



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

SYDNEY

Survey #6 2009

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Shares %

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

Shares by Session

Shares by Age Group

Single Source Categories

SYDNEY

SURVEY #6, 2009



2CH EASY 1170 – Sydney's Greatest Memories and Easy Listening Hits

2CH EASY 1170 is Sydney's most popular easy listening music station. The best songs by the greatest easy listening stars of all time. More music from the 60's, 70's and 80's. 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 is Sydney's Feel Good station

Mix106.5 is Now Playing A Smoother Mix of Music for Sydney with great music Sydney Adults grew up with from the 80's and 90's and the latest hits from the likes of Michael Buble, Matchbox 20, George Michael and Madonna. Mix Mornings with Sonia Kruger and Todd McKenney entertain Sydney at Breakfast, Marnie T and Lars Peterson take you through the day with more music for your workday. After 8pm Richard Mercer takes your calls and plays the best Love Song Dedications. Mix106.5 – Now Playing a Smoother Mix of Music.

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

2GB is Sydney's No. 1 talkback radio station, breaking news and giving you the latest information and traffic. Breakfast 5.30-9 with record-breaking host Alan Jones, followed by the irrepressible Ray Hadley 9-12, Chris Smith 12-3, James Morrison 3-6, Money News with Ross Greenwood 6-7, followed by Brian Wilshire at night. Weekends are led by the top-rating Gardening Clinic between 6 and 9am, then Luke Bona entertains until Midday followed by the Continuous Call Team. Saturdays feature Steve Murphy 8pm-midnight, while Sundays feature Sportszone with Andrew Moore 6-8pm, followed by Bill Crews 8pm-Midnight. Macquarie National News broadcasts Live 24 hours per day 7 days per week.

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

Join Paul & Rach for Breakfast from 6am-9am every weekday, followed by "60 Minutes That Rocks – commercial free" all day from 9am-4pm with Alexis in the morning and still more Rock right into the afternoon. Bookend the weekend of sport with "Roy & HG", (Fridays and Mondays 4-7pm). Tues-Thurs you can hear Live Line with Byron Cooke from 4pm-6pm, and The Peter Berner Experiment from 6pm-7pm. Ugly Phil returns to weeknights (7pm-10pm) and of course you can always hear the Dead Set Legends 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 Mike Carlton, Sandy Aloisi, Steve Price, Tim Webster and John Stanley. Sports Today with John Gibbs and Brandy Alexander fires up from 6-8pm, with Stuart Bocking entertaining until midnight. Join Jim Ball and John Kerr for overnights, while on weekends it's all about lifestyle, with Don Burke from 6-8am Saturdays and Sundays, George Moore & Paul B Kidd from 8am-2pm followed by Clive Robertson and Murray Wilton till 6pm. Between 6pm-7pm 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, catch up with all the latest movie and DVD news on "Sunday Night at the Movies" with Simon Foster and Dale Sinden 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



1041 – 2Day FM

1041 2Day FM – Sydney's Hit Music Station
Weekdays Sydney has Breakfast with the Stars with "The Kyle & Jackie O Show" from 6am. The biggest stars, stunts and the only show that creates the most talk in Sydney! Then from 9am start your work day with Chris Page and 2Day FM's Ad Free 50 – Sydney's biggest hits, no ads for 50 minutes every hour. Ellie Mobbs is on air from 12pm-4pm with more AD Free 50's, followed by Hamish & Andy for your Drive Home (4pm-6pm). At 6pm listen to Kyle & Jackie O Show's Hour of Power with the biggest stars, followed by Australia's hottest hits at night on the Hot 30 Countdown from 7pm.

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



NOVA 969

NOVA 969 Sounds Different
Join Merrick & Rosso & Kate Ritchie weekdays from 6am. Kicking off your workday at 9am, Harlee gives you your fix of the world's biggest music news stories with 'Nova's Music News Junkie'. Nova plays 'New Music First' and 'Never More Than 2 Ads in a Row' while you work with Jamie Row. From 4pm, 'Ryan, Monty and Wippa' begin the drive home. At 6pm, Merrick & Rosso & Kate Ritchie are back before Maz and Kerley launch new music first on Nova's Launchpad at 7pm. Saturday's from 7am, its Merrick & Rosso & Kate Ritchie. The Nova + iTunes Download plays the hottest 30 songs of the week at 3pm. Sundays from 8am its Ryan, Monty and Wippa Re-Heated followed by 'the Sunday Sleep In with Hughsey & Kate from 9am.

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



vega 95.3fm

Sydney's Vega 95.3fm - the 70's, 80s and the best new songs. Wake up with 'Tony, Bec and Mikey' weekdays from 6am to 9am. Alex Dean kicks off the workday from 9am and Jacqui Kassulke takes over from 12pm to 3pm. Vega keeps Sydney moving on the drive home with Maroon from 3pm to 7pm. Saturday mornings from 7am-9am you can hear the best of Tony, Bec & Mikey and Sunday mornings from 9am to 11am Barry Bissell presents 'Cover to Cover' where he looks at the greatest albums ever made.

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



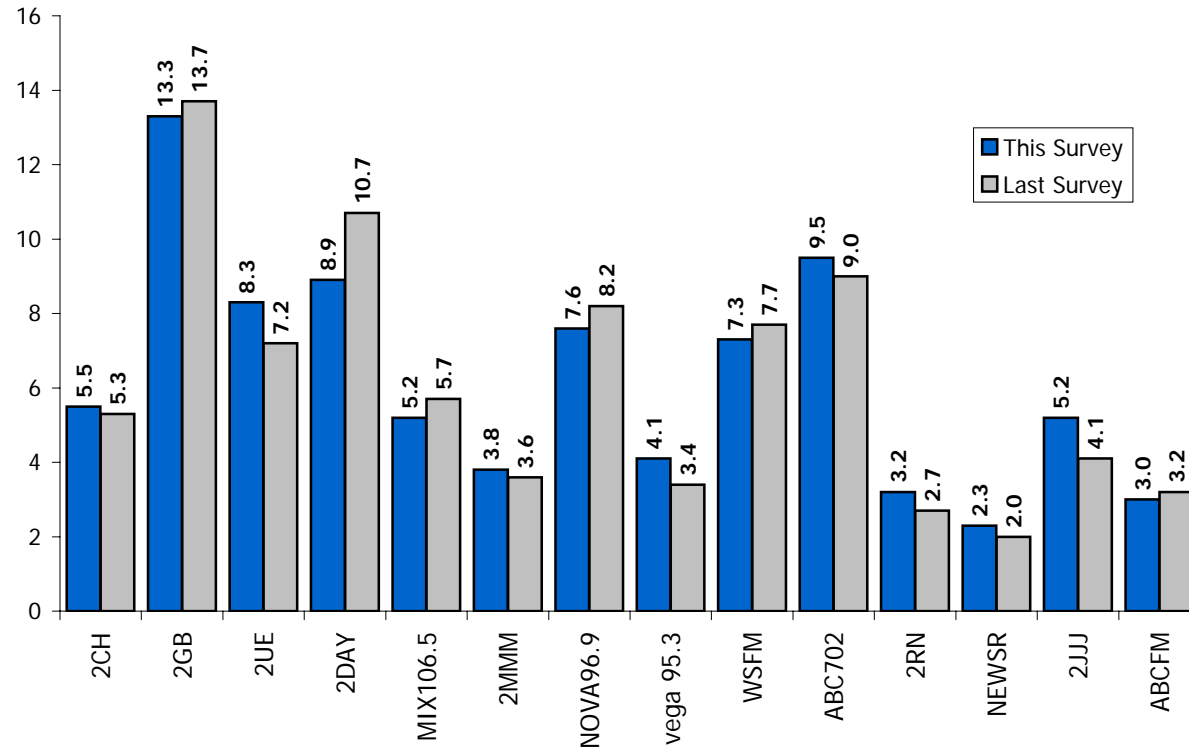
Sydney's Classic Hits 101.7 – WFSM

WEEKDAYS: 5.30am-9am: Jonesy & Amanda Keller In The Morning; Classic Hits all day with Ron E Sparks and the Jonathon Coleman Experience.
WEEKENDS: Classic Hits all weekend with Ron E Sparks, Jonathan Coleman and 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	5.5	(5.3)
2GB	13.3	(13.7)
2UE	8.3	(7.2)
2DAY	8.9	(10.7)
MIX106.5	5.2	(5.7)
2MMM	3.8	(3.6)
NOVA96.9	7.6	(8.2)
vega 95.3	4.1	(3.4)
WSFM	7.3	(7.7)
ABC702	9.5	(9.0)
2RN	3.2	(2.7)
NEWSR	2.3	(2.0)
2JJJ	5.2	(4.1)
ABCFM	3.0	(3.2)



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

	CUME (000's)	
Potential	3883	(3,883)
2CH	289	(297)
2GB	637	(635)
2UE	381	(378)
2DAY	966	(1,018)
MIX106.5	588	(573)
2MMM	482	(451)
NOVA96.9	862	(907)
vega 95.3	373	(302)
WSFM	529	(506)
ABC702	669	(667)
2RN	227	(214)
NEWSR	272	(254)
2JJJ	470	(409)
ABCFM	238	(263)

	AVERAGE (000's)	
Potential	3883	(3,883)
2CH	31	(30)
2GB	75	(76)
2UE	46	(40)
2DAY	50	(59)
MIX106.5	29	(32)
2MMM	21	(20)
NOVA96.9	43	(46)
vega 95.3	23	(19)
WSFM	41	(43)
ABC702	53	(50)
2RN	18	(15)
NEWSR	13	(11)
2JJJ	29	(23)
ABCFM	17	(18)

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	4.6	(4.2)	6.3	(6.4)	5.4	(5.3)	3.7	(3.3)	5.9	(5.5)
2GB	16.5	(17.8)	15.3	(15.9)	10.6	(10.8)	7.5	(8.1)	13.3	(13.0)
2UE	8.1	(6.6)	9.1	(6.8)	7.3	(5.9)	6.4	(6.0)	8.2	(9.8)
2DAY	9.8	(12.0)	6.6	(9.5)	7.9	(10.4)	14.2	(17.2)	7.2	(7.7)
MIX106.5	3.3	(3.3)	5.0	(6.1)	5.7	(7.7)	5.9	(6.1)	8.8	(7.9)
2MMM	3.4	(3.3)	3.3	(3.1)	3.6	(3.8)	5.3	(4.4)	4.8	(4.4)
NOVA96.9	8.1	(8.5)	7.3	(7.9)	8.4	(8.8)	8.1	(8.7)	7.3	(8.9)
vega 95.3	3.3	(2.6)	4.8	(3.8)	5.7	(5.0)	4.4	(3.8)	2.7	(1.3)
WSFM	7.5	(8.1)	7.6	(8.8)	8.6	(9.3)	6.3	(6.2)	4.8	(3.6)
ABC702	11.4	(10.9)	8.1	(8.1)	9.2	(7.7)	10.5	(9.6)	8.8	(8.6)
2RN	3.6	(3.2)	3.0	(1.9)	2.4	(1.9)	3.1	(2.5)	3.6	(3.6)
NEWSR	3.1	(2.9)	1.5	(1.2)	1.3	(0.9)	1.5	(1.3)	4.4	(2.8)
2JJJ	4.4	(3.7)	5.5	(4.2)	6.8	(4.7)	6.3	(4.7)	3.2	(3.9)
ABCFM	2.2	(2.4)	3.4	(3.2)	3.0	(2.8)	3.2	(3.7)	2.6	(3.7)

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

	10-17		18-24		25-39		40-54		55+		Buyer	
2CH	0.2	(*)	*	(*)	0.8	(0.5)	2.5	(3.1)	12.8	(12.5)	7.2	(6.2)
2GB	4.8	(2.0)	3.4	(2.0)	6.6	(4.8)	10.6	(11.7)	23.3	(26.1)	14.3	(14.6)
2UE	0.3	(0.7)	0.1	(0.4)	1.8	(2.3)	9.0	(6.3)	14.9	(13.8)	10.5	(9.1)
2DAY	23.3	(22.4)	25.9	(32.5)	13.1	(15.4)	7.6	(8.7)	1.2	(1.3)	6.4	(8.8)
MIX106.5	6.0	(7.4)	6.7	(7.1)	9.0	(8.7)	5.9	(6.7)	1.8	(2.5)	4.6	(6.2)
2MMM	9.9	(8.1)	5.3	(4.0)	6.2	(6.2)	4.0	(4.3)	0.8	(0.6)	2.8	(3.0)
NOVA96.9	17.7	(18.9)	18.3	(19.6)	13.9	(14.2)	6.6	(6.9)	0.4	(0.4)	7.2	(7.7)
vega 95.3	4.1	(3.8)	3.0	(3.9)	6.6	(5.5)	6.4	(4.6)	0.9	(1.0)	3.7	(2.1)
WSFM	5.0	(3.4)	3.5	(2.2)	6.1	(8.0)	12.2	(13.5)	5.5	(5.5)	6.7	(8.0)
ABC702	3.0	(3.3)	0.9	(1.1)	4.5	(4.9)	10.7	(8.8)	14.6	(14.9)	11.1	(10.3)
2RN	0.5	(0.9)	0.1	(0.2)	1.0	(1.9)	4.0	(3.9)	5.1	(3.4)	3.9	(3.0)
NEWSR	2.3	(3.2)	0.8	(0.8)	1.5	(1.1)	2.0	(1.6)	3.3	(2.9)	2.4	(2.0)
2JJJ	5.0	(3.0)	13.1	(8.5)	11.5	(8.4)	3.9	(4.1)	0.3	(0.2)	3.5	(2.7)
ABCFM	0.1	(1.6)	2.0	(1.4)	1.5	(1.2)	1.7	(2.3)	5.5	(5.9)	3.2	(3.5)

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