

Adelaide Radio - Survey #3 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	13.9	14.0	-0.1	3.9	1.1	2.8	1.0	1.5	-0.5	4.3	5.7	-1.4	9.0	9.6	-0.6	25.8	25.9	-0.1	16.8	13.9	2.9
CRUISE1323	7.4	7.4	0.0	3.0	1.8	1.2	1.0	0.6	0.4	0.5	0.6	-0.1	9.0	8.1	0.9	12.0	13.0	-1.0	9.9	8.3	1.6
MIX102.3	12.9	12.0	0.9	9.8	10.0	-0.2	9.7	7.5	2.2	10.3	10.3	0.0	23.6	18.9	4.7	9.1	9.9	-0.8	13.9	13.6	0.3
5MMM	9.6	10.0	-0.4	12.1	13.5	-1.4	11.8	9.9	1.9	12.7	11.7	1.0	13.6	18.4	-4.8	4.7	3.4	1.3	8.3	9.3	-1.0
NOVA91.9	8.7	10.3	-1.6	19.6	24.4	-4.8	26.7	26.6	0.1	16.1	19.9	-3.8	7.1	9.3	-2.2	0.5	0.2	0.3	6.5	8.2	-1.7
SAFM	12.1	12.0	0.1	32.6	32.7	-0.1	19.7	24.7	-5.0	22.6	19.6	3.0	13.2	13.3	-0.1	1.8	1.4	0.4	10.6	11.4	-0.8
ABC891	11.8	11.6	0.2	2.6	3.2	-0.6	3.0	0.4	2.6	3.7	5.1	-1.4	7.2	6.8	0.4	21.7	21.7	0.0	12.8	12.8	0.0
5RN	2.2	2.6	-0.4	0.5	0.1	0.4	*	0.4	-0.4	0.8	0.9	-0.1	2.1	1.6	0.5	3.6	4.9	-1.3	3.1	3.6	-0.5
NEWSR	1.5	1.5	0.0	0.5	0.6	-0.1	0.7	0.7	0.0	0.9	1.0	-0.1	1.3	1.1	0.2	2.3	2.3	0.0	1.4	1.2	0.2
5JJJ	4.9	4.7	0.2	6.1	5.9	0.2	10.2	10.7	-0.5	10.8	10.5	0.3	5.3	4.4	0.9	0.3	0.2	0.1	3.6	3.3	0.3
ABCFM	4.2	4.0	0.2	0.3	0.5	-0.2	0.7	0.4	0.3	1.0	1.2	-0.2	1.2	0.9	0.3	8.9	8.7	0.2	4.7	5.5	-0.8

Share Movement (%) by Session, P10+

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	13.6	14.3	-0.7	17.5	17.6	-0.1	12.7	13.6	-0.9	7.8	8.8	-1.0	14.3	14.5	-0.2	18.9	20.1	-1.2	14.9	13.3	1.6
CRUISE1323	6.8	6.8	0.0	6.0	5.3	0.7	7.3	7.7	-0.4	7.2	7.6	-0.4	6.7	6.7	0.0	6.8	7.1	-0.3	9.3	9.5	-0.2
MIX102.3	12.8	11.7	1.1	11.7	10.9	0.8	13.3	12.4	0.9	14.8	13.7	1.1	12.3	11.2	1.1	10.0	8.1	1.9	13.5	13.0	0.5
5MMM	10.1	10.5	-0.4	10.3	9.3	1.0	10.5	11.0	-0.5	12.1	12.8	-0.7	7.9	9.0	-1.1	6.8	8.7	-1.9	7.7	8.4	-0.7
NOVA91.9	9.2	10.7	-1.5	9.2	11.2	-2.0	8.4	9.4	-1.0	9.9	11.2	-1.3	9.5	10.9	-1.4	9.1	11.0	-1.9	7.1	8.9	-1.8
SAFM	12.7	12.4	0.3	10.3	11.6	-1.3	10.9	10.0	0.9	14.6	13.0	1.6	17.9	18.1	-0.2	9.9	9.4	0.5	10.4	10.5	-0.1
ABC891	11.6	11.3	0.3	14.2	13.7	0.5	13.7	12.9	0.8	8.9	8.4	0.5	8.4	8.5	-0.1	11.6	13.3	-1.7	12.4	12.3	0.1
5RN	2.1	2.5	-0.4	3.1	3.5	-0.4	1.7	2.1	-0.4	1.0	1.7	-0.7	2.3	2.6	-0.3	3.3	2.1	1.2	2.2	2.9	-0.7
NEWSR	1.5	1.4	0.1	1.8	1.7	0.1	0.9	0.6	0.3	0.9	1.0	-0.1	0.9	1.0	-0.1	4.7	3.7	1.0	1.6	1.9	-0.3
5JJJ	5.1	4.9	0.2	4.4	4.4	0.0	5.0	4.6	0.4	6.1	6.0	0.1	5.8	5.4	0.4	3.6	3.3	0.3	4.3	3.9	0.4
ABCFM	4.0	3.7	0.3	3.6	3.3	0.3	4.6	4.3	0.3	3.7	3.4	0.3	3.8	3.7	0.1	4.9	4.4	0.5	4.8	4.9	-0.1

Survey Period: Sun Feb 14 - Sat Mar 20 and Sun Mar 28 - Sat May 1, 2010