



2011 SURVEY DATES

SURVEY ONE
January 16 - February 12

SURVEY TWO
January 30 - March 19

SURVEY THREE
February 13 - April 30

SURVEY FOUR
March 27 - June 11

SURVEY FIVE
May 8 - July 30

SURVEY SIX
June 26 - September 3

SURVEY SEVEN
July 31 - October 22

SURVEY EIGHT
September 18 - December 3

SYDNEY

Survey #3 2011

CONTENTS

Station Profiles

Shares %

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

Shares by Session

Shares by Age Group

Single Source Categories

SYDNEY

SURVEY #3, 2011



2CH 1170 – Sydney's Greatest Memories

2CH 1170 is Sydney's first choice for all time great songs, playing the most music from the 60's, 70's and 80's. Nothing but the hits. The best hit songs by the greatest stars of all time. Morning entertainment with the legendary Bob Rogers weekdays 9 to midday. The Nine O'clock Special Monday to Saturday night spotlighting the stars. Macquarie National News on the hour every hour and every thirty minutes during breakfast. We keep listeners totally in touch with Australia's number one city.

Level 1, Building C, 33-35 Saunders St, Pyrmont, NSW 2009
Phone: 02 8570 0000 Fax: 02 8570 0219 Web: www.2ch.com



Mix106.5 – Sydney Fresh Mix

Wake up to the 'Brighter Side of Breakfast' with Andrew Rochford & Claire Hooper for light-hearted fun, intelligent chat and the latest on all things topical and current in Sydney. Then join Lars Peterson and Marnie T for the Sydney's Best mix of the 80's, 90's and now across the workday. For the drive home it's the fun of Ant & Becks and after 7pm 'On Air' with Ryan Seacrest with the biggest names in the world of music, movies and entertainment direct from Hollywood. Then from 9pm Richard Mercer takes your calls and plays the best Love Song Dedications on Mix106.5.

3 Byfield Street, North Ryde, Locked Bag 2110, North Ryde 1670
Phone: (02) 88 999 555 Fax: (02) 88 999 566



2GB 873 – Talkback Radio

You are the power, we are the station. 2GB, consistently Sydney's No. 1 radio station. Totally informed, constantly in touch. News talk radio with Macquarie National News live 24 hours per day 7 days a week, frequent sports updates, weather, traffic and transport. Breakfast 5.00-9 with record breaking host Alan Jones, followed by the irrepressible Ray Hadley 9-12, Chris Smith 12-3, Ben Fordham 3-6, Money News with Ross Greenwood, then Alan Jones and Ray Hadley highlights followed by Brian Wilshire at night. Weekends are led by Grahm Ross's top-rating Garden Clinic between 6 and-9am, then Luke Bona and variety including Home Improvement, Real Estate, The Bounce, and Life and Technology with Charlie Brown followed by the Continuous Call Team. Nights include 'Wheeler' 8pm-midnight on Saturday, 'Your Health' with Doc Graham 6-8pm, followed by Bill Crews 8pm-Midnight every Sunday. 2GB The Power Station.

Level 1, Building C, 33-35 Saunders St, Pyrmont, NSW 2009
Phone: 02 8570 0000 Fax: 02 8570 0219 Web: www.2gb.com



104.9 – Triple M – Sydney's Best Rock All Day at Work

The TripleM Grill Team, with Mark Geyer and Gus Worland from 6am-9am every weekday. Triple M Rocks your workday 9am-4pm with Becko in the morning and Alexis after 12. The Sweetest Plum are new for the drive home (Monday-Thursday 4-6pm) Radio legends "Roy & HG", (Fridays 4-7pm). The Peanut Gallery are on at night and the Dead Set Legends return with Ray "Rabs" Warren on Saturdays from 9am-11am.

104.9 TRIPLE M, Level 14, 50 Goulburn Street, World Square, Sydney, 2000
Phone: (02) 9367 1000



2UE

2UE is the station Sydney turns to for news, information and entertainment. Weekdays feature leading commentators Jason Morrison, David Oldfield, Michael Smith, and Paul Murray. The Two Murrays fire up from 6-9pm, with Stuart Bocking entertaining until midnight. Join Mike Jeffreys for overnights, while on weekends you can join John Stanley from 530am-9am Saturdays and Sundays, George Moore & Paul B Kidd from 9am-2pm followed by Tim Webster till 6pm. Between 6pm-8pm Saturday, Dr Ross Walker hosts the Healthy Living show, followed by a nostalgia trip with Pete Graham until midnight as he recalls music and events from the 60's and 70's. On Sundays, Tim Shaw answers questions relating to legal and other matters from 6 to 8pm, while Sharina displays her psychic skills from 8pm to midnight.

170 Pacific Highway, Greenwich, NSW, 2065
PO Box 954, St Leonards, NSW, 1590
Phone: (02) 9930 9954 Fax: (02) 9930 9894



NOVA 969

Nova 969 Sydney – Love Music Weekdays for Breakfast Sydney wakes up to 'Merrick, Dools & Monty' 6am-9am. Then across the day Nova 969 plays more music 'non-stop' every hour...the most music in Sydney Guaranteed! Carmela Contarino hosts 9a-12n and Ben Wood for the afternoon. From 4pm have a laugh for the Drive home with 'Fitzy and Wippa' and Weeknights from 7pm get aboard the pirate ship with Lowie's Super Awesome Mega Mega Show. Then from 10p-12mid its brand new music with Christo & Katie.

Nova 969, 33 Saunders Street, Pyrmont, NSW, 2009
Phone: (02) 9564 9999 Fax: (02) 9564 9860



Classic Rock 95.3

Sydney's 95.3 plays Classic Songs and Classic Rock 24 hours a day 7 days a week. Maroon Starts your day with the More Music Breakfast Show from 6am, then from 9 it's 10 Classic Songs in a row including the Classic 10 at 10 with Kate Mac. From 5 it's 3 hours of Alice Cooper, Sydney's most unique radio show. Kick off your weekend with a dose of sport in the Sin Bin from 8am Saturday's followed by lifestyle and entertainment with the Tom Williams Show from 10am.

33 Saunders Street, Pyrmont, NSW, 2009
Phone: (02) 8569 7953 www.vega953.com.au



1041 – 2Day FM

1041 2Day FM – Sydney's #1 Hit Music Station

Weekdays Sydney wakes up to The Kyle and Jackie O Show – Breakfast with the stars. It features the biggest stars, stunts and creates the most street talk in Sydney! Then across the day we play more music with 50minutes of non-stop hits every hour. Mandy hosts 9a-1230p and Ellie Mobbs for the afternoon. There's a time and place to be serious and it's *not* for the drive home with Fifi and Jules Monday to Thursday and Hamish and Andy on Fridays (4pm-6pm). The Kyle and Jackie O Hour of Power is on at 6pm, followed by the hottest celebrity gossip with The Dirt (7-730p) and Australia's hottest hits at night on the Hot 30 Countdown from 730pm.

1041 2Day FM Level 15, 50 Goulburn Street, World Square, Sydney NSW 2000.
Phone: (02) 9375 1041 Facsimile: (02) 9375 1050



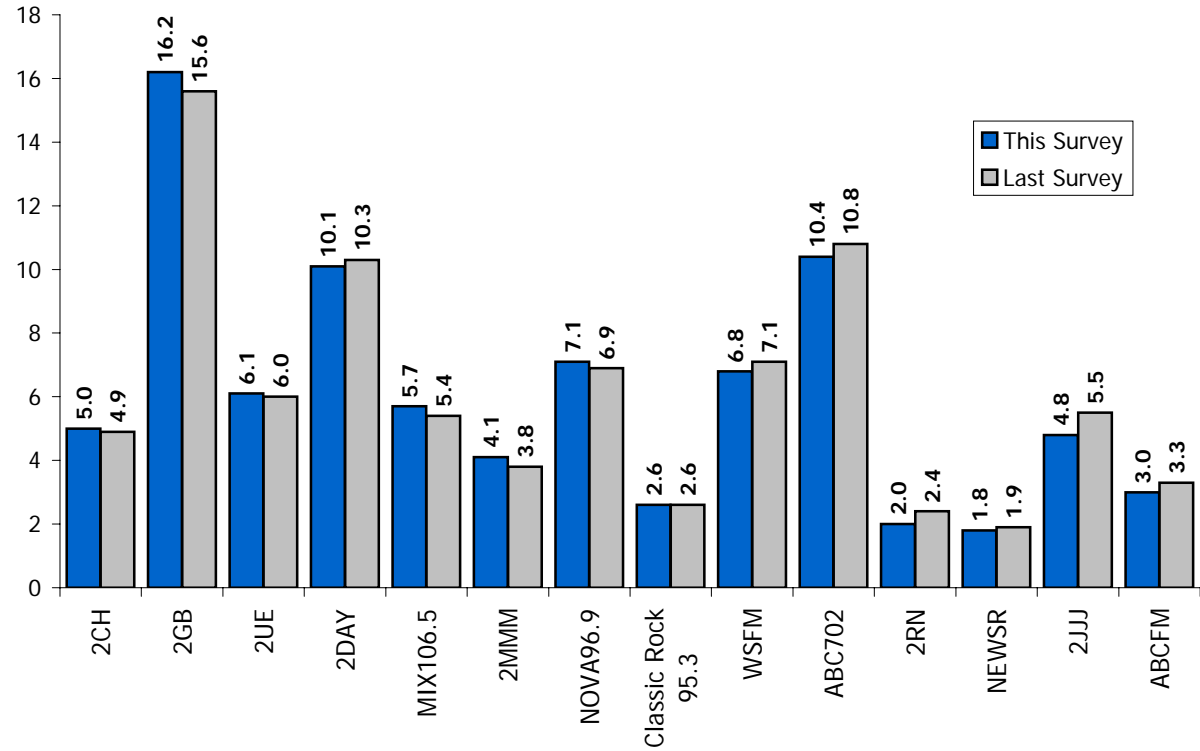
101.7 WSFM – Good Times & Great Classic Hits

WSFM is Sydney's only station dedicated to playing 100% Great Classic Hits. Brendan 'Jonesy' Jones & Amanda Keller start the day at 5.30am. Ron E Sparks kicks off 'Sydney's Only No Repeat Workday' with 'The Classic 9 at 9'. Bill Weaver keeps the Classic Hits rolling until 4 when it's 'The Jono and Dano Show' for the drive home. From 7pm Andy Grace keeps the Classic Hits coming. Across the weekend the Good Times & Classic Hits continue in great shows like 'My Generation' (now hosted by Jonesy & Amanda) and the legendary 'Jukebox Saturday Night'.

3 Byfield Street, North Ryde, 2110 / Locked Bag 2110, North Ryde, 1670
Phone: (02) 88 999 777 Fax: (02) 88 999 788

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

	SHARE %	
2CH	5.0	(4.9)
2GB	16.2	(15.6)
2UE	6.1	(6.0)
2DAY	10.1	(10.3)
MIX106.5	5.7	(5.4)
2MMM	4.1	(3.8)
NOVA96.9	7.1	(6.9)
Classic Rock 95.3	2.6	(2.6)
WSFM	6.8	(7.1)
ABC702	10.4	(10.8)
2RN	2.0	(2.4)
NEWSR	1.8	(1.9)
2JJJ	4.8	(5.5)
ABCFM	3.0	(3.3)



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

	CUME (000's)	
Potential	4065	(4,065)
2CH	321	(307)
2GB	717	(688)
2UE	331	(376)
2DAY	991	(970)
MIX106.5	662	(614)
2MMM	484	(441)
NOVA96.9	806	(796)
Classic Rock 95.3	275	(231)
WSFM	618	(590)
ABC702	711	(724)
2RN	188	(197)
NEWSR	281	(318)
2JJJ	463	(484)
ABCFM	241	(260)

	AVERAGE (000's)	
Potential	4065	(4,065)
2CH	29	(28)
2GB	92	(89)
2UE	35	(34)
2DAY	57	(59)
MIX106.5	32	(31)
2MMM	23	(22)
NOVA96.9	40	(39)
Classic Rock 95.3	15	(15)
WSFM	39	(40)
ABC702	59	(62)
2RN	11	(13)
NEWSR	10	(11)
2JJJ	27	(31)
ABCFM	17	(19)

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	
2CH	4.3	(3.9)	5.9	(5.3)	5.1	(5.5)	3.7	(3.9)	5.2	(3.7)
2GB	18.3	(18.3)	20.1	(19.3)	15.1	(14.8)	11.6	(11.2)	16.2	(17.6)
2UE	5.6	(5.4)	5.3	(5.2)	5.6	(4.5)	4.5	(4.6)	5.6	(5.9)
2DAY	11.3	(11.7)	9.5	(9.4)	10.9	(11.1)	12.2	(12.5)	8.3	(8.3)
MIX106.5	4.7	(5.0)	5.6	(5.6)	6.1	(6.3)	6.5	(5.4)	7.7	(5.9)
2MMM	4.3	(3.7)	3.6	(3.0)	5.0	(4.0)	3.8	(4.8)	4.3	(4.9)
NOVA96.9	6.4	(6.5)	6.5	(6.4)	8.1	(8.1)	8.3	(7.8)	7.8	(6.5)
Classic Rock 95.3	2.0	(2.1)	2.8	(2.3)	3.1	(2.9)	2.7	(2.9)	3.3	(2.8)
WSFM	6.8	(7.0)	5.4	(6.6)	6.4	(7.2)	7.4	(7.2)	6.2	(6.6)
ABC702	13.1	(13.0)	9.1	(9.2)	9.3	(9.6)	12.4	(13.1)	8.1	(9.6)
2RN	3.3	(3.3)	1.6	(1.7)	0.5	(1.4)	1.9	(2.0)	1.7	(2.0)
NEWSR	2.5	(2.3)	0.9	(1.5)	1.0	(1.0)	1.3	(1.4)	2.6	(2.5)
2JJJ	4.2	(4.3)	5.1	(6.2)	6.1	(7.8)	5.5	(6.4)	5.0	(4.4)
ABCFM	2.4	(2.6)	3.3	(3.8)	3.4	(3.3)	3.2	(3.4)	2.0	(2.2)

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

	10-17		18-24		25-39		40-54		55-64		65+	
2CH	3.6	(3.4)	0.2	(0.1)	1.3	(1.2)	2.0	(0.8)	8.8	(8.8)	12.2	(13.0)
2GB	2.8	(1.9)	2.2	(1.9)	8.2	(10.5)	14.1	(10.8)	20.5	(21.1)	34.1	(32.3)
2UE	2.1	(2.2)	0.4	(0.3)	2.1	(1.9)	7.0	(6.1)	7.5	(7.9)	11.9	(12.3)
2DAY	23.4	(29.1)	24.5	(24.4)	16.0	(15.6)	9.1	(9.8)	2.0	(1.8)	0.4	(0.2)
MIX106.5	6.9	(4.7)	5.1	(7.0)	8.8	(8.1)	9.2	(8.7)	2.8	(2.3)	0.5	(0.4)
2MMM	6.3	(4.8)	4.0	(4.9)	5.9	(7.1)	7.0	(5.3)	1.8	(0.7)	*	(0.1)
NOVA96.9	16.8	(18.4)	24.7	(21.2)	12.5	(12.8)	2.7	(3.1)	0.6	(0.4)	0.1	(0.1)
Classic Rock 95.3	1.2	(1.5)	2.7	(3.4)	3.0	(3.0)	3.8	(4.3)	4.2	(2.8)	0.1	(0.1)
WSFM	5.3	(6.1)	4.1	(3.5)	5.3	(5.5)	11.6	(11.9)	10.8	(10.3)	1.9	(2.6)
ABC702	2.4	(3.7)	1.9	(1.1)	4.3	(3.9)	11.9	(12.6)	18.5	(20.0)	15.7	(15.8)
2RN	0.5	(0.4)	0.3	(0.2)	0.8	(0.4)	2.3	(2.9)	3.5	(3.9)	3.2	(4.2)
NEWSR	0.2	(0.1)	0.6	(1.1)	2.1	(2.5)	1.5	(1.6)	2.8	(1.7)	1.9	(2.7)
2JJJ	5.4	(3.5)	10.7	(10.0)	11.2	(12.4)	3.0	(5.7)	1.0	(1.1)	*	(*)
ABCFM	0.5	(0.4)	0.3	(2.1)	1.1	(0.8)	1.4	(2.4)	3.5	(4.7)	8.5	(7.3)

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 (Paper & Online)
- 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 computer tablet device 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 home and/or contents insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments