



2009 SURVEY DATES

SURVEY ONE
January 18 - February 14

SURVEY TWO
February 1 - March 21

SURVEY THREE
February 15 - May 2

SURVEY FOUR
March 29 - June 13

SURVEY FIVE
May 10 - August 1

SURVEY SIX
June 28 - September 5

SURVEY SEVEN
August 2 - October 24

SURVEY EIGHT
September 20 - December 5

ADELAIDE

Survey #6 2009

CONTENTS

Station Profiles

Shares %

Cumes (000's) & Averages (000's)

Shares by Session

Shares by Age Group

Single Source Categories

ADELAIDE

SURVEY #6, 2009

FIVEaa 1395AM



Interactive Radio FIVEaa is Adelaide's Radio Station for News, Sport & Information. Starting the day with Keith Conlon, Tony Pilkington, Jon Blake, Jane Doyle and Chris McDermott, Breakfast on FIVEaa is a strong mix of entertainment, opinions, sport and news as it happens. Leon Byner follows at 9am with the opinions, talkback and all the issues that involve Adelaide listeners. Amanda Blair keeps Adelaide informed and entertained with interviews, talkback and special guests. Australia's Number One Sports show is on at 4pm with Graham Cornes & Stephen Rowe, talking to the big names and breaking all the big stories in Sport. Matthew Pantelis provides an hour long news review from 7 followed by Adelaide legend Bob Francis from 8pm with his own unique style. Weekends on FIVEaa is a mix of Lifestyle and sports being Adelaide's number 1 station for AFL. FIVEaa targets all people 35-54. It is real interactive radio for the people of Adelaide.

Level 4, 75 Hindmarsh Square, Adelaide, SA, 5000
Phone: (08) 8419 1395 Fax: (08) 8419 1460 email: Sales@fiveaa.com.au

CRUISE1323



Cruise1323 is Adelaide's home of timeless music with more variety and less talk. Relax with Stressfree Weekends including The Saturday Night Jukebox. Cruise plays great artists like Roy Orbison, Michael Buble, James Taylor, Dionne Warwick, Chicago and George Benson. Keep up to date with news, sport, community and event information about Adelaide. John Dean helps you Cruise through breakfast, and win cash with the Mystery Sound Of Adelaide, and take it Easy with Peter Burgham (10am-1pm), Craig Huggins (1pm-4pm), Mark Elliston (4pm-7pm) and Cruise with Bob Peters through the night.

You'll find Cruise1323 at 201 Tynite Street, North Adelaide, SA, 5006
Phone: (08) 8305 1325 Fax: (08) 8361 8912

Mix102.3 – 102.3 and 96.7

Mix102.3 is the home of Adelaide's Best Music. We are the only radio station in Adelaide which can play AC/DC next to ABBA. We also play Robbie Williams, Pink, Matchbox 20, U2 and today's Adult Contemporary new music. It's a true MIX of the 70's, 80's, 90's and Today. We're obsessed with music! The day starts with Adelaide's "family friendly" breakfast show – Mix Morning with John Riddell, Jodie Blewett and Jason "Snowy" Carter. The "Thousand Dollar Minute", "Knucklehead News" and "Celebrity Secrets" are just some of the popular features, together with more music than any other show in Adelaide. Adelaide's 9 to 5 No Repeat Workday starts at 9am with Lynne Hayes. John, Jodie and Snowy return for the 80's Mix at midday, then Sean Craig Murphy has more of Adelaide's Best Music for the drive home, all with comprehensive news, sport and traffic. Top rating team "Jono and Dano" host nights on Mix102.3 from 7 to 10pm. Led by Jonathon Coleman, each night they talk to the stars and continue to play Adelaide's Best Music. Other popular features Adelaide loves include the Saturday Night Party Mix, Living in the 70's, My Generation, The Better Homes and Gardens Radio Show and The Body and Soul Radio Show. Adelaide's Best Music – Adelaide's Best On-Air Team – ALL of Adelaide's Premier events. They all live at Mix102.3.

201 Tynite Street, North Adelaide, SA, 5006
Phone: (08) 8300 1000 Fax: (08) 8300 1020



ADELAIDE'S SA.FM 107.1 and 90.3 FM

Adelaide's Hit Music Station 107.1 SAFM with Rabbit, Amber and Cosi for breakfast & Ad Free 50s all day while you work – Adelaide's Biggest hits, No Ads for 50 minutes. Adelaide's most listened to station gives you big laughs with Hamish & Andy for the drive home between 4-6pm & Hollywood's biggest names with Kyle & Jackie O from 6-7pm with the nations biggest nightly countdown The Hot 30 Countdown from 7pm weeknights. The weekend's biggest hits play on from all over the world from Andrew G's Take 40 Australia, The Hot Hits with Kyle & Jackie O, & Rate The Hits Countdown to the 40 biggest songs from America's charts with Ryan Seacrest's AT40 ... SAFM, More Big Hits, More Big Celebrities & More Big Entertainment.

128 Greenhill Road, Unley, SA, 5061
Phone: (08) 8301 1071 Fax: (08) 8373 4878



NOVA 91.9 FM
never more than 2 ads in a row

NOVA 919 – 91.9 and 99.1 FM

Nova 919 – Never More Than 2 Ads in a Row

Adelaide's Nova 919 features Fitzy, Clare and Jules in Breakfast, & Jarrod Walsh & Hayden Else during the day. Drive is from 4pm to 6pm with Ryan, Monty & Wippa with Merrick & Rosso & Kate Ritchie from 6-7. Nova recommends new music first in Adelaide, with the promise of Playing 'never more than 2 ads in a row' creating a lower clutter environment for clients.

Level 3, 75 Hindmarsh Square, Adelaide, SA, 5000
Phone: (08) 8419 5919 Fax: (08) 8419 5962



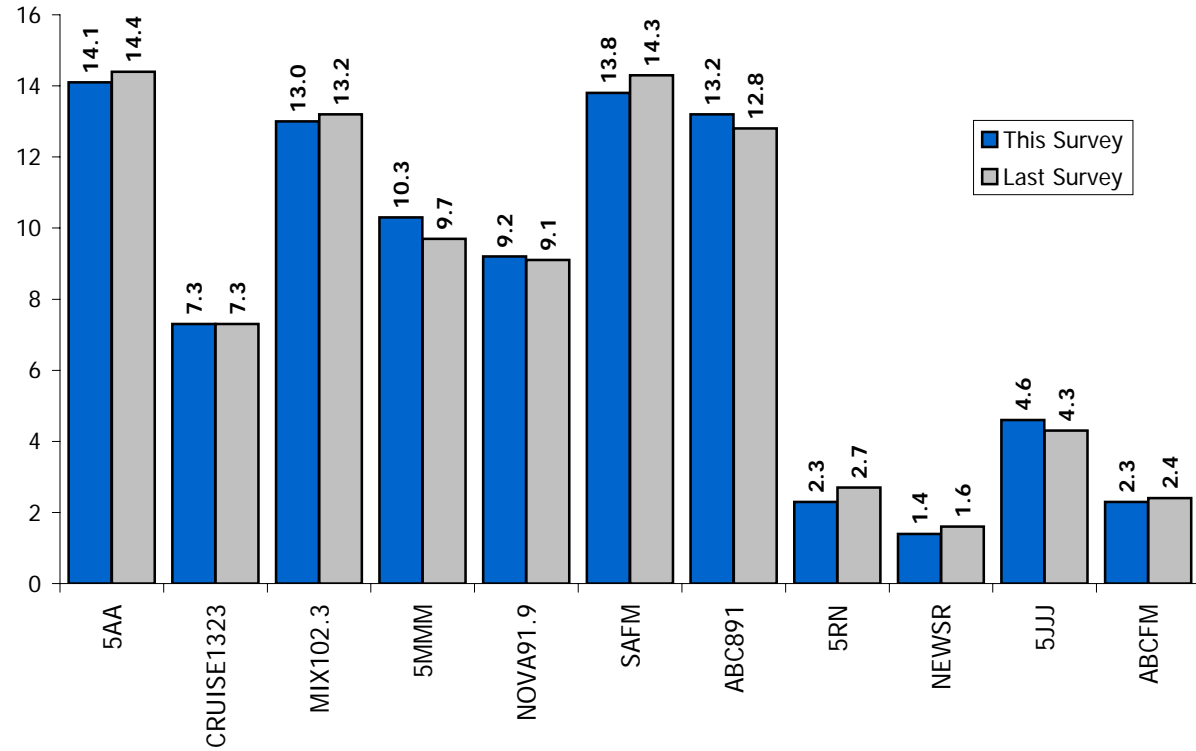
Triple M 104.7 and 98.3 FM

Triple M - Adelaide's Widest Variety Of Music!
Wake up with Adelaide's favourite breakfast show – Kym, Ali & Dzelde. From 9 Kevin Mulchay has the ultimate way to kick start your workday with Triple M's 104 Minute Music Marathon. From 1pm, "Whispering" Dave Howard rolls out more of Adelaide's Widest Variety Of Music while you work. Then it's Tim Lordan to get you home with Time saver Traffic every 20 minutes and plenty of music. Triple M's Totally 80's At Night then takes you through until Midnight. Triple M's Footy call Team deliver expert coverage of 4 AFL games each weekend.

Ground Floor - 128 Greenhill Road, Unley, SA, 5061
Phone - (08) 8290 1047 Fax - (08) 8357 9186

MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	SHARE %	
5AA	14.1	(14.4)
CRUISE1323	7.3	(7.3)
MIX102.3	13.0	(13.2)
5MMM	10.3	(9.7)
NOVA91.9	9.2	(9.1)
SAFM	13.8	(14.3)
ABC891	13.2	(12.8)
5RN	2.3	(2.7)
NEWSR	1.4	(1.6)
5JJJ	4.6	(4.3)
ABCFM	2.3	(2.4)



MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	CUME (000's)	
Potential	1048	(1,048)
5AA	187	(197)
CRUISE1323	126	(128)
MIX102.3	279	(279)
5MMM	242	(234)
NOVA91.9	259	(264)
SAFM	319	(321)
ABC891	208	(196)
5RN	57	(48)
NEWSR	60	(54)
5JJJ	105	(110)
ABCFM	65	(60)

	AVERAGE (000's)	
Potential	1048	(1,048)
5AA	22	(22)
CRUISE1323	11	(11)
MIX102.3	20	(20)
5MMM	16	(15)
NOVA91.9	14	(14)
SAFM	22	(22)
ABC891	21	(20)
5RN	4	(4)
NEWSR	2	(2)
5JJJ	7	(7)
ABCFM	4	(4)

MONDAY - FRIDAY 5:30am-12:00mn ALL PEOPLE 10+ SHARE BY SESSION (Previous Survey in Brackets)

	5.30am-9.00am		9.00am-12.00Noon		12.00Noon-4.00pm		4.00pm-7.00pm		7.00pm-12.00Mdnt	
5AA	17.8	(17.3)	12.1	(12.5)	8.4	(9.2)	13.8	(14.9)	19.8	(19.8)
CRUISE1323	5.4	(4.9)	7.9	(8.1)	8.2	(8.9)	5.5	(6.0)	6.8	(6.5)
MIX102.3	11.1	(11.9)	15.0	(15.4)	16.6	(15.5)	11.5	(11.4)	9.0	(11.1)
5MMM	11.0	(11.1)	11.6	(11.2)	12.3	(11.6)	8.8	(8.3)	6.9	(4.8)
NOVA91.9	8.9	(9.7)	8.0	(7.5)	9.5	(10.4)	10.7	(10.0)	9.1	(9.2)
SAFM	12.6	(12.7)	12.2	(14.2)	14.3	(15.7)	20.5	(20.8)	12.9	(11.6)
ABC891	14.9	(14.9)	16.5	(14.5)	11.0	(10.1)	10.1	(9.4)	14.5	(15.0)
5RN	3.7	(4.0)	1.1	(1.7)	1.3	(1.5)	2.4	(2.7)	3.0	(3.4)
NEWSR	1.7	(2.1)	0.8	(0.9)	0.9	(0.8)	1.1	(1.0)	2.6	(3.0)
5JJJ	4.1	(3.4)	4.2	(3.9)	5.1	(4.5)	5.2	(5.2)	4.4	(4.9)
ABCFM	2.2	(2.0)	2.5	(2.7)	2.3	(2.6)	2.4	(2.2)	1.3	(1.5)

MONDAY-SUNDAY SHARE BY AGE GROUP (Previous Survey in Brackets)

	10-17		18-24		25-39		40-54		55+		Buyer	
5AA	1.6	(2.4)	7.6	(5.5)	5.7	(4.8)	8.5	(8.8)	26.2	(27.2)	15.6	(16.8)
CRUISE1323	*	(0.8)	1.5	(1.9)	2.0	(1.2)	4.2	(5.0)	15.1	(14.4)	8.1	(8.4)
MIX102.3	12.9	(11.8)	13.5	(13.5)	13.5	(13.3)	18.3	(19.2)	9.0	(9.2)	12.7	(12.3)
5MMM	8.6	(9.8)	4.9	(7.0)	11.0	(12.7)	20.7	(18.0)	4.4	(3.4)	11.5	(11.0)
NOVA91.9	24.4	(25.1)	22.2	(21.9)	16.3	(19.3)	7.4	(5.4)	0.5	(0.5)	6.6	(6.6)
SAFM	34.7	(36.7)	22.7	(21.2)	19.5	(21.4)	18.5	(19.8)	1.5	(1.9)	12.3	(12.2)
ABC891	3.0	(0.3)	2.9	(0.6)	7.2	(5.4)	6.8	(10.1)	25.4	(23.7)	14.2	(15.1)
5RN	*	(*)	0.2	(0.1)	0.5	(0.1)	3.2	(4.2)	3.6	(4.2)	3.2	(3.6)
NEWSR	*	(0.2)	1.5	(0.9)	1.1	(1.0)	1.5	(1.6)	1.8	(2.2)	1.7	(1.9)
5JJJ	7.7	(4.4)	8.4	(13.4)	12.5	(10.7)	2.2	(1.5)	0.5	(0.4)	3.9	(2.9)
ABCFM	0.9	(0.2)	0.3	(1.3)	0.4	(0.3)	1.4	(1.0)	4.9	(5.0)	3.0	(2.5)

SINGLE SOURCE

Radio Single Source is compiled from the Lifestyle Questionnaire included in the Nielsen Radio Diary. It allows Radio Advisor users to combine normal re-analysis routines with additional data collected from radio diary respondents on product and service usage.

Product usage and purchase intention categories are currently available for:

- Newspaper read in last 7 days
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download activity
- Visit cinema in past month
- Attend a major sporting event
- Type of pet
- Buy whitegoods in next 12 months
- Buy air conditioner/heater in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy small electrical goods in next 12 months
- Finance and investment in next 12 months
- Buy motor vehicle in next 12 months
- Buy computer/video games in next 12 months
- Buy PC and/or hardware/accessories 12 mnths
- Buy PC software in next 12 months
- Buy MP3 played/iPod in next 12 months
- Buy digital radio receiver in next 12 months
- Access to personal computer
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Service Station/convenience store purchase
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase goods/services over internet
- Travel intention & destination next 12 months
- Interstate/overseas air travel intentions
- Mobile phone ownership
- Mobile phone network carriers
- Furniture/appliance store purchases
- Newsagency/book store purchases
- Music/record store purchases
- Sell/buy house/unit in next 2 years
- Home renovations in next 12 months
- Visited hotel/licensed club in last 7 days
- Regular buyers of takeaway alcohol
- Type of alcohol purchased
- Participate in TAB betting
- Visit casino
- Internet Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments