0.5	1.1	-0.6	7.4	7.3	0.1
SAFM	12.5	12.8	-0.3	40.2	37.0	3.2	26.6	31.0	-4.4	17.5	19.8	-2.3	14.9	13.1	1.8	1.1	1.0	0.1	10.8	10.7	0.1
ABC891	11.0	11.7	-0.7	0.4	0.2	0.2	1.7	2.0	-0.3	3.7	3.5	0.2	8.1	8.1	0.0	20.4	22.7	-2.3	13.2	14.9	-1.7
5RN	2.3	2.4	-0.1	0.8	1.3	-0.5	*	*	0.0	1.2	0.7	0.5	1.7	3.3	-1.6	4.0	3.6	0.4	2.6	2.5	0.1
NEWSR	1.4	1.1	0.3	0.2	0.2	0.0	0.1	0.6	-0.5	1.9	1.1	0.8	1.3	1.2	0.1	1.8	1.3	0.5	1.5	1.1	0.4
5JJJ	5.5	6.0	-0.5	1.7	4.0	-2.3	8.6	11.6	-3.0	15.9	14.0	1.9	4.9	4.6	0.3	0.2	1.0	-0.8	3.7	4.0	-0.3
ABC CL-FM	3.5	2.4	1.1	1.0	0.8	0.2	0.1	0.3	-0.2	1.4	0.6	0.8	2.7	1.9	0.8	6.3	4.5	1.8	4.6	3.2	1.4

# Adelaide Radio - Share Movement (%) by Session

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Survey #8 - 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	14.8	16.4	-1.6	18.9	19.9	-1.0	14.9	15.0	-0.1	9.8	10.4	-0.6	16.1	21.0	-4.9	14.6	18.1	-3.5	15.0	17.5	-2.5
CRUISE 1323	7.5	6.6	0.9	6.1	4.8	1.3	8.9	8.3	0.6	8.1	8.2	-0.1	6.1	4.6	1.5	9.4	7.0	2.4	10.1	8.1	2.0
MIX102.3	12.8	13.3	-0.5	10.2	11.8	-1.6	14.6	15.6	-1.0	15.7	16.3	-0.6	12.3	10.5	1.8	8.7	7.5	1.2	12.3	13.0	-0.7
5MMM	10.1	11.0	-0.9	9.5	10.0	-0.5	11.0	11.7	-0.7	12.5	13.0	-0.5	7.3	9.3	-2.0	7.3	9.3	-2.0	7.3	7.8	-0.5
NOVA91.9	12.7	10.4	2.3	12.9	10.4	2.5	12.3	10.0	2.3	14.1	12.5	1.6	11.5	9.6	1.9	11.1	6.7	4.4	9.9	8.0	1.9
SAFM	12.9	13.2	-0.3	11.7	11.8	-0.1	11.0	11.2	-0.2	13.2	13.0	0.2	17.8	18.9	-1.1	12.4	14.2	-1.8	11.1	11.4	-0.3
ABC891	10.4	11.1	-0.7	12.8	13.7	-0.9	10.3	12.1	-1.8	8.3	8.2	0.1	8.5	8.1	0.4	12.7	14.1	-1.4	13.0	13.9	-0.9
5RN	2.1	2.3	-0.2	3.4	4.2	-0.8	1.3	1.4	-0.1	1.4	1.1	0.3	2.4	2.3	0.1	2.2	2.6	-0.4	2.8	2.8	0.0
NEWSR	1.4	1.1	0.3	1.6	1.4	0.2	0.8	0.4	0.4	1.1	0.8	0.3	1.3	1.0	0.3	3.4	3.2	0.2	1.6	1.1	0.5
5JJJ	5.6	6.1	-0.5	4.5	4.8	-0.3	5.9	5.9	0.0	6.0	7.3	-1.3	7.0	6.8	0.2	4.9	5.9	-1.0	5.1	5.5	-0.4
ABC CL-FM	3.3	2.2	1.1	3.3	2.6	0.7	3.8	2.5	1.3	2.8	1.8	1.0	3.0	1.9	1.1	3.4	2.1	1.3	4.2	3.1	1.1