

Adelaide Radio - Survey #2 2010



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

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	14.0	14.3	-0.3	1.1	2.5	-1.4	1.5	0.2	1.3	5.7	5.1	0.6	9.6	10.5	-0.9	25.9	27.6	-1.7	13.9	15.0	-1.1
CRUISE1323	7.4	7.2	0.2	1.8	0.7	1.1	0.6	0.8	-0.2	0.6	1.2	-0.6	8.1	7.5	0.6	13.0	13.1	-0.1	8.3	8.0	0.3
MIX102.3	12.0	11.5	0.5	10.0	6.5	3.5	7.5	6.7	0.8	10.3	9.9	0.4	18.9	17.7	1.2	9.9	10.3	-0.4	13.6	13.1	0.5
5MMM	10.0	9.4	0.6	13.5	7.9	5.6	9.9	8.9	1.0	11.7	12.0	-0.3	18.4	17.4	1.0	3.4	2.8	0.6	9.3	8.5	0.8
NOVA91.9	10.3	10.6	-0.3	24.4	29.0	-4.6	26.6	19.8	6.8	19.9	21.9	-2.0	9.3	8.2	1.1	0.2	0.4	-0.2	8.2	8.6	-0.4
SAFM	12.0	12.7	-0.7	32.7	39.5	-6.8	24.7	26.7	-2.0	19.6	18.3	1.3	13.3	13.9	-0.6	1.4	1.3	0.1	11.4	11.6	-0.2
ABC891	11.6	11.1	0.5	3.2	1.8	1.4	0.4	3.6	-3.2	5.1	4.4	0.7	6.8	6.4	0.4	21.7	21.6	0.1	12.8	12.2	0.6
5RN	2.6	2.9	-0.3	0.1	0.1	0.0	0.4	0.4	0.0	0.9	0.5	0.4	1.6	2.9	-1.3	4.9	5.4	-0.5	3.6	4.1	-0.5
NEWSR	1.5	1.6	-0.1	0.6	1.2	-0.6	0.7	0.6	0.1	1.0	0.7	0.3	1.1	1.3	-0.2	2.3	2.8	-0.5	1.2	1.9	-0.7
5JJJ	4.7	6.6	-1.9	5.9	7.5	-1.6	10.7	19.7	-9.0	10.5	13.9	-3.4	4.4	4.7	-0.3	0.2	0.1	0.1	3.3	4.8	-1.5
ABCFM	4.0	3.4	0.6	0.5	0.2	0.3	0.4	0.5	-0.1	1.2	1.3	-0.1	0.9	1.5	-0.6	8.7	7.1	1.6	5.5	4.0	1.5

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
5AA	14.3	14.4	-0.1	17.6	18.8	-1.2	13.6	14.2	-0.6	8.8	8.7	0.1	14.5	13.7	0.8	20.1	19.3	0.8	13.3	13.9	-0.6
CRUISE1323	6.8	6.7	0.1	5.3	5.1	0.2	7.7	8.1	-0.4	7.6	7.3	0.3	6.7	6.8	-0.1	7.1	6.2	0.9	9.5	8.7	0.8
MIX102.3	11.7	11.6	0.1	10.9	10.7	0.2	12.4	12.5	-0.1	13.7	13.4	0.3	11.2	10.9	0.3	8.1	8.1	0.0	13.0	11.5	1.5
5MMM	10.5	9.6	0.9	9.3	7.8	1.5	11.0	10.9	0.1	12.8	11.9	0.9	9.0	9.3	-0.3	8.7	6.3	2.4	8.4	8.6	-0.2
NOVA91.9	10.7	10.8	-0.1	11.2	11.7	-0.5	9.4	9.6	-0.2	11.2	11.5	-0.3	10.9	10.8	0.1	11.0	9.4	1.6	8.9	9.7	-0.8
SAFM	12.4	13.1	-0.7	11.6	12.6	-1.0	10.0	10.9	-0.9	13.0	13.6	-0.6	18.1	17.2	0.9	9.4	12.1	-2.7	10.5	11.2	-0.7
ABC891	11.3	10.9	0.4	13.7	13.4	0.3	12.9	11.6	1.3	8.4	8.3	0.1	8.5	8.0	0.5	13.3	13.7	-0.4	12.3	12.0	0.3
5RN	2.5	2.7	-0.2	3.5	4.1	-0.6	2.1	2.4	-0.3	1.7	1.9	-0.2	2.6	2.5	0.1	2.1	2.5	-0.4	2.9	3.4	-0.5
NEWSR	1.4	1.5	-0.1	1.7	2.3	-0.6	0.6	1.0	-0.4	1.0	1.0	0.0	1.0	1.3	-0.3	3.7	2.4	1.3	1.9	2.0	-0.1
5JJJ	4.9	7.2	-2.3	4.4	4.8	-0.4	4.6	6.3	-1.7	6.0	8.8	-2.8	5.4	9.3	-3.9	3.3	8.3	-5.0	3.9	4.6	-0.7
ABCFM	3.7	3.1	0.6	3.3	2.9	0.4	4.3	3.7	0.6	3.4	3.0	0.4	3.7	3.0	0.7	4.4	3.0	1.4	4.9	4.3	0.6

Survey Period: Sun Jan 31 - Sat Mar 20, 2010

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