

Adelaide Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	17.5	18.6	-1.1	1.8	2.3	-0.5	5.0	0.9	4.1	6.8	5.4	1.4	12.8	11.9	0.9	33.4	36.7	-3.3	20.3	21.4	-1.1
CRUISE 1323	7.3	7.4	-0.1	1.1	0.1	1.0	0.4	0.5	-0.1	1.2	1.4	-0.2	8.4	8.1	0.3	12.8	12.6	0.2	8.4	8.7	-0.3
MIX102.3	14.6	16.0	-1.4	9.1	10.0	-0.9	7.9	5.8	2.1	13.5	16.4	-2.9	23.3	27.9	-4.6	11.1	10.1	1.0	15.6	16.6	-1.0
5MMM	8.5	8.2	0.3	5.4	7.3	-1.9	5.4	12.6	-7.2	15.9	13.5	2.4	13.4	13.3	0.1	1.3	0.7	0.6	6.9	6.7	0.2
NOVA91.9	11.9	11.7	0.2	36.3	36.8	-0.5	25.6	40.3	-14.7	22.9	21.8	1.1	8.2	6.5	1.7	0.6	0.5	0.1	7.9	7.8	0.1
SAFM	12.1	10.5	1.6	41.9	34.8	7.1	22.3	20.6	1.7	18.7	17.4	1.3	11.0	10.5	0.5	1.6	1.0	0.6	10.8	8.5	2.3
ABC891	8.5	9.1	-0.6	1.0	1.2	-0.2	0.4	0.2	0.2	2.2	2.9	-0.7	8.3	7.2	1.1	15.7	17.0	-1.3	10.3	11.3	-1.0
5RN	1.6	1.5	0.1	0.1	0.2	-0.1	*	*	0.0	1.1	0.5	0.6	1.9	1.5	0.4	2.3	2.6	-0.3	1.9	2.1	-0.2
NEWSR	1.3	1.2	0.1	*	*	0.0	0.6	*	0.6	0.5	0.6	-0.1	1.0	0.9	0.1	2.3	2.2	0.1	1.3	1.2	0.1
5JJJ	3.6	3.6	0.0	0.8	1.9	-1.1	14.2	9.2	5.0	5.9	8.0	-2.1	3.6	3.7	-0.1	0.1	0.2	-0.1	2.9	3.3	-0.4
ABC CL-FM	3.4	3.3	0.1	0.1	0.2	-0.1	0.9	1.3	-0.4	0.8	0.6	0.2	1.7	1.9	-0.2	7.5	6.8	0.7	4.6	4.5	0.1

Adelaide Radio - Share Movement (%) by Session

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Survey #8 - 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	17.7	18.0	-0.3	19.8	20.8	-1.0	17.5	17.1	0.4	10.3	10.2	0.1	20.6	20.8	-0.2	26.2	27.6	-1.4	17.0	20.9	-3.9
CRUISE 1323	6.9	7.3	-0.4	5.2	4.7	0.5	7.9	9.3	-1.4	8.6	9.6	-1.0	7.2	6.5	0.7	4.4	4.9	-0.5	8.7	7.8	0.9
MIX102.3	14.7	16.0	-1.3	14.9	17.3	-2.4	16.9	16.9	0.0	17.1	18.5	-1.4	11.3	12.5	-1.2	8.3	9.4	-1.1	14.1	16.0	-1.9
5MMM	8.8	8.5	0.3	9.1	8.8	0.3	9.2	8.2	1.0	11.4	10.9	0.5	6.2	7.0	-0.8	4.4	4.8	-0.4	7.4	6.8	0.6
NOVA91.9	12.3	12.4	-0.1	11.8	11.2	0.6	11.9	12.2	-0.3	14.1	13.5	0.6	12.7	13.3	-0.6	10.0	11.8	-1.8	10.2	9.4	0.8
SAFM	12.4	11.1	1.3	9.9	9.1	0.8	10.9	9.5	1.4	13.4	11.9	1.5	17.3	16.2	1.1	12.8	10.5	2.3	10.8	8.3	2.5
ABC891	8.1	8.7	-0.6	11.3	10.6	0.7	8.4	9.5	-1.1	5.2	6.8	-1.6	5.6	6.2	-0.6	9.4	10.4	-1.0	10.0	10.7	-0.7
5RN	1.5	1.5	0.0	2.1	2.1	0.0	0.9	1.3	-0.4	0.9	0.9	0.0	1.5	1.5	0.0	2.9	2.1	0.8	1.9	1.4	0.5
NEWSR	1.3	1.1	0.2	1.9	1.7	0.2	0.8	0.7	0.1	0.8	0.7	0.1	0.7	0.8	-0.1	2.5	2.0	0.5	1.4	1.5	-0.1
5JJJ	3.7	3.7	0.0	3.2	3.5	-0.3	3.7	3.3	0.4	3.9	3.9	0.0	3.8	3.7	0.1	4.1	4.1	0.0	3.5	3.3	0.2
ABC CL-FM	3.2	3.1	0.1	3.0	3.1	-0.1	2.9	3.1	-0.2	3.3	3.3	0.0	3.8	3.1	0.7	2.9	2.6	0.3	4.2	4.2	0.0