

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	18.2	18.1	0.1	2.4	5.9	-3.5	3.4	1.4	2.0	5.5	6.2	-0.7	13.1	10.4	2.7	36.6	36.4	0.2	20.7	19.7	1.0
CRUISE 1323	6.2	6.9	-0.7	0.9	0.5	0.4	1.2	1.4	-0.2	2.1	3.1	-1.0	3.6	4.7	-1.1	12.9	13.0	-0.1	7.4	8.2	-0.8
MIX102.3	16.8	15.2	1.6	12.3	18.2	-5.9	17.4	17.1	0.3	16.3	13.7	2.6	27.6	23.4	4.2	9.7	9.4	0.3	17.8	16.0	1.8
5MMM	8.8	8.9	-0.1	13.3	8.7	4.6	6.1	6.1	0.0	14.7	13.6	1.1	14.3	14.7	-0.4	1.3	2.9	-1.6	6.1	7.0	-0.9
NOVA91.9	11.3	11.2	0.1	30.1	23.9	6.2	29.0	26.8	2.2	19.6	22.5	-2.9	7.3	7.9	-0.6	1.0	1.0	0.0	8.7	8.1	0.6
SAFM	11.0	12.4	-1.4	30.8	33.2	-2.4	21.7	26.8	-5.1	17.2	19.6	-2.4	10.4	12.2	-1.8	1.5	1.6	-0.1	9.7	11.7	-2.0
ABC891	10.4	9.7	0.7	1.4	2.0	-0.6	2.6	3.5	-0.9	3.4	2.1	1.3	9.3	8.8	0.5	19.2	17.5	1.7	12.5	11.5	1.0
5RN	1.9	1.5	0.4	*	0.1	-0.1	0.1	0.1	0.0	0.1	1.0	-0.9	2.4	1.4	1.0	3.4	2.3	1.1	2.2	1.5	0.7
NEWSR	1.6	1.8	-0.2	*	*	0.0	0.9	1.7	-0.8	1.5	0.7	0.8	1.1	1.8	-0.7	2.5	2.6	-0.1	1.8	1.8	0.0
5JJJ	3.4	2.9	0.5	5.6	3.7	1.9	5.6	5.0	0.6	8.2	5.7	2.5	2.0	3.3	-1.3	0.5	0.2	0.3	2.6	2.1	0.5
ABC CL-FM	2.6	2.6	0.0	0.2	0.1	0.1	0.2	0.5	-0.3	1.1	1.1	0.0	2.7	2.5	0.2	4.6	4.4	0.2	3.4	3.2	0.2

Adelaide Radio - Share Movement (%) by Session

10+

Survey #4 - 2007

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	18.2	18.4	-0.2	22.2	22.8	-0.6	17.2	15.8	1.4	12.3	11.0	1.3	18.5	21.4	-2.9	24.3	24.9	-0.6	18.2	17.2	1.0
CRUISE 1323	5.9	6.7	-0.8	4.1	5.0	-0.9	6.8	8.1	-1.3	7.1	7.8	-0.7	5.8	6.6	-0.8	5.5	6.2	-0.7	7.2	7.5	-0.3
MIX102.3	17.2	15.3	1.9	16.4	15.6	0.8	18.9	17.5	1.4	19.3	17.4	1.9	15.8	12.2	3.6	12.9	10.1	2.8	15.4	14.9	0.5
5MMM	8.8	9.2	-0.4	7.5	7.8	-0.3	9.2	9.5	-0.3	10.6	11.4	-0.8	8.1	8.3	-0.2	8.5	8.4	0.1	8.7	7.9	0.8
NOVA91.9	11.8	11.7	0.1	11.1	9.7	1.4	10.8	11.9	-1.1	13.4	14.8	-1.4	12.5	12.4	0.1	10.3	8.3	2.0	9.7	9.3	0.4
SAFM	11.2	12.7	-1.5	9.3	12.2	-2.9	10.9	11.4	-0.5	12.1	13.4	-1.3	14.4	14.9	-0.5	9.6	12.0	-2.4	10.4	11.4	-1.0
ABC891	10.0	9.3	0.7	13.5	11.5	2.0	10.7	10.4	0.3	7.9	7.5	0.4	6.8	6.5	0.3	9.7	10.0	-0.3	11.5	11.1	0.4
5RN	1.8	1.5	0.3	2.2	1.7	0.5	1.2	0.9	0.3	1.4	1.1	0.3	2.2	2.1	0.1	2.9	2.1	0.8	2.0	1.3	0.7
NEWSR	1.5	1.7	-0.2	2.3	2.5	-0.2	1.0	1.0	0.0	0.8	1.0	-0.2	0.9	1.0	-0.1	2.6	3.3	-0.7	2.1	2.1	0.0
5JJJ	3.6	2.8	0.8	2.8	2.2	0.6	3.6	2.6	1.0	4.1	3.2	0.9	4.5	3.7	0.8	2.6	2.4	0.2	3.0	3.1	-0.1
ABC CL-FM	2.5	2.3	0.2	2.5	2.2	0.3	2.3	2.5	-0.2	2.4	1.7	0.7	3.1	3.1	0.0	2.4	2.4	0.0	3.1	3.7	-0.6