

Adelaide Radio - Survey #1 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	14.3	14.2	0.1	2.5	2.7	-0.2	0.2	0.4	-0.2	5.1	4.7	0.4	10.5	13.5	-3.0	27.6	25.5	2.1	15.0	16.8	-1.8
CRUISE1323	7.2	6.2	1.0	0.7	0.6	0.1	0.8	0.6	0.2	1.2	1.3	-0.1	7.5	4.6	2.9	13.1	12.4	0.7	8.0	7.2	0.8
MIX102.3	11.5	11.8	-0.3	6.5	11.4	-4.9	6.7	7.1	-0.4	9.9	8.8	1.1	17.7	19.3	-1.6	10.3	9.6	0.7	13.1	13.1	0.0
5MMM	9.4	9.6	-0.2	7.9	10.6	-2.7	8.9	5.6	3.3	12.0	12.5	-0.5	17.4	16.6	0.8	2.8	3.9	-1.1	8.5	7.4	1.1
NOVA91.9	10.6	12.0	-1.4	29.0	23.1	5.9	19.8	33.8	-14.0	21.9	21.0	0.9	8.2	9.4	-1.2	0.4	1.3	-0.9	8.6	9.4	-0.8
SAFM	12.7	12.8	-0.1	39.5	39.1	0.4	26.7	21.7	5.0	18.3	21.0	-2.7	13.9	11.9	2.0	1.3	2.3	-1.0	11.6	11.1	0.5
ABC891	11.1	12.2	-1.1	1.8	1.8	0.0	3.6	1.4	2.2	4.4	4.4	0.0	6.4	7.6	-1.2	21.6	24.2	-2.6	12.2	14.2	-2.0
5RN	2.9	2.8	0.1	0.1	0.2	-0.1	0.4	0.3	0.1	0.5	1.7	-1.2	2.9	2.3	0.6	5.4	4.8	0.6	4.1	3.0	1.1
NEWSR	1.6	2.3	-0.7	1.2	0.5	0.7	0.6	0.4	0.2	0.7	0.8	-0.1	1.3	3.3	-2.0	2.8	3.3	-0.5	1.9	3.0	-1.1
5JJJ	6.6	5.7	0.9	7.5	2.2	5.3	19.7	15.5	4.2	13.9	13.3	0.6	4.7	4.3	0.4	0.1	0.2	-0.1	4.8	4.8	0.0
ABCFM	3.4	3.2	0.2	0.2	1.8	-1.6	0.5	0.5	0.0	1.3	0.4	0.9	1.5	2.7	-1.2	7.1	6.2	0.9	4.0	4.0	0.0

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	14.4	14.4	0.0	18.8	17.1	1.7	14.2	14.1	0.1	8.7	9.3	-0.6	13.7	15.5	-1.8	19.3	17.5	1.8	13.9	13.5	0.4
CRUISE1323	6.7	5.8	0.9	5.1	4.3	0.8	8.1	6.9	1.2	7.3	7.5	-0.2	6.8	5.4	1.4	6.2	4.6	1.6	8.7	7.4	1.3
MIX102.3	11.6	11.6	0.0	10.7	11.6	-0.9	12.5	11.6	0.9	13.4	12.6	0.8	10.9	11.1	-0.2	8.1	9.5	-1.4	11.5	12.6	-1.1
5MMM	9.6	9.9	-0.3	7.8	10.2	-2.4	10.9	10.7	0.2	11.9	11.4	0.5	9.3	8.0	1.3	6.3	6.5	-0.2	8.6	8.5	0.1
NOVA91.9	10.8	12.7	-1.9	11.7	12.7	-1.0	9.6	13.1	-3.5	11.5	14.9	-3.4	10.8	10.7	0.1	9.4	9.4	0.0	9.7	9.6	0.1
SAFM	13.1	12.9	0.2	12.6	10.8	1.8	10.9	10.8	0.1	13.6	13.4	0.2	17.2	18.5	-1.3	12.1	13.1	-1.0	11.2	12.6	-1.4
ABC891	10.9	12.3	-1.4	13.4	14.5	-1.1	11.6	13.2	-1.6	8.3	9.6	-1.3	8.0	9.6	-1.6	13.7	14.9	-1.2	12.0	11.9	0.1
5RN	2.7	2.7	0.0	4.1	3.8	0.3	2.4	2.2	0.2	1.9	1.7	0.2	2.5	3.1	-0.6	2.5	2.1	0.4	3.4	3.2	0.2
NEWSR	1.5	2.1	-0.6	2.3	2.9	-0.6	1.0	1.2	-0.2	1.0	1.7	-0.7	1.3	1.4	-0.1	2.4	4.2	-1.8	2.0	2.9	-0.9
5JJJ	7.2	5.8	1.4	4.8	4.8	0.0	6.3	5.3	1.0	8.8	6.5	2.3	9.3	6.9	2.4	8.3	6.5	1.8	4.6	5.2	-0.6
ABCFM	3.1	3.0	0.1	2.9	2.5	0.4	3.7	3.6	0.1	3.0	2.4	0.6	3.0	3.9	-0.9	3.0	3.4	-0.4	4.3	3.9	0.4

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Average Audience (000's) 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	+/-
Potential	1066	1048	18	116	117	-1	127	126	1	247	239	8	247	249	-2	329	317	12	500	490	10
5AA	22	23	-1	*	*	0	*	*	0	2	2	0	4	6	-2	16	15	1	12	14	-2
CRUISE1323	11	10	1	*	*	0	*	*	0	*	*	0	3	2	1	8	7	1	6	6	0
MIX102.3	18	19	-1	1	1	0	1	1	0	4	3	1	7	8	-1	6	6	0	10	11	-1
5MMM	15	15	0	1	1	0	1	1	0	4	4	0	7	7	0	2	2	0	7	6	1
NOVA91.9	16	19	-3	2	2	0	3	5	-2	8	7	1	3	4	-1	*	1	-1	7	8	-1
SAFM	20	21	-1	3	4	-1	4	3	1	6	7	-1	5	5	0	1	1	0	9	9	0
ABC891	17	20	-3	*	*	0	1	*	1	2	2	0	2	3	-1	13	14	-1	10	12	-2
5RN	5	4	1	*	*	0	*	*	0	*	1	-1	1	1	0	3	3	0	3	2	1
NEWSR	3	4	-1	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	1	2	-1
5JJJ	10	9	1	1	*	1	3	2	1	5	5	0	2	2	0	*	*	0	4	4	0
ABCFM	5	5	0	*	*	0	*	*	0	*	*	0	1	1	0	4	4	0	3	3	0
ALL	155	161	-6	8	9	-1	15	15	0	35	35	0	39	41	-2	58	60	-2	78	82	-4

Average Audience (000's) by Session, P10+ [Potential: 1066]

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	24	25	-1	44	45	-1	33	33	0	17	18	-1	22	26	-4	12	10	2	17	17	0
CRUISE1323	11	10	1	12	11	1	19	16	3	15	15	0	11	9	2	4	3	1	11	10	1
MIX102.3	20	20	0	25	30	-5	29	27	2	27	24	3	18	19	-1	5	6	-1	14	16	-2
5MMM	16	17	-1	18	27	-9	26	25	1	24	22	2	15	14	1	4	4	0	10	11	-1
NOVA91.9	18	22	-4	28	33	-5	23	31	-8	23	29	-6	18	18	0	6	6	0	12	12	0
SAFM	22	22	0	30	28	2	25	26	-1	27	26	1	28	32	-4	8	8	0	14	16	-2
ABC891	18	21	-3	31	38	-7	27	31	-4	17	19	-2	13	16	-3	9	9	0	15	15	0
5RN	5	5	0	10	10	0	6	5	1	4	3	1	4	5	-1	2	1	1	4	4	0
NEWSR	3	4	-1	5	7	-2	2	3	-1	2	3	-1	2	2	0	2	2	0	2	4	-2
5JJJ	12	10	2	11	13	-2	15	13	2	18	13	5	15	12	3	5	4	1	6	7	-1
ABCFM	5	5	0	7	7	0	9	8	1	6	5	1	5	7	-2	2	2	0	5	5	0
ALL	169	173	-4	235	261	-26	234	237	-3	200	193	7	163	171	-8	63	59	4	122	129	-7

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Cumulative Audience (000's) 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	+/-
Potential	1066	1048	18	116	117	-1	127	126	1	247	239	8	247	249	-2	329	317	12	500	490	10
5AA	190	187	3	9	9	0	3	2	1	24	28	-4	42	48	-6	113	100	13	92	100	-8
CRUISE1323	133	120	13	2	4	-2	6	3	3	10	8	2	33	27	6	82	80	2	74	65	9
MIX102.3	250	275	-25	20	31	-11	28	24	4	58	64	-6	86	94	-8	58	62	-4	128	131	-3
5MMM	191	226	-35	21	36	-15	27	21	6	58	66	-8	64	75	-11	22	28	-6	85	90	-5
NOVA91.9	257	297	-40	55	58	-3	57	76	-19	97	100	-3	42	52	-10	5	11	-6	87	101	-14
SAFM	305	329	-24	62	83	-21	60	63	-3	99	91	8	65	70	-5	19	22	-3	120	119	1
ABC891	208	197	11	9	8	1	10	4	6	30	20	10	45	46	-1	114	119	-5	102	105	-3
5RN	62	59	3	4	2	2	1	2	-1	7	8	-1	14	19	-5	36	29	7	30	34	-4
NEWSR	60	63	-3	5	2	3	3	2	1	8	8	0	14	19	-5	30	31	-1	29	38	-9
5JJJ	132	131	1	13	10	3	38	35	3	53	54	-1	24	26	-2	3	6	-3	41	52	-11
ABCFM	65	65	0	1	4	-3	3	6	-3	7	5	2	16	12	4	39	38	1	37	30	7
ALL	1008	991	17	108	110	-2	115	119	-4	234	227	7	240	236	4	311	299	12	474	463	11

Cumulative Audience (000's) by Session, P10+ [Potential: 1066]

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	181	177	4	132	130	2	106	96	10	92	95	-3	99	112	-13	72	64	8	134	136	-2
CRUISE1323	121	105	16	58	53	5	71	65	6	80	71	9	62	55	7	42	31	11	90	88	2
MIX102.3	222	248	-26	132	161	-29	125	114	11	141	148	-7	130	133	-3	65	88	-23	152	185	-33
5MMM	176	194	-18	103	129	-26	99	92	7	110	123	-13	100	111	-11	50	52	-2	113	150	-37
NOVA91.9	247	276	-29	149	186	-37	114	128	-14	146	169	-23	137	142	-5	84	96	-12	167	195	-28
SAFM	287	297	-10	160	180	-20	135	127	8	163	190	-27	181	194	-13	96	116	-20	188	227	-39
ABC891	187	175	12	136	134	2	94	102	-8	104	103	1	92	97	-5	76	69	7	153	153	0
5RN	52	55	-3	37	39	-2	27	25	2	25	22	3	28	29	-1	18	17	1	49	39	10
NEWSR	52	56	-4	32	34	-2	20	17	3	23	24	-1	18	20	-2	16	25	-9	41	46	-5
5JJJ	124	122	2	61	76	-15	68	64	4	89	73	16	86	80	6	59	53	6	70	84	-14
ABCFM	58	59	-1	35	35	0	39	36	3	31	30	1	32	36	-4	18	27	-9	44	45	-1
ALL	992	980	12	790	851	-61	710	663	47	754	758	-4	735	758	-23	506	508	-2	849	882	-33

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