



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

MELBOURNE

Survey #8 2009

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Station Profiles

Shares %

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

Shares by Session

Shares by Age Group

Single Source Categories

MELBOURNE

SURVEY #8, 2009



1116 SEN

1116 SEN Melbourne's Home of Sport. 1116 SEN delivers to the sports fans the most up to date, relevant and comprehensive sports coverage in Melbourne. The weekday line-up features Tim Watson, Billy Brownless and Andrew Maher, Kevin Bartlett, Mark Doran, Francis Leach and David Schwarz and Mark Fine. 1116 SEN is also Melbourne's new home of footy with the team headed by Anthony Hudson, Matt Garland, Dermott Brereton, Grant Thomas and Luke Darcy. Target audience males 25-54.

473 Swan Street, Richmond, 3121
Phone: (03) 8420 1116 Fax: (03) 8420 1144



3AW

3AW 693, Talking Melbourne

News, Talk, Sport, Information and Entertainment with Ross Stevenson and John Burns, Neil Mitchell, Denis Walter, Derryn Hinch, Sports Today with Gerard Healy and Dwayne Russell, Nightline with Bruce and Phil. Weekend lifestyle programs with Darren James, Jane Edmanson, Bill Kuszniarczyk, Tom Elliott, Mike Brady, Billy Pinnell, Nick McCallum, John-Michael Howson and Sally Cockburn. Target Audience, people 35+.

43-49 Bank Street, South Melbourne, GPO Box 369, Melbourne, 3001
Phone: (03) 9243 2000 Fax: (03) 9690 0773



GOLD 104.3

GOLD 104.3 .. Good Times and Great Classic Hits

Gold 104.3 is Melbourne's only station for Good Times and Great Classic Hits ... with superstars like the Rolling Stones, Cold Chisel, The Police, The Eagles and Dire Straits. Grubby and Dee Dee start your day in breakfast, then Huggy fires up your workday with the Classic Countdown, followed by James Grove from 1pm to 4pm. The Jono and Dano show drives you home from 4pm to 7pm with traffic updates every 15 minutes. From 7pm it's more great classic hits with the Night show live with Andy Grace and overnights with John Peters.

2nd Floor, 21-31 Goodwood Street, Richmond, 3121
Phone: (03) 9420 1043 Fax: (03) 9420 1250



TRIPLE M MELBOURNE

1051 Triple M – Home of The Hot Breakfast with Eddie McGuire. Plays Melbourne's Best Rock.

Level 2, 257 Clarendon Street, South Melbourne 3205
Phone: (03) 9230 1051 Fax: (03) 9593 9129 www.triplem.com.au



MAGIC 1278

The Best Songs Of All Time

Magic 1278 is a full-service music station featuring The Best Songs Of All Time, news, weather, traffic, community service announcements and unique lifestyle segments 24/7. Our on-air team features established and respected career communicators led by breakfast presenters Ann Gilding & Kevin John. Magic breakfast is a rare mixture of music, services and good clean fun. Special programs include: The Classic Top 40, PartyTime and Late Night Lounge. Target Audience 40+

43-49 Bank Street, South Melbourne, GPO Box 369, Melbourne, 3001
Phone: (03) 9243 2000 Fax: (03) 9696 8111



MIX101.1

Mix101.1 is playing a fresh mix of music for Melbourne with hits from artists like Pink, Black Eyed Peas, Lady Gaga, Robbie Williams, Nickelback, Rob Thomas and more. From 5.30am it's Breakfast with Brig and Tom. From 9am more music for your workday with Cathy Dinn, Jakob Pavlovic and drive home with Ant and Becks with more music and traffic updates every 15 minutes. At night, wind down with Richard Mercer playing Love song Dedications 8pm to Midnight.

2nd Floor, 21-31 Goodwood Street, Richmond, 3121
Phone: (03) 9420 1011 Fax: (03) 9420 1155



1377 3MP

1377 3MP Melbourne's Home of Easy Music
1377 3MP is Melbourne's Original Home of Easy Music playing artists like Elvis Presley, The Carpenters, Phil Collins and Elton John. The day starts with The John Burgess Breakfast Show followed at 9 by Peter O'Callaghan and at 2 Shawn Cosgrove. On Saturday night it's Geoff Cox with "Jukebox Saturday Night". 3MP also provides hourly news and weather updates along with regular traffic reports. Target audience all people 40+

Melbourne's home of EASY 1377 3MP. 473 Swan Street, Richmond, Vic. 3121
Phone: (03) 8420 1150 Fax: (03) 9421 5383



NOVA 100

Sounds Different

Level 2, 678 Victoria Street, Richmond, 3121
Phone: (03) 8420 3999 Fax: (03) 8420 3862



101.9 THE FOX

1019 The Fox is Melbourne's Hit Music Station, playing the hottest songs in the country. Wake up with the Matt & Jo Show, including Matt Tilley's famous Gotcha Calls, then drive home with Melbourne's own Hamish & Andy. At night, catch all the gossip, celebrities and hottest songs with the Hot 30 Countdown.

Level 2, 257 Clarendon Street, South Melbourne 3205
Phone: (03) 9205 1111 Fax: (03) 9536 8899



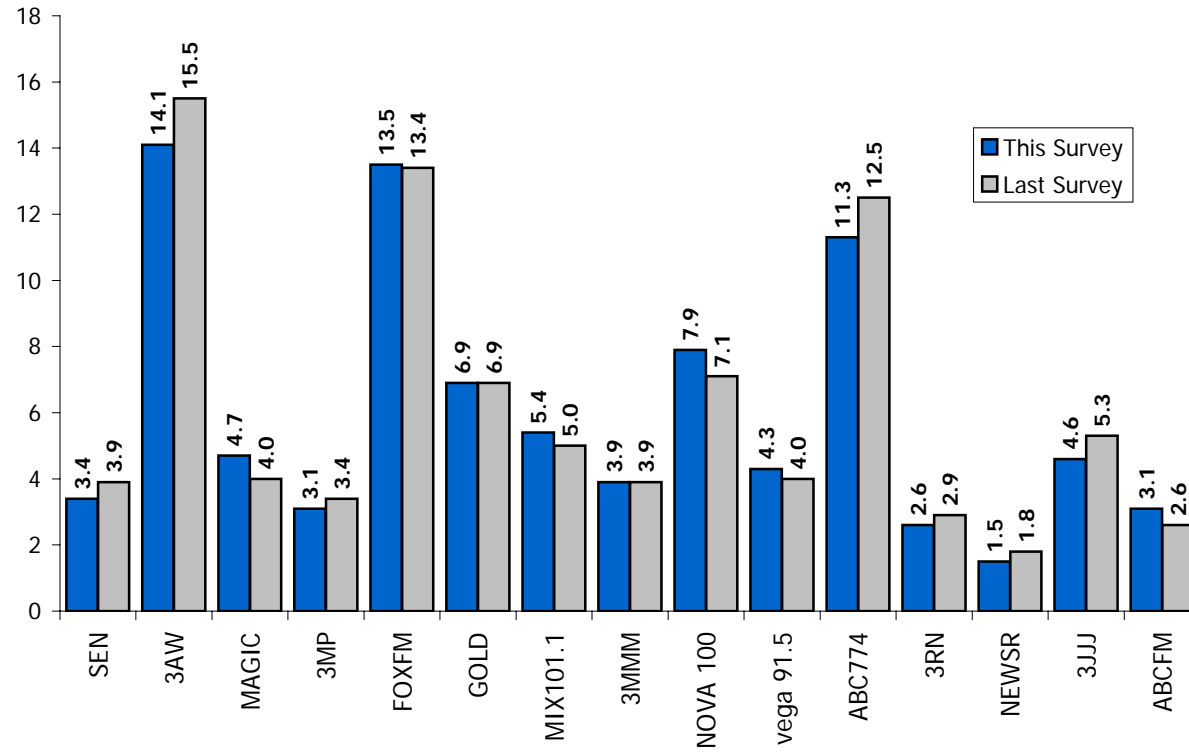
vega 91.5fm

Melbourne's newest radio station, vega 91.5fm plays the most music in Melbourne and the widest variety – we call it vega variety.
6am-9am Shaun Micallef, Beverley O'Connor & Denise Scott
9am-1pm Francis Leach with three hours of non stop music from 9-12
1pm-3pm Mike Perso 3pm-6pm Wilbur Wilde
6pm-7pm Ange, Tony & Bec highlights 7pm-12am Sally Rope

Level 2, 678 Victoria Street, Richmond, 3121
Phone: (03) 8425 2915

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

	SHARE %	
SEN	3.4	(3.9)
3AW	14.1	(15.5)
MAGIC	4.7	(4.0)
3MP	3.1	(3.4)
FOXFM	13.5	(13.4)
GOLD	6.9	(6.9)
MIX101.1	5.4	(5.0)
3MMM	3.9	(3.9)
NOVA 100	7.9	(7.1)
vega 91.5	4.3	(4.0)
ABC774	11.3	(12.5)
3RN	2.6	(2.9)
NEWSR	1.5	(1.8)
3JJJ	4.6	(5.3)
ABCFM	3.1	(2.6)



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

	CUME (000's)	
Potential	3726	(3,726)
SEN	246	(293)
3AW	634	(686)
MAGIC	246	(226)
3MP	190	(210)
FOXFM	1253	(1,253)
GOLD	639	(639)
MIX101.1	677	(614)
3MMM	417	(483)
NOVA 100	927	(856)
vega 91.5	310	(324)
ABC774	747	(810)
3RN	232	(246)
NEWSR	236	(242)
3JJJ	364	(389)
ABCFM	272	(244)

	AVERAGE (000's)	
Potential	3726	(3,726)
SEN	18	(22)
3AW	77	(88)
MAGIC	26	(22)
3MP	17	(19)
FOXFM	74	(75)
GOLD	38	(39)
MIX101.1	29	(28)
3MMM	21	(22)
NOVA 100	43	(40)
vega 91.5	23	(23)
ABC774	62	(71)
3RN	14	(16)
NEWSR	8	(10)
3JJJ	25	(30)
ABCFM	17	(14)

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	
SEN	3.3	(3.8)	3.1	(3.5)	3.1	(3.1)	4.8	(5.5)	3.2	(3.7)
3AW	19.2	(20.0)	15.9	(16.7)	10.1	(12.0)	10.4	(12.7)	14.7	(17.3)
MAGIC	4.3	(3.1)	5.4	(3.9)	5.2	(4.7)	3.7	(3.4)	3.6	(3.3)
3MP	2.2	(2.4)	3.9	(4.2)	3.5	(3.7)	2.3	(2.2)	3.0	(3.3)
FOXFM	12.2	(12.5)	10.2	(10.7)	13.2	(13.6)	22.6	(22.6)	11.0	(11.0)
GOLD	5.2	(5.9)	7.9	(7.5)	9.0	(9.0)	5.9	(5.7)	6.7	(5.3)
MIX101.1	5.0	(4.1)	4.9	(4.8)	5.7	(5.6)	5.0	(4.9)	8.0	(5.9)
3MMM	4.3	(3.6)	4.4	(3.5)	4.7	(4.0)	3.3	(3.1)	3.4	(4.3)
NOVA 100	7.9	(8.6)	7.5	(7.2)	8.1	(7.2)	8.1	(6.5)	8.8	(6.8)
vega 91.5	3.2	(2.5)	5.7	(5.5)	6.8	(6.6)	4.2	(3.7)	1.9	(2.6)
ABC774	14.9	(15.5)	11.8	(14.8)	8.8	(10.4)	9.1	(9.6)	12.0	(11.6)
3RN	3.8	(4.1)	1.9	(2.0)	1.3	(1.6)	3.1	(2.8)	2.8	(4.2)
NEWSR	1.8	(2.4)	0.8	(1.1)	1.0	(1.0)	1.2	(1.5)	2.5	(3.2)
3JJJ	3.2	(3.9)	4.8	(5.5)	5.8	(6.7)	5.4	(6.6)	4.4	(5.2)
ABCFM	2.8	(1.8)	3.1	(2.3)	2.9	(2.5)	2.8	(2.4)	3.0	(3.4)

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

	10-17		18-24		25-39		40-54		55+		Buyer	
SEN	0.7	(0.7)	2.2	(1.5)	5.1	(5.7)	4.7	(5.9)	2.2	(2.6)	3.1	(3.9)
3AW	0.7	(1.4)	0.5	(2.1)	4.6	(5.2)	11.4	(13.0)	27.8	(29.6)	17.9	(20.1)
MAGIC	5.9	(6.7)	*	(0.3)	0.4	(0.1)	3.1	(1.9)	9.6	(8.2)	5.3	(4.1)
3MP	0.7	(0.4)	0.4	(0.4)	0.3	(0.3)	2.6	(2.1)	6.4	(7.6)	4.5	(4.6)
FOXFM	42.6	(42.7)	27.4	(27.9)	18.7	(18.7)	13.4	(12.0)	1.8	(1.9)	9.9	(10.3)
GOLD	2.0	(3.6)	4.0	(5.3)	6.4	(5.1)	8.8	(11.1)	7.6	(6.2)	7.0	(5.9)
MIX101.1	11.8	(8.9)	8.3	(8.7)	8.4	(7.9)	5.5	(5.6)	1.6	(1.2)	4.7	(4.1)
3MMM	2.4	(6.0)	5.3	(4.3)	6.3	(7.2)	6.2	(4.5)	0.9	(1.0)	3.9	(3.3)
NOVA 100	20.6	(17.7)	20.7	(16.9)	12.9	(12.1)	5.8	(5.6)	0.8	(0.6)	4.9	(5.2)
vega 91.5	1.7	(1.6)	4.4	(6.3)	6.1	(5.6)	7.4	(6.5)	1.4	(1.2)	4.4	(4.1)
ABC774	1.0	(1.3)	1.7	(2.2)	5.4	(6.4)	12.4	(13.1)	18.4	(20.7)	12.7	(13.9)
3RN	1.2	(0.6)	0.3	(*)	1.1	(1.2)	3.5	(3.6)	3.9	(4.6)	2.6	(3.0)
NEWSR	0.5	(0.2)	1.2	(1.3)	1.4	(2.2)	1.5	(1.5)	1.9	(2.1)	1.2	(1.7)
3JJJ	4.2	(3.3)	12.8	(16.0)	10.8	(12.0)	2.6	(3.4)	0.1	(0.2)	3.4	(4.1)
ABCFM	0.4	(0.2)	0.7	(0.3)	1.8	(1.9)	1.9	(1.6)	5.8	(4.6)	4.1	(3.6)

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